

**Maulana Abul Kalam Azad University of Technology, WB**  
**(Formerly known as West Bengal University of Technology)**  
**Syllabus of Bachelor in Travel and Tourism Management**  
**Effective from academic session 2023-24**

**Semester VI**

**Detailed Syllabus**

<b>Course: Tourism Organization and Travel Documentation</b>	
<b>Course Code: TTMC601</b>	<b>Semester: VI</b>
<b>Maximum Marks: 100</b>	
<b>Teaching Scheme</b>	<b>Examination Scheme</b>
Theory: 4	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 5	Practical/Seasonal internal continuous evaluation: 0
	Practical/Seasonal external examination: 0

<b>Sl. No.</b>	<b>Course Objective</b>
<b>1</b>	To understand the importance of tourism organisations, roles, functions and the eventual impact .
<b>2</b>	To know about the various tourism organisations and their respective locations for a better foreign view.
<b>3</b>	To the importance, the rules and regulations related to passports, domestic travel and international travel.
<b>4</b>	To understand the know how of visas and the eligibility to get visas along with the health related matters.
<b>5</b>	To understand the importance, process and impact of the foreign exchange management scheme.

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	<b>Course Outcomes</b>	<b>Mapped module/Unit</b>
<b>CO 1</b>	Describe the types, roles, and functions of tourism organizations and evaluate their impact on tourism development.	U1
<b>CO 2</b>	Identify and explain objectives and contributions of key international and Indian tourism organizations.	U2
<b>CO 3</b>	Demonstrate knowledge of passport application processes, visa types, and related documentation for international travel.	U3
<b>CO 4</b>	Understand and apply regulations and procedures under the Foreign Exchange Management Act (FEMA) in currency exchange.	U4
<b>CO 5</b>	Manage travel documentation requirements and address visa refusals or delays in real-world travel scenarios.	U5

**Learning Outcome/Skills:**

Upon completion of this course, students will be able to understand the structure, types, and functions of tourism organizations at the state, national, and international levels, along with their roles in tourism development, promotion, and policy implementation. They will gain insights into key global and national tourism bodies such as UNWTO, WTTC, PATA, IATA, TAAI, IATO, and FHRAI, and analyze their objectives, functions, and industry impact. Students will also acquire practical knowledge related to travel documentation, including passport application procedures, visa types and processes, health documentation, and international travel requirements. Additionally, they will develop the ability to handle refused or pending visa applications and understand destination departure protocols. Furthermore, students will grasp the fundamentals of the Foreign Exchange Management Act (FEMA), learn the process of currency exchange, and apply legal and financial considerations relevant to outbound tourism and international travel management.

<b>Unit</b>	<b>Total Hours</b>	<b>% of Questions</b>	<b>Bloom's Taxonomy</b>	<b>Remarks, if any</b>
<b>THEORY</b>				
<b>U1</b>	<b>10</b>	<b>10</b>	<b>1,2</b>	<b>NA</b>
<b>U2</b>	<b>10</b>	<b>20</b>	<b>1,2</b>	<b>NA</b>
<b>U3</b>	<b>12</b>	<b>20</b>	<b>1,2,3</b>	<b>NA</b>
<b>U4</b>	<b>14</b>	<b>30</b>	<b>1,2,3</b>	<b>NA</b>
<b>U5</b>	<b>12</b>	<b>20</b>	<b>1,2,3</b>	<b>NA</b>
	<b>60</b>	<b>100%</b>		

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<b>Course Code:</b>	<b>TTMC601</b>	
<b>Course:</b>	<b>Tourism Organization and Travel Documentation</b>	<b>Credits: 5.0</b>
<b>Contents</b>		
<b>Chapter</b>	<b>Name of the Topic</b>	<b>Hours</b>
<b>Unit-I</b>	<b>Introduction to Tourism Organizations</b> <ul style="list-style-type: none"> <li>• Definition of tourism organizations</li> <li>• Importance of tourism organizations in tourism development</li> <li>• Types of Tourism Organizations [State, National and International]</li> <li>• Role and Functions of State Tourism Organizations [Promotion of tourism within a state, Development of tourism infrastructure, Coordination with local stakeholders, and Marketing and promotion of tourist destinations]</li> <li>• Role and Functions of National Tourism Organizations [Promotion of tourism at the national level, Branding and marketing of the country as a tourist destination, Policy formulation and implementation, Collaboration with international organizations]</li> <li>• Role and Functions of International Tourism Organizations</li> </ul>	<b>10</b>
<b>Unit-II</b>	<b>Key Tourism Organizations</b> <ul style="list-style-type: none"> <li>• United Nations World Tourism Organization (UNWTO)--- Objectives, functions, Areas of activities and initiatives</li> <li>• World Travel &amp; Tourism Council (WTTC) ---- Objectives, functions, Influence on the global travel and tourism industry</li> <li>• Pacific Asia Travel Association (PATA) ---- Objectives, functions, Focus on the Asia-Pacific region</li> <li>• International Air Transport Association (IATA) ---- Objectives and functions, Importance of air travel in the tourism industry</li> <li>• Travel Agents Association of India (TAAI) ---- Objectives and functions, Role of travel agents in the Indian tourism industry</li> <li>• Indian Association of Tour Operators (IATO) ---- Objectives and functions, Importance of tour operators in India</li> <li>• Federation of Hotel &amp; Restaurant Associations of India (FHRAI) ---- Objectives and functions, Role of hotels and restaurants in the Indian tourism industry</li> </ul>	<b>10</b>
<b>Unit-III</b>	<b>Travel Documentation</b> <ul style="list-style-type: none"> <li>• 3.1 Passport Requirements and Procedures</li> <li>• Checklist for passport application</li> <li>• Types of passports</li> <li>• Changes and updates in passport procedures</li> <li>• Tatkal scheme and fees for expedited passport processing</li> <li>• Overview of the passport act and penalties under section 12(1)B</li> </ul>	<b>12</b>

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	<ul style="list-style-type: none"> <li>• 3.2 Eligibility and Documentation for Travel Out of India</li> <li>• Rules and regulations for traveling outside India</li> <li>• Required documents for international travel</li> </ul>	
<b>Unit-IV</b>	<b>Visas</b> <ul style="list-style-type: none"> <li>• Documents required for visa applications</li> <li>• Health check documents for specific destinations</li> <li>• Types of visas and their purposes</li> <li>• Visa fees and payment procedures</li> <li>• Handling refused or pending visa applications</li> <li>• Understanding destination departure records</li> </ul>	<b>14</b>
<b>Unit-V</b>	<b>Foreign Exchange Management</b> <ul style="list-style-type: none"> <li>• Overview of the Foreign Exchange Management Act (FEMA)</li> <li>• Impact of FEMA on the travel and tourism industry</li> <li>• Process for exchanging foreign currency</li> <li>• Important considerations for currency exchange</li> </ul>	<b>12</b>
	<b>Total:</b>	<b>60</b>

**List of Books**

<b>Sl. No.</b>	<b>Title of the Book</b>	<b>Name of Author</b>
1	"Tourism: Principles and Practices"	A.K. Bhatia
2	"Tourism Management"	Sunetra Roday, Archana Biwal & Vandana Joshi

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<b>Course: Destination Management</b>	
<b>Course Code: TTMC602</b>	<b>Semester: VI</b>
<b>Maximum Marks: 100</b>	
<b>Teaching Scheme</b>	<b>Examination Scheme</b>
Theory: 4	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 5	Practical/Seasonal internal continuous evaluation: 0
	Practical/Seasonal external examination: 0

<b>Sl. No.</b>	<b>Course Objective</b>	
<b>1</b>	Introduce the concept, evolution, and importance of destination management in tourism.	
<b>2</b>	Develop an understanding of planning, development, and branding strategies for tourism destinations.	
<b>3</b>	Familiarize students with sustainable destination practices and the role of community engagement.	
<b>4</b>	Equip students with marketing tools including digital platforms to promote tourism destinations effectively.	
<b>5</b>	Enable students to analyze performance, trends, and challenges in destination management and governance.	
	<b>Course Outcomes</b>	<b>Mapped module/Unit</b>
<b>CO 1</b>	Explain the fundamentals of destination management and identify key stakeholders and their roles.	U1
<b>CO 2</b>	Assess and design destination planning strategies using research and stakeholder input.	U2
<b>CO 3</b>	Apply destination branding and marketing techniques, including digital and social media tools	U3
<b>CO 4</b>	Integrate sustainable tourism principles in managing environmental, cultural, and visitor impacts.	U4

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<b>CO5</b>	Evaluate tourism destination performance and respond to future trends and challenges in the industry.	U5
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**Learning Outcome/Skills:**

Upon completing this course, students will develop a comprehensive understanding of destination management, including its concept, evolution, and the roles of key stakeholders in shaping tourism destinations. They will be able to assess destinations through market research, plan and design tourism experiences, and engage stakeholders in infrastructure development. Students will gain practical skills in destination branding, marketing strategies, and digital promotion, along with managing destination image and perception. They will also understand sustainable destination management by learning principles of responsible tourism, managing carrying capacity, encouraging community involvement, and conserving natural and cultural heritage. Additionally, students will acquire the ability to evaluate destination performance, assess economic impacts, and anticipate emerging trends and future directions in destination planning and management.

<b>Unit</b>	<b>Total Hours</b>	<b>% of Questions</b>	<b>Bloom's Taxonomy</b>	<b>Remarks, if any</b>
<b>THEORY</b>				
<b>U1</b>	<b>10</b>	<b>10</b>	<b>1,2</b>	<b>NA</b>
<b>U2</b>	<b>10</b>	<b>20</b>	<b>1,2</b>	<b>NA</b>
<b>U3</b>	<b>12</b>	<b>20</b>	<b>1,2,3</b>	<b>NA</b>
<b>U4</b>	<b>14</b>	<b>30</b>	<b>1,2,3</b>	<b>NA</b>
<b>U5</b>	<b>12</b>	<b>20</b>	<b>1,2,3</b>	<b>NA</b>
	<b>60</b>	<b>100%</b>		

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<b>Course Code:</b>	<b>TTMC602</b>	
<b>Course:</b>	<b>Destination Management</b>	<b>Credits: 5.0</b>
<b>Contents</b>		
<b>Chapter</b>	<b>Name of the Topic</b>	<b>Hours</b>
<b>Unit-I</b>	<b>Introduction to Destination Management</b> <ul style="list-style-type: none"> <li>• Concept and significance of destination management in tourism.</li> <li>• Evolution and trends in destination management.</li> <li>• Key stakeholders and their roles in destination management.</li> <li>• Destination life cycle and destination governance.</li> </ul>	<b>10</b>
<b>Unit-II</b>	<b>Destination Planning and Development</b> <ul style="list-style-type: none"> <li>• Destination assessment and market research.</li> <li>• Planning and designing tourist experiences and attractions.</li> <li>• Infrastructure development and management.</li> <li>• Stakeholder engagement in destination planning.</li> </ul>	<b>10</b>
<b>Unit-III</b>	<b>Destination Branding and Marketing</b> <ul style="list-style-type: none"> <li>• Destination branding strategies and positioning.</li> <li>• Marketing techniques and channels for destination promotion.</li> <li>• Digital marketing and social media in destination marketing.</li> <li>• Destination image and perception management.</li> </ul>	<b>12</b>
<b>Unit-IV</b>	<b>Sustainable Destination Management</b> <ul style="list-style-type: none"> <li>• Sustainable tourism principles and practices.</li> <li>• Managing carrying capacity and visitor management.</li> <li>• Community involvement and socio-cultural impacts.</li> <li>• Conservation and preservation of natural and cultural heritage.</li> </ul>	<b>14</b>
<b>Unit-V</b>	<b>Destination Evaluation and Future Trends</b> <ul style="list-style-type: none"> <li>• Monitoring and evaluating destination performance.</li> <li>• Economic impacts of tourism on destinations.</li> <li>• Emerging trends and challenges in destination management.</li> <li>• Future directions in destination management.</li> </ul>	<b>12</b>
	<b>Total:</b>	<b>60</b>

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<b>Sl. No.</b>	<b>Title of the Book</b>	<b>Name of Author</b>
1	"Entrepreneurship in Tourism and Hospitality: A Global Perspective"	M. C. Hall and S. Page
2	"Destination Marketing and Management: Theories and Applications"	Youcheng Wang & Abraham Pizam



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<b>Course: Entrepreneurship in Tourism</b>	
<b>Course Code: TTMC603</b>	<b>Semester: VI</b>
<b>Maximum Marks: 100</b>	
<b>Teaching Scheme</b>	<b>Examination Scheme</b>
Theory: 3	End semester Exam: 70
Tutorial: 1	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 4	Practical/Seasonal internal continuous evaluation: 0
	Practical/Seasonal external examination: 0

<b>Sl. No.</b>	<b>Course Objective</b>	
<b>1</b>	Introduce the fundamentals of entrepreneurship within the tourism industry context.	
<b>2</b>	Explore business planning techniques for launching and managing tourism ventures.	
<b>3</b>	Develop marketing and branding strategies specific to tourism products and services.	
<b>4</b>	Examine the importance of risk management and sustainable practices in tourism entrepreneurship.	
<b>5</b>	Encourage innovation and use of technology to enhance entrepreneurial ventures in tourism.	
	<b>Course Outcomes</b>	<b>Mapped module/Unit</b>
<b>CO 1</b>	Demonstrate understanding of entrepreneurial concepts and opportunities in the tourism sector.	U1
<b>CO 2</b>	Prepare and evaluate business plans, feasibility studies, and financial strategies for tourism start-ups.	U2
<b>CO 3</b>	Apply effective marketing and branding tools including digital media to promote tourism ventures.	U3

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<b>CO 4</b>	Analyze risks and incorporate sustainable practices in tourism business operations.	U4
<b>CO 5</b>	Integrate technological trends and innovation into tourism entrepreneurship and product development.	U5

**Learning Outcome/Skills:**

Upon completion of this course, students will gain a thorough understanding of entrepreneurship within the tourism industry, including the identification of opportunities and analysis of successful tourism entrepreneurs. They will acquire the skills to develop comprehensive business plans for tourism ventures, conduct market analysis and feasibility studies, and perform effective financial planning and budgeting. Students will also learn to craft marketing strategies, build strong brand identities, and utilize digital marketing tools and social media platforms to promote tourism businesses. In addition, they will understand risk management techniques and the integration of sustainability into tourism entrepreneurship, supported by real-world case studies. Finally, students will explore the role of innovation and technology in tourism, recognizing current trends and applying them to create new, competitive tourism products and services.

<b>Unit</b>	<b>Total Hours</b>	<b>% of Questions</b>	<b>Bloom's Taxonomy</b>	<b>Remarks, if any</b>
<b>THEORY</b>				
<b>U1</b>	<b>10</b>	<b>10</b>	<b>1,2</b>	<b>NA</b>
<b>U2</b>	<b>10</b>	<b>20</b>	<b>1,2</b>	<b>NA</b>
<b>U3</b>	<b>12</b>	<b>20</b>	<b>1,2,3</b>	<b>NA</b>
<b>U4</b>	<b>14</b>	<b>30</b>	<b>1,2,3</b>	<b>NA</b>
<b>U5</b>	<b>12</b>	<b>20</b>	<b>1,2,3</b>	<b>NA</b>
	<b>60</b>	<b>100%</b>		

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<b>Course Code:</b>	<b>TTMC603</b>	
<b>Course:</b>	<b>Entrepreneurship in Tourism</b>	<b>Credits: 4.0</b>
<b>Contents</b>		
<b>Chapter</b>	<b>Name of the Topic</b>	<b>Hours</b>
<b>Unit-I</b>	<b>Introduction to Tourism Entrepreneurship</b> <ul style="list-style-type: none"> <li>Understanding entrepreneurship in the context of the tourism industry</li> <li>Exploration of entrepreneurial opportunities within the tourism sector</li> <li>Identification and analysis of successful tourism entrepreneurs</li> </ul>	<b>10</b>
<b>Unit-II</b>	<b>Business Planning for Tourism Ventures</b> <ul style="list-style-type: none"> <li>Developing a business plan for a tourism-related venture</li> <li>Market analysis and feasibility studies</li> <li>Financial planning and budgeting for tourism start-ups</li> </ul>	<b>10</b>
<b>Unit-III</b>	<b>Marketing and Branding for Tourism Entrepreneurs</b> <ul style="list-style-type: none"> <li>Strategies for marketing tourism products and services</li> <li>Building a strong brand identity for tourism ventures</li> <li>Utilizing digital marketing and social media in the tourism industry</li> </ul>	<b>12</b>
<b>Unit-IV</b>	<b>Risk Management and Sustainability in Tourism Entrepreneurship</b> <ul style="list-style-type: none"> <li>Identifying and managing risks in the tourism business</li> <li>Incorporating sustainable practices in tourism entrepreneurship</li> <li>Case studies on successful sustainable tourism start-ups</li> </ul>	<b>14</b>
<b>Unit-V</b>	<b>Innovation and Technology in Tourism Entrepreneurship</b> <ul style="list-style-type: none"> <li>Leveraging technology for innovation in the tourism sector</li> <li>Trends in tourism tech and their impact on entrepreneurship</li> <li>Integrating innovation into the development of new tourism products and services</li> </ul>	<b>12</b>
	<b>Total:</b>	<b>60</b>

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**List of Books**

<b>Sl. No.</b>	<b>Title of the Book</b>	<b>Name of Author</b>
1	"Tourism Entrepreneurship: Principles, Processes and Practices"	Pushkala Prasad and Nandita Roy
2	"Entrepreneurship in the Hospitality, Tourism and Leisure Industries"	Debra Lucas-Companis