

Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly known as West Bengal University of Technology)
Syllabus of BBA in Heritage Tourism
Effective from academic session 2023-2024

SEMESTER-IV

Paper: Tourism Geography

Code: BTHM C401

Credits: 4

Theory

Objectives:

1. To understand different geographical features of Tourism
2. To give an insight into various holiday destinations and develop their role as Travel professional.
3. To understand the process and linkage responsible for generation of Tourism flows.

Course Content

Unit 1	Introduction to Geography – Meaning and definition, scope and contents of geography of tourism – Major land forms – Mountains, Plains, Plateaus and valleys, relationship between tourism and geography, elements of Geography — Major Oceans, Seas, Mountains.
Unit 2	Physical geography of Asia - Pacific Regions, tourist destinations, attractions and accessibilities of major countries such as India, China, Singapore, Sri Lanka, Indonesia, Thailand, Maldives, Malaysia, Japan, Nepal (in brief).
Unit 3	Geography of Tourism in Europe - An Introduction to the tourism Geography of Europe – physical characteristics – Tourism characteristics in Western Europe – Ireland – the United Kingdom – France – Belgium – the Netherlands – Germany – Austria – Switzerland
Unit 4	Latitudes & Longitudes - Latitude – Longitude – International Date Line, Time Zones and calculation of time, Time Differences, GMT, Flying time, Standard time and Daylight saving time. – World's continents -destinations on world map.

Suggested Readings:

1. Dawne M. Flammger (1993), Destination: North America.
2. Philip.G. Davidoff (2002), Geography for Tourism.
3. T Manoj Dixit, Amith Kumar Singh and Pravin Singh Rana, Tourism Geography:
4. Carleton Cole (2009), Destination: Asia: Coming to Thailand & Asian adventures.
5. Husain Masjid (2004), World Geography, Rawat Publications, Delhi and Jaipur.
6. Husain Masjid,(2003),Indian and World Geography, Rawat Publications, Delhi and Jaipur
7. J. K Chopra, World Geography.
8. M A Boniface, Chris Cooper and Robyn Cooper, Worldwide Destinations: The Geography of Travel and Tourism: Volume – 1, London.
9. S.G. Krishna Murthy: Development of Hotels and Resorts, Khanna Publishing House.

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Paper: Tourism Management

Code: BTHMC402

Credits: 4

Theory

Objectives: <ul style="list-style-type: none"> • To understand the basic concept and various components of management • To understand the management functions • To understand the evolution of management thinking • To understand the decision-making process and the concept of motivation 	
Course Content	
Unit 1	MANAGEMENT THEORIES AND CONCEPTS- Meaning and definitions of management; Nature, Significance, objectives and functions of management; levels of management; principles of management (Henry Fayol and F.W. Taylor): Role, attributes and qualities of manager; approaches to management
Unit 2	PLANNING AND DECISION MAKING- Nature and purpose of planning; types of plans, planning process, advantages and limitations of planning; Objectives: Nature and types of objectives; Importance of Objectives; Management by objective - Decision-making: process of decision making; decision making techniques; importance and limitation of decision making
Unit 3	ORGANISING & STAFFING - Nature and purpose of organizing; formal and informal organization; Delegation of Authority and responsibility; Decentralization, Methods of decentralization- Staffing: Nature and purpose of staffing; human resource planning; recruitment, selection, training, compensation and performance appraisal.
Unit 4	DIRECTING - Nature and importance of direction; Motivation: meaning & importance; theories of motivation (Maslow's Need Hierarchy theory, Herzberg's motivation, Hygiene theory, room's Expectancy theory); Leadership: Meaning, theories of leadership (Trait theory, Behavioural theories, Situation theories, The Path Goal Theory, Integrated Leadership Model). Communication: Meaning, process and barriers to communication.

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Suggested Readings:

1. Koontz Herold & Weihrich Heinz (2006), Essentials of Management, 7th edition, Tata Mc. Graw Hill Publishers, New Delhi.
2. Agarwal R.D (2001), Organization and Management, Tata Mc. Graw Hill Publishers, New Delhi.
3. Terry R George & Franklin G Stephen (1997), Principles of Management, 8th edition, AITBS Publishers and Distributors, New Delhi.
4. Sherleker & Das Suresh (2011), Principles of Management, (2011), Himalaya Publishing House, New Delhi.
5. Premvir Kapoor (2023), Principles of Management, Khanna Publishing House.
6. Herold Koontz, Heinz Weihrich (1994), Management: A Global Perspective, 10th edition, Tata Mc. Graw Hill Publishers, New Delhi.

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Paper : Tourism Principles & Practices

Code: BTHMC403

Credits: 5

Theory

Objectives: <ul style="list-style-type: none">• To learn the basic elements of Tourism• To visualize the evolution of Tourism• To understand the typology of Tourism Industry	
Course Content	
Unit 1	Definition of Travel; Tourism; Visitor; Excursionist; Domestic Tourism; International Tourism; Inbound Tourism; Outbound Tourism.
Unit 2	Significance of Tourism; Motivation for Travel; Classification of Traveller; Concept of Leisure & Business Tourism; Push & Pull Factors; Typology of Tourism; Travel Motivation.
Unit 3	Differences between Domestic & International Tourism; Difference between Tourist & Traveller; Difference between Tourist & Excursionist.
Unit 4	Tourism as an Industry; Recent trends in Domestic Tourism in India; Factors influencing for the development of Domestic Tourism in India; International Tourism trends in India; Factors influencing for the development of International Tourism in India.

Suggested Readings:

1. A.K.Bhatia: International Tourism Management
2. A.K.Bhatia: Tourism Development – Principles & Practices
3. K.K.Kamra&M.Chand-Basics of Tourism
4. P. N. Sethi- Successful Tourism Management
5. Dr. Shubhada Marathe: Tourism Management
- 6.Jagmohan Negi: Tourism & Travel - Concepts & Principles
7. S.G. Krishna Murthy: Development of Hotels and Resorts, Khanna Publishing House.
8. R.K. Sinha: Growth and Development of Modern Tourism

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