

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-V

Paper: E-Tourism & Tourism Product
Code: BTHM C501
Credits: 5

Theory

Objectives:	
1. Understand the concept of digital tourism and E-commerce. 2. Gain insights into E-business strategies and their applications in tourism. 3. Learn how IT and modern technologies have transformed the tourism industry. 4. Explore the role of Artificial Intelligence and Virtual Reality in tourism. 5. Study the diversity of Indian tourism products (natural, cultural, and religious).	
Course Content	
Unit 1	Introduction to E-tourism; Historical Development; Electronic Technology for Data Processing and Communication; Strategic and Operational Use of IT in Tourism.
Unit 2	Typologies of E-Tourism: Business Models – Business to Business (B2B), Business to Consumer (B2C), Consumer to Business (C2B), Consumer to Consumer (C2C), Business to Employees (B2E), and Business to Government (B2G). Digital Marketing: Characteristics; Process for Marketing Products and Services; Online Segmentation, Targeting, and Positioning (STP); Inbound vs. Outbound Marketing; Search Engine Marketing – including Search Engine Optimization (SEO) and Search Engine Advertising (SEA).
Unit 3	Future of E-tourism: E-marketing and Promotion of Tourism Products through Facebook, Twitter, YouTube, WhatsApp, and Travel Blogs; Utilization of Artificial Intelligence and Virtual Reality; Challenges for Conventional Business Models and Competitive Strategies.
Unit 4	Tourism Products of India (Natural and Religious) – General introduction, States and Capitals, Seasons and Climatic Regions and their Impact on Tourism • Natural Vegetation: (a) Tropical Evergreen Rainforests (b) Deciduous or Monsoon-type Forests (i) Dry Deciduous Forests and Scrubs (ii) Semi-desert and Desert Vegetation (iii) Tidal or Mangrove Forests (iv) Mountain Forests • Wild Animals of India and Wildlife Tourism
Unit 5	Major Religions and Religious Tourism: An Overview of Indian Religions — Hinduism, Buddhism, Jainism, Islam, Christianity, Sikhism — and Religious Tourism Destinations Associated with Each Faith
Unit 6	Physiographic Units of India: The Himalayas: Hill stations and their relevance to tourism; The Peninsular Region: General features and tourism; Indus-Ganga-Brahmaputra Plains: Central plains and desert tourism; Coastal Plains and Islands: Beach tourism and coastal attractions

Suggested Readings/Books:

1. Technology in Action, Pearson
2. V. Rajaraman (2013), Introduction to Information Technology, Prentice Hall New Delhi
3. Alexis Leon & Mathews Leon, Computers Today, Leon Vikas
4. Peter Norton (2004), Introduction to Computers, 6e, (Indian Adapted Edition) McGraw-Hill Education, New Delhi
5. Alexis & Mathews Leon (2009), Fundamentals of Information Technology Vikas Publishing House Pvt Limited, New Delhi
6. George Beekman, Eugene Rathswohl (2003), Computer Confluence, Prentice Hall, New Delhi
7. Barbara Wilson (1996); Information Technology: The Basics, Thomson Learning
8. Ramesh Bangia, Learning Computer Fundamentals, Khanna Book Publishers

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Paper: Public Relation & Tourism Journalism

Code: BTHM C502

Contacts Hours / Week: Credits: 5

Theory

Objectives:	
1. Understand basic concepts and ethics of Public Relations (PR).	
2. Learn the functions of PR departments in organizations.	
3. Explore PR's role in stakeholder engagement, campaign planning, and communication evaluation.	
4. Discover career opportunities in Public Relations and Travel Journalism.	
Course Content	
Unit 1	Principles of Public Relations (PR) – PR Ethics – Mass Communication – Knowledge of Organization – Communication Skills – Image Building – Goodwill – Feedback – Role of PR in an Organization.
Unit 2	Advertising Photographer & inhabitations – Conference – Conflict – PR in Tourism Industry
Unit 3	Career in Public Relations: In-house PR Departments and PR Agencies – Professional Bodies of Public Relations (PR) – Recent Trends in PR Careers – Product/Service PR – Celebrity PR – Entertainment PR – Public Relations (PR) for Non-Profits – Political PR.
Unit 4	Public Relations (PR): Meaning, scope, and principles of journalism; editing techniques; role of the tourism press in India; media types – print, radio, and television.
Unit 5	Web Journalism & Media Practices – Suppliers of News – Editors – Language and Style – Theories of Mass Communication – News Agencies – Journalism as a Career and Profession – Qualities Required of a Reporter – House Journal – Design and Make-up – Picture Editing and Captions – Mass Media Policies – Media Representation in Tourism

Suggested Readings/Books:

1. Rita Bhimari. PR 2020: The Trending Practice of Public Relations. Bee Books Pvt. Ltd.,2018
2. Sachdeva, Iqbal. Public Relations – Principles and Practices. Oxford University Press, India,2015
3. Janet Macdonald (2000), Travel Writing, Robert Hale, London.
4. Brunt.P. (1997), Market Research in Travel and Tourism, Butterworth and Heinemann, UK.
5. Clark,Riley,M.,Wood,R.C.(1998), Researching and Writing Dissertations in Hospitality and Tourism, UK.
6. Neilson C. (2001), Tourism and the Media: Tourist Decision Making, Information and Communication, Hospitality Press, Melbourne
7. Arvahan E. & Ketter E. (2008), Media Strategies for Marketing Places in Crisis, Elsevier, UK.

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Paper: The internship will start after the examination of the 4th semester (during the semester break) and will be completed within the 5th semester (on weekends).

Paper Code: SEC581

Contacts Hours / Week: Credits: 4

Sessional

Objectives:

- 1.To expose students to real-time operations and practical challenges in the Tourism and Hospitality Industry.
- 2.To bridge the gap between academic knowledge and industry practices through hands-on experience.
- 3.To develop essential professional skills such as teamwork, communication, problem-solving, and decision-making.
- 4.To help students gain insights into organizational culture, structure, and operational mechanisms.

Suggested Readings/Books:

1. Walker, John R. "**Introduction to Hospitality**" – Pearson
2. Bhatia, A.K. "**Tourism Management**" – Sterling Publishers
3. Jagmohan Negi, "**Tourism and Hotel Management**" – Gitanjali Publishing House
4. Internship/Project Report Guidelines – Issued by the Department