

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA(Travel & Tourism Management)-In-house
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework
w.e.f 2020-21

SEM-3

Paper Code; BBA (TTM)-301
Tourism Products & Destination Management
Total Credit: 6
Total hours of lectures: 60 hours

Course Outcomes:

After completing this course, students will be able to:

- 1) demonstrate the concept of tourism product as well as provide insights into the process of developing and managing various tourism products.
- 2) illustrate the archaeological sites of India & types of Indian performing arts and its significance in tourism, simultaneously classify the Indian paintings as well as to better understanding about Indian rituals, dresses, cuisine with regional variations.
- 3) outline the major natural tourism products & available amenities in the Indian tourism destinations.
- 4) outline destination management & analyse planning process, policies & strategies associated with it.

Module Number	Content	Total Hours
M 1	Definition, Concept and classification of tourism product. Different categories of tourism products: natural and man-made.	10
M 2	Monuments, Museums, Historical sites, Art and Architecture etc. Important tourist Centres. Indian Architectural sites & World Heritage sites, Art gallery, Museums, Folk art of India, Major Fairs and Festivals, Handicrafts of India. Major Case Study Analysis.	10
M 3	Overview of Performing Arts of Indian. Contribution of Cinema, Paintings. Indian rituals, customs, costumes, local cuisines with regional variations & Festival menus. Major Case Study Analysis.	10
M 4	Natural Tourism products: Locations, Accessibility, Facilities, Available Amenities: Hills & Beaches, Deserts, Lakes of India. National Parks and Wild Life Sanctuaries of India. Brief studies of major locations.	10
M 5	Adventure Tourism – Definition, Different types of adventure sports and their brief study. New age tourism products, Deserts of India.	10
M 6	Tourism Destination Management, Policy, strategy and Destination Management, Tourist destination demand analysis, Tourist destination resource base, Tourist destination attractiveness.	10

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	Tourist destination competitiveness. Tourism product management. Tourist destinations marketing, Planning of tourism destination development.	
		60

Suggested books:

1. A.L. Basham, The Wonder that was India; Picador; Indian ed edition
2. R. Acharya, Cultural Heritage of India; RBSA Publishers
3. Percy Brown, Indian Architecture; Read Books
4. Robinet Jacob, Indian Tourism Products; Abhijeet Publications
5. Tomás F. Espino-Rodríguez, Manuel Rodríguez-Díaz, Tourism Destination Management; Mdpi AG
6. Namzi Kozak, Metin Kozak, Tourist Destination Management: Instruments, Products, and Case Studies; Springer

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Paper Code: BBA (TTM) -302
Introduction to Hospitality in Tourism
Total Credit: 6
Total hours of lectures: 60 hours

Course Outcomes:

After completing this course, students will be able to:

- 1) explain the fundamental concept of accommodation and types of accommodation as well as relationship, role and importance of accommodation in tourism.
- 2) demonstrate accommodation products, rating, classification system & challenges of hotel as well as understanding the impact of COVID-19 on the hotel industry.
- 3) outline management functions in hotel industry & operational process as well as to learn about hotel languages, major facilities & services.
- 4) explain hotel reservation, payment system, cancellation & major administrative process.

Module Number	Content	Total Hours
M 1	Accommodation and types of accommodation; alternative accommodation, History and growth of accommodation industry, Role of accommodation industry in tourism development. E-Hospitality; Ethical and Regulatory Aspects in a Hotel. Yield Management, Hospitality Industry Network, Determinants of Hospitality Network Demand & Supply for Accommodation in India.	10
M 2	Accommodation products, Hotel rating system, Hotel classifications, Challenges of accommodation industry, Impact of COVID-19 on the hotel industry and suggestions for post-pandemic recovery. Sustainable Accommodation.	10
M 3	Management Function in Hotel Industry & Hierarchy, Duties & Responsibilities of Staffs.	10
M 4	The languages of accommodation industry, Hotel facilities and services, Room types, Bedding types, Meal plan, Menu planning.	10
M 5	Rate classifications, Factor affecting prices, Reservation & administration, Sales and payment terms, Tour orders and Vouchers, Cancellations, Currency fluctuations.	10
M 6	Methods of Measuring Hotel Performance: Occupancy Ratio- Average Daily Rate: Average Room Rate Per Guest- Rev PAR- Market Share Index- Evaluation of Hotel by Guest.	10
		60

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Suggested books:

- 1) R.C. Wood, Key Concepts of Hospitality Management; SAGE Publications
- 2) J. Negi; Professional Hotel Management; S Chand.
- 3) Yogendra K. Sharma, Hotel Management; Kanishka Publishers Distributors
- 4) S. Kannan, Hotel Industry in India; Deep & Deep Publications
- 5) J. Negi, Hotels for Tourism Development: Economic Planning & Financial Management;
Metropolitan Book Co. (P) Ltd.
- 6) O'Halloran Robert M.Cases in Hospitality and Tourism Management; Pearson Education India

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Paper Code: BBA (TTM)-303
Tourism Economics
Total Credit: 6
Total hours of lectures: 60 hours

Course Outcomes:

After completing this course, students will be able to:

1. explain the definition of economics & concepts of economic as well as discuss the nature, scope and importance of economical analysis along with tourism demands.
2. illustrate the theory of tourism supply and changes.
3. demonstrate cost of production, pricing methods of tourism& tourism multiplier effects.
4. analyze the impact of macro economy on tourism industry as well as to assume the banking system & international trade.

Module Number	Content	Total Hours
M 1	Definition of Economics, Concept and Definition of Managerial Economics, Nature and scope of managerial economics, Role of Managerial Economics, Concepts of Economics: Wealth Oriented View, Welfare View, Scarcity View, Development View. Nature, scope and importance of economic analysis.	10
M 2	Foundations of tourism demand, changes in demand – short term & long-term effects. Theory of demand, Demand-functions, Demand Elasticity, Income and substitution effects, Demand forecasting- Purposes and methods, Tourism Demand.	10
M 3	Theory of tourism supply and changes. Elasticity and its application, Demand forecasting	10
M 4	Cost of production, Pricing methods of tourism. Price discrimination, Pricing - Determinants, Objectives, Pricing under different Market conditions, Cost curves, Break even analysis and cost control, Theory of firm, Profit maximization, sales maximizations, Ownership, and control, Market structure perfect competition, Monopoly, Oligopoly, Monopolistic competition,	10
M 5	The impact of macro economy on tourism industry. Banking systems, International trade, land, labour and capital, Inflation- types and approaches, causes and effects of Inflation and employment.	10
M 6	Impacts of Macro economy on Tourism Industry. Economic, Socio-Cultural and Environmental Impacts of Tourism, Multiplier	10

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	process, Multiplier effects and its impacts of tourism. Economical Impacts of Tourism in India.	
		60

Suggested Books:

1. M. Thea Sinclair & Mike Stabler, The Economics of tourism; Routledge
2. Peter/Jain, Managerial Economics; Pearson Education India
3. Geoffrey Jehle, Philip Reny, Advanced Microeconomic Theory; Pearson
4. Sampat Mukherjee, Elementary Economics; New Central Book Agency
5. Peter Forsyth, Larry Dwyer, Wayne Dwyer, Tourism Economics and Policy; Channel View Publications
6. Clem Tisdell, Handbook of Tourism Economics: Analysis, New Applications and Case Studies; World Scientific Publishing Co Pte Ltd

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Paper Code: BBA (TTM) 305
French–I
Total Credit: 2
Total hours of lectures: 20 hours

Course Outcomes:

After completing this course, students will be able to:

1. explain basics alphabets, number and gender, numbers, days, months, time, etc.
2. classify basic grammar in French.
3. explain translation, tourism related terms.
4. illustrate how to introduce yourself in French.

Module Number	Content	Total Hours
M 1	Alphabets, Concept of number and gender, numbers, Days, Months, Time, nationality and profession, Self-Introduction in French.	4
M 2	Definite article and indefinite article, Introduction of Verbs- Etre and Avoir and its' uses. Quantitative and Qualitative adjectives, Prepositions,	4
M 3	Possessive and Demonstrative adjectives. Regular & irregular verbs- its conjunction in present tense, formation of affirmative, Negative and interrogative sentences in Present tense. Pronominal verbs, Imperative sentences, Partitive article	6
M 4	Translation, Tourism related terms Theory les terminologies, le restaurant, la cuisine, le material, de la cuisine, articles du restaurant, les boissons, la table, la chambred'hotel, les repas, le menu, le jour de la semaine, les nombres, les heures, les saisons, les menus francais, les recettes, les vins etc. (paragraph for translation in to English and vice versa)	6
		20

Suggested Books:

- 1) G. Mayger, La civilization de la langue Francaise (Part I): Goyal Publishers & Distributors Pvt. Ltd
- 2) Collins Dictionaries, Easy Learning French Conversation: Trusted support for learning: Collins.

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- 3) Paul Irving Educational; Learn French for Beginners: Your Easy French Complete Course, with Basic Grammar and Vocabulary, a Useful Phrasebook for Travel and 20 Captivating Short Stories to Become Fluent in Conversation!
- 4) DK, Eyewitness Travel Phrase Book French: Essential Reference for Every Traveller (Eyewitness Travel Guides Phrase Books): DK; Illustrated edition
- 5) Michael Janes , Jean-Bernard Carillet , Jean-Pierre Masclef, Lonely Planet French Phrasebook & Dictionary: Lonely Planet; Lonely Planet Publications
- 6) Eliane Kurbegov, Practice Makes Perfect: French Conversation, Premium Second Edition: McGraw-Hill Education