

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB**

**Syllabus for Bachelor of Travel & Tourism Management (BTTM)**

Effective from 2018-2019 Admission Session

**COURSE STRUCTURE**

**1<sup>ST</sup> YEAR**

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
<b>SEMESTER I</b>							
<b>Theory</b>							
1	TTM101	BASICS OF TOURISM	3	1	0		4
2	TTM102	PRINCIPLES OF MANAGEMENT	3	1	0		4
3	TTM103	PRINCIPLES OF MARKETING	3	1	0		4
<b>SESSIONAL</b>							
1	TTM184	ENGLISH LANGUAGE LAB			4		4
2	TTM185	BASIC COMPUTER LAB			4		4
<b>TOTAL CREDIT</b>							<b>20</b>
<b>SEMESTER II</b>							
<b>Theory</b>							
1	TTM201	TOURISM PRODUCT-I( NATURAL& RELIGIOUS)	3	1	0		4
2	TTM202	TOURISM GEOGRAPHY	3	1	0		4
3	TTM203	TOURISM MARKETING	3	1	0		4
4	TTM204	ORGANIZATIONAL BEHAVIOUR	3	1	0		4
5	TTM205	BUSINESS COMMUNICATION	3	1	0		4
<b>TOTAL CREDIT</b>							<b>20</b>

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**2<sup>ND</sup> YEAR**

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
<b>SEMESTER III</b>							
<b>Theory</b>							
1	TTM301	TOURISM PRODUCT-II	3	1	0		4
2	TTM302	HUMAN RESOURCE MANAGEMENT	3	1	0		4
3	TTM303	TOURISM ECONOMICS	3	1	0		4
4	TTM304	LEGAL AND ETHICAL ISSUES IN TOURISM	3	1			4
<b>SESSIONAL</b>							
1	TTM384	FOREIGN LANGUAGE (FRENCH/SPANISH/CHINESE)			4		4
<b>TOTAL CREDIT</b>							<b>20</b>
<b>SEMESTER IV</b>							
<b>Theory</b>							
1	TTM401	TOURISM PRODUCT III	3	1	0		4
2	TTM402	TRANSPORT IN TRAVEL AND TOURISM	3	1	0		4
3	TTM403	ACCOUNTING AND FINANCE FOR TOURISM	3	1	0		4
4	TTM404	ENVIRONMENTAL STUDY	3	1	0		4
<b>SESSIONAL</b>							
1	TTM484	FIELD TRIP REPORT			2		2
2	TTM485	FOREIGN LANGUAGE II ( FRENCH/SPANISH/CHINESE)			2		2
<b>TOTAL CREDIT</b>							<b>20</b>

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**3<sup>RD</sup> YEAR**

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
<b>SEMESTER V</b>							
<b>Theory</b>							
1	TTM501	INTERNATIONAL TOURISM	3	1	0		4
2	TTM502	TOURISM PLANNING AND POLICY	3	1	0		4
3	TTM503	STRATEGIC TOURISM MANAGEMENT AND ENTREPRENEURIAL DEVELOPMENT	3	1	0		4
4	TTM504	EVENT MANAGEMENT	3	1	0		4
5	TTM505	SPECIALIZATION (A/B/C)	3	1	0		4
		<b>TOTAL CREDIT</b>					<b>20</b>
<b>SEMESTER VI</b>							
<b>Theory</b>							
1	TTM601	TOURISM ORGANIZATION AND TRAVEL DOCUMENTATION	3	1	0		4
2	TTM602	ECO-TOURISM	3	1	0		4
3	TTM603	SPECIALIZATION(D/E/F)	3	1	0		4
<b>SESSIONAL</b>							
1	TTM684	FIELD TRIP REPORT			4		4
2	TTM685	PROJECT ON INTERNATIONAL DESTINATION			4		4
		<b>TOTAL CREDIT</b>					<b>20</b>

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4<sup>TH</sup> YEAR

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
<b>SEMESTER VII</b>							
<b>SESSIONAL</b>							
1	TTM784	MINOR PROJECT ON INTERNSHIP			10		10
2	TTM785	VIVA VOICE			10		10
		<b>TOTAL CREDIT</b>					<b>20</b>
<b>SEMESTER VIII</b>							
<b>SESSIONAL</b>							
1	TTM884	MAJOR PROJECT ON INTERNSHIP			10		10
2	TTM885	COMPREHENSIVE VIVA VOICE			10		10
		<b>TOTAL CREDIT</b>					<b>20</b>

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**DETAILED SYLLABUS**

**1<sup>ST</sup> SEMESTER**

**Paper: Basics of Tourism**

**Code : TTM-101**

**Contacts Hours / Week : 3L+1T**

**Credits : 4**

**Unit – 1:** Tourism: concepts, definitions and historical development. Types of tourists: tourist, traveler, excursionists; Forms of tourism: inbound, outbound, domestic and international.

**Unit – 2:** Nature and forms of Travel/Tourism. Tourism System: Nature, Characteristics and components of tourism industry. Push-pull factors in Tourism.

**Unit -3:** Motivation for travel- basic travel motivators, early travel motivators. Tourism Demand, Motivation of Tourism Demand. Measuring Tourism Demand. Pattern and characteristic of tourism supply; Factors influencing tourism demand and supply.

**Unit -4:** Organizations in tourism- need & factors, National Tourist Organizations, Role and functions of Important Tourism Organizations: WTO, IATA, PATA, TAAI, WTTC. Seasonality & tourism

**Unit – 5:** Impacts of tourism at the destination. Its impact: socio-cultural, environmental and economic. Factors affecting the future of tourism business. Sociology of tourism.

**Suggested Readings:**

- 1. Introduction to Tourism : A.K.Bhatia**
- 2. Tourism System : Mill R.C & Morrison**
- 3. Tourism Development : R.Garther**
- 4. Successful Tourism Management : Pran Nath Seth**

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**Paper: Principles of Management**

**Code : TTM-102**

**Contacts Hours / Week : 3L+1T**

**Credits : 4**

**Unit – 1**

Introduction to Management, roles of a manager, Key elements of Managerial skill in Tourism & hospitality Industry

**Unit – 2**

Development of management theories. Early management approaches. Modern management approaches

**Unit – 3**

Planning – Nature, importance, forms, types, making planning effective, decision making.  
Organising – Meaning, process, principles of organizing, Organisation structure. Controlling – control process, need for control, and essentials of effective control

**Unit – 4**

Motivation-concept and theories, Leadership –Concept, types, theories

**Unit – 5**

Change management concept, process, resistance to change, Social Responsibility of Business

**Suggested Readings:**

- 1. Principles and Practices of Management: P.C.Tripathy**
- 2. Principles and Practices of Management: Rao & Narayanan**
- 3. Management: Stoner, Freeman, Gilbert**

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**Paper: Principles of Marketing**

**Code : TTM-103**

**Contacts Hours / Week : 3L+1T**

**Credits : 4**

**UNIT I: -- INTRODUCTION**

- Definition, Nature, Scope, Functions and Importance of marketing
- Evolution of marketing concept/ Approaches of marketing
- Core concept of marketing
- Marketing mix

**UNIT II: -- MARKETING ENVIRONMENT**

- Marketing environments: -- Micro and Macro
- Impact of different components (micro and macro) of environment on marketing decisions
- Significance of marketing environment
- Concept of markets: -- consumer markets, business markets, government markets and institutional markets

**UNIT III: -- CONSUMER BEHAVIOUR**

- Meaning, Definition, Characteristics and importance of consumer behaviour
- Consumer buying process
- Factors influencing consumer buying decisions

**UNIT IV: -- MARKET SEGMENTATION, TARGETING AND POSITIONING**

- Concept, meaning and importance of market segmentation
- Reason of market segmentation
- Bases and types of market segmentation
- Market targeting and positioning

**UNIT V – PRODUCT**

- Meaning and levels of product
- Classification of products
- Concept and strategies of product mix and product line
- Branding, packaging and labelling
- Product life cycle (PLC) and new product development

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**UNIT VI: -- Price**

- Concept, objectives and significance of pricing
- Factors affecting pricing and steps for developing the pricing of a product
- Pricing methods/ techniques/ strategies

**UNIT VII: -- Channels of Distribution (Place)**

- Meaning and importance of channels of distribution
- Types of distribution channels
- Factors affecting choice of distribution channel

**UNIT VIII: -- Promotion**

- Concept, meaning and objectives of promotion
- Communication process
- Promotion mix
- Factors affecting promotion mix decisions

**Suggested Readings:**

- 1. Marketing Management : Philip Kotler**
- 2. Marketing Management : Rajen Saxena**
- 3. Marketing for Hospitality and Tourism : Philip Kotler, Jon Bowen and James Maken**



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**SESSIONAL**

**Paper: English Language Lab**

**Code : TTM-184**

**Contacts Hours / Week : 4P**

**Credits : 4**

**Module 1:**

Structure and format of writing formal letters viz sales and persuasive.

**Module 2:**

Writing of corporate CV and job application. Writing of official notice, report and memorandum

**Module 3:**

Public speaking on selected topics from current issues  
Group Discussion. Role play.

**Module 4:**

Power point presentation.  
Techniques to crack an interview.  
Mock interview sessions.

**Paper: Basic Computer Lab**

**Code : TTM-185**

**Contacts Hours / Week : 4P**

**Credits : 4**

**Module 1:**

MS-Office (word, Excel, Access, Power point)

**Module 2:**

spreadsheet design, creating a spreadsheet

**Module 3:**

Internet handling (Browsing, Mail id open)

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**2<sup>ND</sup> SEMESTER**

**Paper: Tourism Product-I (Naturals and Religious)**

**Code: TTM-201**

**Contacts Hours / Week : 3L+1T**

**Credits: 4**

**UNIT I**

- India: General introduction
- States & capitals
- Seasons and climatic regions & their impacts on tourism
- Natural vegetation-- (1) Tropical Evergreen Rain Forests (2) Deciduous or Monsoon Type of Forests (3) Dry Deciduous Forests and Scrubs (4) Semi Desert and Desert Vegetation (5) Tidal or Mangrove Forests and (6) Mountain Forests
- wild animals of India and wild life tourism

**UNIT II**

- Physiographic units of India: —
  - The Himalayas (General introduction of the Himalayas & other ranges, hill station & their tourism significance)
  - The Peninsular Region (General features of Indian peninsula with their tourism Significance)
  - The Indus-Ganga-Brahmaputra Plain or central plain (General introduction of deserts & central plains. Their Importance for tourism)
  - The Coastal Plains and the islands (General features of coastal regions, their Importance for beach tourism)
- A case study (any one) of Sri Nagar, Shimla, Nainital, Darjeeling, Gangtok, Amritsar, Jaipur, Delhi, Lucknow, Kolkata, Bhopal, Khajuraho, Hyderabad, Bangalore, Ooty, Mumbai, Goa, Cochin, Chennai, Andaman & Nicobar

**UNIT III**

- Religious Tourism: Concept, Definition and Significance
- Problems and Prospects of Religious Tourism in India
- Major Religions in India (Basic features and geographical extent): --
  - Hinduism (Vedic, Bhagvatism and Shaivism streams)
  - Buddhism and Jainism
  - Islam
  - Christianity in India
  - Sikhism

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**UNIT IV**

Major Religious Destinations of India: --

- Hinduism: -- Four Dhams (Badrinath, Rameshwaram, Puri and Dwarka), Varanasi, Mathura Vrindavan, Haridwar, Vaishno Devi, Allahabad and Tirupati,
- Buddhism & Jainism : -- Bodh Gaya, Sarnath, Mount Abu, Palitana
- Islam: --
- Christianity: --
- Sikhism: --

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**Paper: Tourism Geography**

**Code: TTM-202**

**Contacts Hours / Week : 3L+1T**

**Credits: 4**

**Unit – 1:** Importance of Geography in Tourism. Earth's movement, Continental drift, Latitude, Longitude. International Data Line, World Time Zones.

**Unit – 2:** Major tourist attractions around the world – North America, South America, Europe, Asia, Africa and Australasia.

**Unit – 3:** Elements of weather and climate. Atmosphere, hydrosphere, Lithosphere, Biosphere, Major rivers, Lakes, Mountains and natural vegetations of the world.

**Unit – 4:** Physical geographic features of India- Mountainous features of India, Plain Area, Coastal area, Deccan, major rivers, lakes, plateaus, deserts

**Unit – 5:** Understanding and reading maps, maps of India showing the major tourist circuits. Case studies of selected Indian states like Rajasthan, Kerala, West Bengal, Goa and Uttaranchal.

**Suggested Readings:**

1. **A Geography of Tourism – Robinson HA**
2. **The Geography of Travel & Tourism – Burton Rosemary**
3. **The Geography of Travel & Tourism – Boniface B. & Cooper C.**
4. **Encyclopedia of World Geography**

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**Paper: Tourism Marketing**

**Code: TTM-203**

**Contacts Hours / Week : 3L+1T**

**Credits: 4**

**UNIT I: -- INTRODUCTION TO TOURISM (service) MARKETING**

- Introduction to service marketing
- Definition, Scope and Importance of tourism marketing
- Evolution of tourism marketing
- Tourism marketing environment ----- micro and macro
- Tourism marketing mix
- Nature and characteristics of tourism offers

Marketing strategies adopted to overcome the different issues in tourism marketing

**UNIT II: -- TOURISM MARKETS AND TOURIST BEHAVIOUR**

- Definition and types of tourism markets
- Concept and Types of tourists
- Risks involved in travel purchase
- Tourist buying process
- Factors influencing tourist buying

**UNIT III: -- TOURISM MARKET SEGMENTATION, TARGETING AND POSITIONING**

- Concept and bases of tourism market segmentation
- Types of tourism market segmentation
- Market targeting
- Product positioning

**UNIT IV: -- TOURISM PRODUCT**

- Concept and definition of tourism product
- Tourism product from the perspective of sellers, buyers and society
- Tourism as a packaged product
- Destination as a product
- New product development in case of tourism
- Stages used in the development of a tourist circuit
- Butler's tourism area life cycle (TALC)
- Plog's destination life cycle (DLC)
- Branding in tourism—destination branding, functions of destination brand and

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challenges of destination branding

**UNIT V: -- TOURISM PRICING**

- Concept of tourism pricing
- Factors influencing tourism pricing
- Pricing strategies for tourism

**UNIT VI: -- TOURISM DISTRIBUTION**

- Meaning and concept of tourism distribution
- Distribution channels in travel and tourism

Suggested Books:

1. Marketing for Hospitality and Tourism : Philip Kotler, Jon Bowen
2. Tourism Marketing : Lumsdon

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**Paper: Organizational Behaviour**

**Code: TTM-204**

**Contacts Hours / Week : 3L+1T**

**Credits: 4**

<p><b>Unit 1</b> Introduction to Organizational Behavior , challenges and opportunities for OB. Individual Behaviour: Biographical characteristics, Ability, Learning, Values, Attitudes</p>
<p><b>Unit 2</b> Personality: Definition, determination, Traits, attributes, theories of personality Perception: Meaning and Significance, factors influencing perception, Motivation: Meaning and importance.</p>
<p><b>Unit 3</b> Interpersonal Behaviour: Nature of Interpersonal Behaviour, Transactional Analysis, Johari Window, Benefits and uses of TA.</p>
<p><b>Unit 4</b> -Group Dynamics &amp; Behaviour: Concepts of Group, Types of Group, Stages of Group Development, Group Structure, Intergroup Relationship.</p>

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**Paper: Business Communication**

**Code: TTM-205**

**Contacts Hours / Week : 3L+1T**

**Credits: 4**

**Module 1:**

Communication: meaning, definition, scope and principles.

Writing skills: Report and proposals

**Module 2:**

Elements of communication, types, effectiveness of communication, barriers of communication.

Writing skills: sales and persuasive letters.

**Module 3:**

A brief study of corporate communication, group communication, audience analysis, grapevine.

Writing skills: Job application and CV.

**Module 4:**

Concepts of communication gap and break down. Communication with media through news releases. Communication in an organization through advertising. Concept of whole communication. Vote's model of interdependence in communication.



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**3<sup>RD</sup> SEMESTAR**

**Paper: Tourism Product of India-II(Cultural and Medical)**

**Code: TTM-301**

**Contacts Hours / Week : 3L+1T**

**Credits: 4**

**UNIT I**

- Indian Culture: Concept and its essential Features
- Fundamentals of Indian Culture
- Indian culture through the Ages
- Culture and tourism relationship with special reference to India
- Indian Architecture –
  - Buddhist Architecture: -- Ajanta, Ellora and Sanchi
  - Hindu Architecture: -- Khajuraho temples, Sun temple of Konark, Shore Temple of Mamallapuram and Brihadisvara temple at Thanjavur
  - Medieval Architecture: -- Taj Mahal, Red Fort of Delhi, Fatehpur Sikri and Qutub Minar

**UNIT II**

- Dances and Music of India: -- Classical Dances and Music of India
- Major Fairs and festivals of India and their significance for tourism-- Holi, Dussehra, Diwali, Baisakhi, Pongal, Bihu, Desert festival (Jaisalmer, Surajkund Craft fair), International Trade Fair (New Delhi)

**UNIT III**

- Nature and scope of medical Tourism in India
- Rise of Medical Tourism in India
- Hospitality industry and Medical Tourism
- Regulatory laws, Ethical issues for Medical Tourism and Travel formalities

**UNIT IV**

- Indian health care therapy and medicine - drug treatments, ayurveda, yoga, naturopathy, homoeopathy and spa
- Major Indian Destinations for medical tourism
- Medical Tourism in Multi-Specialty Hospitals in India
- Potential impact of Medical Tourism on the health workforce and health systems in India

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**Paper: Human Resource Management**

**Code: TTM-302**

**Contacts Hours / Week : 3L+1T**

**Credits: 4**

**UNIT 1**

HRM – Meaning, Importance, Functions, Challenges and opportunities.  
Need for HRM in tourism Industry, Objective of human resource planning , Need for human resource planning in tourism.

**Unit 2**

Recruitment --Meaning, Sources, methods ,Selection -- selection methods  
Placement , induction and performance appraisal – meaning and relevance in tourism industry  
Training and development – meaning and its requirements, wage and salary-concept, Incentive.

**Unit 3**

Job Evaluation - Concept, scope and limitation,  
Job Analysis and job description :- definition, uses of job analysis and job description, job description, job specifications and job analysis linkages

**Unit 4**

Human Resource Development (HRD) –An Overview , What is HRD , Why HRD , HRD process and outcome’ , An overview of HRD practices : Trends HRD in Service Industry : Importance and role of HRD in Service Sector ,HRD in Tourism Sector

**Suggested Readings:**

**1.Human Resource Management --- Gary Dessler**

**2.Human Resource Management--- P.Subba Rao**

**3.Human Resource Management --- Millokovich**

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**Paper: Tourism Economics**

**Code: TTM-303**

**Contacts Hours / Week : 3L+1T**

**Credits: 4**

**Module I :**

Different Definitions of Economics.

Concepts of micro economics: demand and supply - factors , elasticity, curves

**Module II :**

Concept of equilibrium - determination of equilibrium price and quantity, effect of changes in demand and supply

**Module III :**

brief concept of production and cost.

Different costs of a tour.

International trade- absolute advantage theory and comparative advantage theory

**Module IV:**

Multiplier effect in tourism, functions of Bank, credit creation, functions of money

Some concept of BOP

**Suggested Readings :**

1. The Economics of tourism : M.Thea Sinclair & Mike Stabler
2. Managerial Economics : Chopra OP
3. Micro Economics : Jeoldean
4. Elementary Economics : Sampat mukherjee

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**Paper: Legal and Ethical Issues In Tourism**

**Code: TTM-304**

**Contacts Hours / Week: 3L+1T**

**Credits: 4**

**Unit-1**

- A. Indian Contract Act; 1972
- B. Partnership Act; 1932
- C. Companies Act; 1956
- D. Agencies

**Unit-2**

- A. Consumer Protection Act & tourism
- B. MRTP Act, Applicable tourism as consumers
- C. FEMA - 1999
- D. Foreigner's Act

**Unit- 3**

- A. Passport Act
- B. Tourism bill of rights
- C. Travel insurance, passport, visa & health

**Unit-4**

- A. Custom & currency regulations
- B. World cultural & natural heritage, 1972 UNESCO
- C. Ethics in tourism, Bermuda Agreement

**Suggested Readings :**

1. The Business of Travel agency Operation & administration – D.L.Foster
2. The Indian Travel agents – Malik, Harish & Chandra

**SESSIONAL**

Paper: Foreign Language I(FRENCH/SPANISH/CHINESE)

Code: **TTM-384**

Contacts Hours / Week : 4P

Credits: 4

**A. FRENCH**

<b>Unit – 1</b> Alphabets, Concept of number and gender, numbers, Days, Months, Time, nationality and profession, Self Introduction in French
<b>Unit – 2</b> Definite article and indefinite article, Introduction of Verbs- Etre and Avoir and its' uses. Quantitative and Qualitative adjectives, Prepositions,
<b>Unit – 3</b> Possessive and Demonstrative adjectives. Regular & irregular verbs- its conjunction in present tense, formation of affirmative,
<b>Unit – 4</b> Negative and interrogative sentences in Present tense. Pronominal verbs, Imperative sentences, partitive article
<b>Unit – 5</b> Translation , Common tourism related terms

**B. CHINESE**

<b>Unit I</b> Pronunciation basics( tones, initials and finals)
<b>Unit II</b> Numbers, Days, Months, Time, nationality , countries and citiesand profession,
<b>Unit III</b> Self Introduction in Chinese
<b>Unit IV</b> Basic communication starting with the following questions in Chinese : How are you?

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What is your name ? Which country are you from? What do you do ?
--

**C.SPANISH**

<b>Unit I</b> Pronunciation basics (tones, initials and finals)
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<b>Unit II</b> Numbers, Days, Months, Time, nationality , countries and cities and profession,
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<b>Unit III</b> Self Introduction in Spanish
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<b>Unit IV</b> Basic communication starting with the following questions in spanish :
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How are you?

What is your name ?

Which country are you from?

What do you do ?

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**4<sup>TH</sup> SEMESTER**

**Paper: Tourism Product-III(Advanced Based-Air, Water, Land)**

**Code: TTM-401**

**Contacts Hours / Week : 3L+1T**

**Credits: 4**

**UNIT I**

- Definition, Scope and Nature of adventure tourism in India
- Challenges of adventure tourism in India– Litter, waste, pollution, overbuilding, destruction of flora and fauna
- Problems and issues relevant to the adventure travel and tourism industry in India
- Socio-Cultural, economic and environmental impacts of adventure tourism
- Marketing and promotional strategies for adventure tourism

**UNIT II**

- Definition of Air Based adventure tourism
- Popular tourist destinations and Basic standards required for Air based adventure tourism like Parasailing, Paragliding, Bungee Jumping
- Tools and Equipments used in air based adventure tourism
- Organisations and training institutes in India for air based adventure tourism

**UNIT III**

- Definition of Water Based adventure tourism
- Popular tourist destinations and basic standards required for water based adventure tourism like river running, rapids etc
- Tools and equipments used in water based adventure tourism
- Organisations and training institutes in India

**UNIT IV**

- Definition of Land Based adventure tourism
- Popular tourist destinations and basic standards required for land based adventure tourism like Mountaineering, Trekking etc
- Tools and equipments used in land based adventure tourism
- Land Based Adventure Tourism in India-Facilities offered; issues and considerations
- Organizations and training institutes in India
- Land Based Adventure tourism impacts-social, Cultural, economic and environmental impacts of adventure tourism
- Land Based adventure tourism-products and infrastructure

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**Paper: Transport In Travel And Tourism**

**Code: TTM-402**

**Contacts Hours / Week : 3L+1T**

**Credits: 4**

**Unit – 1**

Evolution of Transport Systems, Importance of Transport in Tourism, Major transport systems – rail , road,water transport

**Unit -2**

Air transport and its evolution, present policies and regulations pertaining to airlines, limitations of weights and capacities.Function of ICAO, DGCA, IATA, AAI. Evolution of Civil Aviation in India, A case study of Indian Airlines, and AirIndia. Marketing strategies, emergence of no-frill airlines.

**Unit – 3**

Surface Transport System, Approved Transit Transport, Document connected with Road Transport, RTO, Recreational Vehicles, Road Taxies Fitness Certificates. Major Highways across India and abroad.

**Unit – 4**

Rail Transport System, Major Railway System of world, Amtrak, Eurail, Brit Rail, Indian Railways. Past, Present, Future Tourist Trains, viz Palace on wheels, Royal Orient, Himalayan Queen. Facilities offered by Indian Railways ..International Luxury trains : The Orient Express , Trans Siberian railway

**Unit – 5**

Water Transport System, Historical Past, Cruise ship, River Canal boats. Future prospects and growth of Water Transport in India.A case study of : Kerala & Venice

**Suggested Readings :**

- 1.Transport for tourism: Stephen Page
- 2.Tourism system : Mill, R.C. and Morrison



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**Paper: Accounting and Finance for Tourism**

**Code: TTM-403**

**Contacts Hours / Week : 3L+1T**

**Credits: 4**

**Module I**

- Introduction-branches-objectives of accounting-importance of accounting-users of accounting information-basic terminology in accounting-systems of accounting
- Accounting concepts and conventions-accounting equation-types of accounts-rules for debit and credit
- Journal-journalisation-subdivision of journal-ledger postings-cash book

**Module II**

- Trial balance-concept of errors- types of errors
- Final accounts with adjustments
- Financial management-definition-objectives-functions-scope-long term and short term sources of finance IN tourism

**Module III**

- Cost of capital-definition-cost of debt-cost of preference share-cost of equity-cost of retained earnings-WACC
- Capital budgeting-definition-objectives-importance-application-techniques-payback period-ARR-NPV-IRR-PI
- Working capital management definition-components-determinants-estimation- types of working capital

**MODULE IV**

- Cost concept-classification of cost-elements of cost-cost sheet
- Budgets and budgetary control-definition-types of budgets-preparation of flexible budget-cash budget
- Marginal costing and break even analysis
- Ratio analysis-meaning-types of ratios-importance of ratio analysis-uses and limitations -calculation of ratios

**Suggested Readings :**

1. Advanced accounts -Shukla & Grewal
2. Management accounting – Lal & Jawahar
3. Business accounting for Hospitality and tourism – H.Atkins, A.Bary & M.Cohan
4. Financial Management -V.K.Bhalla
5. Financial Management – M.Y.Khan & P.K.Jain
6. Financial management – John Wiley

**Syllabus for Bachelor of Travel & Tourism Management (BTTM)**

Effective from 2018-2019 Admission Session

**Paper: Environmental Study**

**Code: TTM-404**

**Contacts Hours / Week : 3L+1T**

**Credits: 4**

**Unit 1: Introduction to environmental studies**

Definition, Nature, Scope and Importance; Types and components of environment; goals of environmental education; Global environmental crisis

**Unit 2: Natural resources**

**Forest resources:** Types and importance, deforestation and effects of deforestation; conservation and protection of forest and forest resources

**Water resources:** Distribution of water on Earth; Use and over-utilization of surface and ground water, Water resources of Indian & its future.

**Food resources:** World food production & distribution, Food crisis - its causes. .

**Energy resources:** Renewable and Non-renewable energy sources, use of alternate energy sources, Energy conservation

**Land resources:** Land as a resource, land degradation, causes and effects of Landslides, soil erosion and desertification

- Use of resources for sustainable development

**Unit 3: Ecology and Ecosystems**

- Concept of ecology, autecology and synecology; population ecology, community ecology
- Concept and components of ecosystem; different types of ecosystem
- Definitions and classification of biomes.
- Energy flow in the ecosystem, energy flow models
- Food chains, food webs and ecological pyramids

**Unit 4: Biodiversity and its conservation**

- Bio-geographical classification of India
- Value of biodiversity: consumptive use, productive use and social values
- Hot-spots of biodiversity
- Threats to biodiversity: habitat loss, poaching of wildlife, man wildlife conflicts
- Endemic and Endangered species of India
- Conservation of biodiversity: In situ and Ex-situ conservation of biodiversity

**Unit 5: Environmental Pollution**

- i) Definition, Sources, Causes, effects and control measures of: - Air pollution, Water pollution, Soil pollution, and Noise pollution
- ii) Solid waste management: causes, effects and solid waste management process

**Unit 6: Social Issues and the Environment**

- Water conservation, rain water harvesting,

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- Global warming, acid rain, ozone layer depletion, SMOG
- Wetland resources and their conservation
- Govt. Agencies, viz., CPCB, SPCB and their functions
- The Environment (Protection) Act, 1986
- Environment Protection Movements in India – Chipko movements, narmadabachao movement, Silent Valley movements, Movements in Karnataka (in brief)

**Unit 7: Environment and tourism**

- Environmental challenges facing the tourism industry
- Impact of tourism on environment
- The importance of environment for tourism

Contribution of tourism to environmental conservation

**Suggested Readings :**

- 1.Environmental Science, Cunningham, TMH
- 2.Environmental Studies, A.K.De & A.K.De, New Age International
- 3.Environmental Pollution Control Engineering, C.S.Rao, New Age International
4. Environmental Management, N.K. Oberoi, EXCEL BOOKS
- 5.Ecosystem Principles & Sustainable Agriculture, Sithamparanathan, Scitech

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**SESSIONAL**

**Paper: Field Trip Report**

**Code: TTM-484**

**Contacts Hours / Week : 2P**

**Credits: 2**

Students are required to submit a field trip report on any destination or on any specific topic from the visited place.  
Each student will have to make presentation before a duly constituted board for the said purpose.

**Paper: FOREIGN LANGUAGE-II (FRENCH/SPANISH/CHINESE)**

**Code: TTM-485**

**Contacts Hours / Week : 2P**

**Credits: 2**

**FRENCH**

**Unit – 1**

Conjugation of verbs in Past Tense, Formation of affirmative, Negative and interrogative sentences in past tense with Etre and Avoir.

**Unit – 2**

Formation of sentences in imparfait, comparison of Passe compose' with Imparfait, Expression of duration in Past tense

**Unit – 3**

Formation of sentences in Future tense, immediate future and Recent past tense structure

**Unit – 4**

Comparative and Superlative degree, Adverbs and its formation

**Unit – 5**

Pronoun: Personal pronoun, Pronoun complements, COD & COI, Relative Pronoun, Pronoun and en.

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**CHINESE**

<b>Unit- I</b> Education and career Peer relationships
<b>Unit -II</b> Family relationship, health and fitness Leisure activities, communication and technology
<b>Unit - III</b> Geographical surroundings, Environment
<b>Unit - IV</b> Life at home

**SPANISH**

<b>Unit – 1</b> Tense, Formation of affirmative, Negative and interrogative sentences in past tense.
<b>Unit – 2</b> Formation of sentences in, Expression of duration in Past tense
<b>Unit – 3</b> Formation of sentences in Future tense, immediate future and Recent past tense structure
<b>Unit – 4</b> Comparative and Superlative degree, Adverbs and its formation
<b>Unit – 5</b> Conversation in spanish

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**5<sup>TH</sup> SEMESTER**

**Paper:** INTERNATIONAL TOURISM

**Code:** TTM-501

**Contacts Hours / Week :** 3L+1T

**Credits:** 4

**Unit – 1:** Definition, Nature and scope of Domestic and International Tourism. Role of Government in promotion of Domestic and International tourism in India. Types of International and Domestic Tourism

**Unit – 2:** Economic impact of international tourism. Factors affecting Global & regional tourist movements, Contemporary trends in international tourist movements, Characteristics of Inbound tourism and patterns of India's major international market. Long -term tourism growth trends, tourism growth in major regions.

**Unit – 3:** Alternative tourism – Meaning, types and importance. Case studies of alternative tourism destinations – India, Costa Rica and Brazil. Barriers to travel – Economical, Political, Health and environmental risk.

**Unit – 4:** Patterns and characteristics of India's outbound tourism. Case study of Dubai, Singapore, Malaysia and Thailand. Domestic tourism in India, major tourist generating states in India. International Conventions: Warsaw 1924, Chicago 1944.

**Unit – 5:** International organizations viz. WTO, WTTC, IATA. National tourism organizations viz MOT- GOI. Development of transportation, technology & automation worldwide.

**Suggested Readings:**

1. International Tourism : A.K.Bhatia
2. Tourism System : Mill R.C. & Morrison
3. Tourism: Principles and Practices: S.K. Swain and J. M. Mishra

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Effective from 2018-2019 Admission Session

**Paper:** TOURISM PLANNING AND POLICY

**Code:** TTM-502

**Contacts Hours / Week :** 3L+1T

**Credits:** 4

**Unit – 1**

Introduction to Tourism planning . Steps of tourism planning .

**Unit – 2**

Tourism planning at international , national, regional, state and local level.  
Planning for Destination development in tourism – objectives , methods , steps and factors influencing planning.

**Unit – 3**

Planning for new thrust areas in tourism like eco and sustainable tourism

**Unit – 4**

Factors influencing tourism policy .  
Policy formulation in India – National Tourism Policy 2002.

**Suggested Readings:**

1. Indian Tourism beyond the millennium: Bezbaruah M.P.
2. Tourism Planning : Gunn, Clare A.
3. National & regional Planning : Inkeep E .

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Effective from 2018-2019 Admission Session

**Paper: Strategic Tourism Management and Entrepreneurial Development**

**Code: TTM-503**

**Contacts Hours / Week : 3L+1T**

**Credits: 4**

**Unit I**

- Strategy--- concept, nature and characteristics of strategic decision
- level of strategy
- benefits of strategic management in case of tourism management

**Unit II**

- Strategic management process
- Analysis models – BCG model, SWOT analysis
- Types of strategies in case of travel and tourism management

**Unit III**

- Entrepreneurship – Definition, Types and theories of entrepreneurship
- Small scale entrepreneur – characteristics and relevance, Role of SSE in economic development, problem and support needs of SSE
- Opportunity analysis (external environment analysis)
- Funding---venture capital sources & documentation required

**Unit IV**

- Entrepreneurial Development Programme (EDP)
- EDPs role, relevance and achievements
- Role of Government in organizing EDPs
- legal requirements for establishment of a new unit related to tourism

**Suggested Readings:**

1. Drucker P.F (2004); Innovation and Entrepreneurship; Elsevier, UK
2. Sexton. D.L & Smilor. R.W (2007); The Art and Science of Entrepreneurship;Springer Science & Business Media
3. Drucker; All Books that are Entitled Strategic Management, Business;
4. Glueck & Robinson; Strategic Management;



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Effective from 2018-2019 Admission Session

**Paper: Event Management**

**Code: TTM-504**

**Contacts Hours / Week : 3L+1T**

**Credits: 4**

**Unit-I**

Introducing Events:

- Definition, Scope of Event Management. Characteristics and complexities of events
- Growth and development of event industry, Trade fairs and their roles
- Typology of planned events,
- Varieties & importance of events -
- Key steps to successful events

**Unit-II**

- Marketing Events – Marketing mix , segmentation, event tourism packaging
- Crisis management & Public Relation in Events
- Short study of ICPB , ICCA
- International event markets --- Germany, London, Hong Kong, Singapore etc.

**Unit-III**

MICE Tourism:

- Components of MICE Tourism –Meeting, Incentive, Conference & Exposition/ exhibition definition
- Nature and demand of Conference market: A brief study of MICE market in India
- Event planning, Checklist for different events, planning schedule & actions agenda
- Conference program designing, Pre & Post event responsibility
- Sponsorship, sponsors, organizers, customers & guests.
- Risk Management, Safety and Global Issues in Event Management

**Suggested Readings:**

1. Event Management in leisure & tourism – David Watt
2. Conferences – Tomy Rogers

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**Paper: SPECIALIZATION (A/B/C)**

**Code: TTM-505**

**Contacts Hours / Week : 3L+1T**

**Credits: 4**

**A.TRAVEL AGENCY AND MANAGEMENT-I (505A)**

- Setting up of a Travel agency :  
Definition , Concept , Origin of Travel Agency, Development of Travel agency Business.
- Functions and Organizational structure of travel agency.  
Approval of Travel agency – rules – IATA, Dept. of Tourism , Govt. of India (DOT),

**B. AIRFARE AND TICKETING –I (505B)**

Introduction to Ticketing:

- Brief study of Air India & Indian Airlines , Jet Airways , Sahara , No Frill Airlines – meaning , case study of no frill air lines in India, airlines marketing strategies.
- International Airlines and their brief study
- Definition of ticketing, Types of tickets, Reading a flight schedule
- Aviation Geography, IATA sub Areas , IATA regulations , Short Note : IATA
- City Code , Airport Code , Minimum Connecting time
- Global Indicators , • Map Pointing practices with OAG codes

**Suggested Readings:**

1. Travel information Manual – IATA
2. OAG/ABC – IATA
3. Travel agency management – Mahinder Chand
4. Airport Business – R. Doganis

**Syllabus for Bachelor of Travel & Tourism Management (BTTM)**

Effective from 2018-2019 Admission Session

**C.TOUR PACKAGE OPERATION-I (505C)**

Tour Package designing :

- Definition of tour package , types & forms of Package Tours,
- Planning for a tour package, Components of a tour package. Product oriented package tours :Special interest tours : Advantages & limitations of tailor-made tour packages. Factors in tourpackage designing
- Steps in Tour package designing – Destination Survey, properly survey, seasonal consideration,confidential tariff arrangements, payment procedures, Ground handling etc. Limitations of a package tour. Case sudy of Tour packages for Golden triangle of India.
- Designing and importance of brochures. Presentation Skills

**SuggestedReadings:**

1. Travel Agency & Tour Operations – J.M.S.Negi
2. The Business of travel agency Operation and tour Management – D.L.Foster
3. Group Travel Operating Procedure – Susan Webstar
4. The Professional Tour Guiding - Kathleen Lingle Pond

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**6<sup>TH</sup> SEMESTER**

**Paper: Tourism Organization and Travel Documentation**

**Code: TTM-601**

**Contacts Hours / Week: 3L+1T**

**Credits: 4**

**Unit – I**

- Introduction and different types of Tourism Organizations
- Significance of tourism organization in tourism development
- Role and Functions of State, national and International tourism organizations

**Unit—II**

Objective, functions and area of activities of ----

- United Nations World Tourism Organization (UNWTO)
- World Travel & Tourism Council (WTTC)
- Pacific Asia Travel Association (PATA)
- International Air Transport Association (IATA)
- Travel Agents Association of India (TAAI)
- Indian Association of Tour Operators (IATO)
- Federation of Hotel & Restaurant Associations of India (FHRAI)

**Unit—III**

- Passport: -- Passport requirements, checklists, types, changes, procedure, tatkal scheme And fees, passport act in brief and penalties under section 12 (1)B
- Rules and regulations about eligibility and documentation required for Travel Out of India

**Unit IV**

- Visas: -- Documents for obtaining visa of major tourist destinations of world including Health check documents, Types of visa, visa fees, Refused or Pending Visas, Destination Departure Records
- Foreign Exchange Management Act
- Process for Encashment of Foreign Currency

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**Paper: ECO-Tourism**

**Code: TTM-602**

**Contacts Hours / Week : 3L+1T**

**Credits: 4**

**Unit I**

- Emergence of Ecotourism
- Concept and definitions
- Growth and development issues in eco-tourism
- Ecotourism principals
- Potential benefits from ecotourism
- Key steps to maintain tourism Eco- Friendly

**Unit II**

- Eco-tourism in 3rd World Countries – Problems and proposed solutions
- Eco-tourism Resources in India
  - National Parks
  - Wild life sanctuaries
  - Tiger reserves
  - Biosphere reserves
  - Wetlands
  - Coral reefs
  - Desert ecotourism

**Unit III**

- Guidelines for ecotourism development for—
  - Government
  - Developers and operators
  - Visitors
  - Host population
- Eco safe practices
- Case Studies

**Unit IV**

- Eco Tourism and Development: Community awareness and participants Contribution to ecotourism
- environmental Conservation: -- Socio-cultural conservation and economic conservation

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Effective from 2018-2019 Admission Session

**Paper: Specialization(D/E/F)**

**Code: TTM-603**

**Contacts Hours / Week : 3L+1T**

**Credits: 4**

**D. TRAVEL AGENCY AND MANAGEMENT-II (603D)**

Travel Agency Products & Functions:

- Different products of a travel agent
- Services of Travel Agents – Liasoning, Counseling, Organizing & Distributing
- Functions of Travel Agents – Itinerary planning, reservations, hotel booking, car rental services and Others Travel Service distribution :
- Types , techniques, automated Sales ,Global Distribution System , CRS
- Introduction to Air Ticketing & Air Cargo Operations

**Suggested Readings :**

1. Travel Agency & Tour Management – J.M.S.Negi
2. The Indian Travel agent – Malik, Haris & Chatterjee
3. Travel agency & tour Operation; concepts & principles – J.M.S.Negi
4. Travel industry – C.Y.Gee

**E. AIRFARE AND TICKETING –II (603E)**

Familiarization :

- Air Tariff , OAG , TIM , Journeys : OW & RT ( One Way & Return Trip )
- Currency Regulation , NUC conversation Factors
- Fare Construction , Mileage Principles, EMS ( Extra Mileage Surcharge )
- EMA ( Extra Mileage Allowance ) , HIP ( Higher Intermediate Point ) , CTM , BMC
- Sums to be practiced and accordingly Tickets to be issued.

Special Fares:

- Special fare Calculations , Add-On ,
- Round Trip ,
- Computerized Reservation System (CRS )- Galileo/ Amadeus (training either online or offline according to the choice of Institution ).

**Suggested Readings:**

1. Travel information Manual – IATA
2. OAG/ABC – IATA
3. Travel agency management – Mahinder Chand
4. Airport Business – R. Doganis

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**F. TOUR PACKAGE OPERATION-II (603F)**

**Itinerary & Costing :**

- Itinerary preparation – necessary requirements , do's and don'ts of itinerary preparations
- Costing , Quotation , Tariff , Confidential Tariffs , Commissions , Markup Service charges & other remuneration for tour operation.
- Tour operation Documentation : Hotel & airline Vouchers, Pax docket, daily sales record, AGT statements, Communication for Reservation & Cancellation. Importance & significance of credit cards.
- Closing the sales : Client complaint handling, Concept selling Indicators, hurdles & solution of closing sales

**Tour Guiding & Escorts :**

- Tour guide & definition, grooming and personal hygiene , Defining an Escort.
- Tour guiding requirements – Tour departure list , checklist for different purposes : vehicle , point of arrival & departure etc.
- Guiding techniques , Functions of a tour escort
- Leading a tour group , Code of conducts, Qualities required to be a tour guide, Govt. approved guide. Role of a guide.

**Suggested Readings:**

1. Travel Agency & Tour Operations – J.M.S.Negi
2. The Business of travel agency Operation and tour Management – D.L.Foster
3. Group Travel Operating Procedure – Susan Webstar
4. The Professional Tour Guiding - Kathleen Lingle Pond

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB**

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**Suggested Online Courses**

<b>SL. NO</b>	<b>COURSE</b>	<b>PROVIDER</b>	<b>DURATION</b>	<b>CREDITS</b>	<b>UNIVERSITY/INSTITUTE</b>
1	Communication in the 21st Century WORKPLACE	Coursea	4 weeks	1	University of California
2	Speaking Effectively	NPTL	8 weeks	3	Indian Institute of Technology, Kharagpur
3	Write Professional Emails in English	* Coursera	5 weeks	2	Georgia Institute of Technology
4	Entrepreneurship and Family Business	Open 2study	4 weeks	1	RMIT University
5	Leadership Through Marketing (Coursera)	Coursera	4 weeks	1	<a href="#">Northwestern University</a>
6	Preparing to Manage Human Resources ()	Coursera	4 weeks	1	<a href="#">University of Minnesota</a>
7	Managing Human Resources in the Hospitality and Tourism Industry (edX)	edX	6 weeks	2	<a href="#">The Hong Kong Polytechnic University</a>
8	Managing Marketing in the Hospitality and Tourism Industry	edX	6 weeks	2	<a href="#">The Hong Kong Polytechnic University</a>
9	Tourism and Travel Management	edX	4 weeks	1	<a href="#">Queensland University of Technology</a> and <a href="#">UQx</a>
10	E Tourism: Communication Perspectives ()	iversity	4 weeks	1	