



THE UNIVERSITY OF BURDWAN

Curriculum for Four-Year Honours

in

Business Administration in Tourism and Hospitality (BBA T&H)

**Under Curriculum and Credit Framework for Undergraduate
Programmes (CCFUP) as per NEP-2020**

With effect from 2023-24.

Programme Outcome

BBA Tourism & Hospitality Programme is Four-Year Honours Course Curriculum. It is an interdisciplinary programme aimed to educate and empower students in the field of tourism and hospitality industry. The programme outcomes for this 3 years/4 years BBA T&H is listed below.

P.O. 1 (Programme outcome) – Students will gain the knowledge on the concept of Tourism through its principles and practices . Students will be able to grasp the totality of the Tourism both as a faculty of education and as a service industry.

P.O. 2 – Students will gain knowledge on the A’S of Tourism namely Attraction, Accommodation, Accessibility, Amenities, Activities

P.O. 3 – Students will be trained with newer skill in the field of Hotel Management, Travel Agency Management through specific training.

P.O. 4 – Students will be empowered in transport management, airlines and air fare ticketing and tour operations through summer training and Field study tour programme.

P.O. 5 – Students will be empowered with managerial skills through management specific courses.

Thus in total students of BBA T&H Programme will be shaped up better individuals through education, training and empowerment and will be employment ready in the field of travel, tourism and hospitality sectors.

Semester	Course Type	Course Code	Name of the Course	Credit	Lect.	Tuto.	Pract./Viva	Full Marks	Distribution of Marks		
									Theory	Pract./Viva -Voce	Internal Assessment
II	Major/DS Course (Core)	BBATH 2011	Introduction to Travel Agency	4	3	1	0	75	60	0	15
	Minor Course	BBATH 2021	Front Office Management	4	3	1	0	75	60	0	15
	Multi/Interdisciplinary courses	BBATH 2031	Tourism Geography	3	2	1	0	50	40	0	10
	Ability Enhancement Course (AEC)	ENGL 2041	Functional English	2	2	0	0	50	40	0	10
	Skill Enhancement Course (SEC)	BBATH 2051	<u>English and Professional Communication II</u>	3	2	1	0	50	40	0	10
	Common Value Added (CVA) Course	CVA 2061	Understanding India /Digital Technological Solutions/ Health & Wellness, Yoga Education, Sports & Fitness	4	3/3	1/0	0/1	100	80/60	0/20	20
	Total			20				400			

A student of BBA (T&H) who opts for Major Courses, BBATH1011 and BBATH2011 must take Minor Courses BBATH1021 and BBATH2021 in Semester 1 and Semester 2 respectively.

@ Courses BBATH1031 and BBATH2031 will be offered to students belonging to the Broad Category/ies other than Commerce and Management Category.

BBA T&H Curriculum

SEMESTER - I

MAJOR

Paper Name – Fundamental of Travel & Tourism

Paper code – BBATH1011

Credit – 4

Total Lecture Hours: 60

Unit I: Introduction to Tourism Industry: Introduction; Growth of Tourism industry; Concepts, definitions and historical development of Tourism. Types of tourists: tourist, traveler, excursionists; Forms of tourism: inbound, outbound, domestic and international.

Unit II: Introduction Tourism System: Nature, Characteristics and components of tourism industry. Push-pull factors in Tourism. Nature and forms of Travel & Tourism

Unit III: 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 IV: Introduction with the tourism organizations - need & factors, National Tourist Organizations, Role and functions of Important Tourism Organizations: WTO, IATA, UFTAA, PATA, TAAI, WTTC, and FHRAI. Role of ITDC, State Tourism Development Corporations, ASI, Ministry of Railways and Civil Aviation in tourism development

Unit V: Impacts of tourism at the destination - Basic Five A's to a successful tourism destination; Tourism Impacts: Economic Social, Cultural, and Environmental; Factors affecting the future of tourism business; Seasonality & tourism, Sociology of tourism

Suggested Reading:

1. Tourism Principles, Practices & Philosophies: C. R. Goeldner, J.R. B. Ritchie (Wiley India)
2. Tourism Operations and Management: Roday, Biwal, Joshi (OXFORD Higher Education)
3. Tourism - Principles, Practices: Swain & Mishra (OXFORD University Press)
4. Business of Tourism: Christopher Holloway & Neil Taylor (Pearson Education)

MINOR

Paper Name - Basics of Hotel Operation

Paper code – BBATH1021

Credit – 4

Total Lecture Hours: 60

Unit I: The history and structure of the travel, tourism, and hospitality industry: The historical beginning growth and recent trends in hospitality, definitions of tourist and hospitality.

Hospitality organizations, WTO, International Hotel Brands. History of Hospitality in India.

Tourists needs and motivations. The different types and needs of tourists; business, vacation, family, and tours. Reasons for travel and need for Hotels.

Unit II: Accommodation and The distribution of hospitality products: Accommodation and food, the range available and grading / Classification criteria. The role of tour operators and travel agents, travel agents as intermediaries, the interrelationships Links between the hospitality sectors, distribution and marketing.

Unit III: Governments and political issues and Positive and negative economic hospitality impacts: The role of governments and influence on hospitality, visas, permits and foreign exchange restrictions, political unrest, Hospitality policy and incentives. Positive impacts: direct and indirect income and employment, the multiplier effect, contribution to GDP, currency exchange rates. Negative impacts: foreign ownership of amenities and hotels, high level of imports of goods for hospitality, seasonality.

Unit IV: Positive and negative environmental hospitality impacts: Positive: conservation of natural beauty areas, archaeological and historic sites, improved Infrastructure, environmental awareness. Negative: environmental impacts, pollution, waste disposal, damage to archaeological and historic sites. Positive: conservation of cultural heritage, buildings and art effects, renewal of cultural pride, cross-cultural exchanges. Negative: overcrowding, over commercialization, loss of authenticity or customs, social problems Influx of expatriate labour

Unit V: Hospitality ethics and sustainable hospitality: Issues in sustainable hospitality, sustainable policies and procedures. Hospitality business practices and codes of conduct.

Suggested Reading:

1. The Business of Hospitality, Holloway, J.C., (2002), Longman
2. An Introduction to Hospitality, Butterworth-Heinemann, Lickorish, L., and Jenkins, C., (1997).
3. Welcome to Hospitality an introduction – Kye & Kyae Delma Thomas

MULTI/INTERDISCIPLINARY

Paper name - Principles of Management & Organizational Behavior

Paper code – BBATH1031

Credit – 3

Total Lecture Hours: 45

Unit – I:

Introduction to Management - History of Management – Nature – Scope of Management

Unit – II:

Management Theories- Six School of Thoughts – Management Process School – Empirical School – Human Relation School – Social System School – Decision Theory School – Mathematical School.

Unit – III:

Characteristics of Management / Functions of Management - Elements of Management – Planning – Organizing – Co-coordinating – Staffing – Directing – Motivating – Communication – Leadership – Controlling and Budgeting (POSDCORB)

Unit – IV:

Management Principles - 14-Principles – Henry Fayal's Contribution

Unit – V:

Management by Objectives (MBO) - Introduction (Peter Drucker) – Objective – Process of MBO – Requisites of MBO – Advantages & Disadvantages of MBO.

Suggested Reading:

1. Management – Harold Koontz & Cyrill O'donnel (1976)
2. Principles of Management – George R. Terry & Stephen G. Franklin AITBS, Delhi 1998.
3. Principles of Modern Management – Samuel C Certo (Functions & Systems)
4. Principles of Management – T. Ramassamy (2009) Himalaya Publishers, New Delhi.

ABILITY ENHANCEMENT COURSE

Paper code – AEC1041

Credit - 2

SKILL ENHANCEMENT COURSE

Paper Name - English and Professional Communication

Paper Code – BBATH1051

Credit – 3

Total Lecture Hours: 45

Unit 1: Essentials of Effective Business Letters - Business Correspondence – Need – Functions – Kinds of Business Letters –Essentials of an Effective Business Letter (Layout) – Planning the Letter.

Unit 2: Business Enquiries - Business Enquiries and Replies – Credit and Status Enquiries – Placing and fulfilling orders – Compliance and adjustments – Collection Letters – Secular Letters – Sales Letters – Agency Correspondence and Goodwill Letters – Import and export correspondence.

Unit 3: Personnel Correspondence - Application for employment – References – Testimonials – Letters of appointment – Confirmation – Promotion – Retrenchment and resignation

Unit 4: Secretarial Correspondence - Intra-organizational business communication – Memorandum – Notices – Circulars – Orders – Staff suggestions and complaints – Correspondence with regional and branch offices – Agenda and minutes – Report Writing – Kinds of Reports – Tables and graphic presentation – Periodicals publication for internal circulation

Unit 5: Public Relations Correspondence - External communication – press release and notices – press conference – Exhibitions – Launches – Magazines – Brochures – Advertising – Direct mailing -advertising – Classified Advertising – Speeches – Committees and conferences – Interviews – Suggestion schemes – Listening and communication for public relations.

Suggested Reading:

1. Business Communication, Rajendra Pal & Korlahalli, Sultan Chand & Co', New Delhi.
2. Modern Business Letters, L. Gardside, Pitman Publications, London.

VALUE ADDED COURSE

Paper Name - Environmental Science/Education

Paper Code – CVA1061

Credit 4

BBA T&H Curriculum

SEMESTER - II

MAJOR

Paper Name - Introduction to Travel Agency

Paper Code – BBATH2011

Credit – 4

Total Lecture Hours: 60

Unit I: Introduction to Travel & Tourism Business: Definition, Concept, Origin and Development. Growth of Travel Agency (TA) & Tour Operation (TO) Business, Emergence of Thomas Cook & American Express, Emergence of Travel Intermediaries, Indian Travel Agents & Tour Operators.

Unit II: Functions and Income of TA/TO: Functions of Travel Agency and Tour Operators with differentiations and inter-relationship of TA/TO. Sources of income of TA/TO; Tourism Intermediaries (direct & indirect)

Unit III: Business of Tour Operators: Different types of Tour operators, Different partners of tour operators; Brief study of ASTA, TAAI, and IATO. Govt. and IATA rules to set-up Travel Agency/Tour Operation Business; Guide – function, approval and importance; Problems of tours in India and preventive act

Unit IV: Tour Brochures: Meaning, element and importance of brochure; handling a client - WATA guidelines; Relation with service suppliers; Travel agency appointments; International regulations.

Unit V: Itinerary Preparation: Meaning, Importance and Types of Itinerary - Resources and Steps for Itinerary Planning; Do's and Do Not's of Itinerary Preparation; Tour Costing: Tariffs, FITS & GITS. Packaging: Types and Forms of Package Tour.

Unit VI: Travel Documentation: Familiarization with TIM (Travel Information Manual), Passport & VISA- Meaning, Types, Procedures, Validity, Necessary Information to fill the Passport and VISA Form for Issuance, Health Certificates, Currency, Travel Insurance, Credit &

Debit Card, Customs, Currency, Baggage and Airport information.

Suggested Reading:

1. The Business of Travel agency Operation & Administration: D.L. Foster
2. Tourism: Principles and Practices: S.K. Swain and J. M. Mishra
3. Travel Agency & Tour Operations: Concepts & Principles: J.M.S. Negi
4. Travel Agency Management: An Introductory Text: Chand, M

MINOR

Paper Name - Front Office Management

Paper Code – BBATH2021

Credit – 4

Total Lecture Hours: 60

Unit – I: The role of the front office in the Hotel's organization: The hotel industry Hotel organizational structures. The room division organization; Security aspects of the hotel Health and safety aspects Customer care; Roles and responsibilities of a Front Office Assistants.

Unit – II: Communications and Reservation Procedures: Spoken communication Non-verbal communication written communication Tele communications, Fax, E-mails. Handling incoming and outgoing mail. Methods of receiving reservation requests; The information needed when receiving are quest Use of international terms for rooms and bed types, Packages offered by hotels and the range of terms used to describe them. Methods used to record bookings such as diaries, conventional charts, density charts, stop-go charts and computers. Yield management and over booking; Confirmation procedures, deposits and guarantees and cancellation procedures; Reservation status, release times, guaranteed arrivals, Group reservations; Check-in Procedures - Registers, registration cards Booking out walk-in guest Chance arrivals. Key cards and keys, both mechanical and electronic Room status records and room allocation. Room status boards, computers. Group check in

Unit – III: Electronic Booking Systems/ Property Management software: Systems such as Fidelio, which provides hard ware and software supporting point- Concerns the Arrivals list, Departures list, Roomlist,Functionlist,WakeupcallsandpapersandGuesthistoryrecords

Unit – IV: Guest Accounting and Payment Methods: Payment procedures, cash & non-cash payment, accepting different methods of payment, recording deposits, prepayment and refunds, processing visitors paid outs(VPO's),disbursements, petty cash, Establishing credit worthiness Banking procedures, reconciling, checking floats, completing banking documentation, Security forcash non- Cash payments and transfer to bank; Cash and foreign currency; exchange Cheque such as the travelers cheque; Credit cards which include charge card and debit card Vouchers Ledger accounts. Advance deposits and pre-payments, Refunds.

Unit – V: Statistics and Reports and Selling Methods used by Front Office Staff: Benefits to organization, increased occupancy, repeat business, brand loyalty, customer loyalty, new business, increased market share, keeping within budget, resources and support, staff training, Selling techniques, product knowledge, communication skills up selling, selling other services, using sales leads, repeat sales, referred sales, maximum occupancy and room revenue; Procedures, enquires, reservation, status, cancellations, amendments, records and documentation, room allocation. Over booking, releasing rooms, deposits, paying commission.

Suggested Reading:

1. Principles of Front Office Operations, Cassell, Baker, S., Bradley, P.,& Huyton, J.,
2. Front Office Management: Peter Abbott Elseiver
3. Professional Front Office Management AnutoshBhakta
Hotel Front Office Operations &Management Jatashankar R.Tewari

MULTI/INTERDISCIPLINARY

Paper Name - Tourism Geography

Paper Code – BBATH2031

Credit – 3

Total Lecture Hours: 45

Unit – 1: Introduction to Geography: Elements of Geography, Branches of Geography, Importance of Geography in Tourism, World’s Climatic Zones, Earth’s movement, Continental drift, Latitude, Longitude. International Data Line, World Time Zones.

Unit – 2: IATA Areas, Code and GMT Time: Areas, Sub Areas and Sub Regions As per International Air Transport Organization (IATA), IATA Three Letter City Code, Two Letter Airlines and Airport Code, International Date Line, Time Zones, Greenwich Mean Time, Calculation of Local Time, Flying Time, Grounding Time, Elapsed Time, Daylight Saving Time.

Unit – 3: Elements of weather and climate. Atmosphere, hydrosphere, Lithosphere, Biosphere, Major rivers, Lakes, Mountains and natural vegetations of the world. Physical geographic features of India- Mountainous features of India, Plain Area, Coastal area, Deccan, major rivers, lakes, plateaus, deserts.

Unit – 4: North & South America: Physical Geography, Topography, Climatic Regions, Transport Network, And Countries in the Continent.

Unit – 5: Europe & Africa: Physical Geography, Topography, Climatic Regions, Transport Network, And Countries in the Continent.

Unit -6: Asia & Australasia: Physical Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent, Case Study of USA, Brazil, UK, South Africa, China, India, Australia. 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 Reading:

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

ABILITY ENHANCEMENT COURSE

Paper code – ENGL2041

Credit – 2

Paper Name – Functional English

SKILL ENHANCEMENT COURSE

Paper Name - English and Professional Communication II

Paper Code – BBATH2051

Credit - 3

Total Lecture Hours: 45

Unit I

Personality Enrichment

Grooming, Personal hygiene, Social and Business and Dining Etiquettes, Body language, Art of good Conversation, Art of Intelligent Listening

Unit II

Etiquettes & Manners

Social & Business Dining Etiquettes, Social & Travel Etiquettes

Unit III

Personality Development Strategies

Communication Skills, Presentation Skills, Public Speaking, Extempore Speaking, importance and art of 'Small Talk' before serious business

Unit IV

Interpersonal Skills

Dealing with seniors, colleagues, juniors, customers, suppliers, contract workers, owners etc. at work place.

Unit V

Group Discussion

Team Behavior, how to effectively conduct yourself during GD, do's and don'ts, clarity of thoughts and its expression

Unit VI

Telephone conversation

Introduction, Objectives, Job Description of Telephone operator,

Unit VII

Presentation

Presentation skills, seminars skills role – play

Unit VIII

Electronic Communication Techniques E mail, Fax , Answering Internal Phones Main text

Reference books -

☐ Chhabra,Sandhya.(2012).Personality Development and Communication Skills. Sunindia

☐ Thill, John. (2006).Business Communication Essentials. Pearson

☐ Sinha Ashok k (2017).Dimensional Personality Development .New Delhi :Galgatia
Publishing Company

VALUE ADDED COURSE

Paper Name – Understanding India /Digital Technological Solutions/ Health & Wellness, Yoga Education,
Sports & Fitness

Paper Code – CVA2061

Credit - 4

Total Lecture Hours: 60

THE UNIVERSITY OF BURDWAN



DRAFT CURRICULUM

**Four-Year Honours in Business Administration in Tourism And
Hospitality Under Curriculum and Credit Framework for
Undergraduate Programmes (CCFUP) as per NEP-2020 with
effect from 2023-24.**

Programme:

BACHELOR OF BUSINESS ADMINISTRATION IN TOURISM AND HOSPITALITY (BBA T&H)

COURSE OBJECTIVE

The broad objective of the programme is to create professional managers, leaders and researchers in the tourism/hospitality industry. Specific objectives of the programme include:

- 1. To get a thorough understanding of the components of tourism industry and to acquire knowledge and information pertaining to tourism industry.**
- 2. To help students acquire practical skills in all the major arenas of the industry.**
- 3. To orient and equip students with Information Technology skills of the age.**
- 4. To equip students with managerial skills and help in entrepreneurial development.**
- 5. To develop hospitality culture and behavior and to enhance student competencies.**

After successful completion of the programme, the students should be competent to work in tour operation companies, travel agencies, Travel departments of corporate firms, Hospitality sector, Airlines, Cruise ships, Transport operators, Government agencies, Academics, Research, Consultancies, NGOs etc. Above all, the programme encourages entrepreneurship also.

Programme Outcome

BBA Tourism & Hospitality Programme is Four-Year Honours Course Curriculum. It is an interdisciplinary programme aimed to educate and empower students in the field of tourism and hospitality industry. The programme outcomes for this 4 years BBA T&H is listed below.

P.O. 1 (Programme outcome) – Students will gain the knowledge on the concept of Tourism through its principles and practices . Students will be able to grasp the totality of the Tourism both as a faculty of education and as a service industry.

P.O. 2 – Students will gain knowledge on the A’S of Tourism namely Attraction, Accommodation, Accessibility, Amenities, Activities

P.O. 3 – Students will be trained with newer skill in the field of Hotel Management, Travel Agency Management through specific training.

P.O. 4 – Students will be empowered in transport management, airlines and air fare ticketing and tour operations through summer training and Field study tour programme.

P.O. 5 – Students will be empowered with managerial skills through management specific courses.

Thus in total students of BBA T&H Programme will be shaped up better individuals through education, training and empowerment and will be employment ready in the field of travel, tourism and hospitality sectors.

Semester wise & Course wise Distribution of Credit and Marks under CCFUP as per NEP, 2020

SEMESTER 3

Semester	Course Type	Paper Code	Name of the Course	Credit	L	T	P	Full Marks	Distribution of Marks		
									Theory	Pract./ Viva – Voce	Internal assessment
III	Major/DS Course (Core)	BBATH3011	TOURISM RESOURCES OF INDIA	5	4	1	0	75	60	0	15
		BBATH3012	TOURISM GEOGRAPHY	5	4	1	0	75	60		15
	Minor Course (VOCATIONAL EDUCATION & TRAINING)3021		4	3	1	0	75	60	0	15
	Multi/Interdisciplinary courses	BBATH3031 In this category the BBA students will opt for a course from any of the disciplines other than "Commerce and Management"	ACCOUNTING SKILLS FOR TOURISM BUSINESS (For NON BBA Students)	3	2	1	0	50	40	0	10
	Ability Enhancement Course (AEC) : L1-23041	MIL	2	2	0	0	50	40	0	10
	Skill Enhancement Course (SEC)	BBATH3051	HEALTH AND WELLNESS TOURISM	3	2	1	0	50	40	0	10
				22				375			

Abbreviations Used: MIL: MODERN INDIAN LANGUAGE; IA: INTERNAL ASSESSMENT; L: LECTURE; T: TUTORIAL; P: Practical.

***COURSE BBATH3031 WILL BE OFFERED TO STUDENTS BELONGING TO BROAD CATEGORY LIES OTHER THAN COMMERCE AND MANAGEMENT CATEGORY.**

SEMESTER 4

Semester	Course Type	Paper Code	Name of the Course	Credit	L	T	P	Full Marks	Distribution of Marks		
									Theory	Pract./ Viva – Voce	Internal assessment
IV	Major/DS Course (Core)	BBATH4011	ECO TOURISM	5	4	1	0	75	60	0	15
		BBATH4012	HUMAN RESOURCE MANAGEMENT	5	4	1	0	75	60	0	15
		BBATH4013	TOURISM MARKETING	5	4	1	0	75	60	0	15
	Minor Course	BBATH4021	CONSUMER BEHAVIOUR IN TOURISM	4	3	1	0	75	60	0	15
		BBATH4022	ETHICAL AND LEGAL ISSUES IN TOURISM	4	3	1	0	75	60	0	15
	Ability Enhancement Course (AEC) L2-2	ENGL4041		2	2	0	0	50	40	0	10
				25				425			

Abbreviations Used: MIL: MODERN INDIAN LANGUAGE; IA: INTERNAL ASSESSMENT; L: LECTURE; T: TUTORIAL; P: Practical.

A STUDENT OF BBATH WHO OPTS FOR MAJOR COURSES BBATH4011, BBATH4012 and BBATH4013 MUST TAKE MINOR COURSES BBATH4021 AND BBATH4022.

BACHELOR OF BUSINESS ADMINISTRATION IN TOURISM AND HOSPITALITY (BBA T&H)



GENERAL INSTRUCTIONS

- 1. Each paper under the BBA T&H curriculum with 5 credits carries 75 marks, out of which 60 marks will be earmarked for semester examination and 15 marks for internal assessment.**
- 2. Each paper under the BBA T&H curriculum with 2/3 credits will carry 50 marks, out of which 40 marks will be earmarked for semester examination and 10 marks for internal assessment.**
- 3. The internal assessment marks will be based on the following components:**
 - A) Presentations (case study, term paper assignment, field study work etc.).**
 - B) Class tests & Viva voce**
- 4. The structure of the question paper will be as follows:**

For Courses with full marks 75 (Written-60 Marks, Internal-15 Marks):

Group A: 6 questions to be answered from this group each with 5 marks (30 marks). The no. of questions to be set in this group will be 10.

Group B: 3 questions to be answered each with 10 marks (30 marks). The no. of questions to be set in this group will be 5.

N.B. The modified curriculum of the BBA T&H programme under NEP-2020 will be effective from the academic session 2023-24 to commence from August, 2023.

BBA T&H
Curriculum
(NEP- 2020)

SEMESTER - III

SEMESTER - III

Paper Name – TOURISM RESOURCES OF INDIA

Paper code – BBATH3011

Credit – 5

Lecture hour – 75

Unit I-Definition and Concept Meaning and Definition, characteristics. Classification of Resources, significance of Tourism Resources. Conservation of Resources.

Unit II-Pilgrimage Centres Haridwar, Amarnath, Mathura, Rameshwaram, Pushkar, PavapuriRanakpur, Sametsikhara, Satrunjaya Bodh Gaya, Sarnath , Sanchi golden temple Anandpur Sahib Paonta Sahib Bangla Sahib Dargah-Qutbudin Bakhtiyar Kaki (. Pir Haji Ali Shah Bukhari, Dargah Hazrat Nizamuddin Aulia St. Thomas Mount Basilica of Bom Jesus St. James church KohhranThianghlim.

Unit III-Cultural Resources Fairs and Festivals (national and regional), Costumes Handicrafts, Cuisine: regional food and Beverages, rituals and customs. and Folk lore.

Unit IV-Art and Architecture Monuments- Forts, Palaces, Havelis, temple architecture, rock cut architecture(Caves, Temples, Stupa), Tombs, War Memorials, performing arts: Dance, Music, Sculpture, Painting etc., literature: Religious and Non-Religious

Unit V-Natural Resources Mountain & Valleys, Western Ghats & Eastern Ghats; Glaciers, Waterfalls, Deserts, Wetlands & Plains, Coastal Lands & Beaches; Islands; Rivers & Canals; Lakes, Flora and Fauna of India; Wild Life Sanctuaries & National Parks.

Reference books

- 1.Himanshu Prabha Ray (2007) Monuments (Incredible India), Department of tourism, Ministry of Culture, Government of India, New Delhi
- 2.Dallen J. Timothy, (2007) Managing Heritage and Cultural Tourism Resources, Routledge, England

Paper Name –TOURISM GEOGRAPHY

Paper code – BBATH3012

Credit – 5

Lecture hour - 75

Unit I –Concept of Tourism Geography

Concept, nature and scope of Tourism Geography, of latitudes, longitudes, GMT and IDL, and their significance in tourism, Impacts of physiography, flora & fauna, climate, seasonality and weather on tourism.

Unit II - Tourism Sustainability

Concept, characteristics and significance, Ecotourism and Geo-tourism: Concept, principles, significance and classification.

Unit III - International Tourism Geography

Major natural and political divisions of the world, Climatic pattern and major water bodies, Popular tourist pulling regions with their geographical implications, and their location on map

Unit IV - Tourism Geography India

Physical divisions and their topographical significance in generating tourist destinations, Climate and seasonality, and its impacts on its tourism and tourists' mobility, Flora & fauna and their role in generating tourism attraction.

Unit V - Tourism Geography of West Bengal

Physiographic divisions, climate and seasonality of West Bengal, and their impacts on tourist mobility., Geo-cultural tourism resource base and attractions in West Bengal, Bio geographical resource base and attractions in West Bengal

Reference books

- 1.Lew, A., Michael Hall and Dallen J. Timothy, World Geography of Travel and Tourism: A Regional Approach, Amazon Publication, 2014
- 2.Ramesh, M., International Tourism: Countries And Their Attractions, ABD Publication, New Delhi, 2013

Paper Name – ACCOUNTING SKILLS FOR TOURISM BUSINESS (For NON BBATH)

Paper code – BBATH3031

Credit – 3

Lecture hour - 45

Unit I - Introduction to Financial Accounting

Introduction, meaning of book keeping, accounting and accountancy, Distinction between bookkeeping and accounting, accounting process, objectives of accounting, various users of accounting information, limitations of accounting, accounting terminologies (capital, asset, liability, capital, expense, income, expenditure, revenue, debtors, creditors, stock, purchase, sales, voucher, discount, transaction, drawings), Accounting concepts and conventions, Accounting standards.

Unit II - Recording of Transactions and Secondary Books

Classification of accounts, double entry system, rules for debit and credit, Journal entries, cash books, ledger posting, trial balance

Unit III - Final Accounts

Introduction, meaning, objectives and characteristics of Final Accounts, adjustment entries before preparation of final accounts, closing entries. Trading account, profit and loss account and balance sheet, practical problems.

Unit IV - Depreciation

Introduction, meaning of depreciation, causes of depreciation, need for depreciation, factors affecting depreciation, methods of computation of depreciation (straight line method and written down value method)

Unit V - Joint Stock Company

Importance, meaning and definition of a company, characteristics and kinds of companies, formation of a company. Shares and share capital, under subscription, oversubscription, calls in advance, calls in arrears, issue of shares at premium and discount, buy back of share, surrender of shares. Debentures: classification, issue, terms of issue, writing off loss on issue of debentures. Company final accounts: introduction to company final accounts, profit & loss accounts, balance sheet, basics of preparation of simple company final accounts.

Reference books-

1.Sofat, Rajni and Hiro, Preeti (2014). *Basic Accounting*. Delhi: PHI Learning Pvt.Ltd.

2.Monga, J.R and Ahuja Girish. *Financial Accounting*.Delhi: Mayoor Paper backs.

Paper Name – HEALTH AND WELLNESS TOURISM

Paper code – BBATH3051

Credit – 3

Lecture hour - 45

Unit I Introduction

Understanding the Business with reference to emerging markets in the world. Issues, Challenges, Trends. Importance of Ayurveda in development of health tourism. Indian Ayurvedic- Health Tourism. Emerging trends in healthcare industry.

Unit II Impacts of Wellness Tourism

Environmental, Social, Health, Economical impacts of Health and Weeness Tourism. Health tourism and public health.

Unit III Development of Health Tourism in India

Opportunities and Challenges of Health Tourism in India. Recent Trends and Emerging market. The strategy adopted for promotion and Affiliations. Medical Tourism in Kerala.

Unit IV Sustainable Health Tourism

Understanding Sustainable and Responsible Tourism. Current Global and Regional Trend. Measures to achieve sustainability in tourism

Unit V Medical Tourism in different countries and Medical Tourism Association

Studying some of emerging countries in Medical tourism like Thailand, Costa Rica, El Salvador, Singapore, Malaysia etc. and Medical Tourism Association.

Reference books

1.Ghose, Amitabha (2012). *Health Tourism: A Case for India*. Hyderabad: The ICFAI University Press

BBA T&H
Curriculum
(NEP – 2020)

SEMESTER – IV

SEMESTER - IV

Paper Name – ECO TOURISM

Paper code – BBATH 4011

Credit – 5

Lecture hour - 75

Unit I - Definition and principles

Evolution, nature and scope of Sustainable Tourism, factors affecting tourism sustainability: environmental, social, cultural and economic, interrelationship between sustainable and responsible tourism

Unit II - Environmental impact assessment

Interrelationship between sustainable and green tourism, evaluation of impact of tourism site -zoning system - carrying capacity

Unit III - Basis for classification of sustainable tourism

Innovative forms of sustainable tourism and their characteristics, ecotourism, geo-tourism, adventure tourism, agro- tourism and rural tourism.

Unit IV - Understanding the concept and practices

Eco-camp, eco-hotels, eco-resorts, eco-lodge, eco-marketing and green fuel with respect to tourism sustainability, major eco- tourism destinations of India.

Unit V - Strategies for sustainable tourism

Community based tourism and sustainability, national policy for sustainable development and sustainable millennium development goals, pro-poor tourism and community participation, future of Sustainable Tourism.

Reference books

- 1.Mowforth, M. and Munt, I. (2003), Tourism and Sustainability: Development and New Tourism in the Third World. Routledge, London.
- 2.Wahab, S and John J. Pigram, J.J. (1997) Tourism, Development and Growth: The Challenge of Sustainability, Routledge, London.

Paper Name – HUMAN RESOURCE MANAGEMENT

Paper code – BBATH 4012

Credit – 5

Lecture hour - 75

Unit I Introduction to Human Resource Management

Nature of Human Resource Management, Scope, functions and importance of Human Resource Management, Human Resource Management vs. Human Resource Development, Strategic Human Resource Management: Introduction, characteristics and scope of Strategic Human Resource Management, Strategic Human Resource Management vs. Conventional Human Resource Management, Barriers to strategic Human Resource Management, Linking HR strategy with business strategy, Human Resource Management linkage with Total Quality Management & productivity.

Unit II HR Planning and Recruitment

Nature of job Analysis, job design, Human Resource Planning, Demand forecasting for manpower planning, HR supply forecasting, factors influencing HRP, Employee hiring- Nature of Recruitment, Sources of recruitment, Employee selection, process of employee selection, recent trends in recruitment.

Unit III Training and Development

Nature and importance of Training, methods and types of training, career planning, promotion, transfer, demotion and separation, Performance Appraisal: Meaning and types of appraisal, Job Evaluation: Meaning and methods of job evaluation.

Unit IV Compensation Management and Employee Relations

Introduction to compensation management, Components of employee and executive compensation, Factors affecting employee compensation, Employee incentive schemes, and recent trends in compensations management. Meaning and nature of employee relation and industrial relations.

Unit V Employee Safety, Health and Ethics in Human Resource Management

Ethics definition and its principles, Importance of ethics in work place, Ethics of human resource and its impact towards organizational success, measures and policies for employee safety at work.

Reference books –

- 1.Aswathappa, K. (2007). Human Resources and Personnel Management. Tata McGraw Hill,New Delhi.
- 2.Dessler, Varket (2016) Human Resource Management. Pearson. New Delhi

Paper Name – TOURISM MARKETING

Paper code – BBATH 4013

Credit – 5

Lecture hour - 75

Unit I - Introduction to marketing

Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Production concept, Product concept, Selling concept, Marketing concept. Marketing Environment: Micro and Macro Environment

Unit II - Market segmentation

Target Market and Product Positioning: Levels of Market Segmentation, Bases for Segmenting Consumer Markets, Bases for Segmenting Industrial Markets. Target Market and Product Positioning Tools.

Unit III - New product development

Introduction, Meaning of a New Product. Need and Limitations for Development of a New Product, Reasons for Failure of a New Product, Stages in New Product Development and Consumer Adoptions Process

Unit IV - Product and pricing decisions

Concept of Product, Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Pricing Decisions: Concept of Price, Pricing Methods and Pricing Strategies.

Unit V - Promotion mix

Concept of Promotion Mix, Factors determining promotion mix, Promotional Tools – Types of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling; Distribution: Designing Marketing Channels Channel functions, Types of Intermediaries.

Reference books –

- 1.Kotler Philip, Gary Armstrong, Prafullay. Agnihotri, EU Haque, (2010). Principles of Marketing.Pearson Education Prentice Hall of India
- 2.Chowdhary, Nimit and Prakash, Monika (2005). A Textbook of Marketing of Services. New Delhi:Macmillan India Limited.

3. Dasgupta, Devashish (2010). *Tourism Marketing*. New Delhi: Pearson Education.

Paper Name – CONSUMER BEHAVIOUR IN TOURISM

Paper code – BBATH 4021

Credit – 4

Lecture hour - Lecture hour 60

Unit I - Introduction to Tourist Behaviour

The role of consumer behaviour in tourism marketing; Overview of tourist behaviour in relation to the products, services and markets of the hospitality industry; Reasons for buying particular products or services.

Unit II - The Tourist Consumer Decision Process

Purchase decision making process; Main concepts and models of tourist behaviour; Travel motivation and determinants.

Unit III - Tourist Perceptions, Expectations and Satisfaction

Perception, Dynamic of perception, Consumer imagery, Perceived risk, Risk handling by tourists, Developing strategies for reduction of perceived risk.

Unit IV - Social and Cultural Influences on Tourist Behaviour

Components of cultural impacts on tourist consumption; Environmental influences which fall into two broad categories: cultural influences and reference group influences affecting tourists.

Unit V - Current Issues in Tourist Behaviour and their Implications for International Tourism Marketing

Nature of demand in different segments and market sectors of tourism; Tourist behaviour and the marketing concept; Global tourism demand and national differences.

Reference books –

1. Chon, Kaye, Pizam, Abraham, & Yoel. (2000). *Consumer Behaviour in Travel and Tourism*. Routledge.
2. FitzGerald, H. (2002). *Cross-cultural Communication for the Tourism and Hospitality Industry*. (Rev. ed.), Hospitality Press.
3. Williams, A. (2002). *Understanding the Hospitality Consumer*. (1st ed.), Butterworth-

Heinemann.

Paper Name – ETHICAL AND LEGAL ISSUES IN TOURISM

Paper code – BBATH 4022

Credit – 4

Lecture hour - 60

Unit I - Perception of Laws

Definition of law and regulations, essentiality of such laws in society, pre modern laws and regulations, role of legislation in tourism; National Tourism Policy - objectives and consistency.

Unit II - Laws for Protection of Heritage

Monuments and archaeological sites act, wildlife protection act, Antiquities & Art Treasures Act law and sustainable tourism.

Unit III - Legislations for Tourism Transport Industry

Land, sea and air transport laws, law of sea concept, bill of lading and foreign travels Act, legal rights of air tourist and aviation industry, Foreign Exchange Regulation Act, 1973, Passport Act,1967.

Unit IV - Legal Rights of Tourists

Rights of tourists as consumers, safety and security laws for tourists, tourism packages laws, medical tourist's laws, surrogation laws, the Consumer (Protection) Act, 1986-; Rights of consumers; nature and scope of remedies available to consumers; Powers, functions and composition of consumer courts

Unit V - Hotel and Hospitality Laws

Law for establishment of hotel, legal and regulatory aspects of guests tourists, hotel receipts tax act – 1980, legal formalities for foreign tourists, concept of social responsibility, managing ethical behaviour, tools of ethics, corporate Social Responsibility (CSR)

Reference books –

- 1.Tulsain P.C (2007), Business Laws, Tata McGraw Hill, New Delhi.
- 2.Gerbert,Michael(ed) (2014) Sustainable Tourism
- 3.Goadwin R John (2014) Hotel Hospitality and Tourism Law
- 4.Cohen Glenn.I (2014), Patients with Passports: Medical Tourism, Law and Ethics.