



WEST BENGAL STATE UNIVERSITY

**Bachelor of Business Administration (Honours)
B.B.A.(4 Years' Honours With Multidisciplinary Courses)
In Tourism, Aviation & Hospitality.**

(Effective from Academic Year 2023-24)

SYLLABUS COMMITTEE DETAILS

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Professor & Head, Department of Commerce,
West Bengal State University

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**The department is indebted to all the teachers in the substantive post as well as SACT teachers and other faculty members of all the affiliated colleges for their continuous help and support in framing this syllabi under NEP 2020 UGCF.

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Section-A

Preamble

The objective of any programme at a Higher Education Institution is to create for its students a sound foundation for their character development which directly contributes to the well-being of a nation. West Bengal State University envisages all its programmes in the spirit of its overall moto which is to inspire the youth to show steadfastness and devotion in a fearless pursuit of truth. The Undergraduate Curriculum Framework (UGCF) aims at preparing young minds for constructive and productive character development by honing their creative and humanistic skills for their own betterment as well as for the greater good of the society. In order to provide an opportunity to students to discover a method of thinking which will help them realise their true potential, the University offers an Undergraduate Curriculum Framework-2023 for all its Under-Graduate programmes.

The Undergraduate Curriculum Framework-2023 underlines the historical perspective, philosophical basis, and contemporary realities of higher education as enshrined in the National Education Policy 2020 (NEP 2020) including LOCF (Learning Outcome Curriculum Framework) & CBCS (Choice Based Credit System) and endeavours to synchronize these cornerstones while charting the road ahead for the state of higher education. West Bengal State University, a young but established higher education institution, fit for teaching, learning, and research in higher education, acclaimed nationally and internationally, has nurtured the quest for reaching the peak in every sphere of education, in its true sense, in the process of its contribution to the nation-building. Being one of the leading State-aided universities in West Bengal, mandated to act as the torchbearer in expanding the horizons of human resource development through expansion of higher education, it has always paid adequate premium towards constructive and meaningful innovation as a regular feature in its undergraduate curriculum development over the years.

The focus of UGCF of Management and Business Education is aimed at improving the students' abilities and helping them to become a competent business leader who can contribute in nation building. Management education is not related only with knowing how to organize and apply skills related to business, trade, commerce, industry, and economy, but it further accelerates the process of thinking in a pragmatic manner about nation building through effective utilization of skills, resources, manpower, and one's abilities.

One essential aspect of UGCF is to develop a commerce graduate who can meet the present and the future requirements of industry and economy. UGCF emphasizes on developing the competent persons who can work as the contemporary and future leaders of the industry and business. The education system in the emerging scenario demands to enrich the personality of the students so as to develop a holistic personality. Therefore, the focus of UGCF is based on the four pillars of education which are learning to know, learning to do, learning to live together, and learning to be.

Another focus of UGCF is to build a set of requisite social and ethical values that will meet the expectations of modern society. It shall also promote ideals of universal brotherhood and cooperation. The core basis of UGCF is to emphasize cultivating the ideology which promotes sustainable economic system and encourages eco-friendly fair business practices. The

emphasis of this exercise is to provide a right understanding to the students about objective and transparent system of governance. This would bring a desired change in the system of administration and quality of governance of all the institutions.

The present situation of Management education requires total over-hauling and restructuring in the light of changed socio-economic scenario of the global economy in the context of Industry 4.0. The dynamic nature of global business demands a pool of competent human capital for which relevant education is essential in terms of timeliness, speed, flexibility, and dynamism. There is a need to provide students with appropriate skills and knowledge inputs which would make them globally competent and empower them to work in the changing business environment. Therefore, the focus of the UGCF in Commerce is to introduce globally acknowledged choice-based credit system which will offer numerous opportunities to learn various core subjects and also explore additional avenues of learning beyond the routine and standardized framework. The sole purpose of this exercise is to provide opportunities for holistic development of the students.

Thus, the UGCF can help in bringing uniformity in curricula on the one hand and empower the student on the other hand to choose the career options making it more relevant and globally acceptable which would create new benchmark in the world.

Abbreviations

- **AEC** indicates Ability Enhancement Course
- **B.Com** indicates Bachelor of Commerce Programme
- **CBCS** indicates Choice Based Credit System
- **DSC** indicates Discipline Specific Core Course
- **NEP** indicates National Education Policy
- **SEC** indicates Skill Enhancement Course
- **UGCF** indicates Undergraduate Curriculum Framework
- **VAC** indicates Value Addition Course
- **DS:** Discipline-specific core course,
- **MA:** Minor discipline-1,
- **MB:** Minor discipline-2.

Definitions

1. **Academic Credit** - An academic credit is a unit by which the course work is measured. It determines the number of hours of instructions required per week. One credit is equivalent to one hour of teaching (lecture or tutorial) or two hours of practical work/field work per week.
2. **Courses of Study** – Courses of study indicates pursuance of study in a particular discipline. Every discipline shall offer three categories of courses of study, viz. Discipline Specific Core courses (DSCs) – sub-divided into Major and Minor Courses, Ability Enhancement Courses (AECs), Skill Enhancement Courses (SECs) and Value-added Courses (VACs).
 - a. **Ability Enhancement course (AEC), Skill Enhancement Course (SEC) & Value Addition Course (VAC):** These three courses shall be a pool of courses offered by

all the Departments in groups of odd and even semesters from which students can choose.

- i. **AEC courses** are the courses based upon the content that leads to knowledge enhancement through various areas of study. They are Language and Literature subjects which will be mandatory for all disciplines.
- ii. **SEC courses** are skill-based courses in all disciplines and are aimed at providing hands-on-training, competencies, skills, etc. SEC courses may be chosen from a pool of courses designed to provide skill-based instruction and is offered by the Department of Commerce, West Bengal State University. The details, combination and related instruction is duly mentioned in the Admission Advisory issued in this regard, by the university authority.
- iii. **VAC courses** are value-based courses which are meant to inculcate ethics, culture, constitutional values, soft skills, sports education and such similar values to students which will help in all round development of students. The valued-added courses are to be taken from the fixed options provided by the university.

3. Major discipline

- a. A student pursuing four-year undergraduate programme in a specific discipline (Core course) shall be awarded appropriate Honours degree with Major in a Discipline on completion of VIII Semester, if he/she secures in that Discipline at least 50% of the total credits i.e., at least 90 credits in that Discipline out of the total of 180 credits. He/she shall study 20 Major courses in eight semesters. For instance, a student who pursues B.Com. (Honours) shall earn the minimum 100 credits from 20 DSCs in order to get Major in Commerce.

4. Minor discipline

- a. A student for the above-mentioned award, will be considered to be graduate, on completion of VIII Semester, if he/she earns minimum 40 credits from eight Minor courses of that discipline.

DS: Discipline specific core course,

MA: Minor discipline 1,

MB: Minor discipline 2,

SM: Special Minor courses from the same discipline, either MA or MB but of higher level.

Credit distribution:

(a) Lab-based Courses: L = 3, T/P = 2,

(b) Non-Lab based Courses: L = 4, T/P = 1 ;

(c) field-based courses: P = 5,

(d) Music as a Major/Minor discipline, credit distribution: L = 1/2, P = 4/3

Programme Outcome

BBA (Tourism, Aviation & Hospitality) Honours 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 (H) - TAH is listed below.

P.O. 1– 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,

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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 (H)-TAH 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.

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COURSE STRUCTURE FOR THE 4 YEARS' UNDERGRADUATE HONOURS PROGRAMME WITH MAJOR COURSES

Sub_Code	Sub_Name	Credit	Marks Distribution				Nature of Course
			External	Internal	Attendance	TOTAL	
SEMESTER-1							
BTTHMAJ01T	History of Tourism-I	5	50	40	10	100	DS-1
BTTHMIN01T	Principles and Practice of Management	5	50	40	10	100	MA-1
BTTHMIN02T	Basics of Hotel Operation & Hospitality Management	5	50	40	10	100	MB-1
BTTHMDC01T	To be taken from the Pool	3				50	MD-1
BTTHAEC01T	To be taken from the Pool	3				50	AECC-1
BTTHSEC01T	Computer Application in Tourism	3				50	SEC-1
BTTHVAC01T	To be taken from the Pool	3				50	VAC-1
	SEM.1 TOTAL	27				500	
SEMESTER-2							
BCMHEMAJ02T	Fundamentals of Tourism Management	5	50	40	10	100	DS-2
BCMHHMIN03T	Soft Skills Management in Tourism	5	50	40	10	100	MA-2
BCMHHMIN04T	Financial Accounting in Tourism	5	50	40	10	100	MB-2
BCMHHMDC02T	To be taken from the Pool	3				50	MD-2
BCMHAEC02T	To be taken from the Pool	3				50	AECC-2
BCMHHSEC02T	Front Office Management	3				50	SEC-1
BCMHHVAC02T/	To be taken from the Pool	3				50	VAC-2
BCMHHINT01T	NCC/NSS/Any other Internship	4**				50	Internship
	SEM.2 TOTAL	27				500+ 50	
EXIT WITH CERTIFICATE [4**+ 54]							
SEMESTER-3							
BCMHEMAJ03T	History of Tourism-II	5	50	40	10	100	DS-3
BCMHHMIN05T	Product & Pricing Management in Tourism & Travel Services	5	50	40	10	100	MA-3
BCMHHMIN06T	Legal Aspects of Tourism	5	50	40	10	100	MB-3
BCMHHMDC03T	To be taken from the Pool	3				50	MD-3
BCMHAEC03T	To be taken from the Pool	3				50	AECC-3
BCMHHSEC03T	To be taken from the Pool	3				50	SEC-3
	SEM.3 TOTAL	24				450	
SEMESTER-4							
BCMHEMAJ04T	Tourism Marketing	5	50	40	10	100	DS-4
BCMHEMAJ05T	Ticketing and Transportation	5	50	40	10	100	DS-5
BCMHEMAJ06T	Customer Relationship Management in Tourism, Aviation & Hospitality	5	50	40	10	100	DS-6
BCMHEMAJ07T	Ethics in Tourism, Aviation & Hospitality	5	50	40	10	100	DS-7
BCMHHINT01T	NCC/NSS/Any other Internship	4**				50	Internship

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	SEM.4 TOTAL	20				400+50	
EXIT WITH DIPLOMA [4**+ 98]							
SEMESTER-5							
BCMHEMAJ08T	Different Aspects of Tourism....	5	50	40	10	100	DS-8
BCMHEMAJ09T	On the Job Training and Project Report	5	50	40	10	100	DS-9
BCMHEMAJ10T	Communications in Tourism	5	50	40	10	100	DS-10
BCMHEMAJ11T	Entrepreneurship and Small Business in Tourism	5	50	40	10	100	DS-11
	SEM.5 TOTAL	20				400	
SEMESTER-6							
BCMHEMAJ12T	Field Study and Project Viva	5	50	40	10	100	DS-12
BCMHEMAJ13T	Introduction to Business Research	5	50	40	10	100	DS-13
BCMHEMAJ14T	Globalisation, Conservation and Preservation of Nature and Culture	5	50	40	10	100	DS-14
BCMHEMAJ15T	Recent Trend and Issues in Trade and Frontier Formalities	5	50	40	10	100	DS-15
BCMINT01T	NCC/NSS/Any other Internship	4**				50	Internship
	SEM.6 TOTAL	20				400	
EXIT WITH MAJOR AFTER 3 YEARS [4**+ 138]							
SEMESTER-7							
BCMHEMAJ16T	Eco-Tourism and Sustainable Development	5	50	40	10	100	DS-16
BCMHEMAJ17T	Digital Marketing in Tourism	5	50	40	10	100	DS-17
BCMHMN07T	Introduction to Aviation Management	5	50	40	10	100	SM-1
BCMHMN08T	Internship (Based on Industry)	5	50	40	10	100	SM-2
	SEM.7 TOTAL	20				400	
SEM.8							
BCMHEMAJ18T	Adventure Tourism	5	50	40	10	100	DS-18
BCMHEMAJ19T	Any Foreign Language	5	50	40	10	100	DS-19
BCMHEMAJ20T	Introduction to Package Tours Operations Management	5	50	40	10	100	DS-20
BCMHEMAJ21T	Food Tourism	5	50	40	10	100	DS-21
	SEM.8 TOTAL	20				400	
	GRAND TOTAL	178+4**				3500	

UG Certificate: Students who opt to exit after completion of the first year and **have secured 54 credits** will be awarded a UG certificate **if, in addition, they complete one vocational course of 4 credits or a 4-credit work-based learning/internship/apprenticeship** during the summer vacation of the first year. These students are allowed to re-enter the degree programme within three years and complete the degree programme within the stipulated maximum period of seven years.

UG Diploma: Students who opt to exit after completion of the second year and **have secured 98 credits** will be awarded the UG diploma **if, in addition, they complete one vocational course of 4 credits or a 4-credit work-based learning/internship/apprenticeship** during the summer vacation of the second

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year. These students are allowed to re-enter within a period of three years and complete the degree programme within the maximum period of seven years.

3-year UG Degree: Students who wish to undergo a 3-year UG programme will be awarded UG Degree in the Major discipline after successful completion of three years, **securing 142 credits which includes 4-credit of summer internship/apprenticeship.**

4-year UG Degree (Honours): Students who wish to undergo a 4-year UG programme (Honours) will be awarded UG degree (Honours) after successful completion of a four year degree programme with **182 credits (Table 1) which includes 4-credit of summer internship/apprenticeship.**

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Section-B

DETAILED SYLLABUS

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SEMESTER-1

BTTHMAJ01T	History of Tourism-I	5	50	40	10	100	DS-1
BTTHMIN01T	Principles and Practice of Management	5	50	40	10	100	MA-1
BTTHMIN02T	Basics of Hotel Operation & Hospitality Management	5	50	40	10	100	MB-1
BTTHMDC01T	To be taken from the Pool	3				50	MD-1
BTTHAEC01T	To be taken from the Pool	3				50	AECC-1
BTTHSEC01T	Computer Application in Tourism	3				50	SEC-1
BTTHVAC01T	To be taken from the Pool	3				50	VAC-1

HISTORY OF TOURISM – I

Paper 1 : Semester 1

Core Discipline Course Total Number of Credits : 5

COURSE CODE : BTMHMAJ01T

Total Marks: 100 Internal Assessment: 50 marks Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

Unit-I

[30 L]*

History of Tourism as a new discipline, Evolution of Tourism as an academic subject, Tourism and other social sciences, Methodology for History of Tourism, Primary and secondary sources for studying History of Tourism, Chronological Division of History of Tourism, Travellers and Travelogues of Ancient and Medieval World. Tourism – basic concepts: Tourism- Definition, types and determinants, Difference between travel and tourism, Concepts of excursion, holiday, sightseeing, tourists and mass tourism, Tourism Products - definition and Characteristics.

Unit – II

[30 L]

Ancient Civilization, Social conditions and Tourism: Egypt, Mesopotamia, India, China, Rome, Greece Middle Ages: Rise and fall of early empires, Byzantine, Christian and Islamic Civilizations. Tourism activity in the ancient and medieval world: Seven Wonders of the World Tourism. Pilgrimage (Hindu, Buddhist, Jain, Christian and Islamic), Tourism and Spectator Sports (Olympics, chariot races and gladiator fights), Resorts and Spas, Tramping Royal Tourism and Educational tours

Unit – III

[15 L]

Concept of Discovery, Urbanization- Rome and Varanasi, Trade Routes- Silk Route and Spice Route, Sea Voyages- Columbus and Vasco de Gama, Rise of Nationalism- Japan and China, Grand Tour: Classical, Romantic Tour to the East.

Unit – IV

[15 L]

Four major dimensions of tourism. Factors necessary for the development of travel and tourism. Development of spas. Growth of seaside resorts. Tourism today.

Suggested Readings

- A Farouqui “Early Social Formations”- Manak, Delhi-2001.
- A.L. Rouse “The Use of History”- 1971
- Burkhardt and Madlik”Tourist Past, Present and Future”-Butterworth Heinemann, several editions
- Collingwood “The Idea of History”-Oxford, 1073
- Franck and Brwonstone “The Silk Road, A history.

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- Gilbert Sigeauxz "History of Tourism".
- Herbert "Heritage Tourism and Society".
- J. Christopher Holloway "The Business of Tourism.
- Maisels "Early Civilisations of the Old World"- Business Books Communica, 1978
- McIntosh, Goldner, Ritchie "Tourism: Principles, Practices, Philosophy"- John Wiley, New York, 1995
- Nisbet "Social Change and History"- Oxford University Press, 1972
- Nora Starr. "Viewpoint"- Prentice Hall, 1997
- Ratnagar "Trading Ecounters"- OxfordUniv. New Press, 2004
- Roger Housden "Sacred Journeys in a Modern World"- Simon & Schuster, New York, 1979
- T. Walter Wallbank "Civilisations Past and Present"- Scott Foresman, London, 1978

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

PRINCIPLES & PRACTICE OF MANAGEMENT

Paper 2: Semester 1

Paper Code: BTMHMIN01T

Full Marks: 100

[Internal assessment – 50 Marks; Semester-end Examination – 50 Marks]

Total Credits: 5 [75 Hours]

TOTAL CLASS HOURS: 75 [LECTURE HOURS-60 & TUTORIAL HOURS-15]

[Internal assessment – 50 Marks; Semester-end Examination – 50 Marks]

Unit-1: Introduction

[20L]*

Management-Concept, Importance, Functions; Management as profession; Management as Science and Art, Universality of management; Levels of management; Different Schools of Management Thought: Classical School-Contributions of Taylor and Fayol; Neo-classical School---Human Relations approach and Behavioural Science approach.

Unit-2: Planning

[15L]

Concept, Importance, Types, Steps, Barriers to effective planning and remedial measures; Strategic Planning---Concept; Forecasting---Concept, Techniques

Unit-3: Organizing

[15L]

Concept, Importance, Principles, Principles; Delegation of Authority-Elements, Steps, Barriers; Centralization and Decentralization o Authority; Span of Management-Concept and determining factors.

Unit-4: Directing and Staffing

[10L]

Concept of directing, Importance, Leadership: Concepts, Importance, Types, Leadership Traits, Tannenbaum & Schmidt's Model, Blake & Mouton Model, Staffing: Concept & importance.

Unit-5: Motivation, Coordination and Control

[15L]

Motivation: Concepts, Importance, McGregor, Maslow and Herzberg theory of motivation, Coordination: Concepts, Significance, Principles, Techniques. Control: Concepts, Importance and tools.

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Suggested Readings

Koontz and Weirich, Essentials of Management, Tata McGrawHill, New Delhi.
Drucker, PF, Management Challenges for the 21st Century, Butterworth, Oxford.
Luthans, F, Organizational Behavior, McGrawHill, New York.
Allen, LA, Management and Organisation, Tokyo.
Stoner and Freeman, Management, PHI, New Delhi.
Griffin, RW, Management, Houghtan Mifflin, Boston.
Tripathy, PC, Reddy, PN, Principles of Management, Tata McGrawHill, New Delhi.
Ravichandran, K, Nakkiran, S, Principles of Management, Avinash Paperbacks, Delhi.
Jwalkar, Ghanekar & Bhivpathaki, Principles & Practice of Management, Everest Publishing House
Chatterjee, Chatterjee & Chattopadhyay, Principles of Management, Success Mantra Publications

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

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**INTRODUCTION TO HOTEL OPERATION & HOSPITALITY
MANAGEMENT**

Paper 3 : Semester 1

Core Discipline Course Total Number of Credits : 5

COURSE CODE : BTMHMIN02T

**Total Marks: 100 Internal Assessment: 50 marks Semester-end Examinations: 50 marks
[TOTAL CLASS HOURS : 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]**

Unit-1: Introduction to Hotel

[15 L]**

Hospitality Industry Concepts, origin and development, hospitality sectors and their characteristics, scope, future and current developments in the industry, definition and explanation of hotel

Unit-2: International Hotel Hospitality Industry

[15 L]

A. International Hotel Chains: Accor, Best Western International, Carlson Rezidor, Fairmont, Four Seasons, Hilton, Holiday Inn, Hyatt, InterContinental, Kempinski, Marriott, Radisson, Sheraton, Starwood, Swissôtel, Westin
B. Important international chain of restaurants

Unit-3: Hotel - Hospitality Industry in India

[15 L]

C. History and development of lodging industry in India, patterns and trends
D. Structure of Indian Hotel Industry: Premium and luxury segment, mid-market segment, budget segment, heritage hotels
E. Indian Hotel Chains: Clarks Group of Hotels, HHI Group of Hotels, ITC Hotels, Jaypee Hotels, Oberoi Hotels, Pride Hotels, Royal Orchid Hotels, Sarovar Hotels, Taj Hotels, Ashok Group of Hotels, Lalit Group of Hotels, Leela Palaces Hotels, The Park Hotels
F. Important Indian chain of restaurants

Unit-4: Hotel Organization

[15 L]

A. Departments: Food production, food and beverage service, front office, housekeeping, engineering and maintenance, security, human resource, sales and marketing, purchase and stores, accounts.
B. Organization structure of different types/categories of hotels and their departments

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Unit-5: Government Policies and Incentives for Hotel Industry In India [15 L]

- A. Department of Tourism, Govt. of India, tourism policy of India
- B. Procedures for establishing and starting new hotels in India
- C. Opportunities and challenges of hotel industry in India

Suggested Readings

- A Farouqui "Early Social Formations"- Manak, Delhi-2001.
- A.L. Rouse "The Use of History"- 1971
- Burkhardt and Madlik "Tourist Past, Present and Future"-Butterworth Heinemann, several editions
- Collingwood "The Idea of History"-Oxford, 1973
- Franck and Brwonstone "The Silk Road, A history.
- Gilbert Sigeauxz "History of Tourism".
- Herbert "Heritage Tourism and Society".
- J. Christopher Holloway "The Business of Tourism.
- Maisels "Early Civilisations of the Old World"- Business Books Communica, 1978
- McIntosh, Goldner, Ritchie "Tourism: Principles, Practices, Philosophy"- John Wiley, New York, 1995
- Nisbet "Social Change and History"- Oxford University Press, 1972
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- Roger Housden "Sacred Journeys in a Modern World"- Simon & Schuster, New York, 1979
- T. Walter Wallbank "Civilisations Past and Present"- Scott Foresman, London, 1978

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

COMPUTER APPLICATION IN TOURISM

Paper Code: BTMHSEC01T

Full Marks: 50

[Internal assessment- Marks; Semester-end Examination- Marks]

Total Credits:3 [45 Hours]

TOTAL CLASS HOURS: 45 [LECTURE HOURS 30 & TUTORIAL HOURS 15]

Unit-1 : Information Systems

[15 L]**

Concepts of data, information and computer based information system, Types of Information Systems – Office Automation Systems (OAS), Transaction Processing Systems (TPS), Management Information System (MIS), Decision Support System (DSS), Knowledge Management System (KMS), and their implementations at operational, tactical and strategic managerial levels.

Unit-2 : I.T. Application Project / Practical using Advanced EXCEL

[05T + 10P]

Development of a excel based software (preferably with automation features created by Excel Functions, References and Formula) on any one functional area of business (like Payroll Management, Educational Cluster Management, Inventory Management, Portfolio Management, PF/ESI/TDS Management, E-Tender & Security Deposit Management, etc.).

Suggested Tutorial on Advanced Excel

[Customizing common options in Excel, Absolute and relative cells, Protecting and un-protecting worksheets and cells, Working with Functions, VLOOKUP, MATCH, INDEX, Data validations, Working with templates, Sorting and Filtering Data, Working with Reports, Creating Pivot tables & Charts, Consolidating data from multiple sheets and files using Pivot tables, Date and time functions, Using conditional formatting option for

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rows, columns and cells, Use of Relative & Absolute Macros, WhatIf Analysis, Goal Seek, Data Tables, Scenario Manager, Formatting Charts, Auto modification/ updation].

Spreadsheet Functions: Mathematical [SUM, SUMIF, SQRT, SUBTOTAL, SUMPRODUCT etc.], Statistical [AVERAGE, MAX, MIN, ROUND, COUNT, COUNTIF, STDEV, VAR, etc.], Financial [PMT, RATE, PV, FV, NPER, IRR, NPV, Data Table Etc.] Logical [AND, OR, IF, NOT,], DATE, TIME, CONCATENATE, UPPER, LOWER], CountIf, CountIFS, SumIF, SumIFS].

Unit-3: Preparing Presentations

[05T + 10P]

Basics of presentations: Slides, Fonts, Drawing, Editing; Inserting: Tables, Images, texts, Symbols, Media; Design; Transition; Animation, Hyperlink and Slideshow. Creating Business Presentations using above facilities.

Unit-4: Spreadsheet and Computerised Accounting

[05T + 10P]

Using Tally ERP Software.

Suggested Readings

Thareja, IT & Application, Oxford.

Dhar, P., Fundamental of IT and Its Application in Business, Abhijay Publishing House.

Rajaraman, V. (2004). Introduction to Information Technology. PHI.

Heathcote, P.M, Successful Projects in Excel, BPB Publication.

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

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vide approval of structure at the Meeting of the Undergraduate Board of Studies in BBA-TAH, WBSU, held on
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SEMESTER-2

SEMESTER-2							
BTMHMAJ02T	Fundamentals of Tourism Management	5	50	40	10	100	DS-2
BTMHMIN03T	Soft Skills Management in Tourism	5	50	40	10	100	MA-2
BTMHMIN04T	Financial Accounting in Tourism	5	50	40	10	100	MB-2
BTMHMDC02T	To be taken from the Pool	3				50	MD-2
BTMHAEC02T	To be taken from the Pool	3				50	AECC-2
BTMHSEC02T	Front Office Management	3				50	SEC-1
BTMHVAC02T/	To be taken from the Pool	3				50	VAC-2
BTMHINT01T	NCC/NSS/Any other Internship	4**				50	Internship
	SEM.2 TOTAL	27				500+ 50	
EXIT WITH CERTIFICATE [4**+ 54]							

FUNDAMENTALS OF TOURISM MANAGEMENT

Paper 1 : Semester 2

Core Discipline Course

Total Number of Credits : 6

COURSE CODE : BTMHMAJ02T

Total Marks : 100

Internal Assessment: 50 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

Unit 1 – Concepts and Significance of Tourism

[15 L]*

Definitions, Tourist, Tourism, Leisure, Recreation, Definitions and Terminology, An overview of Tourism, Elements, Nature and Characteristics, Typology of Tourism, Classification of Tourists, Tourism network, Interdisciplinary approaches to tourism, Major motivations and deterrents to travel.

Unit 2 – Historical Background of Tourism

[15 L]

Historical Development of Tourism, A historical perspective of travel, The antiquity of travel, Famous travellers, The Industrial revolution and travel, History of transport and its impact on tourism development, History and development of hotels and travel accommodations, travel and tourism through ages, early travels, Renaissance and age of grand tours.

Unit 3 – Tourism Systems, Types and Scope

[30 L]

Tourism Industry; Structure and Components: Attractions, Accommodation, Activities, Transportation, F&B, Shopping, Entertainment, Infrastructure and Hospitality, Emerging areas of tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, etc., Ideals of Responsible Tourism, Alternate Tourism, International Tourism, Tourism Impacts, Tourism Area Life Cycle (TALC), Demonstration Effect, Push and Pull Theory, Tourism System, Mathieson and Wall Model & Leiper's Model, Stanley Plog's Model of Destination Preferences, major types and forms of tourism/definitions.

Unit 4 – Tourism Organizations and Associations

[30 L]

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Role and Functions of International Organizations World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC), National Tourism Organizations Ministry of Tourism, Govt. of India, ITDC, State Tourism Departments of Tourism, FHRAI, IH & RA, IATA, TAAI, IATO, UFTAA.

Suggested Readings:

- Bhatia A.K. (2001), *International Tourism Management*, Sterling Publishers, New Delhi.
- Sunetra Roday, et al (2009), *Tourism Operations and Management*, Oxford University Press.
- Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), *The Travel Industry*, Van Nostrand Reinhold, New York
- Ghosh Bishwanath (2000), *Tourism and Travel Management*, Vikas Publishing House, New Delhi.
- Michael M. Coltman (1989), *Introduction to Travel and Tourism- An International Approach*, Van Nostrand Reinhold, New York.

* L = 1 Hour.

SOFT SKILLS MANAGEMENT IN TOURISM

Paper 2 : Semester 2

Core Discipline Course

Total Number of Credits : 6

COURSE CODE : BTMHMIN03T

Total Marks : 100

Internal Assessment: 50 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

Unit I: Soft Skills Positive Attitude, Body Language, SWOT/SWOC Analysis, Emotional Intelligence, Netiquette. **[15 L]***

Unit II: Paragraph Writing Paragraph Structure, Development of Ideas. **[15 L]**

Unit III: Paraphrasing and Summarizing Elements of Effective Paraphrasing, Techniques for Paraphrasing, What Makes a Good Summary? Stages of Summarizing. **[15 L]**

Unit IV: Letter Writing Letter Writing (Formal and Informal, E-correspondence. **[15 L]**

Unit V: Resume and CV Cover Letter. **[15 L]**

Suggested Readings:

- Sethi, J., and P.V. Dhamija (1999) *A Course in Phonetics and Spoken English* New Delhi: Prentice-Hall of India
- Daniel Jones (2011) *English Pronouncing Dictionary (18th Edition)* Ed. Peter Roach, Jane Setter, and John Esling Quirk,
- Randolph and Sydney Greenbaum (1973) *A University Grammar of English*. Harlow: Longman. Chapters 2, 3, and 7
- White, Goodith (2010) *Listening (Resource Book for Teachers)*. Oxford University Press

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- Nageshwar Rao and Rajendra P. Das (2009) *Communication Skills*. Mumbai: Himalaya Publishing House Burton,
- S.H. (1983) *Mastering English Language*. The Macmillan Press Limited Chapter 3: Comprehension
- Grellet, Françoise (2007) *Developing Reading Skills*. Cambridge University Press
- Roberts, Rachael, Joanne Gakonga, and Andrew Preshous (2004) *IELTS Foundation: Student's Book*. Oxford: Macmillan Education
- Roberts, Rachael, Joanne Gakonga, and Andrew Preshous (2004) *IELTS Foundation: Study Skills*. Oxford: Macmillan Education

* L = 1 Hour.

FINANCIAL ACCOUNTING IN TOURISM

Paper 3 : Semester 2

Core Discipline Course

Total Number of Credits : 6

COURSE CODE : BTMHMIN04T

Total Marks : 100

Internal Assessment: 50 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

Unit	Topic	Details	Hour
1	Introduction	<ul style="list-style-type: none"> • Nature of accounting; Users of accounting information; Qualitative characteristics of accounting information. • Double entry book keeping system – Basic accounting equation, meaning of assets, liabilities, equity, revenue and expenses. Accounting Cycle - Recording of transaction: Journal, Ledger and preparation of Trial Balance. • Bases of accounting; Cash Basis and Accrual Basis. • Basic concepts and conventions: entity, money measurement, going concern, cost, realization, accruals, periodicity, consistency, prudence (conservatism), materiality, matching and full disclosures. 	5
2	Determination of business income	<ul style="list-style-type: none"> • Revenue recognition: Meaning of revenue; objective; timing of recognition. Recognition of expenses • Inventories: meaning. Significance of inventory valuation. Lower of cost or market rule; Inventory ascertainment and reconciliation. • The nature of depreciation--Accounting concept of depreciation--Factors in the measurement of depreciation--Methods of computing depreciation: Straight Line Method and Diminishing Balance Method; Disposal of depreciable assets; Change in estimate and method of charging depreciation. Accounting for depreciation: Asset-depreciation, Asset-provision. • Reserves and provisions: Meaning; Objective; Types & Accounting. • Capital and revenue expenditures and receipts (general introduction only). 	15

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		• Adjustment and rectification entries	
3	Introduction to Accounting Standard	Financial Accounting Standards: Concept, Benefits, Procedure for issuing accounting standards in India. Need for a global standard, IFRS (concept only).	15
	Introduction to Accounting Theory	Concept of accounting theory; Relation with practice; GAAP; Capital – Capital Maintenance concepts; Limitations of Historic Cost accounting; Introduction to Fair Value accounting .	
4	Final accounts of Trading Concern	Preparation of financial statements of sole proprietorship business entities from a trial balance – Manufacturing, Trading, P/L A/c and Balance Sheet.	15
5	Financial statements from Incomplete records and of NPO	Preparation of financial statements: a) from incomplete records b) of non-profit organization	15
6	Accounting for special sales transaction	• Consignment: Basic features; Difference with sales. Recording in the books of Consignor – at cost & at invoice price, Valuation of unsold stock; Ordinary commission. Treatment and valuation of abnormal & normal loss. Special commission; Del credere commission (with and without bad debt) – Concept of Consignment Debtors; Recording in the books of Consignee. • Accounting for sale on approval.	25
	Sectional and Self balancing ledger	• Concept of sectional balancing, Self balancing Ledger: advantages; Recording process; preparation of Adjustment accounts.	
	Insurance claim for loss of stock and for loss of profit	• Loss of stock: Physical & ownership concept; Concept of under-insurance and average clause; Computation of claim – with price change; Consideration of unusual selling line; price reduction etc. • Loss of profit: Concept – Insured & uninsured standing charges, GP rate, Short sales and increased cost of working, Average clause and computation of claim (simple problems).	

Notes : Relevant Accounting Standards issued by the Institute of Chartered Accountants of India are to be followed.

Suggested Reading

- ❖ *Sukla, Grewal, Gupta: Advanced Accountancy Vol. I, S Chand*
- ❖ *R. L.Gupta & Radheswamy, Advanced Accountancy Vol. I, S. Chand*
- ❖ *Maheshwari&Maheshwari, Advanced Accountancy Vol. I, Vikash Publishing House Pvt. Ltd.*

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- ❖ *Sehgal & Sehgal, Advanced Accountancy Vol. I, Taxman Publication*
- ❖ *B. Banerjee, Regulation of Corporate Accounting & Reporting in India, World Press.*
- ❖ *Hanif & Mukherjee, Financial Accounting, McGraw Hill*
- ❖ *Frank Wood, Business Accounting Vol 1, Pearson*
- ❖ *Tulsian, Financial Accounting, Pearson*
- ❖ *Accounting Standards issued by ICAI*

FRONT OFFICE MANAGEMENT

Paper 4 : Semester 2

Core Discipline Course

Total Number of Credits : 6

COURSE CODE : BTMHSEC01T

Total Marks : 100

Internal Assessment: 50 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

Unit-1. Front Office and Guest Handling

[10 L]

Introduction to guest cycle (pre arrival > arrival > during guest stay > departure > after departure activities)

Unit-2. Reservations

[10 L]

Importance of reservation, reservation handling sequence (for transient and group reservations), modes of reservation, channels and sources (intermediaries: tour operators and travel agents, airlines, referral groups, CRS, GDS, property direct), types of reservations (tentative, confirmed, guaranteed reservations), systems (non-automatic, semi-automatic, fully-automatic), cancellation and amendments, reservation cancellation policies for transient and group reservations, no shows and overbooking, booking out

Unit-3. Arrivals and Check In

[10 L]

Preparing for guest arrivals at reservation and front office, receiving and welcoming guests, pre-registration, registration sequence (non-automatic, semi-automatic, fullyautomatic), relevant records for FITs, GITs, VIPs and Crews

Unit-4. During the Stay Activities

[05 L]

Information services, message and mail handling, key handling, complaints handling

Unit-5. Front Office Coordination

[10 L]

Importance of intra-departmental and inter-departmental coordination, liaison with all other departments of the hotel, starting form housekeeping

Suggested Readings:

- *Bhatia A.K. (2001), International Tourism Management, Sterling Publishers, New Delhi.*
- *Sunetra Roday, et al (2009), Tourism Operations and Management, Oxford University Press.*
- *Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), The Travel Industry, Van Nostrand Reinhold, New York*
- *Ghosh Bishwanath (2000), Tourism and Travel Management, Vikas Publishing House, New Delhi.*
- *Michael M. Coltman (1989), Introduction to Travel and Tourism- An International Approach, Van Nostrand Reinhold, New York.*

*** L = 1 Hour.**

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SEMESTER-3

SEMESTER-3							
BCMHEMAJ03T	History of Tourism-II	5	50	40	10	100	DS-3
BCMHMIND05T	Product & Pricing Management in Tourism & Travel Services	5	50	40	10	100	MA-3
BCMHMIND06T	Legal Aspects of Tourism	5	50	40	10	100	MB-3
BCMHMDC03T	To be taken from the Pool	3				50	MD-3
BCMHAEC03T	To be taken from the Pool	3				50	AECC-3
BCMHSEC03T	Geography of Tourism	3				50	SEC-3
SEM.3 TOTAL		24				450	

HISTORY OF TOURISM – II

Paper 1 : Semester 3

Core Discipline Course

Total Number of Credits : 5

COURSE CODE : BTMHMAJ03T

Total Marks : 100

Internal Assessment: 50 marks

Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS : 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

Unit – I

[15 L]*

Major Social Movements: Renaissance, Reformation, French Revolution, Industrial Revolution, Imperialism, National Movements, Socialism in Europe and Russia, social Tourism and Middle class Tourism

Unit – II

[15 L]

1841 – 1914: Rise of International Tourism, World Cruises, Automobile and Coach Tours, Resort Tourism, Role of Infrastructure, Tourism as an Industry, 1914 – 1950: Tourist boom between the World Wars, Tourism and Economy and Crises, Social Changes, Transport and Technological Advances, Women and Tourism, Politics and Tourism, League of Nations, IUOTO, Bermuda Agreement, IATA, Emergence of Tourism Services, Organizations and Civil Aviation.

Unit – III

[15 L]

1950 – 2000: Tourism Phenomenon: Long Hauls, Thomas Cook and Package Tours Charters, Role of escorts and guides, Social Reforms and Tourism, Tourism in Newly Independent Countries, Tourism and Globalization, Emergence of Tourism Organizations and Standardization of services.

Unit – IV

[15 L]

Tourism as a Globalized System .Early Forms of Travel and Types of Journey, Precursors of Modern Tourism .The Foundations of Modern Tourism, The Boom in Mass Tourism in the 19th Century. Holidaying Practices in the Interwar Period, The Expansion of Tourism and Globalization, Approaches to Travel and Tourism, Tourism and Five-year Plans in India, SWOT analysis of National Tourism Policy 2002.

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Unit – V

[15 L]

Accommodations: Early inns, The grand hotels, Motels, Hotels today. The dimensions of tourism: Attraction, Facilities, Transportation, Hospitality. The role of transportation in shaping tourism.

Suggested Readings

- A Farouqui “Early Social Formations”- Manak, Delhi-2001.
- A.L. Rouse “The Use of History”- 1971
- Burkhardt and Madlik” Tourist Past, Present and Future”-Butterworth Heinemann, several editions, Collingwood “The Idea of History”-Oxford, 1073
- Franck and Brwonstone “The Silk Road, A history.
- Gilbert Sigeauxz “History of Tourism”.
- Herbert “Heritage Tourism and Society”.
- J. Christopher Holloway “The Business of Tourism.
- Maisels “Early Civilisations of the Old World”- Business Books Communica, 1978
- McIntosh, Goldner, Ritchie “Tourism: Principles, Practices, Philosophy”- John Wiley, New York, 1995
- Nisbet “Social Change and History”- Oxford University Press, 1972
- Nora Starr. “Viewpoint”- Prentice Hall, 1997
- Ratnagar “Trading Encounters”- Oxford Univ. New Press, 2004
- Roger Housden “Sacred Journeys in a Modern World”- Simon & Schuster, New York, 1979
- T. Walter Wallbank “Civilisations Past and Present”- Scott Foresman, London, 1978.

* L = 1 Hour.

PRODUCT & PRICING MANAGEMENT IN TOURISM & TRAVEL SERVICES

Paper Code: BTMHMIN05T

Full Marks: 100

Total Credits: 5 [75 Hours]

TOTAL CLASS HOURS: 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

[Internal assessment – 50 Marks; Semester-end Examination – 50 Marks]

Unit-1: Product

[20 L]*

Meaning & concept of Product, features, importance, classification, Levels of Product Service: Meaning & features. Classification of Services. Product Mix – length, width depth, consistency, BCG Matrix. PLC – concept, features and strategies, uses and limitations, different shapes of PLC.

Unit-2: New Product Development

[30 L]

New Product – Definition, stages of New Product Development, factors affecting new product development, adoption process, diffusion of industrial innovation. New Product failure- reasons, test marketing – definition, advantages and disadvantages. Meaning & functions of Packaging, packaging strategies, packing notes and packing lists, Package Aesthetics, legal & ethical aspects of packaging, features of good packaging. Concept & Importance of Branding, Brand Selection Process; strategies, brand positioning, brand repositioning strategies, leader positioning and follower positioning.

Unit-3: Pricing

[25 L]

Concept & Importance of Pricing, features of pricing, factors determining effective pricing, process of price setting, pricing objectives and methods, resale price maintenance – concept, advantages, disadvantages,

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importance of price in consumer buying process, various aspects of service pricing, price cartel, Pricing in Indian context, regulatory price environment.

Suggested Readings

- Kotler and Kellar, *Marketing Management*, Pearson.
- William and Ferrell, *Marketing*, Houghton Mifflin McGraw-Hill.
- Neelamegham, *Marketing in India: Cases and Readings*, Vikas Publishing.
- Majumder, *Product Management in India*, PHI.
- Srivastava, R. K., *product Management & New product Development*, Excel Book.
- Ramaswamy and Namakumari, *Marketing Management*, Macmillan India.
- Srinivasan *Case Studies in marketing: The India Context*, PHI.
- Batra and Myers, *Advertising Management*, Prentice Hall
- Sengupta, *Brand Positioning Strategies for Competitive Advantage*, TMH
- Cundiff, Still and Govoni, *Sales Management*, Prentice Hall
- Rossiter and Percy, *Advertising and Promotion Management*, MacGraw-Hill Sundage,
- Fryburger and Rotzoll, *Advertising Theory and Practice*, AITBS
- Belch and Belch, *Advertising and Promotion*, McGraw Hill

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

LEGAL ASPECTS IN TOURISM

Paper Code: BTMHMIN06T

Full Marks: 100

Total Credits: 5 [75 Hours]

TOTAL CLASS HOURS: 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

[Internal assessment – 50 Marks; Semester-end Examination – 50 Marks]

UNIT-I : INTRODUCTION

[05 L]

Meaning – Scope of business law- Sources of Indian business law. Introduction to tourism law in India.

UNIT-II : INDIAN CONTRACT ACT-1872

[10 L]

Definition-types of contract-essentials –Offer, Acceptance, Consideration, Capacity of the parties, Free consent(Meaning only)- Legality of objects and Consideration-Variou modes of discharge of a Contract-Remedies for breach of Contract.

UNIT-III : FEMA 1999

[15 L]

Objectives, Scope and salient features- Offences under act. Regulation and Management of Foreign Exchange: Dealing in Foreign exchange, Capital Account and Current Account transactions, Drawal for travel, Export of Goods and Services, Realisation and repatriation of foreign exchange, Authorised Person. Reserve Bank's powers to issue directions to Authorised Person.

UNIT-IV : THE COFEPOSA ACT, 1974

[10 L]

Objectives, Scope, Definitions, salient features-Offences and penalties under the act.

UNIT-V : FOREIGNER'S ACT, 1946

[10 L]

Objectives, Scope, Definitions and salient features- Offences and penalties.

UNIT-VI : PASSPORT ACT, 1967

[10 L]

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Objectives, Scope, Definitions, Salient features- Offences and Penalties, Types of Visas

SKILL DEVELOPMENT [15 L]

- Visit a travel agency and identify the different laws that they need to comply with.
- Describe the legislations that tourists should be aware of while travelling.
- Write a note on the laws in relation to the eco-tourism industry.

Suggested Readings

- K. Venkataramana & N. Krishna Reddy - Business Laws, Seven Hills publishers.,2016
- N.D. Kapoor - Business Law, Sultan Chand & Co,2000.
- Ashwathappa. K & Ramachandra - Business Law, Himalaya Publication.2017
- M. C. Kuchal - Business Law.1996

*L = 1 Lecture Hour

** Includes Tutorial Hours

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GEOGRAPHY OF TOURISM

Paper Code: BTMHSEC03T

Full Marks: 100

Total Credits: 3 [45 Hours]

TOTAL CLASS HOURS: 45 [LECTURE HOURS 30 & TUTORIAL HOURS 15]

UNIT-I: Introduction to Geography and Tourism [10 L]**

Introduction to Geography - Geography and Tourism - Geography of Travel - Classification of Resources Conservation of Biodiversity - Tourism in Africa - Introduction - Tourism Attractions in Singapore and Indonesia

UNIT- II: Tourism Attractions in Middle East and Africa [10 L]

Tourism Attractions in Thailand and Malaysia Tourism in Gulf Countries Tourism in Gulf countries - Tourism in South East Asia: Tourism in South East Asia: Tourist attractions and activities in Egypt - Kenya and Uganda Tourist attractions in South Africa and emerging Tourist Destinations in Africa.

UNIT - III Tourism Attractions in America, Europe and Australia [10 L]

North America - Central & South America - Europe - Australia - New Zealand - Antarctica Cultural Geography. Outline of urban geography - Island Biogeography.

UNIT - IV Tourism in India and Sustainable Development [05 L]

Tourism in India - Arunachal Pradesh - Assam - Geography of Goa - Geography of Gujarat. Geography of Odessa - Geography of Himachal Pradesh - Sustainable development.

Suggested Readings:

- Milton Rafferty, *Geography of World Tourism, 2nd Edition, Prentice Publisher, New Jersey, 1993.*
- Boniface and Coopers, *Worldwide destinations: The Geography of Travel and Tourism, 7th Edition, Rutledge, New Delhi, 2016.*
- D.R Khullar, *India - A comprehensive Geography, 1 st Edition, Kalyani Publications, Chennai, 2018.*

*L = 1 Lecture Hour

** Includes Tutorial Hours

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SEMESTER-4

SEMESTER-4							
BCMHEMAJ04T	Tourism Marketing	5	50	40	10	100	DS-4
BCMHEMAJ05T	Ticketing and Transportation	5	50	40	10	100	DS-5
BCMHEMAJ06T	Customer Relationship Management in Tourism, Aviation & Hospitality	5	50	40	10	100	DS-6
BCMHEMAJ07T	Ethics in Tourism, Aviation & Hospitality	5	50	40	10	100	DS-7
BCMINT01T	NCC/NSS/Any other Internship	4**				50	Internship

TOURISM MARKETING

Paper 1 : Semester 4

Total Number of Credits : 5

COURSE CODE : BCMHEMAJ04T

Total Marks : 50

Internal Assessment: 10 marks

Semester-end Examinations: 40 marks

[TOTAL CLASS HOURS : 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

Unit-1

[25 L]*

Core concepts in Marketing, Needs, Wants & Demands, Products, Customer value & satisfaction, quality, exchange & transactions, markets and marketing. Segmentation of Tourism Market-concept, justification, importance and bases, Market Research methods, research problem areas, marketing research in the tourism industry, Tourism life cycle.

Unit-2

[25 L]

Tourism Marketing Mix-8 Ps. Methods of Pricing-the factors influencing the pricing decisions, pricing objectives, pricing policies. Service Characteristics of Tourism. Unique features of tourist demand and tourism product. Branding and packaging-conditions that support branding.

Unit-3

[25 L]

Destination Planning and Product Diversification, Destination, Marketing, Marketing strategy in the new digital age-E-Business, E-Commerce and E-Marketing, Complementary Marketing, Role of Media in promotion of Tourism TV/ Radio, Newspaper, Travel Magazines, Documentaries, Guide Books, Travel writers, Electronic Tourism promotion: Advertising, Public relations, sales promotion and personal selling.

Suggested Readings:

- *Kotler Philip, Marketing Management: Analysis, Planning Implementation, and Control, Prentice Hall of India, New Delhi.*
- *Brigs, Susan, Successful Tourism Marketing: A Practical Handbook, Kogan Page, London, 1997.*
- *Middleton, Victor T.C Marketing in Travel and Tourism, Oxford, 1994*
- *Brunnt, Paul, Market Research in Travel and Tourism, Butterworth Heinemaun, 1997.*
- *Hollway, J.C. Marketing for Tourism (Harlow: Longman, 1995)*

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- *Namakumari and Rama Swami- Marketing Management.*

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

TICKETING AND TRANSPORTATION MANAGEMENT

Paper 2 : Semester 4

Total Number of Credits : 5

COURSE CODE : BCMHMAJ05T

Total Marks : 50

Internal Assessment: 10 marks

Semester-end Examinations: 40 marks

[TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

Unit I

[20 L]*

Air Geography- IATA areas, sub areas, sub regions. Time calculation- GMT variation, concept of standard time and daylight saving time, calculation of elapsed time, flying time and ground time.

Unit II

[10 L]

Aviation organization: AAI, IATA and ICAO: Functions, Role, relevance in Aviation sector

Unit III

[20 L]

Familiarization with OAG- 3 letters city code and airport code, airline designated code, minimum connecting time, global indicator, familiarization with air tariff: currency regulations.

Unit IV

[20 L]

Familiarization with TIM, Passport, Visa, Custom Regulations, Health Regulations and Airport Tax, Passengers needing special attention.

Unit V

[20 L]

Credit Cards- Concept, types, benefits and different types of credit cards Fare construction – Passenger Ticket, Embarkation and Disembarkation Process. Mixed class journey, around the world fares (RTW) special fairs.

Suggested Readings:

- Jagmohan Negi, 'Air travel Ticketing and Fare construction', Kanishka, NewDelhi,
- OAG, Consultant, IATA, Geneva
- Air Tariff Book
- Stephen Shaw, 'Airlines in Shifts &Mgt', Ashgate Pub, USA R. Doganis, 'Airport Business'
- K. Sikdar, All you wanted to know about airlines functions Journal of Air Transport Management by Elsevier Science
- Joel Lech, 'Airfare secrets exposed', Powell Books, London, 2002.

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

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CUSTOMER RELATIONSHIP MANAGEMENT IN TOURISM, AVIATION & HOSPITALITY

Paper 3 : Semester 4

Total Number of Credits : 5

COURSE CODE : BCMHMAJ06T

Total Marks : 50

Internal Assessment: 10 marks

Semester-end Examinations: 40 marks

[TOTAL CLASS HOURS : 90 [LECTURE HOURS 75 & TUTORIAL HOURS 15]

Unit I: Introduction: Overview of Relationship Marketing – CRM and Relationship Marketing – Definition of CRM – Elements and History of CRM – Consumer Attitudes – Formation and Change; Consumer Values and Lifestyles – Customer Life Cycle – Using Customer touch points – Deciding who should lead the CRM Functions. [15 H]*

Unit II: Strategy and Organization of CRM: CRM processes and systems – Dynamics of Customer Supplier Relationships – CRM strategy – The relationship oriented organization – Customer knowledge – Relationship policy – Importance of Customer Divisibility in CRM. [15 L]*

Unit III: Analytical CRM: Relationship data management – Prospect Database – Data analysis, Data Warehouse and data mining – Segmentation and selection – Analysis of Customer Relationship Technologies – Reporting results – setting evaluation criteria for the appropriate CRM package. [15 L]

Unit IV: CRM Subsystems: Contact Management, Campaign Management, Sales Force Automation Value Chain – Concept – Integration Business Process Management – Benchmarks and Metrics – Culture Change – Customer Ecosystem – Vendor Selection – Implementation Strategy. [15 L]

Unit V: Operational CRM: CRM Planning – Infrastructure, Information Process, Technology, People – Managing quality information, Quality systems, Customer privacy – Call centre management, Internet and website, Direct mail – Applications in various industries – in manufacturing, banking hospitality and telecom sectors – Best Practices in Marketing Technology – Indian Scenario. [15 L]

Suggested Readings:

- Customer Relationship Management – Peelen, Ed. Pearson
- The CRM Handbook – D. Jill Pearson
- CRM, A strategic Imperative in the World of eBusiness – Brown, Stanley
- CRM (Emerging Concepts, Tools & Applications) – Sheth, Jagdish N.
- Marketing Research – Harper Boyd & Ralph Westfall
- Consumer Behaviour – Schiffman

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

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ETHICS IN TOURISM, AVIATION & HOSPITALITY

Paper 3 : Semester 6

Subject Code : BCMHMAJO7T

Total No. of Credits - 5

Full Marks 50

[Internal Assessment: 10 Marks Semester-End Examination: 50 Marks]

TOTAL CLASSES: 90 [LECTURE CLASS 75 & TUTORIAL CLASS 15]

Module-I : BUSINESS ETHICS

Internal Assessment: 12.5 marks, Semester-end Examinations: 25 marks

Unit-1: Introduction

[15 L]*

Nature of business ethics; ethics and morality; ethics versus law; Kohlberg's six stages of moral development; teleological approach; deontological approach;

Unit-2 : Social Aspects of Business Ethics

[15 L]

Stakeholder theory; stakeholder mapping; ethical leadership; ethical leadership styles; traits of an ethical leader;

Unit-3: Managing Ethical Dilemmas

[15 L]

Meaning and nature of ethical dilemma; characteristics of ethical dilemmas; the dilemma resolution process; common ethical dilemma in finance, marketing and HRM.

Module-II: CORPORATE GOVERNANCE

Internal Assessment: 12.5 marks, Semester-end Examinations: 25 marks

Unit-1: Framework of Corporate Governance in India

[15 L]

Meaning; American, European, Japanese and Indian models of corporate governance; corporate boards and its powers, responsibilities; board committees and their functions; shareholders grievance committee; investors relation committee; risk management committee; audit committee; corporate governance reforms in the Companies Act, 2013.

Unit-2: Major Corporate Scandals in India and Whistle-blowing Policy

[15 L]

Case study of few Corporate Scams in India – Satyam Computers, Kingfisher Group, Punjab National Bank; The Concept of Whistle-blowing policy; types of whistleblowers; the whistle-blower legislation across countries; recent developments in India.

Unit-3: Corporate Social Responsibility (CSR)

[15 L]

Concept of CSR, Corporate Philanthropy; Relationship of CSR with Corporate Sustainability, CSR and Business Ethics, CSR and Corporate Governance; CSR provisions under the Companies Act 2013

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Suggested Readings

- Fernando, A.C., Business Ethics: An Indian Perspective, Pearson Education
- Murthy, C.V.S., Business Ethics – Text and Cases, Himalaya Publishing House
- Fernando, A.C., Corporate Governance: Principles, Policies and Practices, Pearson Education
- Bajpai, G.N., The Essential Book of Corporate Governance, Sage
- ICSI, Study Material of Professional Programme, Module 2, Paper 6, Ethics, Governance and Sustainability.

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

SEMESTER-5

SEMESTER-5							
BCMHEMAJ08T	Different Aspects of Tourism....	5	50	40	10	100	DS-8
BCMHEMAJ09T	On the Job Training and Project Report	5	50	40	10	100	DS-9
BCMHEMAJ10T	Communications in Tourism	5	50	40	10	100	DS-10
BCMHEMAJ11T	Entrepreneurship and Small Business in Tourism	5	50	40	10	100	DS-11
SEM.5 TOTAL		20				400	

DIFFERENT ASPECTS OF TOURISM

Paper 1: Semester 5

Core Discipline Course Total Number of Credits: 5

COURSE CODE: BTMHEMAJ08T

Total Marks: 100 Internal Assessment: 50 marks Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS: 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

Unit I: Medical Tourism

[15 L]

• Concept, 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 • 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

Unit II: Food Tourism

[15 L]

• Concept and definition and different aspects • Economic impact of food tourism on tourism industry, • The role of food tourism in regional development. • Food Tourism in India and Food Tourism all around the world • Culinary tourism.

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Unit III: Ecotourism Tourism

[15 L]

• Concept: Environment and tourism, Evolution and characteristics of ecotourism, Impact of tourism on environment; • National and State level ecotourism guidelines • Various acts and laws Tourism bill of rights and code for environment responsible tourism • World Ecotourism Summit, • Sustainable Ecotourism – prospects and problems

Unit IV: Adventure Tourism

[15 L]

• Definition, Scope and Nature of adventure tourism in India • Types of adventure tourism: air, water and land based • Challenges of adventure tourism in India, • 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 • Sports tourism,

Unit V: Heritage Tourism

[15 L]

• Heritage; Types of Heritage; • Indian Culture: Concept and its essential Features; Fundamentals of Indian Culture • Culture and tourism relationship with special reference to India • • Organisation of importance- ASI, UNESCO, INTACH, ICCROM, ITRHD; • Heritage of National importance- UNSECO World Heritage Sites in India. • Indian Architecture; • Sustainable tourism in tribal areas; • Dances and Music of India: -- Classical Dances and Music of India • Major Fairs and festivals of India and their significance for tourism.

Suggested Readings

- *Pearce, D.G. and Butler, R.W. Contemporary issues in tourism development. Routledge*
- *Satyendra Malik. Adventure Tourism.*
- *Weaver, D. , The Encyclopedia of Ecotourism, CABI Publication, UK.*
- *Food Tourism: A Practical Marketing Guide Book by John Stanley and Linda Stanley*
- *Culinary Tourism (Material Worlds Series): Lucy M. Long*

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

ON THE JOB TRAINING AND PROJECT REPORT

Paper 2: Semester 5

Core Discipline Course Total Number of Credits: 5

COURSE CODE: BTMHMAJ09T

Total Marks: 100 Internal Assessment: 50 marks Semester-end Examinations: 50 marks

Objectives: to provide basic and hand on understanding of the industry.

Note: Each student of this Honours Course shall undergo Practical Internship of four weeks during the vacations after fourth semester in an approved Business/Industrial/Govt./Service organization. The objective of this training is to make the student acquainted with the industrial / business working environment. After completion of the training they will have to submit a training report. The internship/project reports will carry 100 marks, where Dissertation/Project will carry 50 Marks and the Grand Viva-voce Examination, on the basis of Dissertation/Project submitted, including presentation, if any, will carry 50 Marks. It will be evaluated by two examiners (one internal and one external). The training report is part of the Fourth semester. It is to be submitted by the date fixed by the College.

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The students will also have to submit a performance certificate from the company where he/she undertook the training. This report will also be considered while evaluating the training report by examiners.

Alternatively, if it is not possible to do industrial internship the students will prepare a project report on a topic assigned to him/ her by the college. The project report will be evaluated as above.

COMMUNICATIONS IN TOURISM

Paper 3: Semester 5

Core Discipline Course Total Number of Credits: 5

COURSE CODE: BTMHMAJ10T

Total Marks: 100 Internal Assessment: 50 marks Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS: 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

Unit 1: Introduction

[15 L]

Definition, objectives, importance, elements, process, forms, models, principles of effective communication, barriers to communication and remedial measures.

Unit 2: Types of Communication

[15 L]

Formal and informal communication, Grapevine, Characteristics of corporate communication, Characteristics of corporate communication, Communication network

Unit 3: Tools of Communication

[15 L]

Emergence of communication technology, Modern Forms of communication, Fax, Email, Video Conferencing

Unit 4: Listening Skill

[15 L]

Effective Listening Poor listening habits, types of listening; barriers to effective listening, Persuasive communication and Role of Mentoring

Unit 5: Drafting

[15 L]

Notice, Circular, Resolution & Minutes, Report, CV writing, Business letter writing- Offer letter, Quotation, Status enquiry, Confirmation, Execution, Refusal and cancellation of order, Recommendation, Credit collection, Claim, Bank loan.

Suggested Readings

- Kaul, A. Effective Business Communication, PHI, New Delhi.
- Anjane, S. & Bhavana Adhikari, Business Communication, TMH
- Chaturvedi & Chaturvedi, Business Communication : Concepts, Cases and Applications, Pearson
- M.K. Shegal & Vandana Khetarpal, Business Communication, Excel Books
- Dhar, Maity and Baidya, Fundamentals of Business Communication & Ecommerce; International Publishing House, Kolkata; May, 2018.
- R.K. Madhukar, Business Communication, Vikash Publishing House Pvt. Ltd.
- Rao, Kumar & Bindu, Business Communication, Cengage Khanna, Puja, Business Communication, Vikash Raman & Sharma, Technical Communication, Oxford Lesikar, Flatley et al, Business Communication, McGraw Hill

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

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ENTREPRENEURSHIP AND SMALL BUSINESS IN TOURISM

Paper 4: Semester 5

Core Discipline Course Total Number of Credits: 5

COURSE CODE: BTMHMAJ11T

**Total Marks: 100 Internal Assessment: 50 marks Semester-end Examinations: 50 marks
[TOTAL CLASS HOURS: 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]**

Unit 1:

[15 L]

Meaning, elements, determinants and importance of entrepreneurship and creative behavior. Entrepreneurship and creative response to the society's problems and at work. Dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, netpreneurship, ecopreneurship, and social entrepreneurship.

Unit 2:

[15 L]

Entrepreneurship and Micro, Small and Medium Enterprises. Concept of business groups and role of business houses and family business in India. The contemporary role models in Indian business: their values, business philosophy and behavioural orientations. Conflict in family business and its resolution. Managerial roles and functions in a small business. Entrepreneur as the manager of his business. The need for and the extent of professionalization of management of small business in India.

Unit 3:

[15 L]

Public and private system of stimulation, support and sustainability of entrepreneurship. Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, Role of industries/entrepreneur's associations and self-help groups. The concept, role and functions of business incubators, angel investors, venture capital and private equity fund.

Unit 4:

[15 L]

Sources of business ideas and tests of feasibility. Significance of writing the business plan/project proposal. Contents of business plan/ project proposal. Designing business processes, location, layout, operation, planning & control; preparation of project report (various aspects of the project report such as size of investment, nature of product, market potential may be covered). Project submission/presentation and appraisal thereof by external agencies, such as financial/non-financial institutions.

Unit 5:

[15 L]

Mobilising resources for start-up. Accommodation and utilities. Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management: Basic start-up problems. Operations management: designing and redesigning business processes, layout, production planning & control, implementing quality management and productivity improvement programmes. Input-analysis, throughput analysis and output analysis. Basic awareness of inventory methods. Basic awareness about the need for and means of environment (eco-) friendliness and energy management. Organization of business office. Basic awareness of manual and computerized office systems and procedures. Introductory word processing, spreadsheet preparation and data sorting and analysis, internet browsing.

Suggested Readings

- Kuratko and Rao, Entrepreneurship: A South Asian Perspective, Cengage Learning.
- Desai, Vasant. Dynamics of Entrepreneurial Development and Management. Mumbai, Himalaya Publishing House.

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- Dollinger, Mare J. Entrepreneurship: Strategies and Resources. McGraw Hill.
- Holt, David H. Entrepreneurship: New Venture Creation. Prentice-Hall of India, New Delhi.
- Jain, Arun Kumar. Competitive Excellence: Critical Success Factors. New Delhi: Viva Books Limited
- Panda, ShibaCharan. Entrepreneurship Development. New Delhi, Anmol Publications.
- Plsek, Paul E. Creativity, Innovation and Quality. (Eastern Economic Edition), New Delhi: Prentice-Hall of India.
- SIDBI Reports on Small Scale Industries Sector.

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

SEMESTER-6

SEMESTER-6							
BCMHEMAJ12T	Field Study and Project Viva	5	50	40	10	100	DS-12
BCMHEMAJ13T	Introduction to Business Research	5	50	40	10	100	DS-13
BCMHEMAJ14T	Globalisation, Conservation and Preservation of Nature and Culture	5	50	40	10	100	DS-14
BCMHEMAJ15T	Recent Trend and Issues in Trade and Frontier Formalities	5	50	40	10	100	DS-15
BCMHINT01T	NCC/NSS/Any other Internship	4**				50	Internship
SEM.6 TOTAL		20				400	

FIELD STUDY AND PROJECT VIVA

Paper 1: Semester 6

Core Discipline Course Total Number of Credits: 5

COURSE CODE: BTMHEMAJ12T

Total Marks: 100 Internal Assessment: 50 marks Semester-end Examinations: 50 marks

Unit 1 : Real Field Study

Topics for the Project Work: Students have to select a topic related to any aspect of Tourism interest. The following are the areas from which the candidate may choose a topic.

- Centres of Tourist Attraction: a) Religious b) Socio-Cultural c) Tradition Oriented.
- Abodes of Worship: a) Hindu Temples b) Mosques c) Churches
- Religious Institutions
- Fine Arts
- Architecture
- Monuments
- Museums/Art Galleries/ Sanctuaries
- Dams/lakes/ Water Falls
- Picnic Spots and Hill Stations
- Culinary Arts
- Fairs and Festivals
- Flora and Fauna
- Accommodation Sector

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- Transportation Sector
- Promotional Activities

Unit – 2 : Viva-Voce

[Based on the Field Study Report to be submitted]

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INTRODUCTION TO BUSINESS RESEARCH

Paper 2: Semester 6

Core Discipline Course Total Number of Credits: 5

COURSE CODE: BTMHMAJ13T

Total Marks: 100 Internal Assessment: 50 marks Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS: 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

Unit-I: Research

[15 L]

Meaning, Purpose, Scientific method, types of research; scope of business research. Review of literature: need, purpose, notes taking.

Unit-2: Selection and formulation

[15 L]

Selection and formulation of a research problem, formulation of hypothesis, operational definition of concepts, sampling techniques. Research Design: Meaning, nature, process of preparation, components of research design.

Unit-3: Data

[15 L]

Sources of data, methods, of collection; observation interviewing, mailing; tools for collection data; interview schedule, interview guide, questionnaire, rating scale, socio-metry, check list; pretesting of tools, pilot study. Processing of data; checking, editing, coding, transcription, tabulation, preparation of tables, graphical representation.

Unit-4: Research Design

[15 L]

Meaning and Need of a Research Design, Exploratory, Descriptive, Experimental Research Design, Qualitative Research, Observation Studies, Surveys, Experiments & Test Markets.

Unit-5: Analysis of data

[15 L]

Simple statistical techniques and their uses. Testing of Hypothesis, Research Applications – market survey. Report – Writing: Planning report writing work-target audience, type of report, style of writing synoptical outline of chapters; steps in drafting the report.

Suggested Readings

- C.R Kothari, Research Methodology, Vishwa Prakashana India.
- Naresh Malhotra, John Hall, Mike Shaw & Peter , Market Research, Second Edition, Pentice Hall.
- Blaikie N. , Designing Social Research, Polity Press, Canterbury, UK.
- Marshall. L, Rossman B. Designing Qualitative Research, 3rd Edition, Sage Publications, New Delhi.
- David de Vaus. , Analyzing social sciences, Data, Sage Publication, New Delhi.

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- Malhotra.N.K. Marketing Research, An applied Orientation, Fifth Edition, Pearson Education

*L = 1 Lecture Hour

** Includes Tutorial Hours

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GLOBALISATION, CONSERVATION AND PRESERVATION OF NATURE AND CULTURE

Paper 3: Semester 6

Core Discipline Course Total Number of Credits: 5

COURSE CODE: BTMHMAJ14T

Total Marks: 100 Internal Assessment: 50 marks Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS: 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

Unit 1:

[15 L]*

Meaning and contents of globalization- First and second phases of modern economic globalization. Benefits of globalization, expansion of markets, freer movement of goods, services and factors (labour and capital).

Unit 2:

[10 L]

Role of globalisation in reducing inequality and poverty. Distribution of benefits of globalisation shared by developed and developing countries.

UNIT 3:

[10 L]

Approaches to environmental history: the emergence of a field and its multi-disciplinary orientations, Asian landscapes, Environmental thought and environmentalism, colonialism and environmental change.

UNIT 4:

[10 L]

The politics of resource control and extraction over forests, Water politics, The city and its environment, Disasters and vulnerability.

UNIT 5:

[10 L]

Defining national and regional culture, Rediscovering Religion, Tradition and Myth, Language, Literature and state, Unity in diversity.

UNIT 6:

[10 L]

Tangible and intangible Cultural Heritage, Role of Individual, Government and Private Institutions in Heritage Maintenance, Conservation and Preservation, World Heritage movement.

UNIT 7:

[10 L]

Intellectual Property Rights and Human Right, Development of International Environmental Law, Indian Environment laws.

Suggested Readings

- Arnold, David and Ramachandra Guha, eds. Nature, Culture and Imperialism: Essays on the Environmental History of South Asia. New Delhi: Oxford University Press, 2001.

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- Mahesh Rangarajan & K.Sivaramakrishanan, eds. India's Environmental History vol.I&II. Permanent Black 2012. Burke III, Edmund, and Kenneth Pomeranz, eds. The Environment and World History. Berkeley: University of California Press, 2009.
- Grove, Richard and Vinita Damodaran. 'Historiography of Environmental History.' In Does Environmental History Matter: Shikar, Subsistence, Sustenance and the Sciences, ed. by Ranjan Chakrabarti. Kolkata: Readers Service, 2006
- Geertz, Clifford.. The Interpretation of Cultures. New York,1976
- Barbara T. Hoffman, Art and cultural heritage: law, policy, and practice, Cambridge

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

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RECENT TREND AND ISSUES IN TRADE AND FRONTIER FORMALITIES

Paper 4: Semester 6

Core Discipline Course Total Number of Credits: 5

COURSE CODE: BTMHMAJ15T

**Total Marks: 100 Internal Assessment: 50 marks Semester-end Examinations: 50 marks
[TOTAL CLASS HOURS: 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]**

Unit-1:

[25L]*

Tourism Policy and Services- Domestic Tourism, International Tourism, Transport Policy, Cultural and Heritage Policy, Commercial policy. Health and Medical Tourism. Emerging trends and new thrust area of Tourism. Five year plans and tourism. Future prospects of Tourism in India.

Unit 2:

[15 L]

Seasonality-Indian Tourism Season, Tourism and Terrorism, Tourism and communalism. Fairs and festivals. Counter seasonal policy. Special interest tourism and its resources. Wild life sanctuaries and national parks, Wildlife tourism.

Unit 3:

[15 L]

Motivation and Nature of consumption. Tourism Products and services, Salient features of Tourism Product. Public sector and Private Sector partnership in tourism sector. Small and medium enterprises in tourism industry. Principle of resort development. Mass Tourism and New Destinations.

Unit 4:

[20 L]

Tourism planning at international, national, regional, state and local, the traditional, approach and PASLOP method of tourism planning, Important feature of five year tourism plans in India. Elements Agents, Processes and typologies of tourism development. Case study of selected state tourism policies (West Bengal, Goa, Kerala, Rajasthan)

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Suggested Readings

- Bezbarua M.P, *Indian Tourism Beyond The Millenium 2*. Burkart & Medlik, *Tourism; Past, Present and Future*
- Abraham, Pizen and YoelMansfiel, Ed. *Consumer Behaviour in Travel and Tourism Butterworth and Heineman Burkhardt and Medlik -Tourism Past Present and Future. Jones and Radcllfe” Leisure and Tourism- Longman Harlem*
- K. Ghimire” *The Native Tourist”- Earthscan, London,*
- Pearce and Butler Ed. “ *Contemporary Issues in Tourism Development- Routledge, London,*
- Robinson- “ *The Geography of Tourism”*

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

SEMESTER-7

SEMESTER-7							
BCMHEMAJ16T	Eco-Tourism and Sustainable Development	5	50	40	10	100	DS-16
BCMHEMAJ17T	Digital Marketing in Tourism	5	50	40	10	100	DS-17
BCMHEMIN07T	Introduction to Aviation Management	5	50	40	10	100	SM-1
BCMHEMIN08T	Internship Report (Based on Industry)	5	50	40	10	100	SM-2
SEM.7 TOTAL		20				400	

ECO-TOURISM AND SUSTAINABLE DEVELOPMENT

Paper 1: Semester 7

Core Discipline Course Total Number of Credits: 5

COURSE CODE: BTMHEMAJ16T

Total Marks: 100 Internal Assessment: 50 marks Semester-end Examinations: 50 marks

[TOTAL CLASS HOURS: 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]

Unit 1:

Introduction to Eco Tourism : Definition, Concept , Growth & Principles

[15 L]*

Unit 2:

Emerging Concepts: Eco / rural / agri/ farm/ green/ wilderness/ country side/ specialinterest tourism.

[15 L]

Unit 3:

Tourism : Environmental Relevance

[05 L]

Unit 4:

Eco – tourism in 3rd World Countries – Problems , prospects for sustainability
Concept of carrying capacity, Eco – tourism as a worldwide phenomena
Concept and planning of eco – tourism destinations.

[15 L]

Unit 5:

Developing and implanting Eco tourism guidelines for wild lands and neighbouring communities.

[10 L]

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Unit 6:

[15 L]

Eco – tourism and community development, Conference, convention & declaration related to environments o Johansberg o Rio – declaration (Agenda 21) o Quebec declaration Travel & Tourism Management Syllabus (Old) 19 o Environmental Code of conduct.

Suggested Readings

- *Global Eco Tourism Codes-Protocol & Charter Prabhas Chandra Kaniskha Publication*
- *International Eco Tourism Environment Rules & Regulation Probhas Chandra Kaniskha Publication*
- *Travel & Tourism Cottman VNR*
- *Tourism System- Introductory Text Mik & Morriwon Tourism & Sustainability Mowforth Routh Udge.*

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

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DIGITAL MARKETING IN TOURISM

Paper 2: Semester 7

Core Discipline Course Total Number of Credits: 5

COURSE CODE: BTMHMAJ17T

**Total Marks: 100 Internal Assessment: 50 marks Semester-end Examinations: 50 marks
[TOTAL CLASS HOURS: 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]**

Unit 1: Understanding Digital Marketing

[20 L]*

Introduction to Digital Marketing, Evolution and Importance of Digital Marketing, Digital Marketing vs. Traditional Marketing, Key Digital Marketing Channels and Platforms. Search Engine Optimizastion, Content Marketing and Mobile Marketing etc.

Unit 2: Website Building

[20 L]

Introduction to Web Technologies - How the Website Works? - Domains and Hosting - Responsive Website - Types of Websites (Static and Dynamic Websites) - Web Standards and W3C recommendations – Practical session with Drag and drop website builder

Unit 3: Search Engine Marketing

[20 L]

Introduction to Search Engine Marketing (SEM), Google Ads: Pay-Per-Click (PPC) Advertising, Keyword Research, Ad Campaign Setup and Management, Measuring and Optimizing Campaign Performance

Unit 4: Email Marketing

[15 L]

Building an Email List and Segmentation, Creating Effective Email Campaigns, Email Automation and Personalization and Analyzing Email Campaign Performance.

Suggested Readings

- Digital Marketing, Mathur, Vibha Arora, Saloni PHI Learning
- Digital Marketing dummies, Ryan Deiss and Russ Henneberry

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- Digital Marketing Dictionary, Dr Ujjwal Chugh
- Digital Marketing: Cases from India, Rajendra Nargundkar and Romi Sainy

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

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INTRODUCTION TO AVIATION MANAGEMENT

Paper 3: Semester 7

Core Discipline Course Total Number of Credits: 5

COURSE CODE: BCMHMIN07T

**Total Marks: 100 Internal Assessment: 50 marks Semester-end Examinations: 50 marks
[TOTAL CLASS HOURS: 75 [LECTURE HOURS 60 & TUTORIAL HOURS 15]**

Unit 1: Principles of Aviation

[15L]*

The Evolution of Aviation, Growth Drivers, Issues & Challenges; IATA, ICAO, National Aviation Authorities & Role of State and Central Governments, Airports Authority of India, Agencies (India & International), Aviation Law, Freedoms of Air & Civil Aviation Conventions;

Unit 2: Airport Fundamentals

[15L]

Functional Layout of an Airport, Ground Handling & types of Airports, Civil, Military, Training, Domestic/International, Passenger/Cargo Terminals; IATA Airline & Airport Codes, Aviation Abbreviations, National & International Airlines, Types of Aircrafts.

Unit 3: Airport Operations & Airline Terminal Management

[15L]

Flight Information Counter/Reservation and Ticketing – Check In/Issue of Boarding Pass – Customs, Security hold area and Immigration Formalities, Coordinator, Security Clearance.

Unit 4: Hospitality

[15L]

Introduction to Hospitality Industry & Organisation Structures; Accommodation Operations, Front Office & Guest Rooms Collection and Study of Hotel Brochures and Tariff; Classification of Hotels, Hotel Chains Associations & Types of Rooms.

Unit 5: Accommodation Operations

[15L]

Introduction to the Accommodation Operations, Front Office & Guest Rooms; Introduction to Housekeeping, Cleaning Agents and Equipments; Use of Cleaning Equipments, Agents, Dusting, Cleaning Methods in Housekeeping, Bed Making, Cleaning Guest Rooms, Bathrooms, Arranging Maids Trolley, Room Supplies, Flower Management and Pest Control.

Suggested Readings

- The Principles and Practice of International Aviation Law (English), 2014, Gabriel S. Sanchez Brian F. Havel.
- Airport Management – World Class & Beyond Paperback – 2010 by P.C.K. Ravindran.
- Civil Aircraft: 300 of the World's Greatest Civil Aircraft (Expert Guide Series) • Aviation Hospitality Management by Ravi Sharma.

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Academic Dictionary of Civil Aviation by R.K.C. Shekar.

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

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INTERNSHIP REPORT (Based on Industry)

Paper 4: Semester 7

Core Discipline Course Total Number of Credits: 5

COURSE CODE: BCMHMIN08T

Total Marks: 100 Internal Assessment: 50 marks Semester-end Examinations: 50 marks

Objectives: to provide basic and hand on understanding of the industry.

Note: Each student of this Honours Course shall undergo Practical Internship of **four** weeks during the vacations after sixth semester in an approved Business/Industrial/Govt./Service organization. The objective of this training is to make the student acquainted with the industrial / business working environment. After completion of the training they will have to submit a training report. The internship/project reports will carry 100 marks, where Dissertation/Project will carry 50 Marks and the Grand Viva-voce Examination, on the basis of Dissertation/Project submitted, including presentation, if any, will carry 50 Marks. It will be evaluated by two examiners (one internal and one external). The training report is part of the Fourth semester. It is to be submitted by the date fixed by the College.

The students will also have to submit a performance certificate from the company where he/she undertook the training. This report will also be considered while evaluating the training report by examiners. Alternatively, if it is not possible to do industrial internship the students will prepare a project report on a topic assigned to him/ her by the college. The project report will be evaluated as above.

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SEMESTER-8

SEMESTER-8							
BCMHEMAJ18T	Adventure Tourism	5	50	40	10	100	DS-18
BCMHEMAJ19T	Any Foreign Language	5	50	40	10	100	DS-19
BCMHEMAJ20T	Introduction to Package Tours Operations Management	5	50	40	10	100	DS-20
BCMHEMAJ21T	Food Tourism	5	50	40	10	100	DS-21
	SEM.8 TOTAL	20				400	

ADVENTURE TOURISM

Paper 1: Semester 8

Paper Code: BCMHMAJ18T

Full Marks: 100

[Internal assessment – 50 Marks; Semester-end Examination – 50 Marks]

Total Credits: 5 [75 Hours]

TOTAL CLASS HOURS: 75 [LECTURE HOURS-60 & TUTORIAL HOURS-15]

[Internal assessment – 50 Marks; Semester-end Examination – 50 Marks]

Module 1: Basic Concepts of Adventure Tourism [20L]

Unit 1:

Adventure tourism: Concept, features, nature, scope and different types. List of recognized organizations and institutions associated with adventure tourism in India.

Unit 2: Popular Adventure Sports of Uttarakhand, Govt. recognized institutes offering different Adventure sports Courses in Uttarakhand

Module 2: Adventure Tourism (Air Based) [20L]

Unit 1:

Air Based Activities: Concept, features, nature, scope and & different types. Popular Air based Adventure Sports in India: parasailing, paragliding, ballooning, hand-gliding, bungee jumping and micro lighting etc.

Unit 2: Air Based adventure tourism: Marketing and promotional strategies. Job opportunities, problems and issues relevant to the adventure travel and tourism industry. Risk Management.

Unit 3:

Adventure tourism impacts-social, cultural, economic and environmental impacts of air based adventure tourism. Issues from the perspective of different stakeholders (government, local people, tourists and tourism businesses).

Module 3: Adventure Tourism (Water Based) [15L]

Unit 1:

Water Based Activities: Concept, features, scope, nature and types. Popular water based adventure sports in India: white water rafting, kayaking, canoeing, surfing, water skiing, snorkelling & scuba diving.

Unit 2:

Water Based Adventure tourism. Marketing and promotional strategies, job opportunities, problems and issues relevant to the adventure travel and tourism industry. Risk management. Water Based Adventure tourism impacts: social, cultural, economic and environmental impacts of adventure tourism. Issues from the perspective of different stakeholders (government, local people, tourists and tourism businesses).

Module 4: Adventure Tourism (Land Based) [20L]

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Unit 1:

Land based adventure sports: Concept, features, scope, nature and types. Marketing and promotional strategies, risk management, job opportunities.

Unit 2:

Land Based Adventure tourism impacts- social, cultural, economic and environmental impacts of adventure tourism. Issues from the perspective of different stakeholders (Government, local people, tourists and tourism businesses) risk management, Job opportunities

Suggested Readings

- *Adventure Tourism: Paperback by Ralf Buckley, CAB Publishing*
- *Adventure Tourism: Romila Chawla*
- *Adventure Tourism: Thomas Walsh.*
- *Adventure Tourism: Concept, Segmentation and Promotion by Thakur Arun Singh, Lambert academic publishing*
- *Adventure Tourism & Sports- Jagmohan Negi, Kanishka Publishers, New Delhi*

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

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ANY FOREIGN LANGUAGE

Paper 2: Semester 8

Paper Code: BCMHMAJ19T

Full Marks: 100

[Internal assessment – 50 Marks; Semester-end Examination – 50 Marks]

Total Credits: 5 [75 Hours]

TOTAL CLASS HOURS: 75 [LECTURE HOURS-60 & TUTORIAL HOURS-15]

[Internal assessment – 50 Marks; Semester-end Examination – 50 Marks]

[To be prepared by the Language Department]

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INTRODUCTION TO PACKAGE TOURS

OPERATIONS MANAGEMENT

Paper 3: Semester 8

Paper Code: BCMHMAJ20T

Full Marks: 100

[Internal assessment – 50 Marks; Semester-end Examination – 50 Marks]

Total Credits: 5 [75 Hours]

TOTAL CLASS HOURS: 75 [LECTURE HOURS-60 & TUTORIAL HOURS-15]

[Internal assessment – 50 Marks; Semester-end Examination – 50 Marks]

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Unit 1:

[15 L]*

Facilitation - passport, visas, immigration, customs, health requirements, travel insurance, Airport handling. Ticketing procedures, Credit and Commissions. Alliances and Loyalty programmes. CRS and GDS. Gist and Fits.

Unit 2:

[15 L]

Tourism Product and Services. New technologies. Role of Information Technology in tourism. Travel related services and business. Difference between travel agent and tour operator. Functions of travel agency. Organizational structure and various departments of a travel agency. Principles of management and its application in travel trade.

Unit 3:

[15 L]

Tour operational techniques-departure, hotel procedures, aboard the coach, activities on the Bus, The driver relationship, meeting individual needs, group identification, shopping, sight seeing, special interest, free time, emergency procedures, finance & accounting. Tourism trade and consumer protection acts. Issues relating to tourism laws and legislation. International Agreements viz. GATS. Tour escorting ethics.

Unit 4:

[15 L]

Travel Agents & Tour Operators: Differentiation and Interrelationship. Functions and Organisational Structures of Travel Agency and Tour Operators. Linkages of Tour Operation Business with Principal Suppliers, Government and Other Agencies. Incentive and Concessions Applicable to Tour Operators in India.

Unit 5:

[15 L]

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 Readings

- Bull, A. The Economics of Travel and Tourism, Longman: UK.
- Jagmohan Negi-Travel Agency & Tour Operations
- IATO Manuals and reports.
- Report of National Committee on Tourism, Know India, 1988.
- Various Reports of United Nations World Tourism Organizations.
- Barbarian, M.P. Indian Tourism beyond the Millennium, Gina Publication, New Delhi, 1999.
- D.L. Foster , The Business of Travel agency Operation & Administration
- Malik, Haris & Chatterjee, Indian Travel Agents

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

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FOOD TOURISM

Paper 4: Semester 8

Paper Code: BCMHMAJ21T

Full Marks: 100

[Internal assessment – 50 Marks; Semester-end Examination – 50 Marks]

Total Credits: 5 [75 Hours]

TOTAL CLASS HOURS: 75 [LECTURE HOURS-60 & TUTORIAL HOURS-15]

[Internal assessment – 50 Marks; Semester-end Examination – 50 Marks]

Unit-1: Food tourism

[5 L]

Concept and definition and different aspects, Economic impact of food tourism on tourism industry, the role of food and tourism in regional development. Culinary tourism

Unit-2: Non-alcoholic beverages

[10 L]

Classification, types, service. Cold beverages – types and service. Alcoholic beverages - definition, classification. Fermentation process. Beer- introduction, ingredients used for production – types and brands -Indian and International. Other fermented and brewed beverages.

Unit-3: Introduction to spirits

[15 L]*

Distillation process, pot, still and patent still. Spirits, Whisky, Brandy, Rum, Vodka, Gin & Tequila – products, types, brands, - Indian and International. Other alcoholic beverages – Absinthe, Ouzo, Aquavit, Slivovitz, Arrack, Fenny, Grappa, Calvados, other fruit brandies. Liqueurs – types, production, brands and services, Indian and international. Tobacco – types – Cigars and Cigarettes, Cigar strengths and sizes – brands , storage and service.

Unit-4: Wines & Cocktail

[20 L]

Introduction, classification, methods. Sparkling, aromatized & fortified wines, wine diseases. Wines – France, Italy, Spain, Portugal, Germany, new World wines (South Africa, Australia, USA, Hungary and Indian). Categories, region, important wines with their qualities. Food and wine harmony. Storage and service of wines. Aperitifs – definition, types- wine based, spirit based. Introduction of cocktail, history, methods of mixing, rules of mixing cocktails, classic cocktails, recipes, innovative cocktails. Mock tails – cocktails garnishes, decorative accessories, defining of other mixed drinks.

Unit-5: Banquets

[10 L]

Organization structure, duties and responsibilities of banqueting staff, administrative procedure, formats maintained, banquets function prospects, types of functions (formal and informal) , seating arrangements, off premises/ out door catering. Airline/Railway/Sea catering – Gueridon services – origin and definition, types of trolleys and layouts.

Unit-6: Practical's

[15 L]

- Taking an order – food and making a kot
- Points to be remembered while setting a cover and during

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- Services.
- Service of foods (a la carte & table de hote) service of hot and cold non-alcoholic beverages
 - Exercise of planning different menus.

Suggested Readings

- Food and Beverage Service: Lillicrap & Cousin,
- Elbs Modern Restaurant Service: John Fuller,
- Hutchinson Food and Beverage Service Training Manual : Sudhir Andrews

***L = 1 Lecture Hour**

**** Includes Tutorial Hours**

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