



THE UNIVERSITY OF BURDWAN

Curriculum for Four-Year Honours

in

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

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

With effect from 2023-24.

Programme Outcome

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

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

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

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

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

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

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

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

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

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

BBA T&H Curriculum

SEMESTER - I

MAJOR

Paper Name – Fundamental of Travel & Tourism

Paper code – BBATH1011

Credit – 4

Total Lecture Hours: 60

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

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

Unit III: Motivation for travel: Basic travel motivators, early travel motivators. Tourism Demand, Motivation of Tourism Demand. Measuring Tourism Demand; Pattern and characteristic of tourism supply; Factors influencing tourism demand and supply.

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

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

Suggested Reading:

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

MINOR

Paper Name - Basics of Hotel Operation

Paper code – BBATH1021

Credit – 4

Total Lecture Hours: 60

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

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

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

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

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

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

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

Suggested Reading:

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

MULTI/INTERDISCIPLINARY

Paper name - Principles of Management & Organizational Behavior

Paper code – BBATH1031

Credit – 3

Total Lecture Hours: 45

Unit – I:

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

Unit – II:

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

Unit – III:

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

Unit – IV:

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

Unit – V:

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

Suggested Reading:

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

ABILITY ENHANCEMENT COURSE

Paper code – AEC1041

Credit - 2

SKILL ENHANCEMENT COURSE

Paper Name - English and Professional Communication

Paper Code – BBATH1051

Credit – 3

Total Lecture Hours: 45

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

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

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

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

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

Suggested Reading:

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

VALUE ADDED COURSE

Paper Name - Environmental Science/Education

Paper Code – CVA1061

Credit 4

BBA T&H Curriculum

SEMESTER - II

MAJOR

Paper Name - Introduction to Travel Agency

Paper Code – BBATH2011

Credit – 4

Total Lecture Hours: 60

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

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

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

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

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

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

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

Suggested Reading:

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

MINOR

Paper Name - Front Office Management

Paper Code – BBATH2021

Credit – 4

Total Lecture Hours: 60

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

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

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

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

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

Suggested Reading:

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

MULTI/INTERDISCIPLINARY

Paper Name - Tourism Geography

Paper Code – BBATH2031

Credit – 3

Total Lecture Hours: 45

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

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

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

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

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

Unit -6: Asia & Australasia: Physical Geography, Topography, Climatic Regions, Transport Network, Countries in the Continent, Case Study of USA, Brazil, UK, South Africa, China, India, Australia. Understanding and reading maps, maps of India showing the major tourist circuits. Case studies of selected Indian states like Rajasthan, Kerala, West Bengal, Goa and Uttaranchal.

Suggested Reading:

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

ABILITY ENHANCEMENT COURSE

Paper code – ENGL2041

Credit – 2

Paper Name – Functional English

SKILL ENHANCEMENT COURSE

Paper Name - English and Professional Communication II

Paper Code – BBATH2051

Credit - 3

Total Lecture Hours: 45

Unit I

Personality Enrichment

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

Unit II

Etiquettes & Manners

Social & Business Dining Etiquettes, Social & Travel Etiquettes

Unit III

Personality Development Strategies

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

Unit IV

Interpersonal Skills

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

Unit V

Group Discussion

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

Unit VI

Telephone conversation

Introduction, Objectives, Job Description of Telephone operator,

Unit VII

Presentation

Presentation skills, seminars skills role – play

Unit VIII

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

Reference books -

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

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

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

VALUE ADDED COURSE

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

Paper Code – CVA2061

Credit - 4

Total Lecture Hours: 60