



Annex College

(Centre for technical &
Management Studies)

Where success comes first

COURSE STRUCTURE OF BBA IN Travel and Tourism

SEMESTER 1

Sl. No.	Subject	Subtopics	Case Study	Live Project
1	Introduction to Tourism	<ol style="list-style-type: none"> 1. Definition and Concept of Tourism 2. Types of Tourism 3. Components of the Tourism Industry 4. Historical Evolution of Tourism 5. Economic Impact of Tourism 	Case study individual for each subject	Live project individual for each subject
2	Introduction to Tourism	<ol style="list-style-type: none"> 1. Definition and Concept of Tourism 2. Types of Tourism 3. Components of the Tourism Industry 4. Historical Evolution of Tourism 5. Economic Impact of Tourism 		
3	Tourism Geography	<ol style="list-style-type: none"> 1. Concept of Tourism Geography 2. World Tourism Destinations 3. Geographical Factors Affecting Tourism 4. Importance of Tourism Maps 5. Climate and Tourism 		
4	Tourism Marketing	<ol style="list-style-type: none"> 1. Introduction to Tourism Marketing 2. Market Segmentation in Tourism 3. Marketing Strategies for Tourism Products 4. Destination Marketing 5. Online Marketing 		



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5	Cultural and Heritage Tourism	<ol style="list-style-type: none"> 1. Concept of Cultural Tourism 2. Heritage Sites and Monuments 3. UNESCO World Heritage Sites 4. Importance of Cultural Tourism 5. Cultural Preservation 		
6	Tourism and Hospitality Industry	<ol style="list-style-type: none"> 1. Overview of the Hospitality Industry 2. The Relationship Between Tourism and Hospitality 3. Types of Accommodations 4. Food & Beverage Services 5. Industry Trends 		
SEMESTER 2				
Sl. No.	Subject	Subtopics	Case Study	Live Project
1	Principles of Management	<ol style="list-style-type: none"> 1. Introduction to Management 2. Planning and Organizing 3. Leadership in Tourism 4. Decision Making in Management 5. Teamwork and Conflict Management 	Case study individual for each subject	Live project individual for each subject
2	Environmental Tourism	<ol style="list-style-type: none"> 1. Introduction to Environmental Tourism 2. Ecotourism Principles 3. Sustainable Practices in Tourism 4. Environmental Impact Assessment 5. Green Certifications 		
3	Event Management in Tourism	<ol style="list-style-type: none"> 1. Overview of Event Management 2. Planning and Organizing Tourism Events 3. Budgeting and Sponsorship 4. Marketing and Promotion of Events 5. Risk Management 		



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4	Airline and Cruise Industry	<ol style="list-style-type: none"> 1. Introduction to the Airline Industry 2. Airline Operations and Safety 3. The Cruise Industry 4. Cruise Operations and Marketing 5. Passenger Experience 		
5	Travel Documentation	<ol style="list-style-type: none"> 1. Travel Documents and Visas 2. Passport and Immigration Procedures 3. Travel Insurance 4. Document Handling 5. International Travel Regulations 		
6	Tourism Law and Ethics	<ol style="list-style-type: none"> 1. Introduction to Tourism Law 2. Travel Contracts and Liability 3. Consumer Rights 4. Ethical Considerations in Tourism 5. International Tourism Regulations 		
SEMESTER 3				
Sl. No.	Subject	Subtopics	Case Study	Live Project
1	Adventure Tourism	<ol style="list-style-type: none"> 1. Introduction to Adventure Tourism 2. Types of Adventure Tourism 3. Adventure Tourism Destinations 4. Risk Management in Adventure Tourism 5. Marketing Adventure Tourism 		
2	Hospitality Management	<ol style="list-style-type: none"> 1. Introduction to Hospitality Industry 2. Types of Accommodation and Services 3. Operations in Hospitality 4. Customer Service Excellence 5. Human Resources in Hospitality 	Case study individual for each subject	Live project individual for each subject



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3	Destination Management	<ol style="list-style-type: none"> 1. Concept of Destination Management 2. Destination Marketing and Branding 3. Tourism Infrastructure Development 4. Role of Government in Destination Management 5. Sustainable Tourism in Destinations 		
4	Tourism and Media Tourism and Media	<ol style="list-style-type: none"> 1. Media's Role in Promoting Tourism 2. Media Platforms for Tourism Promotion 3. Influencers in Tourism 4. Media and Destination Branding 5. Crisis Communication in Tourism 		
5	Tourist Behavior and Psychology	<ol style="list-style-type: none"> 1. Understanding Tourist Behavior 2. Psychological Factors Affecting Tourism 3. Decision-Making Process of Tourists 4. Tourism and Motivation 5. Psychographics in Tourism Marketing 		
6	Economics of Tourism	<ol style="list-style-type: none"> 1. Introduction to Tourism Economics 2. Economic Impact of Tourism 3. Measuring Tourism's Economic Contribution 4. Employment in Tourism 5. Tourism and Global Trade 		



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SEMESTER 4				
Sl. No.	Subject	Subtopics	Case Study	Live Project
1	Tourism Planning and Development	1. Importance of Tourism Planning 2. Tourism Policy Development 3. Sustainable Development in Tourism 4. Stakeholders in Tourism Planning 5. Government Role in Tourism Planning		
2	Corporate Tourism Management	1. Introduction to Corporate Tourism 2. Managing Corporate Travel and Events 3. Business Travel Trends 4. Corporate Travel Agencies 5. Managing Incentive Programs	Case study individual for each subject	Live project individual for each subject
3	Travel and Tourism Economics	1. Economic Theories and Tourism 2. Tourism Supply and Demand 3. Tourism Investment 4. Tourism Pricing and Costs 5. Economic Impact of Major Events in Tourism		
4	International Tourism	1. Global Tourism Trends 2. International Travel Regulations 3. Cultural Sensitivity in International Tourism 4. Challenges in International Tourism 5. Tourism and Diplomacy		
5	Tourism Policy and Governance	1. Tourism Policy Formulation 2. Tourism Legislation and Governance 3. Public-Private Partnerships in Tourism 4. Governance of Tourism in Developing Countries 5. Ethical Issues in Tourism		



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6	MICE (Meetings, Incentives, Conferences, and Exhibitions)	<ol style="list-style-type: none"> 1. Introduction to MICE 2. MICE Industry Structure 3. Organizing Conferences and Exhibitions 4. MICE Marketing 5. Impact of MICE on Tourism 		
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SEMESTER 5

Sl. No.	Subject	Subtopics	Case Study	Live Project
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1	Tourism Marketing Management	<ol style="list-style-type: none"> 1. Principles of Tourism Marketing 2. Market Segmentation in Tourism 3. Destination Branding 4. Digital Marketing in Tourism 5. Advertising and Promotions 		
2	Travel Journalism and Media	<ol style="list-style-type: none"> 1. Introduction to Travel Journalism 2. Writing for Travel Magazines and Blogs 3. Media Ethics and Travel Reporting 4. Photography in Travel Journalism 5. Travel Documentary Production 	Case study individual for each subject	Live project individual for each subject
3	Cruise Tourism	<ol style="list-style-type: none"> 1. Overview of the Cruise Industry 2. Cruise Line Operations 3. Cruise Destinations 4. Cruise Marketing Strategies 5. Environmental Concerns in Cruise Tourism 		
4	Event Tourism	<ol style="list-style-type: none"> 1. Introduction to Event Tourism 2. Types of Tourism Events 3. Event Planning and Organization 4. Impact of Events on Destination Marketing 5. Sponsorship and Budgeting 		
5	Sustainable and Green Tourism	<ol style="list-style-type: none"> 1. Principles of Sustainable Tourism 2. Eco-tourism Practices 3. Green Certifications 4. Environmental Impact 		



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		Assessment in Tourism 5. Responsible Tourism Practices		
6	Travel Technology	1. Technology in the Travel Industry 2. Online Booking Systems 3. Travel Mobile Apps 4. Virtual Reality in Tourism 5. Artificial Intelligence in Travel Services		
SEMESTER 6				
Sl. No.	Subject	Subtopics	Case Study	Live Project
1	Entrepreneurship in Tourism	1. Introduction to Tourism Entrepreneurship 2. Developing a Tourism Business Idea 3. Business Planning for Tourism Ventures 4. Financing Tourism Startups 5. Scaling a Tourism Business	Case study individual for each subject	Live project individual for each subject
2	Travel Risk and Crisis Management	1. Understanding Travel Risk 2. Risk Assessment in Tourism 3. Crisis Management Planning 4. Managing Natural Disasters in Tourism 5. Political and Health Risks in Travel		
3	Investment Management	1. Investment Fundamentals 2. Types of Investments 3. Portfolio Management 4. Risk and Return Analysis 5. Mutual Funds and Derivatives		
4	Business Law II	- 1. Intellectual Property Rights 2. E-commerce Laws 3. Corporate Governance and Law 4. Cyber Law 5. Consumer Protection Law		



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5	International Marketing	<ol style="list-style-type: none"> 1. Global Marketing Environment 2. International Market Entry Strategies 3. Global Branding 4. Pricing Strategies in International Markets 5. Exporting and Importing Procedures 	
6	Taxation Laws	<ol style="list-style-type: none"> - 1. Direct Tax Laws 2. Indirect Tax Laws 3. Tax Planning and Management 4. Tax Avoidance and Evasion 5. Tax Laws for Business Firms 	

Key Features:

Each subject includes 2 real-world case studies and 2 live projects per semester.

Industry-oriented approach combining theory + hands-on learning.

Each semester will end with a live panel presentation to assess student understanding and practical application.

Designed to prepare Travel and Tourism students for roles in travel operations, tour planning, hospitality, airline services, and tourism management, combining industry-specific knowledge with practical skills in customer service, logistics, and global travel practices.



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