

GUJARAT TECHNOLOGICAL UNIVERSITY

HOTEL MANAGEMENT & CATERING TECHNOLOGY

B. E. SEMESTER: I

Subject Name: **Tourism & Hospitality Industry**

Subject Code: **113303**

Sr. No.	Course Contents	Total Hrs
1.	Tourism & Hospitality Industry – A Profile Definition – Tourism; Tour; Tourist; Visitor; Excursionist; Domestic; International; Inbound; Outbound; Destination. Growth of Tourism / Evolution /History of Tourism & Present status of tourism in India.	6
2.	Infrastructure of Tourism Role of Transport in Tourism - Modes of Transport: Road, Rail, Air, Sea - Types of Accommodation: Main & Supplementary	2
3.	Objectives, Role & Function of Travel Tourism – National & International Travel Organizations like: Government Organizations: DOT, ITDC, MTDC, ASI, TFCI. Domestic Organizations: TAAI, FHRAI, IATO International Organizations: WTO, IATA, PATA. NGO: Role of NGO in making responsible tourists	6
4.	Tourism & Hospitality Distribution Channels Meaning and definition, functions and levels of distribution channels, Major hospitality distribution channels – travel agents, tour operators, consortia and reservation system, introduction to global distribution system (GDS), Internet.	6
5.	Classification of Tourism 5 Essential A's of a good Destination, Types and forms of Tourism – Social – Spiritual – Business – Cultural –Ethical. Inbound & Outbound Tourism	6
6.	Hospitality Products and Services Hospitality accommodation, food and beverage facilities, ancillary services, support services, Hospitality Organizations.	6

Text Books:

1. Tourism Product & Services, Jidender Sharma, Kanishka Publishers
2. Tourism Management, J P Sangar, Anmol Publications.

Reference Books:

1. Tourism Destination Management, Abhinav & Deepika Gupta, Kanishka Publications.
2. Basics of Tourism: Theory, Operation and Practice, Krishan K Mahendar Kanishka Publications.
3. Heritage Cultural & Natural sites Tourism, Prem Nath Dhar, Kanishka Publications.