

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

Year – 2 (Semester – III) (W.E.F. Academic Year 2018-19)

Subject Name: Tourism and Hospitality Management (THM)

Subject Code: 3539290

1. Learning Outcome:

- Familiarize the students with the elementary knowledge of tourism and hospitality industry.
- Enabling students with an understanding of key elements of tourism as a product and service as well as the key constituents of hotel and restaurants operations.
- Gaining knowledge in event, convention and exhibition management.

2. **Course Duration:** The course duration is of **36 sessions of 75 minutes** each.

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Marks (out of 70)
I	Fundamentals of Tourism as an Industry <ul style="list-style-type: none">• Definition and Concept• Phases of Tourism• Components of Tourism• Why do People Travel & Tourist Destinations• Tourism Infrastructure• Constituents of Tourism Industry• Major Trends (Past, Present and Future)• Types of Tourism & Its various forms• India as a tourist place	9	17
II	Tourism Products <ul style="list-style-type: none">• Elements of Tourism Product & Characteristics• Tourism Product Life Cycle Tourism Services <ul style="list-style-type: none">• Travel Agencies & their roles• Types of Travel Agencies• Tour Operators & their roles• Differences between travel agency and tour operator• Role of Other Agencies in Tourism viz. IATO, TAAI, FHRAI	9	18
III	Hospitality Industry Overview <ul style="list-style-type: none">• Origin, Nature & Importance	9	18

	<ul style="list-style-type: none"> Organizational Structure & Management of various types of hotels <p>Star Categories of Hotels</p> <ul style="list-style-type: none"> Grading Systems and Criteria <p>Classification of Hotels</p> <ul style="list-style-type: none"> Basis of Classification & Checklist 		
IV	<p>Hotels & Restaurants Operations</p> <ul style="list-style-type: none"> Departments of a Hotel & Coordination between them Hotels Revenue Centres and Cost Centres Food and Beverages Operations Housekeeping, Front Office & Reservation Management, Room Servicing Client acquisition and servicing: Meetings, Event Management, Conventions, Exhibitions 	9	17
V	<p>Practical Students can study the Current & Future Trends in Hospitality and Tourism Industry.</p> <ul style="list-style-type: none"> Tourism Promotions and Marketing. State / Country as a Tourism Product. Role and impact of online tour planning and booking companies. Changing policies and practices of hotels and tour operators to meet the real time needs of the customers. E.g.) Hourly booking for hotel rooms and its management, customized packages etc. Role of Government in enhancing tourism industry. GST structure for different categories of hotels and restaurants. 	---	(30 marks CEC)

4. Teaching Methods:

The following pedagogical tools will be used to teach this course:

- Lectures
- Case Discussions and Role Playing
- Audio-visual Material (Using CDs/Clippings/ online videos)
- Assignments and Presentations
- Experts from tourism and hospitality sector can be invited frequently to share practical knowledge.

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation / Class test / Presentation on specific topic etc	(Internal Assessment-50 Marks)
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B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Rajat Gupta, Nishant Singh, Ishita Kirar & Mahesh Kumar Bairwa	Hospitality and Tourism Management	Vikas Publishing House Pvt. Ltd	Latest Edition
2	Sudhir Andrews	Introduction to Tourism and Hospitality Industry	McGraw Hill	Latest Edition
3	John Walker	Introduction to Hospitality Management	Pearson Education	Latest Edition
4	Sunetra Roday, Archana Biwal and Vandana Joshi	Tourism: Operations and Management	Oxford University Press	Latest Edition
5	Charles R. Goeldner , J. R. Brent Ritchie	Tourism: Principles, Practices, Philosophies	John Wiley & Sons	Latest Edition
6	Pran Nath Seth	Successful Tourism: Volume I: Fundamentals of Tourism	Sterling Publishers Pvt. Ltd.	Latest Edition
7	A. K. Bhatia	Tourism Development : Principles and Practices	Sterling Publishers Pvt. Ltd.	Latest Edition

Note: Wherever the standard books are not available for the topic, appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals/Periodicals/Magazines/Newspapers, etc.

1. Journal of Tourism and Hospitality Management
2. International Journal of Tourism and Travel
3. Journal of Hospitality & Tourism Research
4. Tourism and Hospitality Research
5. Hospitality Review
6. Journal of Tourism & Hospitality