

# GUJARAT TECHNOLOGICAL UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (Part-Time)

Year II (Semester: –IV) (W.E.F. Academic Year 2018-19)

Subject Name: Tourism and Hospitality Management (THM)

Subject Code: 3549990

Subject Credits: 3

Total Marks: 150

### 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	<b>Fundamentals of Tourism as an Industry</b> <ul style="list-style-type: none"><li>• Definition and Concept</li><li>• Phases of Tourism</li><li>• Components of Tourism</li><li>• Why do People Travel &amp; Tourist Destinations</li><li>• Tourism Infrastructure</li><li>• Constituents of Tourism Industry</li><li>• Major Trends (Past, Present and Future)</li><li>• Types of Tourism &amp; Its various forms</li><li>• India as a tourist place</li></ul>	9	17
II	<b>Tourism Products</b> <ul style="list-style-type: none"><li>• Elements of Tourism Product &amp; Characteristics</li><li>• Tourism Product Life Cycle</li></ul> <b>Tourism Services</b> <ul style="list-style-type: none"><li>• Travel Agencies &amp; their roles</li><li>• Types of Travel Agencies</li><li>• Tour Operators &amp; their roles</li><li>• Differences between travel agency and tour operator</li><li>• Role of Other Agencies in Tourism viz. IATO, TAAI, FHRAI</li></ul>	9	18
III	<b>Hospitality Industry Overview</b> <ul style="list-style-type: none"><li>• Origin, Nature &amp; Importance</li></ul>	9	18

	<ul style="list-style-type: none"> <li>Organizational Structure &amp; Management of various types of hotels</li> </ul> <b>Star Categories of Hotels</b> <ul style="list-style-type: none"> <li>Grading Systems and Criteria</li> </ul> <b>Classification of Hotels</b> <ul style="list-style-type: none"> <li>Basis of Classification &amp; Checklist</li> </ul>		
IV	<b>Hotels &amp; Restaurants Operations</b> <ul style="list-style-type: none"> <li>Departments of a Hotel &amp; Coordination between them</li> <li>Hotels Revenue Centres and Cost Centres</li> <li>Food and Beverages Operations</li> <li>Housekeeping, Front Office &amp; Reservation Management, Room Servicing</li> <li>Client acquisition and servicing: Meetings, Event Management, Conventions, Exhibitions</li> </ul>	9	17
V	<b>Practical</b> Students can study the Current & Future Trends in Hospitality and Tourism Industry. <ul style="list-style-type: none"> <li>Tourism Promotions and Marketing.</li> <li>State / Country as a Tourism Product.</li> <li>Role and impact of online tour planning and booking companies.</li> <li>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.</li> <li>Role of Government in enhancing tourism industry.</li> <li>GST structure for different categories of hotels and restaurants.</li> </ul>	---	(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)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

## 6. Reference Books:

<b>Sr. No.</b>	<b>Author</b>	<b>Name of the Book</b>	<b>Publisher</b>	<b>Year of Publication</b>
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