



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor Of Hotel Management and Catering Technology

Level: UG

Branch: Hotel Management & Catering Technology and
Hospitality and Tourism Administration

Course / Subject Code: BH0100011

Course / Subject Name: Introduction to Hospitality and Tourism Industry

w. e. f. Academic Year:	2024-25
Semester:	1
Category of the Course:	Core Courses (CC)

Prerequisite:	Basic understanding of hospitality industry and tourism operations.
Rationale:	To provide students with a thorough understanding of the industry's fundamentals, its dynamics, and its impact on society and the economy.

Course Outcome:

After Completion of the Course, Student will be able to:

No	Course Outcomes	RBT Level
01	Understand the foundational foundation elements of the hospitality and tourism industry and identify the scope and historical evolution of this industry.	U
02	Identify and differentiate key sectors within hospitality industry, such as lodging and food & beverage services, including its organizational structures and operational dynamics.	U
03	Recognize the diverse facets of tourism, encompassing travel modes, attractions, and the role of technology in shaping tourist experiences.	U
04	Gain practical knowledge in hospitality operations such as including front office management and housekeeping procedures, and their pivotal roles in guest services.	A
05	Analyze current trends and challenges in hospitality and tourism, focusing on technological advancements, sustainability practices, ethical considerations, and future career opportunities.	A/N

*Revised Bloom's Taxonomy (RBT)

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
3	0	0	3	70	30	50	0	150



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Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	MODULE 1: <u>Introduction to Hospitality & Tourism</u> 1.1 Overview of the Hospitality Industry: A. Definition and Scope B. History and Evolution C. Major Sectors: lodging, food and beverage, recreation, travel and tourism 1.2 Overview of the Tourism Industry: A. Definition and Scope B. Types of Tourism: Cultural, adventure, eco-tourism, etc. C. Economic, social and environmental impacts	8	15
2.	MODULE 2: <u>Key Sectors in Hospitality</u> 2.1 Lodging and Accommodation: A. Types of accommodation: hotels, motels, resorts, flotels, B&B, etc. B. Hotel classification and its system C. Organization of hotel and key departments 2.2 Food and Beverage Services: A. Types of establishments B. Restaurant operations C. Trends in F & B service	7	15
3.	MODULE 3: <u>Key Sectors in Tourism</u> 3.1 Travel and Transportation A. Modes of transportation: air, rail, road, and sea B. Role of travel agencies and tour operators C. Impact of technology on travel 3.2 Attractions and Entertainment A. Types of attractions: natural, cultural, man-made B. Event management: festivals, sports events, conventions C. Role of entertainment in tourism	8	20
4.	MODULE 4: <u>Hospitality Operations</u> 4.1 Front Office Operations A. Role and responsibilities of the front office B. Reservation systems and processes C. Guest services and relations 4.2 Housekeeping Operations A. Role and responsibilities of housekeeping	8	15



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	B. Cleaning and maintenance procedures C. Inventory control and management		
5.	MODULE 5: Trends and Challenges in Hospitality and Tourism 5.1 Technology in Hospitality and Tourism A. Role of technology in operations and marketing B. Online booking systems and mobile apps C. Emerging technologies: AI, VR, IoT 5.2 Sustainability and Ethics A. Sustainable practices in hospitality and tourism B. Ethical issues and responsible tourism C. Corporate social responsibility	8	20
6.	MODULE 5: Career Opportunities and Future Prospects 5.1 Career Paths in Hospitality and Tourism A. Job roles and responsibilities B. Required skills and qualifications C. Career development and progression 5.2 Future Trends and Opportunities A. Future trends in hospitality and tourism B. Potential opportunities and challenges C. Preparing for a dynamic industry	6	15
Total		45	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
10	30	20	10	10	20

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:

(a) Books:

1. Tourism And Hospitality Industry, Gupta S K, Aman Publications
2. Introduction To Tourism and Hospitality Industry, Sudhir Andrews
3. Oxford University Press Tourism Operations and Management, Archana Biwal, Joshi Vandana, and Sunetra Roday
