

**THM-103: INTRODUCTION TO TOURISM & HOSPITALITY (03 Credit hrs)****PRE-REQUISITE**

Intermediate: F.A/ F.Sc. / I.Com or equivalent

**LEARNING OUTCOMES:**

1. Characteristics of tourism.
2. Definition, understanding and exploring a variety of tourism terminology and concepts.
3. Understanding of evolving issues and trends in the tourism industry and discuss their implications for festivals and events.
4. Interrelationship of the five sectors of the tourism industry and evaluate their role in supporting events.
5. Understanding the history and current scope of the Hospitality industry.
6. Understanding the basic structure and organization of the foodservice industry.
7. Knowledge the basics of catering operations.
8. Structure, amenities and product types available in the lodging industry.

**CONTENTS**

This course is designed to introduce students to the tourism and hospitality industry. Consideration is given to the concepts and vocabulary common throughout the tourism and hospitality sectors. A critical examination of the competition for resources with other industries is examined.

**Module -1**

Definitions, History, Scope, Types and Forms, Basis of Tourism, Limits of Tourism, Tourism Promotion. Main Global features, Time Zones and Climate.

**Module -2**

Travel (Air, Sea, Road), Accommodation (Hotels & Restaurants), Infrastructure, Super Structure, Composition, Related Industries, Recourses (Natural & Cultural), Activities.

**Module -3**

What is Hospitality industry, hospitality and tourism, characteristics of Hospitality industry, The natures of Hospitality industry, services offered by hospitality industry, relationships with other sectors of tourism Industry. Historical development in accommodation sector, accommodation classification, F&B establishment classification, Hotel guests and Types of guests, ownership and management of accommodations, management measures for Hotels.

**Module - 4**

Influences of hospitality industry on other establishment, working conditions in hospitality industry, service ethos. Types of establishments, key departments Hospitality structures (organizational) major Hospitality division, support departments,

**Module - 5**

The Hotel Development Process, The Art and Science of Opening a Hotel, Customer Relationship Management, Ownership structure of hotels. Types- Sole proprietorship, Partnership, Management Contract, Joint Venture,

Franchisee, Public Sector, Private Sector, Referral Groups/Consortium-Concept, Features, Advantages and Disadvantages.

### ASSIGNMENTS – TYPE AND NUMBER WITH CALENDAR

It is continuous assessment. The weightage of Assignments will be 25% before and after mid term assessment. It includes:

- classroom participation,
- attendance, assignments and presentation,
- homework
- attitude and behavior,
- hands-on-activities,
- short tests, quizzes etc.

### ASSESSMENT AND EXAMINATIONS:

Sr. No.	Elements	Weightage	Details
1.	Mid Term Assessment	35%	It takes place at the mid-point of the semester
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentation, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

### RECOMMENDED TEXT BOOKS/ SUGGESTED READINGS:

1. Boniface, Brian G., and Chris Cooper. *Worldwide Destinations: The Geography of Travel and Tourism*, 3rd Ed.
2. Brownell, Judi. "Women in Hospitality Management: General Managers' Perception of Factors Related to Career Development." *International Journal of Hospitality Management*, Vol. 13, No. 2, pp. 101-118, June 1994.
3. Burkart, A. J., and S. Medlik. *Historical Development of Tourism*. Aix-en-Provence, France: Centre des Hautes Etudes Touristiques, 1990.
4. Burns, Peter M., and Andrew Holden. *Tourism: A New Perspective*. New York: Prentice Hall, 1995.
5. Bennett, M. M. "Strategic Alliances in the World Airline Industry." *Progress in Tourism and Hospitality Research*, Vol. 3, No. 3, pp. 213-224, 1997.
6. Dwyer, Larry, and Peter Forsyth. "Economic Significance of Cruise Tourism." *Annals of Tourism Research*, Vol. 25, No. 2, pp. 393-415, April 1998.
7. Harris, Robert, and Joy Howard. *Dictionary of Travel, Tourism, and Hospitality*
8. Towner, John. "Approaches to Tourism History." *Annals of Tourism Research*, Vol. 15, No. 1, pp. 47-62, 1988.
9. Rice, Kate. "The Professional Prospects for Women in Travel." *Travel Counselor*, No. 29, pp. 20-22, October 28, 1996.
10. Professional hospitality an introduction global books & subscription service New Delhi.

11. Hotel Management and Operation, John Wiley & Sons, Inc.
12. Introduction to Hospitality-John R. Walker University of South Florida  
Publisher: Prentice Hall
13. Hotel Management-educational & environmental aspects-Yogender K. Sharma
14. Housekeeping Training Manual- Sudhir Andrews (Tata McGraw Hill).
15. Front Office Training Manual- Sudhir Andrews (Tata McGraw Hill).
16. Food & Beverage Training Manual- Sudhir Andrews (Tata McGraw Hill).
17. Managing Front Office Operations - Kasavana & Brooks
18. Hotel, Hostel and Hospital Housekeeping - Joan C Branson & Margaret Lennox.