

THM-101: INTRODUCTION TO TOURISM & HOSPITALITY (03 Credit hrs)

PRE-REQUISITE

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

LEARNING OUTCOMES:

On the successful completion of the course candidates will be able to:

1. Understand issues and trends in the tourism industry.
2. Understand Interrelationship of the different sectors of the tourism industry and evaluate their role in supporting events.
3. Understanding the history and current scope of the Hospitality industry.
4. Understanding the basic structure and organization of the foodservice industry.
5. Knowledge the basics of catering operations.
6. Learn 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, and Road),
- Accommodation (Hotels & Restaurants)
- Infrastructure, Super Structure, Composition, Related Industries
- Recourses (Natural & Cultural), Activities

Module -3

- 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
- 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. Decrop, A., Correia, A., Fyall, A., & Kozak, M. (2021). *Sustainable and Collaborative Tourism in a Digital World*. Goodfellow Publishers, Limited.
2. Thirumaran, K., Klimkeit, D., & Tang, C. M. (Eds.). (2021). *Service Excellence in Tourism and Hospitality: Insights from Asia*. Springer Nature.
3. Westcott, M., & Bird, G. (2016). *Introduction to Tourism and Hospitality in BC*. Campus Manitoba
4. Boniface, B., & Cooper, C. (2010). *Worldwide destinations casebook*. Routledge.
5. Burkart, A. J., & Medlik, S. (1990). Historical development of tourism. *Historical development of tourism*.