



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 3rd Semester

Subject Class: Sectoral _ Elective

Subject Name: Tourism and Hospitality Management (THM)

Subject Code: 4539294

With effective
from academic
year 2018-19

1. Learning Outcomes:

Learning Outcome Component	Learning Outcome
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none">Detailed understanding of the tourism and hospitality as an industry.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none">Ability to apply various concepts of management for a successful venture in hospitality and tourism sector.
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none">Appreciate the global nature of the industry, policies and the cultural diversity across geographies to be able to balance the global and local perspectives.
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none">Understanding of the conduct of tourism activity which results in the economic and social upliftment of people and environment protection in different destinations.
Effective Communication (EC)	<ul style="list-style-type: none">Application of communication skills in client acquisition and servicing.
Leadership and Teamwork (LT)	<ul style="list-style-type: none">Development of skills required for better people management, a necessary aspect of services driven industry.

2. Course Duration: The course duration is of **40 sessions of 60 minutes each.**

3. Course Contents:

Module No:	Contents	No. of Sessions	70 Marks (External Evaluation)
I	Fundamentals of Tourism as an Industry <ul style="list-style-type: none">Definition and ConceptPhases of TourismComponents of TourismWhy do People Travel & Tourist DestinationsTourism InfrastructureConstituents of Tourism IndustryMajor Trends (Past, Present and Future)Types of Tourism & Its various formsIndia as a tourist placeGlobal Scenario of the industry	10	17
II	Tourism Products <ul style="list-style-type: none">Elements of Tourism Product & CharacteristicsTourism Product Life Cycle Tourism Services <ul style="list-style-type: none">Travel Agencies & their rolesTypes of Travel AgenciesTour Operators & their rolesDifferences between travel agency and tour operatorRole of Other Agencies in Tourism viz. UNWTO (World Tourism Organization), IATO, TAAI,	10	18



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	FHRAI, IHA, IATA Global Code of Ethics for Tourism		
III	Hospitality Industry Overview <ul style="list-style-type: none"> • Origin, Nature & Importance • Organizational Structure & Management of various types of hotels Star Categories of Hotels <ul style="list-style-type: none"> • Grading Systems and Criteria Classification of Hotels <ul style="list-style-type: none"> • Basis of Classification & Checklist 	10	18
IV	Hotels & Restaurants Operations <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 Event Management: <ul style="list-style-type: none"> • MICE (Meetings, Incentives, Conventions, Exhibitions), Business Events and Functions etc. • Event Planning and Organizing • Site & Infrastructure Management • Human Resource Planning • Crisis Management • Event Marketing and Sponsorships 	10	17
V	Practical Students can study the Current & Future Trends in Hospitality and Tourism Industry. <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. Eg.) 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. Pedagogy:

- ICT enabled Classroom teaching 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.



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5. Evaluation:

Students shall be evaluated on the following components:

A	Internal Evaluation	(Internal Assessment- 50 Marks)
	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
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	Tata McGraw Hill Publishing Co. Ltd.	Latest Edition
3	A. K. Bhatia	Event Management	Sterling Publishers Pvt. Ltd.	Latest Edition
4	John Walker	Introduction to Hospitality Management	Pearson Education	Latest Edition
5	Sunetra Roday, Archana Biwal and Vandana Joshi	Tourism: Operations and Management	Oxford University Press	Latest Edition
6	Charles R. Goeldner , J. R. Brent Ritchie	Tourism: Principles, Practices, Philosophies	John Wiley & Sons	Latest Edition
7	Pran Nath Seth	Successful Tourism: Volume I: Fundamentals of Tourism	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 / Web Resources, 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
7. <http://www2.unwto.org/>
8. <http://tourism.gov.in/>