

**SARDAR PATEL UNIVERSITY**  
**PROGRAMME: BBA (HONS') (Hospitality Management) (3 Years)**  
**(Under Choice Based Credit System Based on UGC Guidelines)**  
**Syllabus with effect from: June-2018**

**Semester: I**

<b>Paper Code: UM01CBBH23</b>	<b>Total Credits: 3</b>
<b>Title Of Paper: Introduction to Tourism and Hospitality</b>	
<b>Objective :</b> The objective of this course is to understand the basic concepts of Hospitality & Tourism industry.	

Unit No.	Description in Detail	Weightage
<b>1</b>	<b>Introduction to Tourism</b> <ul style="list-style-type: none"> <li>• Definition of Tourism (Technical Definition and Conceptual Definition)</li> <li>• Nature, Scope and Significance of Tourism.</li> <li>• Types of Tourism: Inter–regional and intra–regional tourism, inbound and outbound tourism, domestic, international tourism.</li> <li>• Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or ‘roots’ tourism and VFR etc.</li> <li>• Components of Tourism.</li> <li>• Element of tourism</li> </ul>	<b>25%</b>
<b>2</b>	<b>The Organization of Tourism</b> <ul style="list-style-type: none"> <li>• Need for organization</li> <li>• Factors influencing type of organization</li> <li>• National tourist organization tourist organization in India</li> <li>• International Organizations &amp; Tourism-International Union Of Official Travel Organization (IUOTO), World Tourism Organization (WTO), Pacific Area Travel Association (PATA), International Air Transport Association (IATA), International Civil Aviation Organization (ICAO)</li> </ul>	<b>25%</b>
<b>3</b>	<b>Introduction to Hospitality Industry</b> <ul style="list-style-type: none"> <li>• Development of Hotel Industry</li> <li>• Definition of Guest and Host</li> <li>• Leading Personalities and Brand of Hotels</li> <li>• Important Land Mark in the development of Hotels</li> <li>• Current and Future Scenario</li> </ul>	<b>25%</b>
<b>4</b>	<b>Introduction to Accommodation Sectors</b> <ul style="list-style-type: none"> <li>• Division of Accommodation Sector(Commercial &amp; Welfare)</li> <li>• Organizational structure</li> <li>• Operational Division</li> <li>• Eco-friendliness</li> </ul>	<b>25%</b>

**Evaluation : Internal : 40 Marks (Theory)**  
**: External: 60 Marks (Theory) – Two Hours Examination**

**Reference Books:**

- Rob Davidson, “Tourism”
- Nerval A.J, “Tourist Industry”
- Premnath, “Dynamics of Tourism Management
- Jagmohan Negi- Hotel Management
- B.K.Chakravarti- Hotel Management