



**SARDAR PATEL UNIVERSITY**  
**Vallabh Vidyanagar, Gujarat**  
**(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))**  
**Syllabus with effect from the Academic Year 2021-2022**

**BBA (HONS') (Hospitality Management) (3 Years)**  
**(Under Choice Based Credit System Based on UGC Guidelines)**  
**Semester - I**

Course Code	UM01CBBH71	Title of the Course	Principles Of Management Hospitality And Tourism
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	1.The objective of this course is to understand the basis concept of Hospitality and Tourism Industry 2. The objective of this course is to provide the student with an understanding of basic management concepts, principles and practices.
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Course Content		
Unit	Description	Weightage* (%)
1.	<b>Introduction to Hospitality</b> Sector of Hospitality Tourism Itinerary and its important Importance of Hospitality Management in tourism Growth of hospitality industry- Sea, Road, Rail and Air	25%
2.	<b>Planning in Tourism</b> Meaning of planning Different between planning and decision making Need for Planning in Tourism Process of planning State and National level planning carrying capacity in tourism	25%
3.	<b>Organizations of Tourism</b> Concept of Organizing Steps or process of Organizing Government organizations Indian Tourism Development Corporation Gujarat Tourism Development Corporation Role of United Nation Organization in tourism	25%
4.	<b>Motivation and Leadership in Hospitality</b> Leadership – Meaning, Styles and Qualities of a good leader	25%



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	Nature of motivation Importance of Motivation Motivation for tourism Theories of Motivation 1. Two Factor Theory by Herzberg 2. Theory X & Theory Y by McGregor	
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**PRACTICAL**

NO.	TOPIC	METHODOLOGY
1.	Introduce to Hospitality sector	
2.	Play role as a group leader	
3.	Itinerary making	

Teaching-Learning Methodology	Theory lecture, PPT, Seminar and video class
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	identify the sector of Tourism and Hospitality.
2.	to make Itinerary
3.	know about Government hospitality sectors



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Suggested References:

Sr. No.	References
1.	Bhatia A.K – Tourism development: Principles and practices-Sterling publisher, New Delhi India
2.	Bhurkhat- A. and Medlik S- Tourism past, Present and future ELBS publisher, London
3.	Principles and Practices of Management by L M Prasad, Sultan Chand & Sons-New Delhi

On-line resources to be used if available as reference material

On-line Resources

<https://opentextbc.ca/>

<https://www.slideshare.net/>

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