

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA (Honours) - Hospitality & Tourism Management
Semester: I
Syllabus with Effect from: June - 2015

Paper Code: UM01CBHT03	Total Credit: 3
Title Of Paper: Hospitality & Tourism Organizations	

Unit	Description in Detail	Weightage (%)
I	Nature, scope and significance of tourism & hospitality organisations Objectives, advantages of tourism organisation, Associations of world, Head office and regional centres of organisations and associations	25%
II	Domestic Organization Organization and Functions of TAAI, IATO ,DGCA Case studies of Travel agency and Tour operators: TCI, SITA World Travel and any one successful travel agency of India	25%
III	International Organization Objective, Functions and Membership of UNWTO, IATA ,ICAO and PATA, UFTAA Case studies of Travel agency and Tour operators: Thomas Cook, Cox & King and any one successful travel agency of India Approval from International Air Transport Association (IATA).	25%
IV	Hospitality Organisation FHRAI and IHA, AHLA, AAHOA ITDC-Ashoka Group of Hotel, Approved Hotels of STDC(State Tourism Development Corporation).	25%

Basic Text & Reference Books:-

- Bhatia, A. K. (1991): Tourism Development: Principles and Practices, Starling Publishers Pvt. Ltd, New Delhi
- Bhattachararya, P. (2004): Tourism in Assam, Trends and Potentialities, Bani Mandir, MMC Bhawan, Ghy-3
- Mandal, V.K (2008): Travel and Transport Agency, Cyber Tech Publication, Ansari Road, Daryaganj, New Delhi
- Negi, J.(1998) : Travel Agency & Tour Operation, concept and Principles, Kanishka Publishers, Distributors, New Delhi-02
- Jagmohan Negi- Hotel Management
- B.K.Chakravarti- Hotel Management
- Praveen Sethi- Handbook of Hospitality and Tourism
- Kotler, Bowen, Makens- Marketing for Hospitality and Tourism

