

SARDAR PATEL UNIVERSITY
Programme: BBA (Tourism and Travel Management)
Semester: I
Syllabus with effect from: June-2011

Paper Code: UM01CBBT02	Total Credit:3
Title Of Paper: Introduction to Hospitality	

Unit	Description in detail	Weighting (%)
I	Introduction to Hospitality Industry Story of development of Hotel Industry Definition of Guest and Host Leading Personalities and Brand of Hotels Important Land Mark in the development of Hotels Globalization of Hotel Industry Current and Future Scenario	25 %
II	Components of Accommodation Sectors Introduction to Accommodation Sectors Division of Accommodation Sector(Commercial & Welfare) Organizational structure Ownership Patterns Operational Division Eco-friendliness	25 %
III	Major Operational Departments of Hotel Introduction to Front Office Department Introduction to House keeping Department Introduction to Food and Beverage Production Department Introduction to Food and Beverage Service Department Introduction to Accounts and Administration Department Introduction to Engineering & Maintenance Department Introduction to Sale, Marketing and Purchase Department	25 %
IV	Determinant of Service Quality The service elements Service Product and Characteristics Rule of House Qualities and etiquettes of Hospitality professionals Time Management and Priority setting Team Work and Co-ordination	25 %

Basic Text & Reference Books:

- Jagmohan Negi- Hotel Management
- B.K.Chakravarti- Hotel Management
- Praveen Sethi- Handbook of Hospitality and Tourism
- Kotler, Bowen, Makens- Marketing for Hospitality and Tourism

