

SARDAR PATEL UNIVERSITY
Programme: BBA (Tourism and Travel Management)
Semester: I
Syllabus with Effect from: June 2015

Paper Code: UM01CBBT12	Total Credits: 3
Title Of Paper: Introduction to Tourism & Hospitality	

Unit	Description in detail	Weightage (%)
1	Introduction to Tourism Nature, scope, Significance. Definition of Tourism – Technical Definition – Conceptual Definition Tourism defined for the Present study. Types and Forms of Tourism: Inter–regional and intra–regional tourism, inbound and outbound tourism, domestic, international tourism. 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. Components of Tourism. Element of tourism	25%
2	The Organization of Tourism Need for organization Factors influencing type of organization National tourist organization tourist organization in India International Organizations & 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)	25%
3	Introduction to Hospitality Industry Development of Hotel Industry Definition of Guest and Host Leading Personalities and Brand of Hotels Important Land Mark in the development of Hotels Current and Future Scenario	25%
4	Introduction to Accommodation Sectors Division of Accommodation Sector(Commercial & Welfare) Organizational structure Operational Division Eco-friendliness	25%

Basic Text & Reference Books:

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

