

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

Semester: I

Paper Code: UM01CBBT23	Total Credits: 3
Title Of Paper: Introduction to Tourism and Hospitality	
Objective : The objective of this course is to understand the basic concepts of Hospitality & Tourism industry.	

Unit No.	Description in Detail	Weightage
1	Introduction to Tourism <ul style="list-style-type: none"> • Definition of Tourism (Technical Definition and Conceptual Definition) • Nature, Scope and Significance of Tourism. • Types 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Division of Accommodation Sector(Commercial & Welfare) • Organizational structure • Operational Division • Eco-friendliness 	25%

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