

SARDAR PATEL UNIVERSITY
Programme: Bachelor of Vocational (Hospitality and Tourism)
Semester: I
Paper-1 Introduction to Hospitality (UT01BVSCO1)

(Theory/Practical)

Units	Detail Descriptions	Credit:4
Unit-1	Introduction to Hospitality History of hotel Industry Concept and definition of Hotel Growth and development of Hotel Industry in India Definition of Guest and Customers and its Types. Hotel Services and Department Guest Satisfaction and Dissatisfaction	25%
Unit-2	Hospitality Market Target Market Levels of Services Rating Service World Class Service Mid-Range Service Economy limited Service	25%
Unit-3	Ownership and Affiliation in Hospitality Independent Hotel Chain Hotel Management Contract Franchise and Referral Groups	25%
Unit-4	Classification of Guest Business Travelers Pleasure/leisure Travelers Group Travelers International Travelers	25%
Practical	Field work at any hospitality establishment, make a report on different Sections and Presentation	

Basic Text & Reference Books:

- Jagmohan Negi- Hotel Management, Sultan Chand Publication, New Delhi
- B.K Chakravarti- Hotel Management
- Praveen Sethi- Handbook of Hospitality and Tourism
- Kotler, Bowen, Makens- Marketing for Hospitality and Tourism
- Maichel Kasava-Front Office Management
- Sudhir Andrews-Front Office Management

