

**Text Books:**

1. Suja Nair; Retail Management, HPH
2. Karthic – Retail Management, HPH
3. S.K. Poddar & others – Retail Management, VBH.
4. R.S Tiwari ; Retail Management, HPH

**Note: Latest edition of text books may be used.**

**Name of the Program:** Bachelor of Business Administration (BBA)

**Course Code:** BBA 2.5 (OEC)

**Name of the Course:** Tourism And Hospitality Management

Course Credit	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hours	45 Hours

**Pedagogy:** Classroom lecture, Tutorials, Group discussion, Seminar, Case studies & Field work etc

**Course Outcomes: On successful completion of the course, the Students will demonstrate:**

- To prepare the learners with the knowledge and skills essential to know what is tourism, its types and the Nations contribution to the industry
- Gain an overview about the hospitality and tourism industry
- Identify the major areas of coverage of hospitality industry
- Describe the hospitality industry from various perspectives of hotel, tourism, travel and transport

Syllabus	Hours
<b>Module 1: INTRODUCTION</b>	<b>7 Hours</b>

Tourism – Definitions and Concepts - Components of Tourism, Geographic components of tourism – Types of Tourists, Visitor, Traveler and Excursionist – Role and functions of International agencies in Hospitality Industry

<b>Module 2: TOUR PLANNING</b>	<b>8 Hours</b>
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Tour Packaging and Costing – Importance of Tour Packaging – Classification of Tour Packages – Components of Package Tours – Concept of Costing – Types of Costs – Components of Tour Costs – Preparation of Cost Sheet – Tour Pricing – Calculation of Tour Price – Pricing Strategies

<b>Module 3: TOURISM MANAGEMENT</b>	<b>10 Hours</b>
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Tourism Infrastructure – Tourism Organization – Travel Motivators – Leisure or Holiday Tourism, Visiting Friends and Relatives (VFR) – Cultural Tourism – Adventure Tourism – Sports Tourism – Religious Tourism – Business Tourism – Medical Tourism – Alternative Forms of Tourism – Tourism Products and Types

<b>Module 4: HOSPITALITY INDUSTRY</b>	<b>10 Hours</b>
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Origin and Growth – Tourism Industry – Importance of Tourism – Factors affecting Hospitality and Tourism Industry – Definition of Tourism- Features – Types of Tourists – Tourism Activities – Components of Tourism Infrastructure – Employment opportunities in Hospitality

Hotel Industry – Classification of Hotels – Major Departments of Hotel – Star Ratings of Hotels – Global Standards for Hotels

<b>Module 5: TRAVEL &amp; TRANSPORT</b>	<b>10 Hours</b>
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History, Growth and Present Status of Travel Agency – Travel Formalities – Linkages and arrangements with Hotels, Airlines and Transport Agencies – Transport System – Different Types of Transport

Hospitality and its Related Sectors – Theme Parks – Conventions – Cruising – Special Events – Recreation and leisure – Tourism and Hospitality in 21<sup>st</sup> Century.

**Skill Development Activities:**

1. Visit any local Tourism/Travel Agency and prepare a report on its tour plan
2. Visit to a hotel and study their working
3. Visit to a tourist place and studying the environment
4. Studying the map and creating a tour plan with a budget

**Text Books**

1. Rajat Gupta, Nishant Singh, Ishita Kirar & Mahesh Kumar Bairwa, Hospitality and Tourism, Vikas Publishing House Pvt Ltd
2. Foster Dennis L., The Business of Travel Agency Operations and Administration (1993) Macmillan/McGraw, Singapore
3. Tourism Operations and Management, Sunetra Roday, Archana Biwal & Vandana Joshi, Oxford University Press
4. Clayton W. Barrows, Tom Powers and Dennis Reynolds (2012) Introduction to Management in the Hospitality Industry, Tenth Edition. John Wiley & Sons, Inc
5. Lockwood A & Medlik S, Tourism & Hospitality in the 21<sup>st</sup> Century, Elsevier, 2001
6. Jha S.M. (2008) Hospital Management, Himalaya Publishing House

**References**

Tourism Principles and Practices, Sampad Kumar Swain & Jitendra Mohan Mishra, Oxford University Press

<b>BBA 2.6 – Physical Education-Sports/ NCC/NSS/R&amp;R(S&amp;G) /Cultural (SEC)</b>			
Course Credits	: 02	Total Contact Hours	: 30
Internal Assessment Marks	: 15	Semester End Examination Marks	: 35

**Common Syllabus for all UG Programmes**