

**TOURISM AND HOSPITALITY MANAGEMENT**

**Learning Objective:** The aim of the course is to provide elementary knowledge of tourism industry including transportation, hotel, and destination and future scopes. The students from other departments can get an idea of this Industry and if want, this course will help them to start their career in this industry.

**Course Contents:**

**Unit I**

**Lectures: 12**

Introduction: Overview of tourism industry. Why it is important to study tourism? Scope of tourism and its economic importance. Elements of Tourism: (attraction, accessibility, accommodation), tourism product, characteristics of tourism products, types of products and tourism. Hotel Industry, Hotel Chains, Departments of Hotel. Tourist Guide and Escort.

**Unit II**

**Lectures: 10**

Role of transportation industry in tourism, Indian railways and its special trains (Palace on Wheels, Royal orient), airlines operating in India and international. Kind of Taxi and bus/coach services available.

**Unit III**

**Lectures: 10**

Travel circuits: some popular and important tourism circuits in India (golden triangle, desert circuit, Buddhist circuit, sun and sand, back waters etc) and International circuits.

**Unit IV**

**Lectures: 10**

Role of Hospitality in Development of Tourism Industry. Departments of Hotel Operations and Room Division viz. Front Office, House Keeping, Food and Beverage. Customer Satisfaction and Customer Handling.

**Unit V**

**Lectures: 14**

History of international tourist organization – International Union of Official Travel Organization (IUOTO). World Tourism Organization (WTO), International Air Transport Association (IATA), International Civil Aviation Organization (ICAO), Pacific Area Travel Association (PATA), India Convention Promotion Bureau (ICPB), Federation of Hotel and Restaurant Association of India (FHRAI), Travel Agent Association of India (TAAI), Universal Federation of Travel Agents Association (UFTAA).

**Text Books:**

1. Seth, P.N. *Successful Tourism Management*. Sterling Publication. New Delhi.
2. Bhatia, A.K. *Tourism developments*.

**References:**

1. Negi, Jagmohan. *Travel and Tourism*. Anmol Publication.
2. Dixit, M. *Profiles of Indian Tourism*. Royal Book House. Lucknow.
3. Dixit, M. *Profiles of Indian Tourism*. Royal Book House. Lucknow.