



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 3rd Semester

Subject Class: Sectoral _ Elective

Subject Name: Tourism and Hospitality Management (THM)

Subject Code: 4539294

With effective
from academic
year 2018-19

1. Learning Outcomes:

Learning Outcome Component	Learning Outcome (Student will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> • <i>Discuss</i> the global nature of the industry, policies and the cultural diversity across geographies to be able to balance the global and local perspectives.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> • <i>Anticipate</i> the likely challenges in managing the business and <i>design</i> adequate strategic responses to overcome them. • <i>Maximize</i> on the new opportunities created by the challenges posed due to every changing business environment specific to the industry.
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> • <i>Discuss</i> the global nature of the industry, policies and the cultural diversity across geographies to be able to balance the global and local perspectives. • <i>Interpret</i> the global standards laid down by various national and international agencies in the area of tourism and hospitality and <i>recommend</i> appropriate strategies to continuously adopt the changing standards while conducting business.
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> • <i>Propose</i> an ecosystem for inducting the ethical code of conduct while developing tourism business strategies which result in the economic and social upliftment of people and environment protection in different destinations.
Effective Communication (EC)	<ul style="list-style-type: none"> • <i>Prepare</i> a marketing communication for tourism and hospitality unit.
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> • <i>Design</i> policies and processes for better people and resource management in a real or hypothetical hospitality unit.

LO – PO Mapping: Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation

Sub. Code: 4539294	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: <i>Discuss</i> the global nature of the industry, policies and the cultural diversity across geographies to be able to balance the global and local perspectives.	3	3	1	2	3	-	1	1	3
LO2: <i>Anticipate</i> the likely challenges in managing the business and design adequate strategic responses to overcome them.	2	2	2	-	1	2	-	1	2
LO3: <i>Maximize</i> on the new opportunities created by the challenges posed due to every changing business	2	2	1	1	3	1	-	1	1



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environment specific to the industry.									
LO4: <i>Discuss</i> the global nature of the industry, policies and the cultural diversity across geographies to be able to balance the global and local perspectives.	1	2	-	2	3	-	-	-	2
LO5: <i>Interpret</i> the global standards laid down by various national and international agencies in the area of tourism and hospitality and <i>recommend</i> appropriate strategies to continuously adopt the changing standards while conducting business.	1	3	2	-	3	1	1	1	-
LO6: <i>Propose</i> an ecosystem for inducting the ethical code of conduct while developing tourism business strategies which result in the economic and social upliftment of people and environment protection in different destinations.	2	1	1	1	1	1	3	-	-
LO7: <i>Prepare</i> a marketing communication for tourism and hospitality unit.	2	1	-	3	-	-	-	2	1
LO8: <i>Design</i> policies and processes for better people and resource management in a real or hypothetical hospitality unit.	2	-	2	3	-	3	1	1	1

2. Course Duration: The course duration is of **40 sessions of 60 minutes each.**

3. Course Contents:

Module No:	Contents	No. of Sessions	70 Marks (External Evaluation)
I	Fundamentals of Tourism as an Industry <ul style="list-style-type: none"> • Definition and Concept • Phases of Tourism • Components of Tourism • Why do People Travel & Tourist Destinations • Tourism Infrastructure • Constituents of Tourism Industry • Major Trends (Past, Present and Future) 	10	17



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	<ul style="list-style-type: none"> Types of Tourism & Its various forms India as a tourist place Global Scenario of the industry 		
II	<p>Tourism Products</p> <ul style="list-style-type: none"> Elements of Tourism Product & Characteristics Tourism Product Life Cycle <p>Tourism Services</p> <ul style="list-style-type: none"> Travel Agencies & their roles Types of Travel Agencies Tour Operators & their roles Differences between travel agency and tour operator Role of Other Agencies in Tourism viz. UNWTO (World Tourism Organization), IATO, TAAI, FHRAI, IHA, IATA <p>Global Code of Ethics for Tourism</p>	10	18
III	<p>Hospitality Industry Overview</p> <ul style="list-style-type: none"> Origin, Nature & Importance Organizational Structure & Management of various types of hotels <p>Star Categories of Hotels</p> <ul style="list-style-type: none"> Grading Systems and Criteria <p>Classification of Hotels</p> <ul style="list-style-type: none"> Basis of Classification & Checklist 	10	18
IV	<p>Hotels & Restaurants Operations</p> <ul style="list-style-type: none"> Departments of a Hotel & Coordination between them Hotels Revenue Centres and Cost Centres Food and Beverages Operations Housekeeping, Front Office & Reservation Management, Room Servicing <p>Event Management:</p> <ul style="list-style-type: none"> MICE (Meetings, Incentives, Conventions, Exhibitions), Business Events and Functions etc. Event Planning and Organizing Site & Infrastructure Management Human Resource Planning Crisis Management Event Marketing and Sponsorships 	10	17
V	<p>Practical Students can study the Current & Future Trends in Hospitality and Tourism Industry.</p> <ul style="list-style-type: none"> Tourism Promotions and Marketing. State / Country as a Tourism Product. Role and impact of online tour planning and booking companies. Changing policies and practices of hotels and tour operators to meet the real time needs of the 	---	(30 marks CEC)



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	<p>customers. Eg.) Hourly booking for hotel rooms and its management, customized packages etc.</p> <ul style="list-style-type: none"> • Role of Government in enhancing tourism industry. • GST structure for different categories of hotels and restaurants. 		
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4. Pedagogy:

- ICT enabled Classroom teaching Lectures
- Case Discussions and Role Playing
- Audio-visual Material (Using CDs/Clippings/ online videos)
- Assignments and Presentations
- Experts from tourism and hospitality sector can be invited frequently to share practical knowledge.

5. Evaluation:

Students shall be evaluated on the following components:

A	Internal Evaluation	(Internal Assessment- 50 Marks)
	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Rajat Gupta, Nishant Singh, Ishita Kirar & Mahesh Kumar Bairwa	Hospitality and Tourism Management	Vikas Publishing House Pvt. Ltd	Latest Edition
2	Sudhir Andrews	Introduction to Tourism and Hospitality Industry	Tata McGraw Hill Publishing Co. Ltd.	Latest Edition
3	A. K. Bhatia	Event Management	Sterling Publishers Pvt. Ltd.	Latest Edition
4	John Walker	Introduction to Hospitality Management	Pearson Education	Latest Edition
5	Sunetra Roday, Archana Biwal and Vandana Joshi	Tourism: Operations and Management	Oxford University Press	Latest Edition
6	Charles R. Goeldner , J. R. Brent Ritchie	Tourism: Principles, Practices, Philosophies	John Wiley & Sons	Latest Edition
7	Pran Nath Seth	Successful Tourism: Volume I: Fundamentals of Tourism	Sterling Publishers Pvt. Ltd.	Latest Edition



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Note: Wherever the standard books are not available for the topic, appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals / Periodicals / Magazines / Newspapers / Web Resources, etc.

1. Journal of Tourism and Hospitality Management
2. [International Journal of Tourism and Travel](#)
3. Journal of Hospitality & Tourism Research
4. Tourism and Hospitality Research
5. Hospitality Review
6. Journal of Tourism & Hospitality
7. <http://www2.unwto.org/>
8. <http://tourism.gov.in/>