

Name of Faculty	:	Faculty of Hospitality & Tourism
Name of Program	:	Diploma in Hotel & Tourism Management (DHTM)
Course Code	:	1DHT03
Course Title	:	Introduction to Hospitality and Tourism Management
Type of Course	:	Basic Management (BM)
Year of Introduction	:	2023-24

Prerequisite	:	Knowledge of basic English
Course Objective	:	To comprehend the foundational concepts and principles of the hospitality and tourism industry.
Course Outcomes	:	At the end of this course, students will be able to:
	CO1	Develop a comprehensive understanding of the historical development, sectors, and global significance of the hospitality and tourism industry.
	CO2	Identify, differentiate, and assess the various forms of tourism and the essential components that constitute the tourism industry.
	CO3	Analyze and apply key principles and practices in managing hospitality operations, including human resources, quality management, and technology integration.
	CO4	Demonstrate effective communication, problem-solving, and customer service skills essential for delivering exceptional guest experiences in the hospitality industry.
	CO5	Evaluate and critically analyze current trends, challenges, and opportunities in the dynamic field of hospitality and tourism, while considering sustainability, technology, and globalization factors.

Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
L	T	P		Theory Marks		Practical Marks		Total Marks
			C	SEE	CIA	SEE	CIA	
3	0	0	3	70	30	0	0	100

Legends: L-Lecture; T-Tutorial/Teacher Guided Theory Practice; P-Practical, C - Credit, SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

Unit No.	Topics	Teaching Hours	Weightage	Mapping with COs
1	Foundations of Hospitality and Tourism Introduction to Hospitality and Tourism: History, Evolution, and Trends Segments and Sectors of the Hospitality and Tourism Industry Global Perspective: The Importance of Hospitality and Tourism Interrelationships between Hospitality, Tourism, and Related Industries Cultural, Social, and Environmental Factors in the Hospitality and Tourism Industry	8	20%	CO1
2	Tourism Industry and its Components Introduction to Tourism: Definitions, Forms, and Scope Components of the Tourism Industry: Transportation, Accommodation, Attractions, and Travel Intermediaries Tourism Organizations and their Roles: Local, Regional, and National Perspectives Impacts of Tourism on Destinations: Economic, Social, Cultural, and Environmental Effects Trends and Challenges in the Tourism Industry	10	20%	CO2
3	Hospitality Operations Management Introduction to Hospitality Operations: Key Elements and Functions Human Resource Management in the Hospitality Industry Quality Management and Customer Satisfaction in Hospitality Operations Technology in Hospitality Operations: Enhancing Guest Experiences Legal and Ethical Considerations in Hospitality Operations	12	25%	CO3
4	Customer Service in the Hospitality Industry Customer Service in the Hospitality Industry: Importance and Principles Communication and Interpersonal Skills for Delivering Exceptional Customer Service Handling Challenging Situations and Resolving Customer Complaints Building Customer Loyalty and Enhancing Guest Experiences	8	20%	CO4

	Leadership and Employee Empowerment in Delivering Quality Customer Service			
5	Contemporary Issues in Hospitality and Tourism Current Trends, Challenges, and Opportunities in the Hospitality and Tourism Industry Sustainable Practices and Responsible Tourism Technology and Digital Marketing in the Hospitality and Tourism Sector Globalization and its Impact on Hospitality and Tourism Businesses Career Opportunities in the Hospitality and Tourism Industry	7	15%	CO5

Suggested Distribution of Theory Marks Using Bloom's Taxonomy						
Level	Remembrance	Understanding	Application	Analyse	Evaluate	Create
Weightage	20	35	20	10	10	5

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Suggested Learning Websites

Sr. No.	Name of Website
1	World Tourism Organization (UNWTO) - www.unwto.org
2	American Hotel & Lodging Educational Institute (AHLEI) - www.ahlei.org
3	Hospitality Net - www.hospitalitynet.org
4	Cornell University School of Hotel Administration - sha.cornell.edu
5	Tourism Economics - www.tourismeconomics.com
6	Global Sustainable Tourism Council (GSTC) - www.gstcouncil.org

Reference Books

Sr. No.	Name of Reference Books
1	Introduction to Hospitality Today, by Agnelo & Vladimir, Educational Institute of the American Hotel & Motel Association
2	Hospitality Management, by Robert A Brymer, Kendall/Hunt Pub. Co
3	Tourism, by Peter Robinson, Michael Luck, Stephen L. J. Smith, CABI
4	Tourism: Principles and Practice, by John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill, Pearson UK
5	An Introduction to Tourism, by Lickorish, Leonard J, Jenkins Carson L, Butterworth Heinemann
6	Dimensions of Tourism, by Fridgen Joseph D. Educational Institute American Hotel & Lodging Association
7	Tourism Principles and Practice, by Cooper, Fletcher, Gilbert, Shepherd, Wanhill Longman
8	Hospitality Management Accounting" by Martin G. Jagels (Wiley)