

MID-WESTERN UNIVERSITY, FACULTY OF MANAGEMENT
BACHELOR IN BUSINESS ADMINISTRATION (BBA), SYLLABUS 2072 (2016)

Course Title		Tourism and Hospitality Management
Course Code Number		MGT 334
Year/Semester		II/III
Credit Hours		03
Course Objectives:		
Main Objective		This Course aims to provide insights with regard to training in the skills and knowledge necessary for aspiring destination and operations managers in the tourism and Hospitality industry. It is designed to develop skills and knowledge at the cutting edge of an exciting and rapidly growing industry. The course will develop specialist understanding of tourism alongside a detailed study of management and business.
Enabling Objectives		<p>After completion of all the learning units of the course, participants will be able to:</p> <ul style="list-style-type: none"> • Describe the various segments of the Tourism and Hospitality industry, and explain how they are organized. • Analyze the various components of the hotel, restaurant and tourism industries and describe how they interrelate. • Describe the interrelationship of travel, tourism and the hospitality industry • Students will possess the skills and knowledge necessary for the management and development of a variety of tourism businesses and businesses in related sectors
Learning Unit (LU)	Learning Hours (LH)	Contents
LU 1	LH 2	Tourism Business Concept, Nature, Importance and Significance of Tourism, Components of Tourism, Tourism Marketing (Research, Marketing Mix and Destination Marketing), Impact of Environment on Tourism, National and International Tourism Organizations
LU 2	LH 4	Travel Agency and Tour Operators Definition and Differentiation, Growth of Travel agency and Tour Operator Business Travel Agency: Meaning, Types and Functions (travel information, documentation, tour counseling, ticketing, reservation and itinerary, immigration related services, etc) Tour Operators :- Meaning ,Types, Functions (Negotiation and liasioning with principles, tour package formulation, pre-tour arrangements, tour operations and post-tour management),

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		Online Ticket Booking techniques, Popular Travel agencies sites, Procedure for setting up of own Travel Agency and Tour Operating Enterprises
LU 3	LH 7	Hospitality Industry Concept, Origin and Development, Changing Trends Accommodation Industry Introduction to Hotels, Need, Importance and Role of hotels, Evolution of Lodging industries, Classification of Hotels
LU 4	LH 12	Front Office Introduction and Advantages of Front Office Development , Types of Rooms and Plans , Organization Chart , Duties and Responsibilities, Qualities of Organization Chart, Duties and Responsibilities , Qualities of Front Office Staff .Introduction and Advantages of Front Office Department , Types of Room and Plans Organization Chart , Duties and Responsibilities , Qualities of Front Office Staff .
LU 5	LH 8	House Keeping Introduction, Importance and Significance, Organizational Chart of House Keeping, Cleaning: - Different Equipment and Agents, Laundry, Linen and Uniform, Interior Decoration, Special Decorations.
LU 6	LH 5	Food and Beverage Services Food and Beverage Service, Types of Service, Organizational Charts and Duties
LU 7	LH 10	Event Management Definition of Event Management, Role of Events for Promotion of Tourism, Types of Event; Cultural, Festivals, Religions, Business etc. Need of Event Management, Key Factors of Best Event Management Promotion activities Organized for Different Countries (eg. Malaysia: Truly Asia)
References		1. Sinha, P.C., Tourism, Transport and Travels Management,” - Anmol Publications Pvt. Ltd. New Delhi 2. Dennins Foster „æ Introduction to Hospitality,”

Net Contact Hour is 48 excluding the exams and tests.

evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination