

B.COM
SEMESTER II ✓
Tourism and Hospitality Management (GE 2)
(100 Marks – 60 Lectures)

Objective: To acquaint the students with the fundamentals of tourism and hospitality management.

Unit 1: Introduction to Tourism

25 marks, 15 Lectures

Definition and meaning of tourism and tourism related terms - Tour, Tourist, Tourism Market, Tourism Resources, Tourism Product, Travel agent, Tour operator. Nature, Characteristics and Importance of tourism. Tourism Product, Features of Tourism Product, Type of Tourism Products, Difference between Tourism Products and other products, the 5 A's of tourism product: Attraction, Accessibility, Accommodation, Amenities and Affordability.

Unit 2: Types and Forms of Tourism

25 marks, 15 lectures

Types of tourism: Domestic, International; Inbound, Outbound, Inter-regional, Intra-regional Forms: - Leisure, Business, Cultural, Religious, Sports, Medical, Adventure, Eco Tourism, Green Tourism, Heritage tourism, Sustainable Tourism, Cultural Tourism, Agri-Tourism and Rural tourism. Factors affecting the growth of tourism, demand and supply factors for tourism, motivations in Tourism - Push and Pull factors Constituents of tourism industry: Primary Constituents: Accommodation, Food, Transport, Intermediaries, Government Organizations; Secondary Constituents: Shops and Emporiums, Handicrafts and Souvenirs.

Unit 3: Tourism and its Impacts

25 marks, 15 lectures

Economic impacts of tourism: income and employment, multipliers of tourism, balance of payments, foreign exchange etc; Socio-cultural impacts of tourism: cultural exchange among nations and international understanding; Ecological and environmental impacts of tourism, garbage, habitat destruction, pollution etc. Political impacts-Ethics and Legislation, Sustainable Development- Environmental Impact Analysis, Issues from the perspective of different stakeholders (government, local people, tourists and tourism businesses).

Unit 4: Hospitality and its related sectors

25 marks, 15 lectures

Origin, growth and nature of Hospitality Industry, Factors affecting Hospitality and Tourism Industry, Employment Opportunities in Hospitality Industry, Various sectors comprising the hospitality industry - lodging/accommodation, event planning, theme parks, transportation, cruises, Tourism and Hospitality in 21st century – Global gaming and Casino operations – Recent trends

References

1. Bhatia, A.K.: Tourism Development, Principles and practices: Sterling Publishers (P) Ltd.
2. Fletcher, J., Fyall, A., Gilbert, D., Wanhill, S., Tourism Principles and Practice, Pearson New International Edition, 2013.
3. Bhatt, H., *Hospitality and Tourism Management*, Commonwealth Publishers, New Delhi.

Journals

1. Journal of Hospitality and Tourism Research (JHTR), Sage Publications, [jht.sage pub.com](http://jht.sagepub.com)
2. Journal of Hospitality and Tourism Management, Elsevier, www.journals.elsevier.com
3. Journal of Hospitality and Tourism, www.johat.org
4. International Journal of Tourism Research, Wiley Online, onlinelibrary.wiley.com
5. Journal of Hospitality and Tourism Management, www.sciencedirect.com