

5. Tourism and Hospitality Services

Learning Outcomes:

Students after successful completion of the course will be able to

- Know the basics of tourism and hospitality services.
- Inculcate interpersonal skills in the students.
- Develop the ability to multitask and manage crises.
- Understands the spirit of teamwork and different types of services
- Acknowledge the importance of guest service and satisfaction.
- Develop their skills, leadership abilities, and entrepreneurial spirit.

Syllabus:

Unit-I

Tourism-Definition-Nature and Scope-History of Tourism-Domestic and International Tourism -Causes of Rapid Growth of Tourism

Unit: 2

Characteristics of Hospitality Industry: Inflexibility, Intangibility, Perish ability-Types of Hospitality jobs: Hotel Manager, Hotel Receptionist, Restaurant Manager, Catering Assistant, Executive Chef etc-Types of Hotels in India.

Unit: 3

Duties, Responsibilities& Skills of Front Office Staff-Duties, Responsibilities and Skills of Housekeeping Staff-Accommodation to the Tourists-NITHM

Unit: 4

Restaurant-Kitchen, Buffets, Multi-Cuisines, Functions-Room Service, Interior designing-Catering Services-Banquette - Food and Beverage Services

Unit: 5

Different Types of Services offered in Selected Hotels/Motels/Restaurants-Minimum facilities in Hotels/Lodges-Different Types of Managerial Issues - Service Etiquettes - Menu Card Preparation.

References:

1. Philip Kotler, Bowens and James Makens., Marketing for Tourism and Hospitality, Pearson Pub, New Delhi, 2010.
2. Amitabh Devendra., Soft Skills for Hospitality, 2015
3. Sandeep Munjal, Sudhanshu Bhushan(Ed)., The Indian Hospitality Industry: Dynamics and Future Trends, CRC Press, 2017.

4. Jata Shankar Tewari., Hotel Front Office: Operation and Management, Oxford Higher Edn, 2016.
5. Anukrati Sharma, Azizul Hassan, James Kennell, Priyakrushna Mohanty., Tourism and Hospitality in Asia: Crisis, Resilience and Recovery, Springer Nature Singapore, 2023.
6. nitahm.ac.in
7. Pran Nath Seth., Successful Tourism Management, Vol.I& II, Sterling Publications, New Delhi, 2006.
8. A.K Bhatia., International Tourism Management, Sterling, New Delhi, 2010.
9. A.K.Bhatia., Tourism Management & Marketing, Aph Publishing Corporations, 1997.
10. P.N.Seth., Successful Tourism Development, Vol.1, Sterling Publications, New Delhi, 2006.
11. Web Sources

Curricular Activities:

- Various practical aspects related to hospitality industry. Visit Tourist places.
- Conduct practical competitions such as flower arrangements, cooking, catering, public speaking and many more related to hospitality services to encourage students
- Provide opportunity to show and improve their Personal and practical skills.
- The teacher should conduct mock interviews and also record them to let the students analyse their performance by watching the audio-visual.
- Students must visit local hotels, restaurants, tourism offices, catering offices etc.
- Observe and work during off-hours to gain hands-on experience and prepare a Report.

Co-Curricular Activities:

- 1) Invited Lectures/Alumni Interactions/Field Work compulsory
- 2) Hands on Experience with the help of Field Experts/Invited/Extension Lectures
- 3) Debates on Interesting Topics/Field Work/Unit Tests/Video preparation on tourist places.
4. Seminars, Group Discussions, Quiz, Assignments etc
5. Periodical Interactions with HR Managers