

SRI VENKATESWARA UNIVERSITY

B.A. DEGREE COURSE IN **HISTORY**

SEMESTER SYSTEM WITH CBCS

SEMESTER V - W.E.F. 2022-2023

Course 6B: **TOURISM AND HOSPITALITY SERVICES**

(Skill Enhancement Course (Elective), 4 Credits)

Max Marks: 100

I. Learning Outcomes:

Students after successful completion of the course will be able to:

1. Understand hospitality as a career
2. Inculcate interpersonal skills
3. Develop the ability for multitasking and crisis management
4. Understands the spirit of teamwork
5. Acknowledge the importance of guest service and satisfaction

II. Syllabus: (Hours: Teaching: 60, Skills Training: 10, others including unit tests: 05. Total: 75)

Unit: 1

Tourism – Definition – Nature and Scope – History of Tourism–Types of Tourism – Domestic and International Tourism – Causes of rapid growth of tourism – National Institute of Tourism and Hospitality Management

Unit: 2

Relationship between history and tourism - Major tourist spots in AP – Gandikota, Nagarjunakonda, Salihundam, Konaseema

Unit: 3

Characteristics of Hospitality Industry - Inflexibility, Intangibility, Perish ability- Types of Hospitality jobs – Hotel Manager, Hotel Receptionist, Restaurant Manager, Catering Assistant, Executive Chef etc - Concepts of Atithi Devo Bhavah - Types of hotels in India

Unit: 4

Duties, responsibilities & skills of front office staff – duties, responsibilities and skills of housekeeping staff - guest stay process in a hotel - major processes and stages associated with it

Unit: 5

Different types of services offered in selected Hotels/Motels/Restaurants - Room Service, Catering Services -Different types of managerial issues - Service etiquettes

III. REFERENCES:

1. Marketing for Tourism and Hospitality, Philip Kotler, Bowens and James Makens, Pearson Pub, New Delhi, 2010
2. Soft Skills for Hospitality, Amitabh Devendra, Oxford Higher Edn, 2015
3. The Indian Hospitality Industry: Dynamics and Future Trends, Ed: Sandeep Munjal, Sudhanshu Bhushan, CRC Press, 2017
4. Hotel Front Office: Operation and Management, Jatashankar Tewari, Oxford Higher Edn, 2016
5. www.ilo.org
6. <https://riginstitute.com>
7. nitahm.ac.in
8. web sources as suggested by teacher/librarian

IV. Co-Curricular Activities:

a) **Mandatory:** (Training of student in skills by Teacher: Total 10 Hours)

1) **For Teacher:** Training of students by the teacher in the classroom and in the field for a total of