

Department of tourism and hospitality management

**University of Rajshahi**

**BBA Program**

**Ist Year 1stSemester- 2022**

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| **Course Code** | | | **:** | **111 (BBA 1st Year 1st Semester** |
| **Course Title** | | | **:** | Fundamentals of Tourism and Hospitality |
| **Course Duration** | | | **:** | **42 Hours (28 classes, Duration 1.30 Hours) +3= 45 hours** |
| **Total Credit** | | | **:** | **3** |
| **Full Marks** | | | **:** | **100** |
| **Course Instructor** | | | **:** | **Md. Enayet Hossain (PhD, Australia)** |
| **Address** | | | **:** | **Professor, Department of Marketing, RU** |
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| **Recommended Books** | |  | | --- | | 1. **Tourism: Principles, Practices, Philosophies,**   **Charles R. Goeldner, J. R. Brent Ritchie, 12th edition**   1. **I Introduction to Tourism Dimension and Issues by Colin Michel Hall, 4th Edition** | |  | | | | |
| **Reference Books** | 1.Tourism and Hospitality Management by O.P.Kandari and A. Chandra  2.I[ntroduction to Hospitality](http://library.rmit.edu.vn/cgi-bin/spydus.exe/ENQ/OPAC/BIBENQ/19383?TIH_TYPE=B&TIH_NS=1&TIH=ODUCTION%20TO%20HOSPITALITY) by John R. Walke  3. Bowie, D. & Buttle, F. 2004. Hospitality Marketing - an Introduction. Butterworth-Heinemann. Oxford, UK. Ch1.  4. Cooper, C. 2012. Tourism Essentials (Ch1, pp. 4-26). In Essentials of Tourism. Pearson Financial Times/ Prentice Hall. Harlow, UK. | | | |
| Prerequisite | | None | | |
| Rationality | | This course is designed to provide the foundation for all of the other tourism and hospitality related aspects in the degree program. The travel and tourism industry is expanding in many countries around the world, making an understanding of the components of the industry and the system within which it operates increasingly important. As future managers working within travel, tourism and hospitality, it is essential that you have a comprehensive understanding of the fundament principles of tourism and the characteristics that differentiate tourism from other industries and fields of study. The impacts of tourism development and planning for sustainable tourism development will also constitute an important part of r this course. | | |
| Objective | | The aim of this course is to provide students with an understanding of the nature of hospitality and hospitality products from both local and international perspectives. It will ensure students acquire a holistic understanding of the hospitality, including the travel and hospitality industry, including the impacts of hospitality on destination economies, communities and fragile environments. Students will be expected to take a critical perspective on the effects of hospitality on their own country, and how hospitality can have a strategic developmental function. | | |
| Intended Learning Outcome | | |  | | --- | | **Upon successful completion of the course, the student will be able to:** |  1. Explain the relation of lodging and food service operations to the travel and tourism industry. 2. Describe the role of the travel and tourism industry and its economic impact on the local, national and international levels. 3. Cite opportunities for education, training and career development in the hospitality industry. 4. Analyze, evaluate and discuss several aspects, development and trends which have affected lodging and food service operations in recent years and which will continue to have an impact on the industry in the future. 5. Outline and explain the main classifications of food service. 6. Describe the organization, structure and functional areas in commercial and institutional food service operation. | | |
| Course Contents | | 1. **Introduction to the Hospitality and Tourism Industry:** Definition of Tourism- Definition of Tourist-United Nations World Tourism Organization (UNWTO)-The Hospitality Industry. From ancient Roman times through to the 17th century, The middle Ages, The 14th century, Later in 1772. 2. **Classification of tourism:** Type of tourism is determined by the nationality of the tourists (Domestic travel, Inbound tourism, Outbound tourism ,Tourism within the country ,The national tourism ,International travel ).Transit tourism ( Movement of passengers ,Movement of tourists ). 3. **Tourism resources**: Natural resources, contributing financially to nature conservation, Stimulating tourist consumers to sustainable choices and practices, trying to adapt the tourism sector to environmental change. (Seven) travel trends for 2017 (**Millennial, Active & Adventure Trips, Female Solo Travel, Food Tourism ,Responsible Tourism, Mobile Photography**, Business and Leisure Travel). 4. **Hospitality and Related Services:** The lodging industry, Resorts and timesharing, the food service industry. The lodging industry, Resorts and timesharing, the food service industry. 5. **Passenger Transportation**: Importance of transportation in tourism development, Air Transportation, Automobile Transportation, Railway Transportation, Sea Transportation, The role of transportation in tourism the countries. 6. **Attractions, Entertainment, Recreation, and Other:** Varied Views of Leisure and Recreation, Factors Promoting the Growth of Recreation, Attractions, Theme Parks, Water Parks, Fun Centers, Sports Tourism, Gaming entertainment. 7. **World, National, Regional, and Other Tourism Organizations:** WTTC (World Travel and Tourism Council), Global Activities, Regional Initiatives, Economic Research at all levels; WTO(World Tourism Organization), Tourism Industries/OTTI- Office of Travel and Tourism Industries, TIA (Travel Industry Association of America, TTRA (Travel and Tourism Research Association (TTRA), VTC (organization and its website), CVB Convention and Visitor's Bureau. 8. **Travel Agent and Tour Operator:** Travel Agent and Tour Operator & Their task, Definition of Tourism Products, Formulation of the components of tourism products (Attractions, Accessibility, Amenities, and Networking). | | |
| Teaching Learning Strategy | | Teaching will be tailor-made in order to address the need of the students. The session will be more interactive and lecture based. Some selective teaching methods, such as, role play, listening, case study etc. will be used to enhance the business policy and strategy for learners. | | |
| Assessment Strategy | | * Class Participation is assessed by a student’s engagement in discussions facilitated by the lecturer, contributions to online discussion forums, or general questions asked during lecturers or tutorials. Participation is expected to be well considered and relevant to the topic at hand. * Couple of in tutorial and final examination are designed to assess a student’s body of knowledge and critical thinking skills. Examinations consist of questions requiring written responses. These questions may be in multiple choice formats, or require short answers or short easy responses. * A quiz is an online or class based assessment designed to assess a student’s knowledge, skills or capabilities, and typically consists of a short series of questions requiring brief responses. * Presentations may be conducted by either an individual or r group. They involve the oral description of an area of investigation and may utilize presentation technologies or be accompanied by handouts or other supplementary materials. Presentations typically provide the opportunity for the audience to ask questions to which the presenter/s is expected to informative response. * An assignment may take a variety of formats ranging from the production of an Excel spreadsheet, the analysis of a mathematical problem or data set, or a brief written response to a topic question. | | |
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| **Class** | **Learning Outcome** | **Course Contents** | **Teaching Strategy** | **Assessment Strategy** |
|  | 1. Define what tourism is and its many definitions. 2. Learn the components of tourism and tourism management. 3. Examine the various approaches to studying tourism | Tourism Basics/ Perspective- What Is Tourism? Components of Tourism and Tourism Management, Basic Approaches to the Study of Tourism, Economic Importance, Benefits and Costs of Tourism. | Lecture  PPT  Expression | Quiz, test,  Short Answer |
|  | 1. Evaluate future job opportunities in the tourism field. 2. Learn about the careers available. 3. Discover which careers might match your interests and abilities. | The First Travel Agents, Historic Transportation, Accommodations, Job Forecasts, Job Requirements, Career Possibilities, Career Paths in Tourism, Internships, Other Sources of Career Information, Tourism in Bangladesh, history, main attractions, policy and practice. | Lecture  PPT  Presentation | Test  Short Answer, Assignment |
|  | 1. Recognize that travel experiences are the best way to learn about other cultures. 2. Identify the cultural factors in tourism. 3. Appreciate the rewards of participation in life seeing tourism. 4. Become aware of the most effective promotional measures involving an area's cultural resources | Cultural and International Tourism for Life's Enrichment: Introduction, Importance, Life-Seeing Tourism, The Romance of Pleasure Travel, Developmental and Promotional Measures, Anthropography (Geography of Humankind) | Lecture,  PPT  Exercise | Test  Short Answer |
|  | 1. Realize the importance of cultural attractions to any area promoting itself as a tourist destination. 2. Evaluate the contributions that international tourism can make toward world peace. 3. Appreciate the inordinate social impact that travel experiences make on the individual, the family or group, and society as a whole— especially the host society. | Types of Destinations a Travel Experiences, Other Tourist Appeals, Tourism and Peace, Sociology of Tourism (Sociological aspect of Tourism: Effects on the Individual, Effects on the Family, Effects on Society | Lecture  PPT  Case Study | Test, Quiz  Case study |
|  | 1. Increase Skill on Communication. 2. Reduce weakness of stage performance | **Group/Individual Presentation (Group-1)** | Presentation | Observation |
|  | 1. Recognize that a country's indigenous population may resent the presence of visitors, especially in large numbers. 2. Recognize that the influence of these visitors may be considered detrimental, both socially and economically. 3. Discover that travel patterns change with changing life characteristics and social class. | Life Characteristics and Travel, Emergence of Group Travel Patterns, Social (Subsidized) Tourism, Principal Social Effects of Tourism, The International Tourist, Barriers to Travel | Lecture,  PPT  Exercise | Test  Short Answer |
|  | 1. Know the major supply components that any tourist area must possess. 2. Be able to use the mathematical formula to calculate the number of guest rooms needed for the estimated future demand. 3. Develop the ability to perform a task analysis in order to match supply components with anticipated demand. | Tourism supply, demand, policy, planning, and development, Supply Components, Natural Resources, Built Environment, Operating Sectors. | Lecture  Case Study | Test  Matching |
|  | 1. Discover methods of adjusting supply components in accordance with fluctuating demand levels. 2. Understand the concept of demand and its application and importance in tourism development planning. 3. Understand the factors determining the magnitude and fluctuations of demand. 4. Become able to apply various methods to measure and forecast demand. | Spirit of Hospitality and Cultural Resources, Matching Supply with Demand, Measuring and Forecasting Demand: Introduction, Why Demand Is Important, Demand to a Destination, Measuring Demand, Projection Methodology. | Lecture  PPT  Exercise | Test, Identification |
|  | 1. Know the economic generators and impact of tourism. 2. Perceive the economic importance of tourism in various regions of the world. 3. Know about tourism satellite accounts. 4. Understand multipliers. 5. Know about balance of payments. 6. Comprehend elasticity and inelasticity | Tourism's Economic Impact: Tourism's Economic Impact: An International Perspective, Comparing International and Domestic Expenditures, Optimization, Economic Multipliers | Lecture  Practical exercise | Test,  Quiz  Short Question |
|  | 1. Increase Skill on Communication. 2. Reduce weakness of stage performance | **Group/Individual Presentation (Group-2)** | Presentation | Observation |
|  | Evaluate individual position of the student | **First Tutorial Examination (45 Minutes, Syllabus Classes 1-10)** | Answer script | Examine Answer script |
|  | 1. Demonstrate the critical importance of tourism policy to the competitiveness and sustainability of a tourism destination. 2. Outline the structure and content of a typical policy framework for a tourism destination. | Structure, Content, and Process: Tourism Policy: A Definition, The Focus of Tourism Policy: The Competitive/Sustainable Destination. | Lecture  Demonstration  PPT | Test  Short answer |
|  | 1. Describe a process for the formulation of a destination tourism policy. 2. Understand the need for a destination crisis management policy. | The Major Parameters of Tourism Destination Management, Tourism Policy: Structure, Content, and Process, The Process of Tourism Policy Formulation, Translating Policy into Reality, Formulating Policy to Deal with Crises | Lecture  PPT  Exercise | Test  Matching |
|  | 1. Appreciate the immensity of the restaurant food service industry. 2. Learn the current trends in resorts and timesharing modes of operation. 3. Discover why meetings and conventions, as well as meeting planners, are so important to tourism. | Hospitality and Related Service: Introduction, The Lodging Industry, The Food Service Industry, Meetings Industry, Miscellaneous Services, Organizations in the Distribution Process Introduction, Travel Agents, The Internet. | Lecture  PPT  Exercise | Multiple  Short questions |
|  | 1. Increase Skill on Communication. 2. Reduce weakness of stage performance | **Group/Individual Presentation (Group-3)** | Presentation | Observation |
|  | 1. Understand travel agents and their role in the distribution 2. Consider the growing impact of the Internet on the distribution system. 3. Examine the role of the tour wholesaler. 4. Recognize that travel suppliers can use a combination of all channels of distribution. | Consolidators, The Tour Wholesaler, Tour Wholesaler Organizations, Sightseeing and Receptive Service Agencies, Specialty Channelers, Choosing Channels, Tourism Marketing: Introduction, What Is Marketing? Marketing Concept, The Marketing Mix. | Lecture  PPT | Test  Short Questions |
|  | 1. Understand the vital relationship between pricing and marketing. 2. Be able to do market segmentation to plan a marketing program for the business you are the most interested in. 3. Demonstrate the linkage between tourism policy and tourism marketing. 4. Examine forecasts concerning the growth of international tourism. | Market Segmentation, Marketing Planning: The Tourism, marketing Plan, Joint Marketing Efforts, Prospects: Tourism in the Third Millennium, World Tourism Forecasts for 2025 The Nature of Future Growth, Leisure. | Lecture  PPT  Practical | Test  Case  MCQ |
|  | 1. Identify the major global forces that are shaping tourism and the tourists of tomorrow. 2. Understand the impacts, both positive and negative, that these forces are likely to have on tourism markets and on the ability of destinations to respond to the demands of these markets. | Tourism, and Society in the Third Millennium, New Realities—New Horizons: Global Forces Impacting the Future of Tourism, The Tourist of the Future, Managing the Future Effectively. | Lecture  PPT  Exercise | Test  Short Questions |
|  | 1. Examine the relation between tourism and environment. 2. Describe the position of UNEP/UNWTO in terms of tourism. 3. Define eco-tourism and sustainable tourism. | Tourism and the Environment: Introduction, Does Tourism Threaten the Environment? The UNEP/UNWTO Position, Major Challenges Facing the Achievement of Sustainable Tourism, Ecotourism: Common Terms Used, Travel Organizations' Efforts. | Lecture  Exercise | Short question  MCQ |
|  | 1. Increase Skill on Communication. 2. Reduce weakness of stage performance | **Group/Individual Presentation (Group-4)** | Presentation | Observation |
|  | 1. Recognize the role and scope of travel research. 2. Recognize the usefulness of different types of tourism research. 3. Learn the travel research process. 4. Study secondary data and how they can be used. 5. Understand the methods of collecting primary data. 6. Know who does travel research. | Types of Tourism Research, The Travel Research Process, Sources of Information, Exploratory Research, Basic Quantitative Research Methods, Who Does Travel Research? The State of the Art, Travel and Tourism Research Association. | Lecture  Stage work  Interactions, Demo | Test  Short Questions |
|  | Evaluate individual position of the student | **Second Tutorial Examination (45 Minutes, Syllabus Classes 12-21)** | Answer script | Examine Answer script |
|  | 1. Define cultural and religious tourism. 2. Suggest some idea to develop cultural and religious tourism. 3. Identify major barriers to develop tourism industry. | Cultural tourism, religious tourism, barriers in developing tourism, visitors attitudes towards the tourism, National policy for tourism development, BPC, TAB, etc. | Lecture  Demonstration  PPT | Short question  MCQ |
|  | 1. Examine the overall scenario of tourism in Bangladesh. 2. Scrutinize the problems and prospects of tourism industry in Bangladesh. | Tourism In Bangladesh: Importance of Tourism in Bangladesh. tourism destinations, Hotel Services for development of tourism | Lecture  Stage work  Interactions | Test  Matching  Short questions |
|  | 1. Increase Skill on Communication. 2. Reduce weakness of stage performance | **Group/Individual Presentation (Group-5)** | Presentation | Observation |
|  | 1. Increase Skill on Communication. 2. Reduce weakness of stage performance | **Group/Individual Presentation (Group-6)** | Presentation | Observation |
|  | 1. Increase Skill on Communication. 2. Reduce weakness of stage performance | **Group/Individual Presentation (Group-7)** | Presentation | Observation |
|  |  | Final Examination (3 hours) |  |  |

**First Home Assignment (Individual):**

**Course Instructor will deliver the home assignment topic/s to the students on or before Class No. 15.**

**Home Assignment must be submitted by the students on or before 20th Class**

**Marks Distribution**

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| **1** | **Class Attendance** | **10%** |
| **2** | **Presentation & Assignment** | **10%** |
| **3** | **Class test 1 & 2, and others** | **10%** |
| **4** | **Final Examination** | **70%** |