

DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT

University of Rajshahi

BBA Program

1st Year 1st Semester 2019

Course Code	:	THM- 111
Course Title	:	Fundamentals of Tourism and Hospitality Management
Course Instructor	:	Sanjana Sobhan
Address	:	Lecturer, Department of Tourism and Hospitality Management, University of Rajshahi.
Mobile No	:	01717390133

Rationale of the Course

This introductory course provides an overview of the hospitality and tourism industry, its growth and development, industry segments and their distinguishing characteristics, trends and current concerns. Students are introduced to career opportunities and the employability skills needed to succeed in specific hospitality fields.

Objective/Learning Outcomes:

1. Discuss and analyze the key factors responsible for the growth and development of hospitality and tourism.
2. Describe the current trends and challenges faced by the hospitality and tourism industry, in the context of global economic, environmental, health and other social concerns.
3. Discuss hotel classifications and describe the different types of hotel ownership and development, i.e. franchising and management contracts.
4. Identify possible career paths for hospitality graduates with emphasis on the vast opportunities open to those who possess the knowledge, skills and personal qualities expected of potential industry leaders.
5. Discuss the importance of effective leadership and management, and the characteristics of effective leaders in the hospitality industry.

Course Contents

Class	Topics to be Discussed
1.	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.
2.	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

3.	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)
4.	Group/Individual Presentation (Group-1) Group Leader
5.	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)
6.	Life Characteristics and Travel, Emergence of Group Travel Patterns, Social (Subsidized) Tourism, Principal Social Effects of Tourism, The International Tourist, Barriers to Travel
7.	Tourism supply, demand, policy, planning, and development, Supply Components, Natural Resources, Built Environment, Operating Sectors.
8.	Group/Individual Presentation (Group-2) Group Leader
9.	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
10.	Tourism's Economic Impact: Tourism's Economic Impact: An International Perspective, Comparing International and Domestic Expenditures, Optimization, Economic Multipliers
11.	Structure, Content, and Process: Tourism Policy: A Definition, The Focus of Tourism Policy: The Competitive/Sustainable Destination
12.	Group/Individual Presentation (Group-3) Group Leader:
13.	First Tutorial Examination (45 Minutes, Syllabus Classes 1-09)
14.	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
15.	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
16.	Group/Individual Presentation (Group-4) Group Leader:
17.	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
18.	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
19.	Group/Individual Presentation (Group-5) Group Leader
20.	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.

21.	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
22.	Cultural tourism, religious tourism, barriers in developing tourism, visitors attitudes towards the tourism, National policy for tourism development, BPC, TAB, etc.
23.	Group/Individual Presentation (Group-6) Group Leader
24.	Second Tutorial Examination (45 Minutes, Syllabus Classes 12-23)
25.	Tourism In Bangladesh: Importance of Tourism in Bangladesh. tourism destinations, Hotel Services for development of tourism.
26.	Tourism and Hospitality careers in Bangladesh
27.	Group Discussion/ Tour
28.	Group/Individual Presentation (Group-7) Group Leader:

Text Books	:	Tourism: Principles, Practices, Philosophies, Charles R. Goeldner, J. R. Brent Ritchie 12th edition
Reference Books	:	Tourism Research Gayle Jennings, 3rd Edition

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 25th Class.

Students Assessment Details: Your grade will be based on the following weights:

Marks Distribution

1	Class attendance	10%
2	Presentation: Individual/Group, Class test 1 &2, Assignment etc.	20%
5	Final Examination	70%

Class Participation: 10% of your grade will come from your class participation. At various times, I will ask you to comment on intercultural issues and challenges. As I expect you to have read the material assigned for the class, a good level of preparedness is essential to obtain a good participation grade.

Presentation: Individual and Group presentation on the specific topics- 10%

Class test (two) Assignment/Report etc: 20% of your grade will come from the class tests, Report/Assignment. These will be based on class lecture and referred chapters from the book/s. Contemporary issues will be added extra value. The exam will mainly focus on multiple choice/true/false/short questions/Questions from a large number of questions etc.

Final Exam: 70% of your grade will come from the final exam and duration is 3 hours.

Students are requested to take any types of advices or discussions regarding academic or personal issues. Feel free to share your opinions at class. Two way communications can bring effective result. I am always ready to support you all. I believe together we can make a beautiful academic atmosphere. Wish you all a healthy life and remember “Live with no excuses & travel with no regrets”.