

ST. JOSEPH'S COLLEGE FOR WOMEN(AUTONOMOUS) VISAKHAPATNAM
VI SEMESTER
HIS A2 6302(4)
w.e.f. 2015 –18 (“15AC”)

HISTORY
HOSPITALITY INDUSTRY AND TOURISM
SYLLABUS

Time: 5hrs/week
Marks:100

OBJECTIVES:

- To enable the student to –
- Understand the concept of hospitality industry.
 - Develop basic skills required for jobs in Tourism Industry.

UNIT – I: Planning the tourism product, marketing tourist product.

UNIT – II: Publicity - advertising agencies – media. Role of travel agencies, VISA - PASSPORT.

Currency & health regulations.

UNIT – III: History and Origin of hotels, Accommodation, significance, forms of Accommodation, Hotel terminology. Indian hotels.

UNIT – IV: Food and beverage service, food and beverage equipment.

UNIT – V: Room service – formats. Service staff- behavior and standards. Development and scope of Hotel Industry.

TEXT BOOK: Travel and Tourism by Dr. V.B.T. Sundari (2006) Visakhapatnam.

REFERENCES:

1. Burkost A.K. & Medliks (1975) The management of Tourism.
2. Pranath seth (1987) successful tourism management (New Delhi).
3. Vijay Dhawan (2008) food and beverage services Noida (UP).

**

**

**