Hotel Management and Tourism Management

Course Objective: Conceptual and analytical understanding of the hospitality and tourism sectors, including operational strategies, sustainability practices, technological advancements, marketing strategies, and research methodologies essential for scholarly inquiry and leadership in academia or industry.

Course Outcomes:

CO1: Demonstrate integrated knowledge of hotel operations and tourism systems.

CO2: Analyze the economic, environmental, and socio-cultural impacts of hospitality and tourism.

CO3: Apply strategic, sustainable, and innovative practices in hospitality and tourism management.

CO4: Evaluate and utilize marketing and technological tools for service enhancement and destination competitiveness.

CO5: Design and conduct academic research using appropriate methodologies and ethical frameworks.

Unit I: Foundations of Hotel and Tourism Management

Evolution and scope of hospitality and tourism - Interrelationship between hospitality and tourism sectors - Types and classifications of hotels and tourism - Organizational structure of hotel departments - Role of international and national tourism bodies (UNWTO, WTTC, IATA, ITDC)

Unit II: Hospitality and Tourism Operations

Front office, housekeeping, food & beverage, and accommodation management - Guest experience and service quality models - Tourism product design and itinerary planning - Event and MICE (Meetings, Incentives, Conferences, Exhibitions) tourism - Airline, cruise, and travel agency operations

Unit III: Strategic Management and Sustainable Development

Strategic planning and competitive analysis in hospitality and tourism - Destination planning, tourism policy, and governance - Environmental and socio-cultural sustainability Community-based and eco-tourism development - Risk, crisis, and disaster management in hospitality and tourism

Unit IV: Marketing, Technology, and Consumer Behavior

Destination branding and hotel marketing strategies - Tourist behavior, motivation, and segmentation - Digital marketing, AI, and data analytics in tourism and hotels - Online Travel Agencies (OTAs), CRM, and loyalty programs - Social media and reputation management

Unit V: Research Methodology and Academic Writing

Types of research: qualitative, quantitative, and mixed methods - Hypothesis formulation, sampling, and research design - Tools for data collection and analysis (SPSS, NVivo, etc.) Academic writing, literature review, referencing (APA style) - Ethics, plagiarism, and scholarly publishing

Reference Books :

1. Walker, J. R. (2022). *Introduction to hospitality* (8th ed.). Pearson.
2. Page, S. J. (2020). *Tourism management* (6th ed.). Routledge.
3. Barrows, C. W., Powers, T., & Reynolds, D. (2021). *Introduction to the hospitality industry* (9th ed.). Wiley.
4. Cooper, C. (2020). *Essentials of tourism* (3rd ed.). Pearson Education.
5. Weaver, D., & Lawton, L. (2021). *Sustainable tourism: A global perspective* (3rd ed.). Routledge.

6. Goeldner, C. R., & Ritchie, J. R. B. (2023). *Tourism: Principles, practices, philosophies* (13th ed.). Wiley.
7. Kandampully, J., Zhang, T., & Bilgihan, A. (2023). *Service management principles for hospitality and tourism* (2nd ed.). CABI.
8. Creswell, J. W., & Creswell, J. D. (2021). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.