TOURISM AND HOSPITALITY SERVICES

- To invoke interest in students with basic concepts and contents of tourism services
- Purpose of this course is to acquaint the learner with the fundamental concept of Hospitality. After doing this course, the students would be able to appreciate the significance of hospitality industry in economy in general and in tourism industry in particular.

UNIT I

UNIT II
Anatomy of Tour: Types of Tour - Independent Tour, Escorted Tour, Hosted Tour, incentivized Tour. Tour Wholesalers and Retailers, Diversified Role of Tour Operators, Running A Tour Operation Business - Distribution Networks of Tour Operation Business, Special Services for Charter Tour Operators, Meeting & Incentive Planners and Activities of Meeting Planners, Convention & Conference Tourism Business, Trade Fairs & Exhibitions

UNIT III

UNIT IV
Various Departments in hotels and their functions - accommodation management - front office - housekeeping - F&B Service - Food Productions - Marketing - working of hotels - maintenance of equipments - maintenance of Account etc.. FHRAI and its role, government participation in and contribution to hospitality.

UNIT V

Reference BOOKS
P.N Seth: Successful Tourism Management (Vol. 1 & 2), Sterling Publishers, New Delhi.
TOURISM GUIDANCE AND OPERATING SKILLS

The idea behind this course is to orient the students about the scope of tour guiding as a career option. This course will help the students to appreciate better what the profession of tour guiding is all about by giving them a practical experience of how to practice guiding in real life situations. It will also orient them to the nitty-gritty's of this profession. This course also intends to deliver key skills.

UNIT - I

Tour guiding: Introduction to tour guiding and tour escorting, difference between tour guiding and tour escorting, role of a tour guide; Tour guiding in India; Characteristics of a tour guide, steps to becoming a tour guide; Presenting yourself; making sense of cultural differences.

UNIT - II

Guiding Techniques: Understanding the dynamics of tour guiding, practical tips, mechanics of tour guiding; tools of the trade.

UNIT - III

Practical guiding: Guiding at a monument, guiding at a religious site, guiding at a museum, guiding on an archaeological site, guiding on a nature walk, guiding on a walking tours, guiding on a coach, designing and conducting heritage walks.

UNIT - IV

Situation Handling: Handling difficult tourists, handling questions, handling emergencies, searching for information, responsible guiding; designing and conducting heritage walks.

UNIT - V

Managing guiding business: How to plan an itinerary, partners in business, setting up a tour guiding business, Code of Conduct for tour guides in India (MoT).

Reference book/s:
Shailja Sharma, Nimit Chowdary (2018). TOUR LEADERSHIP AND MANAGEMENT, SAGE TEXTS
Tour Leadership and Management | Online Resources [sagepub.in]