

Course Syllabus

Course Code	Course Title	ECTS Credits
HSPO-101	Introduction to Hospitality and Tourism	6
Prerequisites	Department	Semester
None	Hospitality	Fall
Type of Course	Field	Language of Instruction
Required	Hospitality and Tourism	English
Level of Course	Lecturer(s)	Year of Study
Diploma		1 st
Mode of Delivery	Work Placement	Corequisites
Face to Face	N/A	None

Course Objectives:

The main objectives of the course are to:

1. Provide a broad overview of the hospitality and tourism industries, inclusive of all major sectors.
2. Explore the social, economic, and environmental contexts within which these industries operate globally.
3. Develop a deep understanding of the structure, nature, and operating characteristics of diverse sectors, including food service, lodging, travel agencies, airlines, entertainment venues, and cultural tourism.
4. Prepare students for future managerial roles by highlighting key responsibilities across these sectors.
5. Offer a stepping stone for further, more specialized studies in each of these sectors.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Identify and Evaluate Various Sectors: Recognize the different sectors within the hospitality and tourism industries, such as food service, lodging, and travel agencies, and evaluate their roles and services.
2. Marketing Mastery: Understand the fundamentals of hospitality and tourism marketing, including market segmentation, targeting, and positioning.

3. Human Resources Understanding: Describe and evaluate strategies for human resources management, such as recruitment, training, and retention.
4. Economic and Social Impact: Assess the economic and social impact of the hospitality and tourism industries at local, national, and international levels.
5. Historical and Future Trends: Understand the historical evolution of these industries and predict future trends, including the impact of technology
6. Operational Efficiency: Recognize key metrics and KPIs that measure operational efficiency in hospitality and tourism.
7. Customer Experience Optimization: Apply principles of customer service excellence and experience design in hospitality and tourism contexts.
8. Ethical and Legal Considerations: Recognize and apply ethical and legal considerations in hospitality and tourism operations.
9. Sustainability Practices: Understand and evaluate the role of sustainability practices in the industry.
10. Financial Acumen: Gain a basic understanding of financial principles relevant to these industries, such as budgeting and revenue management.

Course Content:

1. Introduction to Hospitality and Tourism Sectors
Overview of various sectors: food service, lodging, and travel agencies
Role and services of each sector
2. Marketing in Hospitality and Tourism
Market Segmentation, Targeting, and Positioning
The Marketing Mix: Product, Price, Place, and Promotion
3. Human Resources in Hospitality and Tourism
Recruitment, Training, and Retention Strategies
Employee Satisfaction and Workplace Culture
4. Economic and Social Impact of the Industry
Local, National, and International Perspectives
5. History and Future Trends
Evolution of the Industry
Future Trends and Technological Impact
6. Operational Efficiency and KPIs
Identifying and Measuring Key Metrics
Operational Challenges and Solutions
7. Customer Experience and Service Excellence
Principles of Customer Service

Customer Experience Design

8. Ethical and Legal Considerations
Ethical Dilemmas in the Industry
Legal Framework and Compliance
9. Sustainability in Hospitality and Tourism
Environmental, Social, and Economic Sustainability
Case Studies and Best Practices
10. Financial Management
Budgeting and Revenue Management
Cost Control and Profit Maximization

Learning Activities and Teaching Methods:

Lectures, PowerPoint Presentations, Group Assignments, Case Studies, Field Trips, Software tools.

Assessment Methods:

Class participation, Assignments, Mid-Term Exam, Final Exam

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Introduction to Hospitality Management	Surender Pal.	Laxmi Publications Pvt. Ltd.	2023	9789395172134
Operations Management in the Hospitality Industry	Peter Szende	Emerald Publishing	2021	978-1838675424

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Tourism and Hospitality Marketing	P.P. Ghosh	Laxmi Publications Pvt Ltd	2022	9789395172141
Strategic Management for Hospitality and Tourism	Fevzi Okumus, Levent Altinay, Prakash Chathoth, Mehmet Ali Koseoglu	Routledge	2019	0815393466
Marketing for Hospitality and Tourism	Kotler, P., Bowen, J. T., & Baloglu S.	Pearson	2021	9781292363516