

## **Course Details:**

**Course Title:** Introduction to Tourism & Hospitality Management

**Credit Hours:** 3

**Course Code:** THM-101

**Pre-requisite:** NA

**Program:** BST&HM 2K24

**Sections:** NA

## **Course Description:**

This course is designed to introduce the students to the tourism and hospitality industry with its various components challenges and opportunities. This is a multifaceted and dynamic industry and hence is a business of many businesses. Tourism is not just a social phenomenon, it is the fastest growing industry of people for the people that plays an important socio-economic role in bringing people together and bridging the gap among different people. Tourism is an economic activity of great magnitude and dimensions which is considered as one of the fastest growing service sectors that play a vital role in the development of a country. Consideration is given to the concepts and vocabulary common throughout the tourism and hospitality sectors and the particular context of Pakistan is also explored. The course focuses on the interdependent characteristics of Travel & Tour, Hotel & Lodging, Food & Beverage, Attraction & Recreation, Tourism Services and Tourist Boards.

## **Course Learning Outcomes:**

Upon successful completion of the course, students should be able to:

1. **Demonstrate** an understanding of the various characteristics and sub-sectors of the tourism and hospitality industry.
2. **Summarize** basic operational and managerial areas of hospitality and tourism companies.
3. **Analyze** various challenges and opportunities in the tourism and hospitality sector including those within the context of Pakistan.
4. **Apply** relevant principles and concepts to managerial areas of the tourism and hospitality industry.
5. **Practice** presentation skills on topics related to the tourism and hospitality field.
6. **Identify** ethical challenges confronting employers and employees in the industry.

## **Program Goals & Learning Objectives:**

### **Goal 1: Students will acquire knowledge to apply in real world contexts**

LO 1.1: Students will be able to understand key concepts in the field of Tourism & Hospitality

LO 1.2: Students will be able to apply acquired knowledge to various contexts in the Tourism & Hospitality industry

### **Goal 2: Students will work in team settings**

LO 2.1: Students will be able to work towards achieving team goals

LO 2.2: Students will be able to demonstrate effective team behaviour

### **Goal 3: Students will learn to communicate effectively**

LO 3.1: Students will be able to communicate effectively in oral presentations

LO 3.2: Student will be able to create professional reports

**Goal 4: Students will deal with the ethical dilemmas that arise in a business environment**

LO 4.1: Students will be able to identify ethical concerns emanating from a business situation

LO 4.2.: Students will be able to apply ethical guidelines to address business problems by examining set of alternatives

**Mapping - CLOs with LOs**

Learning Objective	LO 1.1	LO 1.2	LO 2.1	LO 2.2	LO 3.1	LO 3.2	LO 4.1	LO 4.2	Not mapped	Evaluation Item
CLO 1	✓									Mid Semester
CLO 2	✓									End Semester
CLO 3		●								Project
CLO 4		●								Quiz
CLO 5					●					Project
CLO 6							✓			Quiz

**Note:** ✓ indicates mapped and assessed CLO, ● indicates mapped but not assessed CLO and X indicates unmapped

**Required Course Material:**

**Textbook:**

- Walker, John R. (2021) Introduction to Hospitality. Global Edition. Pearson Education Ltd. UK
- Essentials of Tourism by Chris Cooper, 2nd Edition.

**Reference Books**

- Principles, Practices and Philosophies - 12th Edition, New York: John Wiley & Sons, Inc. (2011) Charles R. Goeldner and J.R. Brent Ritchie Tourism
- Tourism and Hospitality in the 21st Century by A. Lockwood and S. Medlik Elsevier Butterworth-Heinemann Linacre House, Jordan Hill, Oxford

**Additional Recommended readings**

- Dictionary of Travel, Tourism and Hospitality by S. Medlik (2003) Elsevier Butterworth-Heinemann Linacre House, Jordan Hill, Oxford
- Housekeeping Training Manual– Sudhir Andrews (Tata McGraw Hill).

- Front Office Training Manual– Sudhir Andrews (Tata McGraw Hill).
- Food & Beverage Training Manual– Sudhir Andrews (Tata McGraw Hill).
- Managing Front Office Operations – Kasavana & Brooks

### **Course Evaluation:**

Grading will be done as per NBS criteria. The breakup is as follows:

End Semester Exam	35%
Mid Semester Exam	25%
Quizzes (x3)	15%
Final Project	15%
Participation & Case Studies	10%

### **Weekly Schedule**

Week	Lecture No. and Topic	Reading	Session Outcomes
	Orientation		
1	<b>LECTURE 1:</b> Getting to Know Each Other, Introduction to the Course, Overview of Syllabus / Assessment	- 'Industries at a Glance. Leisure and Hospitality'. 2018. <a href="http://bls.gov">http://bls.gov</a> . Go to 'Tools' and click on 'Industries at a Glance'.	<b>CLO 1</b>
	<b>LECTURE 2:</b> Hospitality Industry within the Larger Context of Tourism Ecosystem	The Ministry of Tourism and Sports <a href="https://www.mots.go.th/mots_en/Index.php">https://www.mots.go.th/mots_en/Index.php</a>	<b>CLO 1</b>
2	<b>LECTURE 3:</b> Essentials of Tourism and Hospitality Management	<a href="http://www.str.com">www.str.com</a> Arif, A. M., & Shikirullah, A. S. (2019). Tourism problems in Pakistan: An analysis of earlier investigations. <i>WALIA journal</i> , 35(1), 122-126.	<b>CLO 1, 2</b>
	<b>LECTURE 4:</b> The Role of Service in Hospitality Industries and How to Perfect It, Career Progression in the Hospitality Industry	Food services and customer loyalty in the hospitality industry, <i>Tourism &amp; Management Studies</i> 14(2):26-35 <a href="https://www.10.18089/tms.2018.14203">https://www.10.18089/tms.2018.14203</a>	<b>CLO 1, 2</b>
3	<b>LECTURE 5:</b> The Hotel Business, Rating and Classification Systems of Hotels	<a href="http://www.aaa.com">www.aaa.com</a> (American Automobile Association website for Hotel Classification) <a href="http://www.ahla.com">www.ahla.com</a> (American Hotel and Lodging Association website)	<b>CLO 1, 2</b>

	<b>LECTURE 6:</b> Different Methods of Hotel Development and Ownership	Deroos, J.A. (2010). Hotel Management Contracts – Past and Present. Cornell Hospitality Quarterly, 51(1): 68-80.	<b>CLO- 1, 2</b>
<b>4</b>	<b>LECTURE 7:</b> Anticipatory Guest Services in Hospitality	Content will be provided	<b>CLO 3, 5</b>
	<b>LECTURE 8:</b>	N / A	<b>CLO 3, 5</b>
<b>5</b>	<b>LECTURE 9:</b> Rooms Division, Duties of the GM and Executive Committee, Main Functions of the Rooms Division	Richard A. Wentzel ' <i>Leaders of the Hospitality Industry or Hospitality Management</i> '. An Introduction to the Industry. 6 <sup>th</sup> ed. (Dubuque, IA: Kendall/Hunt, 1991), 29.	<b>CLO 1, 2</b>
	<b>LECTURE10:</b> Tourism & Tourist Types	Content will be provided	<b>CLO 1, 2</b>
<b>6</b>	<b>LECTURE 11:</b> Hotel Food & Beverage Management, Responsibilities of a F&B Director, Management of the Kitchen and The Responsibilities of Kitchen Leaders, Management of Food Outlets and the Responsibilities of Their Leaders	Luo, T. & Stark, P.B. (2015). 'Nine out of 10 restaurants fail? Check please'. Significance, 25-29.	<b>CLO 1, 2</b>
	<b>LECTURE12:</b> Field trip to a hotel (TBC)	N / A	<b>CLO 3, 4</b>
<b>7</b>	<b>LECTURE 13:</b> International Hospitality Marketing and Market Entry Concepts, Cultural Sensitivity	Quer, D.; Claver, E.; Andreu, R. (2007). "Foreign Market Entry Mode in the Hotel Industry". International Business Review. Volume 16. No.3, pp. 362-376.	<b>CLO 1, 4</b>
	<b>LECTURE 14:</b> Types of Foreign Market Entry Strategies, Non-investment Management Arrangements	Kruesi, M. A.; Hemmington, N.R.; Kim, P.B. (2018). "What Matters for Hotel Executives? An Examination of Major Theories in Non-Equity Entry Mode Research". International Journal of Hospitality Management. Vol.70, pp. 25-36.	<b>CLO 1, 4</b>
<b>8</b>	<b>LECTURE 15:</b> The Managerial Areas of the Hospitality Industry: Planning & Organizing	-Ineson, E., Smith, M. and Nita, V. (2012) International Case Studies for Hospitality and Tourism Management Students and Trainees. Volume 3 -Stephen P. Robbins and Mary Coulter, Management, 14 <sup>th</sup> ed. (Upper Saddle River, NJ: Prentice Hall, 2017)	<b>CLO 1, 2</b>
	<b>LECTURE 16:</b> The Managerial Areas of the Hospitality Industry: Communication, Decision-making & Control	Anne E. Beall, ' <i>Body language speaks</i> ' Communication World, March/April 2004, 18.	<b>CLO 1, 2</b>

9	<b><u>MID SEMESTER EXAM WEEK</u></b>		
10	<b>LECTURE 17:</b> The Restaurant Business, The Menu, Beverages, Classification of Restaurants, Current Issues	Content will be provided	CLO 1, 2
	<b>LECTURE 18:</b> Restaurant Management, Front-of-the-House, Back-of-the-House, Restaurant Management Financials	Walker, <i>Restaurant from Concept to Operation</i> , John Wiley & Sons, 2013, p.275.  <a href="https://www.restaurantmagicbusiness.com">https://www.restaurantmagicbusiness.com</a>	CLO 1, 2
11	<b>LECTURE 19:</b> Tourism, The Impact of Transportation on Tourism, Tourism in the 21 <sup>st</sup> Century	<a href="https://www.unwto.org">https://www.unwto.org</a> (UN World Travel Organization)	CLO 1, 3
	<b>LECTURE 20:</b> The Economic Impact of Tourism, Promoters of Tourism, Current Issues	<a href="https://wttc.org">https://wttc.org</a> (World Travel & Tourism Council)	CLO 1, 4
12	<b>LECTURE 21:</b> Sustainability in Tourism and Hospitality	<a href="https://ecotourism.org">https://ecotourism.org</a>	CLO 1, 3
	<b>LECTURE 22:</b> Field Trip to a Convention Center, Wedding Hall, Food Fest Organization (TBC)		
13	<b>LECTURE 23:</b> Gaming Entertainment & Recreation, Attractions and Clubs: Theme Parks, Leisure & Wellness	<a href="https://thewaltdisneycompany.com">https://thewaltdisneycompany.com</a> (The Walt Disney Amusement Park website) <a href="https://www.iaapa.org">https://www.iaapa.org</a> (International Association of Amusement Parks and Attractions website) <a href="https://www.caesars.com">https://www.caesars.com</a> <a href="https://www.americangaming.org">https://www.americangaming.org</a>	CLO 1, 2
	<b>LECTURE 24:</b> Guest Speaker	N / A	CLO 3, 4
14	<b>LECTURE 25:</b> Meetings, Conventions and Expositions: Size and Scope, Key Players, Types of Meetings and Conventions	Professional Convention Management Association, <i>Professional Meeting Management</i> , 4 <sup>th</sup> ed. (Dubuque, IA: Kendall/Hunt, 2004), 557-561.	CLO 2, 3
	<b>LECTURE 26:</b> Meeting Planning, Venues, Career Info, Current Issues	George G. Fenich, <i>Meetings, Expositions, and Conventions: An Introduction to the Industry</i> , 4 <sup>th</sup> ed. (Hoboken, NJ: Pearson 2016), 249.	CLO 2, 4
15	<b>LECTURE 27:</b> Special Events, Classifications of Special Events, Traits and Skills of a Successful Event Manager, Special Event Organizations	<a href="https://www.ifea.com">https://www.ifea.com</a> (International Festivals and Events Association website)  <a href="https://www.mpi.org">https://www.mpi.org</a> (Meeting Professionals International website)  <a href="https://ileahub.com">https://ileahub.com</a> (International Live Events Association website)	CLO 2,4
	<b>LECTURE 30: Overview of Topics Covered, Q&amp;A, Preparation for the</b>	N / A	CLO 3, CLO 1, 4

	<b>Final Exam</b>		
<b>16</b>	<b>PRESENTATION</b>	N / A	<b>CLO 3, 5</b>
	<b>PRESENTATION</b>	N / A	<b>CLO 3, 5</b>
<b>17</b>		<b>BUFFER WEEK</b>	
<b>18</b>	<b><u>END SEMESTER EXAM WEEK</u></b>		

## **Details of Assessments:**

### **Class Participation:**

You are encouraged to share their point of view with the class regarding the relevant subject matter and students are encouraged to take part in constructive, relevant and professional debates in class. This is important aspect of the course, therefore 10% of the marks in the overall assessment is exclusively given to class participation. The 10% marks will be awarded based on the participation in lectures and case studies.

### **Quizzes:**

There will be 03 quizzes for this course. Please ensure your attendance as ***there will be no make-up quizzes under any circumstances.*** The dates of quizzes will be announced in advance.

### **Final Project:**

#### **Sustainable Tourism Initiative Project**

**Objective:** Students will design a sustainable tourism project that addresses the environmental, social, and economic impacts of a chosen destination.

**Project Tasks:** Field Research: Students are required to conduct on-site field research at their selected destination. This includes collecting data through interviews, surveys, direct observations, and documenting findings with photos, videos, or other evidence.

**Sustainability Analysis:** Analyze the current sustainability practices of the destination. Identify areas for improvement, focusing on key aspects like eco-friendly accommodations, waste management, and community engagement.

**Local Engagement:** Engage with local stakeholders such as tourism operators, community leaders, or environmental organizations to gain insights and gather support for proposed changes.

**Proposal Development:** Based on your research and stakeholder input, develop a detailed proposal for a sustainable tourism initiative. This should include an implementation plan with timelines, budgets, specific local regulations, and potential challenges. Outline strategies for measuring the success of the initiative over time.

**Reflective Journal:** Maintain a reflective journal throughout the project, documenting your thoughts, challenges, learning process, and interactions with stakeholders. The journal will be submitted alongside the final proposal.

**Team Collaboration:** If working in teams, ensure clear role distribution among members. Regular progress reports and peer assessments will be required to ensure individual accountability.

**Presentation and Defense:** Present your proposal to the class and external panel, followed by a Q&A session where you will defend your findings and recommendations.

**Expected Outcome:** A comprehensive and practical proposal for a sustainable tourism initiative, grounded in field research, stakeholder engagement, and detailed implementation strategies. The proposal should also address potential challenges and include a plan for measuring the initiative's impact over time.

### Final Project Grading Rubric – Introduction to Tourism and Hospitality Management (THM-101)

The grading criteria for the assessment of a single presentation are the following:

<b>GROUP ASSIGNMENT NO:</b>		
<b>TOPIC:</b>		
<b>NAMES OF GROUP MEMBERS:</b> 1. 2. 3. 4.		
<b>Content of Presentation</b>	<b>Maximum Point</b>	<b>Points Obtained</b>
Background info / Introduction/ Context/Identification of main issues	<b>3</b>	
Breadth and depth of the issue(s) / topic researched, use of examples, and evidence for opinions presented	<b>3</b>	
Conclusion / Comments on effective solutions / strategies / Suggestions incl. creative and innovative ideas	<b>3</b>	
Links to and use of appropriate concepts and tools learnt in class, relevance to Sustainable Development Goals (SDGs)	<b>4</b>	
<b>Delivery of Presentation</b>		
Clarity: planned and logical structure, flow and progression of ideas	<b>2</b>	
Professional presentation style: tables/figures/appendices as relevant to a professional presentation	<b>2</b>	
Involvement of the class: questions, generating discussion, activities, response to class queries	<b>3</b>	
<b>TOTAL ASSIGNMENT GRADE</b>	<b>20</b>	

**AoL Assessment:**

- LO 1.1: Students will be able to understand key concepts in the field of Tourism & Hospitality. This LO is Introduced this term and will accessed by a question in midterm

**\*Mid-Semester & End Semester Exams:**

The course will have two exams (Mid Semester and End Semester Exam) to measure student's understanding of the subject, in Week 9 & Week 18, respectively. In both exams, you are required to present your arguments in a systematic and well-balanced approach. Use of headings will be highly appreciated. You are encouraged to read and refer to a variety of materials to present a thorough understanding of the module as well as your insights gained throughout the course. You are also expected to be precise and to the point, respecting the word count limit given.