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| **BBA541.** EMERGING TRENDS IN HOSPITALITY INDUSTRY | |
| **Teaching Scheme** | **Examination Scheme** |
| Lectures: 3 hrs/Week | Class Test -12Marks |
| Tutorials: 1 hr/Week | Teachers Assessment - 6Marks  Attendance – 12 Marks |
| Credits: 4 | End Semester Exam – 70 marks |

# Course Objectives:

# The course aims at imparting basic knowledge on the right experience of hospitality industry, so as to provide students an understanding on the recent trends, challenges and opportunities to grow in the hospitality business.

# Course Outcomes:

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| CO1 | Understanding the selling trends in hospitality business. |
| CO 2 | Understanding to cope up with the new age media. |
| CO 3 | Visualising the future of hospitality industry in India. |
| CO4 | Understanding the concepts of service and staff management. |
| CO5 | Developing uniqueness in experience to the customers. |
| CO6 | Finding new avenues in hospitality industry |

**Course Content -**

**Unit-1**

INTRODUCTION. An overview of hospitality industry , dimensions and scope in terms of food service , lodging, travel and tourism.

**Unit-2**

RECENT TRENDS – Unique Selling Elements, New Media, Company Culture, Green Initiatives.

**Unit-3**

HOSPITALITY AS A BEHAVIOUR AND EXPERIENCE. Relationship between Hosts and Guests in terms of service to experience. The needs, factors of demand , security concerns , sense of generosity.

**Unit-4**

MANAGEMENT RELATED CONCEPTS IN HOSPITALITY INDUSTRY – Monitoring accounts and managing budget, managing staff, dealing with customer complaints and queries, training new staff, marketing , sales and media roles.

**Unit-5**

LATEST TECHNOLOGY TRENDS IN THE HOSPITALITY INDUSTRY – Wi-fi infrastructure overhauls, digital conference facilities, mobile communication and automation, NFC technology, robots and infrared sensors, smart room keys, entertainment on tap, cloud services, social media feedback ,converged LANs to support multiple services.

**Unit-6**

HOSPITALITY INDUSTRY IN INDIA- Historical overview, comparison between India and the west, contribution in GDP, Challenges faced by hospitality industry in India.

**Text and Reference Books-**

1. Van, D. W. L., & White, L. (2019). Hospitality management.
2. Walker, J. R. (2017). Introduction to hospitality management. : Fifth edition. Boston : Pearson, [2017]
3. M. J. Leto & Bode – The Larder Chef – Heinemann Publishing House – 1989 Parvinder S. Bali - Food Production Operations Thangam E. Philip - Modern Cookery for Teaching and Trade - 4th Vol. – 1996
4. Chen, Joseph S. 2009. Advances in hospitality and leisure. Volume 5 Volume 5. Bingley: JAI Press. http://public.ebookcentral.proquest.com/choice/publicfullrecord.aspx?p=453249.
5. New perspectives in hospitality management. 2015. https://search.ebscohost.com/login.aspx?direct=true&scope=site&db=nlebk&db=nlabk&AN=1423684.
6. Szende, Peter. 2009. Hospitality Management. Delmar Pub