

School of Hospitality

Course Code :BSCH3003

Course Name: Front Office Management

Hospitality Marketing



GALGOTIAS
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Name of the Faculty: Jyoti

Program Name: BSChm/BHM

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Marketing Hospitality Services

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What is the meaning of HOSPITALITY?

Hospitality is the act of kindness in welcoming and looking after the basic needs of guests or strangers, mainly in relation to food, drink and accommodation.

A contemporary explanation of Hospitality refers to the relationship process between a guest and a host.

Hospitality marketing is unique because it deals with the tangible product, like a bed in the hotel or food in the restaurant, but it also deals with the intangible aspects of the hospitality and tourism industry.

It is about the experience in a trip and social status it brings eating in a fine-dining restaurant.

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Hospitality Industry

Tourism Industry



References

- **Hotel Front Office – R. Jatashankar Tewari – Oxford Publication—
Core Textbook, Students & Faculty to follow this book.**
- Hotel Front Office – A Training Manual By Sudhir Andrews – Tata McGraw Hill
- Managing front office Operations by Michale L Kasavana (AHLEI - Books)
- Front Office Operations and Management by Ismail Ahmed (Cengage Earning)
- Text book of front office operations and Management by Sudhir Andrews (Tata McGraw Hill)



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