

SEMESTER III

Course Title: Hospitality and Tourism Management

Course Objectives: At the end of the semester students will be able to-

The course is developed to provide an insight into socio-cultural heritage of India, which can be transformed into a cultural tourism product. The courses also aim at presenting an analytical review of planning and development procedures of infrastructure in India at various levels and also explain the composition of tourism industry. The course is intended to develop the knowledge of tourist resources available in India and then the methodology to market the product developed. Transport is in fact a vital component of travel and tourism industry. Thereby it becomes imperative to learn about different modes of transportation and related policies Government of India

	Weightage (%)
Module I Introduction	15
Definitions and Concepts, tourist destination, Hospitality Services and industry, definition and historical development of Hospitality Industry, Past to Independence, recent and current 1947-2007, Future from 2007 onwards Hospitality and Tourism Management General Tourism Trends. Types of Tourists, Visitor, Traveller, and Excursionist–Definition and differentiation. Tourism, recreation and leisure, their inter–relationships.	
Module II Tourism Attraction & Hospitality Products	10
Nature, Characteristics and Components of Tourism & Hospitality Industry. Why it is different from other types of consumer product? Elements and characteristics of tourism products. Tourism product production system, Tourism Product Life Cycle, typology of tourism products. (A special emphasize on Hospitality Marketing)	
Module III Popular Tourist & Hospitality Resources	15
Natural Resources: Wildlife Sanctuaries, National Parks and Natural Reserves in India (Jim Corbett Tiger Reserve, Bharatpur Bird Sanctuary, Valley of Flowers, Kanha, Kaziranga, Sasan Gir,	

<p>Dachigam, Ranthambhore and Keoladeo Ghana)—Hospitality Resources at these destinations. Hill Stations: Beaches and Islands: Popular Tourist Resources (—<i>Hospitality Resources at these destinations</i>)- Delhi, Agra, Jaipur, Khajuraho, Varanasi, Mumbai, Kolkata, Chennai, Bangalore, Hyderabad, Mahabalipuram, Madurai, and Tanjore, Hampi, Ellora, Elephanta, Konark Fatehpur Sikri, Monuments- Qutub Minar, Atala Mosque (Jaunpur), Kirtistambha (Chittor), Sher Shah Suri’s Tomb, Sikandara, Red Fort (Delhi), Taj Mahal, Golden Temple (Amritsar), Hawa Mahal (Jaipur), Bara Imambara (Lucknow). Pilgrimage Destinations: Hindu, Buddhists, Sikhism, Jainism, Christianity, Fairs and Festivals.</p>	
<p>Module IV : Tourism and Hospitality Marketing</p>	25
<p>Core concepts in marketing; Needs, Wants, Demands, Products markets of Hospitality Industry. Marketing management philosophies</p>	
<p>Module V : Tourist Transportation: Air transportation</p>	25
<p>The airline industry present policies, practices. Functioning of Indian carriers. Air Corporation Act, Air charters. Surface Transport: Rent-a-car Scheme and Coach-Bus Tour, Fare Calculation. Transport & Insurance documents, All-India Permits Rail Transport: Major Railway Systems of World, (Euro Rail and Amtrak) General information about Indian Railways, Types of rail tours in India:, Place-on-Wheels and Royal Orient, Deccan Odessy, Toy Trains. Indrail Pass. Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise.</p>	
<p>Module VI: Types and Forms of Tourism</p>	10
<p>Inter–regional and intra–regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism and Hospitality Clientele: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or ‘roots’ etc.</p>	

Text & References:

Text:

1. **Ancient Indian History by Thapar Romila, Longman India.**
2. **Greening Your Hospitality Business As business becomes more environmentally conscious, new practices are emerging that help the food and hospitality sector operate sustainability.** by Jill Doucette; Deirdre Campbell; J. C. Scott
3. **Hospitality Experience Hospitality Experience offers students an exciting introduction to key aspects of hospitality management.** by Frans Melissen; Jean-Pierre van der Rest; Stan Josephi; Rob Blomme
4. **An International Handbook of Tourism Education by David Airey (Editor); John Tribe (Editor)**

References:

1. **Tourism & Cultural Heritage of India by Acharya, Ram, RBSA Publication**
 2. **Successful Tourism Planning and Management by Seth, P N, Cross Section Publication, New Delhi.**
 3. **Blackwell, R., D., Miniard, P. W., Engel, J. F., 2005, Consumer Behavior (10th ed.), South-Western College Pub.**
 4. **Blythe, J., 2013, Consumer Behaviour (2nd ed.), SAGE Publications Ltd.**
 5. **Bowen, D., Clarke, J., 2009, Contemporary Tourist Behaviour: Yourself and Others as Tourists (CABI Tourism Texts), CABI.**
 6. **Kotler, P., Kevin Lane Keller, K. L., 2011, Marketing Management (14th ed.), Prentice Hall.**
 7. <https://sustainability-leaders.com/top-10-recommended-sustainability-books-for-tourism-professionals-to-read-in-2017/>
 8. https://www.oreilly.com/library/view/tourism-management-5th/9781118644812/Wiley08898_Content.html
 9. https://www.tutorialspoint.com/tourism_management/tourism_management_tutorial.pdf
 10. <https://vtechworks.lib.vt.edu/bitstream/handle/10919/70961/Chapter%2015%20Hospitality%20and%20Tourism.pdf?sequence=20&isAllowed=y>
 11. <https://businessblog.trivago.com/must-read-hospitality-books/>
 12. <https://library.athenstech.edu/c.php?g=523400&p=3578552>
- <https://learn.library.ryerson.ca/hospitality/books>

Course Title- Accommodation Management

Course Objective

At the end of the semester students will have a thorough knowledge of the functioning of the accommodation operation department of the hotel

Pre-requisites:

The student should have prerequisite knowledge of

- a) Advanced knowledge of housekeeping operations
- b) Organizational structure and responsibilities of the staff.
- c) Role and responsibilities of different sub-departments like laundry, horticulture.

Course Contents/Syllabus: Theory

	Weightage (%)
Module I The Role of Housekeeping in Hospitality Operation	10%
<ul style="list-style-type: none">• Role of Housekeeping in Guest Satisfaction and Repeat Business• Organization Chart Of The Housekeeping Department• A. Hierarchy in small, medium, large and chain hotels• B. Identifying Housekeeping Responsibilities• C. Personality Traits of housekeeping Management Personnel.• D. Duties and Responsibilities of Housekeeping staff• Layout of the Housekeeping Department• Interdepartmental relationship• Lost and found procedure	
Module II Cleaning Organization	10%
<ul style="list-style-type: none">A. Principles of cleaning, hygiene and safety factors in cleaningB. Methods of organizing cleaningC. Frequency of cleaning daily, periodic, specialD. Use and care of Equipment	
Module III Cleaning Agents	10%
<ul style="list-style-type: none">• Classification and uses of cleaning agents• Use of Eco-friendly products in Housekeeping• Composition, Care And Cleaning Of Different Surfaces - Metals,	

Glass, Leather, Leatherites, Rexines, Glass, Plastic, Ceramics, Wood, Wall finishes, Floor finishes	
Module IV Room Layout and Guest Supplies	10%
<ul style="list-style-type: none"> A. Types Of Beds And Mattresses B. Standard rooms, VIP ROOMS, Guest’s special requests C. KEYS - Types of keys, computerized key cards, Key control D. Bed making and guest room cleaning E. Eco Friendly Practices (Bed sheets/Towel replacement on Request) 	
Module V Routine Systems and Records Of House Keeping Department	15%
<ul style="list-style-type: none"> A. Reporting Staff placement B. Room Occupancy Report C. Guest Room Inspection (Safety/security aspects) D. Entering Checklists, Floor Register, Work Orders, Log Sheet. E. Lost and Found Register and Enquiry File F. Maid’s Report and Housekeeper’s Report G. Handover Records H. Guest’s Special Requests Register I. Record of Special Cleaning J. Call Register K. VIP Lists L. Butler Services 	
Module VI Laundry	10%
<ul style="list-style-type: none"> A. Linen Room B. Uniform Room C. Sewing Room D. Onsite And Offsite Laundry E. Flow Process And Wash Cycle F. Layouts Of All Areas G. Laundry Agents H. Dry Cleaning And Guest Laundry I. Stain Removal 	
Module VII Budgeting and Control	15%
<ul style="list-style-type: none"> A. Budget Process B. Energy Conservation In House keeping C. Water Conservation D. Safety Awareness And Accident Prevention E. Planning Duty Roaster F. Stores And Stock Control G. Purchasing System 	
Module VIII Interior Designing	10

A. Elements of Interior Designing B. Principles -of Design C. Case study	
Module IX Workshop on stain removal, cleaning agents and flower arrangement	10

Course Level Outcome (CLO)- Students would be able to understand, apply and analyze the conceptual and practical knowledge of Hotel housekeeping that equips them to operate professionally in the hospitality and service industry in an effective way. On completion of the course the student will be able to:

- Identify the Duties and Responsibilities of Housekeeping staff
- Calculate the budget and staff requirement of the department
- Identify the different elements of interior designing in a guest room.
- Understand how to Deal with emergency situation
- Plan Special Decorations for events with the help of color scheme to be used and designing to be done.
- Plan layout of a guest room

Text:

- Professional Management of HK by Robert J Martin
- Hotel Hostel & Hospital Housekeeping by Joan C Branson

References:

- Professional Housekeeping by Madlin Tucker
- Housekeeping Management by Keppa Margret M

Additional Reading

Magazines :

- Green Hotelier
- Hospitality Technology Magazine
- Five Star Magazine
- **Hospitality Style**
- Hotelier & Hospitality Design Magazine
- **Hotel Business Review by Hammer Publishers Pvt. Ltd.**
- **Clean India Journal by Mohana M**

Websites:

- <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=1827>
- [hospitalitynet,](http://hospitalitynet.com)
- [ehotelier](http://ehotelier.com)
- HospitalityBizIndia.com: India hospitality news, hospitality business analysis
- <http://hospitalitytalk.in/>

Blogs:

- hospitalitymagazine.com.au
- ehospitalitytimes.com
- luxuryhospitalitymagazine.com
- hospitalitybusiness.co.nz
- blogs.oracle.com/hospitality
- hotelierindia.com
- revenue-hub.com
- hospitalityparadigm.com/blog

Course Title: Catering Management

Course Objectives:

Followings are the objectives of this course-

1. **The introduction of catering and facilities provided in the catering of a star category hotel.**
2. **Knowledge about the operating procedures followed in the catering and banquet department.**
3. **Demonstrate knowledge of the key functional areas of catering management.**
4. **Explain the importance of catering in the hospitality sector.**
5. **Describe the different banquet arrangements in the star category hotels.**

Pre-requisites:

1. Basic knowledge of food service operations

Course Learning Outcomes:

Upon completion of the program, the course will give an insight to:

- i. Demonstrate the knowledge of catering operations in a star category hotel. – Hygiene Standards
- ii. Experiment with the different types of catering done in a hotel and the facilities they provide.
- iii. Identify the different banquet arrangements done in a hotel.
- iv. In depth knowledge of flight and In-flight/ Cruise Liners catering services
- v. **Comprehend the Menu planning and role of dietician**
- vi. Illustrate the Standard operating procedures followed for providing catering services in hotels

Course Contents/Syllabus:

	Weightage (%)
MODULE I: Introduction to Catering services	10%
Descriptors/Topics <ul style="list-style-type: none"> • Introduction to Catering • catering Terminology • Space utilisation and management • Important Catering operations 	
MODULE II: Catering Operations I	20%
Descriptors/Topics <ul style="list-style-type: none"> • Introduction to Catering operations • Important Catering procedures. • Supervision in catering 	
Module III : Catering Operations-II	10%
Descriptors/Topics <ul style="list-style-type: none"> • Types of Catering Operations • Indoor and outdoor catering • Contract catering • Standard operating procedures followed for providing catering services in hotels 	
MODULE IV: Industrial, Institutional and Hospital catering services	20%
Descriptors/Topics <ul style="list-style-type: none"> • Introduction to Industrial, Institutional and Hospital catering services • Scope of catering services in these areas • Planning, organizing and control • Menu planning and role of dietician • Food Handling- Bonded area management • 	
MODULE V: Cruise liner and In-flight catering	20%
Descriptors/Topics <ul style="list-style-type: none"> • Introduction to flight and In-flight/ Cruise Liners catering services • Deck management and menu planning • Ground management and tray/trolley setup • Services on craft, Food delivery system 	
Module VI : Banqueting and banquet operations	20%
Descriptors/Topics <ul style="list-style-type: none"> • Introduction to banqueting operations • Types of Banquet setups • Functional planning, organizing and control • Planning of banquet equipments and manpower 	

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Pedagogy for Course Delivery:

- a) Video Lectures
- b) PPT's
- c) Case study.
- d) Online teaching using 4 quadrant technique

List of Professional Skill Development Activities (PSDA):

- i. **Preparing a menu for a new outdoor catering unit**
- ii. **A project report on one established catering organisation**
- iii. **Carrying out a comparative study on 2 different catering establishments**

Text & References:

Text:

1. Introduction to catering operation by Margaret Kappa
2. Managing Catering Operations –by Aleta Nitschke
3. Hotel Catering services and operations – Sudhir Andrews (Tata McGraw Hill).
4. The Professional Catering manager – Schneider, VNR.

References:

1. Branson C. Joan and Lennox Margert L., Hotel, Hostel and Hospital Housekeeping, ELBS.
2. Chakrabarty B.K.: A Technical Guide to Hotel Operations, Metropolitan, New Delhi.
3. Kaul R.N.: Dynamics of Tourism, A Trilogy Vol. 2 Accommodation; Sterling Publishers Pvt. Ltd. New Delhi, 1985.
4. Andrews Sudhir: Hotel House Keeping, Tata McGraw Hill, New Delhi, 1990.
5. Jagmohan Negi: Professional Hotel Management, 1997, Sultan Chand and Sons, New Delhi.

Online resources:

1. www.fnbclasses.blogspot.com
2. <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=1827>

Course Title: Managing Front Office in Hospitality

Course Objectives: To impart the basic knowledge of

1. Reservation handling, procedure to amendment and cancel the reservation
2. Registration process, activities related to guest check-in
3. During the stay activities such as message handling, room change procedure, arrival preparations.
4. Handling different type of guests like VIPs, Walk-in, FIT, etc.

Course Contents/Syllabus:	Weightage (%)
Module I: RESERVATION OPERATIONS	15
<ol style="list-style-type: none">1. Reservations and sales2. Reservation inquiry – CRS, Intersell Agencies, GDS, Internet and Property Direct.3. Group Reservations	
Module II FRONT DESK OPERATIONS	20
<ol style="list-style-type: none">1. Information2. Role Of Information3. Handling of mails, registered posts, parcels etc.4. Handling of messages5. Handling of guest room keys6. Types of keys and key control7. Paging8. Providing information to the guest9. Aids used in Information section	
Module III Reception	20
<ol style="list-style-type: none">1. Introduction to reception2. Coordination between FO and other departments3. Room change procedure4. Preparation of expected Arrival & Departure Reports5. Preparation of Guest History Card6. Arrival procedure – Group & in General7. Departure procedure – Group & in General8. Job description and specification – Receptionist	
Module IV REGISTRATION	20

<ol style="list-style-type: none"> 1. Legal obligations 2. Pre-registration 3. Types of registration methods/records 4. Registration procedure – FIT , FFIT, Walk-in, Scanty Baggage, Regular, Corporate, VIP, 5. Crew and Group guests 6. When guests cannot be accommodated – Walk-in Guests, guests with non-guaranteed reservations and guests with guaranteed reservations. 7. Reports Records and forms used. 	
MODULE V FO CASH	25
<ol style="list-style-type: none"> 1. Role of FO Cash section at various stages of the guest cycle 2. Job description of FOC 3. Departure procedure - FIT , FFIT, Walk-in, Scanty Baggage, VIP, Crew and Group 4. Security Deposit Box handling 5. Importance of security system 6. Credit Card Handling procedure 7. Foreign Currency exchange procedure 8. Reports and forms used 9. Equipment 	

Course Learning Outcomes: After the successful completion of this course

- 1. Demonstrate reservation activities, book room for guests, amend and cancel reservation.**
- 2. Describe the registration procedure at hotel reception and complete other related activities for guest check-in.**
- 3. Comprehend various activities performed by front office department.**
- 4. Evaluate the systems and procedures for various type of guests at hotel.**
- 5. Assess various procedures related to front office cash counter**

Text books:

- Managing Front Office Operations – Michael L Kasavanna & Richard M. Brooks
- An introduction to hospitality- Dennis L. Foster
- Principles of Hotel Front Office Operations- Su Baker, Pam Bradley & Jeremy Huyton
- Hotels for Tourism Development – Dr. JagmohanNegi

Reference books:

- Hotel Reception- White & Beckley
- Hotel Front Office Training-Sudhir Andrews
- Hotel Front Office Operations – Colin Dix & Chris Baird
- Hotel Front Office – James Bardi

SEMESTER IV

Course Title: Customer Relationship Management in Hospitality

- i) **Course Objectives:** At the end of the semester the students would have full knowledge to understand a comprehensive view of CRM and show them how to successfully implant an enterprise customer focused solution;

	Weightage (%)
Module I: CRM- Introduction	10%
Descriptors/Topics	
Definition	
Goal of CRM	
CRM Success Factor	
Module II: The Customer Service / Sales Profile	20%
Descriptors/Topics	
The Three Level of Service	
The Shape of Customer Service	
Managing Customer Service / Sales Profile	
Module III: Choosing your CRM Strategy	20%
Descriptors/Topics	
CRM Strategy Starting Point	
The CRM Strategy Creation	
CRM Strategy Selection	
Module IV: Managing and Sharing Customer Data	20%
Descriptors/Topics	
Managing Customer Information	
Ethics and legalities of Data use	
Tools for capturing Customer Information	
Module V: E-Commerce Customer relationship	10%
Descriptors/Topics	
CRM on Internet	
Choosing the Right niche	
Rules for the Success on the road to E-commerce	
Module VI: Managing Relationship through Conflict	
Managing the movement of conflict, Understanding Customers, Problems Solutions, CRM Marketing Initiatives, Cross selling & Up-selling, Behaviour Predication	20%

Text & References:

CRM by Kristen Anderson & Carl Kerr, Tata McGraw Hills

The CRM Hand-book by Jill Dyché, Pearson Education Singapore

Hotel & Motel Management & Operation by William S Gray

Hotel Front Office Management by Bardi, John Willy and Sons

Hotel Management by Dr. Jagmohan Negi, Himalayan Publishing House, New Delhi

Course Title: Managing Room Revenue for Hospitality Industry

Course Objectives: To impart the basic knowledge of:

- a) **Different type**
- b) **Yield management**
- c) **Market and Market share**
- d) **Various strategies related to revenue management**

Course Contents/Syllabus:

	Weightage (%)
Module I Fixing Room Rate/Tariff	15
<ul style="list-style-type: none">• Definition of Tariff and tariff fixation• Different type of tariff use in hotels• Calculation of fix and variable cost• Tariff on basis of cost of construction	
Module II Rate Management	15
<ul style="list-style-type: none">• Dynamic rate and its importance• Price positioning strategy for fixing tariff in hotels• Penetration pricing strategy	
Module III Revenue Management	15
<ul style="list-style-type: none">• RevPar, its importance and calculation of Revpar• GopPar and its importance in hotel revenue management	

<ul style="list-style-type: none"> • Advantages of RevPar and GopPar 	
Module IV Market Share	15
<ul style="list-style-type: none"> • Fair market share for hotel • Actual market share for hotel • Market Penetration • Calculation of MPI 	
Module V Yield Management	20
<p>A. Concept and importance</p> <p>B. Applicability to rooms division</p> <ul style="list-style-type: none"> a. Capacity management b. Discount allocation c. Duration control d. Measurement yield e. Potential high and low demand tactics 	
Module VI Measuring Yield management	20
<ul style="list-style-type: none"> • Yield management statistics • Measuring yield management (Using formulas) 	

Student Learning Outcome: End of the semester, student would be able to:

1. Describe the tariff and different methods of fixing tariff
2. Identify the all types of rate
3. Describe the room inventory and calculation of room inventory
4. Summarize market and market share
5. Analyze and differentiate all revenue methods and compare different revenue methods.

Text:

- Managing Front Office Operations – Michael L Kasavanna& Richard M. Brooks
- Principles of Hotel Front Office Operations- Su Baker, Pam Bradley & Jeremy Huyton
- Hotel Front Office Operations – Colin Dix & Chris Baird
- Hotel Front Office – James Bardi

References:

- Hotel Reception- White & Beckley
- Hotel Front Office Training-Sudhir Andrews
- Hotel Front Office Operations – Colin Dix & Chris Baird
- Hotel Front Office – James Bardi

Course Name: Entrepreneurship development in Food Industry

Course Objectives:

The course is concerned and focused on various marketing plan along with the available resources. Emphasis will also be focused on the designing and the various furniture, fixture and counter required for the set up. Discussion will also be done on the layout and design aspect. Apart from the planning of the menu the technological advancements should also be discussed existing from the industry view point.

Course Contents / Syllabus:		
1	Module I The Entrepreneurial Process	% Weightage
	A Identify and Evaluate the Opportunity 1.1 Establish Vision 1.2 Persuade others 1.3 Gather Resources 1.4 Create New Venture/product or market 1.5 Change, adopt with time B Marketing Plan 1.6 Understanding marketing plan 1.7 Characteristics of marketing plan C Human Resource Plan 1.8 Manpower Planning 1.9 Recruitment Selection & Training	15%
2	Module II Principles of Restaurant Planning with Opeartions	% Weightage
	2.1 Types of Restaurants 2.2 Location or site – feasibility study for F&B Service 2.3 Sources of Finance 2.4 Design Consideration 2.5 Furniture, Fixture and Counters 2.6 Lighting and Décor 2.7 Heavy and Light Equipment required 2.8 Formats and Records maintained 2.9 Approvals and Licenses required 2.10 Space allowance for seating and space for circulation 2.11 Space need for the equipment's	20%
3	Module III Kitchen Layout & Design	% Weightage
	3.1 Areas of the kitchen with recommended dimension 3.2 Factors that affect kitchen design 3.3 Placement of equipment 3.4 Flow of work 3.5 Kitchen layouts – Types (Multi-cuisine, specialty, Coffee Shop, Bakery & Patisserie	15%

	3.6 Automation in Designing	
7	Module IV Restaurant & Kitchen Management	% Weightage
	4.1 Managing the restaurant 4.2 Kitchen Management 4.3 Restaurant & Kitchen Layout 4.4 Calculating food cost 4.5 Preparing budget & forecasting	20%
8	Module V Menu	% Weightage
	5.1 Menu & its types 5.2 Menu Planning 5.3 Factors affecting menu planning 5.4 Principals of menu planning	10%
9	Module VI Technological Advancements	% Weightage
	A Input 1.1 E-commerce platforms for ordering 1.2 Conveyer belts for receiving 1.3 E-commerce & POS integration 1.4 Implementation of UPC B Output 1.5 Wireless POS 1.6 Touch Tables & Tablets 1.7 Robots & Conveyer belts for service 1.8 Laser / 3D projection on tables 1.9 Wireless customer pads for feedback 1.10 App based services	20%