Fundamentals of Hospitality Management

Hotel & Catering Technology	Course code: HCT022I
Course: Multidisciplinary	Credit:3
Semester: 1st, 2nd & 3rd	Continuous assessment: 15
	Term end: 45

Course Objective: The course is designed to provide basic understanding, knowledge and perspective of hospitality industry. This course introduces and emphasizes the principles, concepts of hospitality management, classification of hotels, and the various administrative departments in hospitality industry.

Learning Outcomes: After the completion of this course, the students are expected to have clear perspective and understanding of hospitality sector and various type of firms operating in it.

Unit 1: Introduction

Hospitality and its origin, relationship between Hospitality & Tourism. Hotels their evolution & growth. Brief introduction to Hotel Core areas. Concept of Hotel & its objectives. Types of rooms & types of plans.
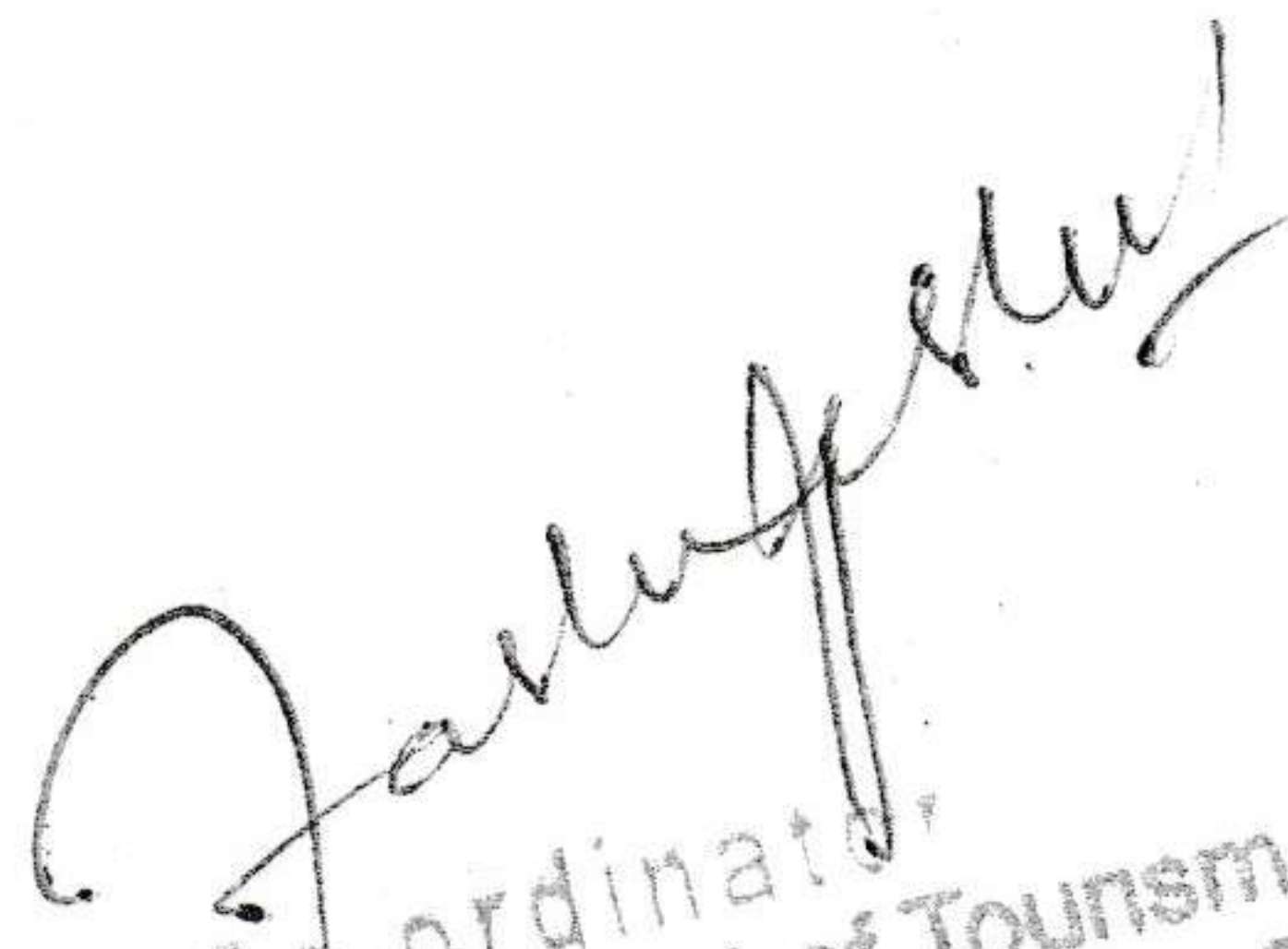
Unit 2: Classification of Hotels

Classification based on size, star category, location & clientele, ownership, independent hotels, Management contract hotels, chain hotels, franchise/affiliated, supplementary accommodation, time share & condominium (types & classification).

Unit 3: Hospitality Sector in India in India

Study on hospitality sector in India: ITDC, JKTDC, other leading hotel chains in India – luxury, business class & budget class. Challenges & prospects of hospitality sector in the new millennium.

Suggested readings

1. Walker, J., Introduction to Hospitality Management, 2016, Pearson.
2. Ninemeier,Jack D. and Perdu Joe, Discovering hospitality and tourism : The world's greatest industry, 2008, Pearson Prentice Hall,
3. Burkart and Medlik, Management of tourism, 1975, The London Heinemann.
4. Chakravarti B. K., Hotel and Hospitality management, A.P.H. Delhi, 2011.
5. Kanchan Arohi, Hospitality industry growth and development, 2013, Centrum press.

Co-ordinator
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Front Office Operations

Graduation Programme in Hotel & Catering Technology	Course code: HCT122N
Course: Minor	Credit: 6 (4+2)
Semester: 1st	Continuous assessment: 30 Term end: 60

Course Objectives: This course is designed to familiarise the students with day to day operations of the front office department of a standard hotel. It further aims to provide both theoretical knowledge and practical skill in front office operation mainly in reservations and guest registration. The course also covers the relationship of front office with the other departments of the hotel.

Learning Outcomes: This course will enable the students in understanding the fundamental operations activities of front office and its significance in acting as a nerve centre of the hotel.

(A) Theory

Unit 1: Front Office

Reservation, Registration, Information/Concierge, Cash & Bills, Travel Desk, Communication System, Guest Cycle, Guest Services, Checkout & Settlement, Night Auditing, Tariff Structure.

Unit 2: Front Office techniques

Front office layout & activities, guest activities in the hotel reservation, role of reception- registration procedure, handling guest on arrival, billing & departure activities, group handling activities.

Unit 3: Front office organization

Functional areas, front office hierarchy, duties & responsibilities of front office manager, assistant front office manager, lobby manager, night auditor. Personality traits of front office employees.

Unit 4: Relationship with other Departments

Interdepartmental relationship with housekeeping, food & beverage service, food production, security, maintenance, stores, accounts & personnel department. Use of computers in front office. (B)
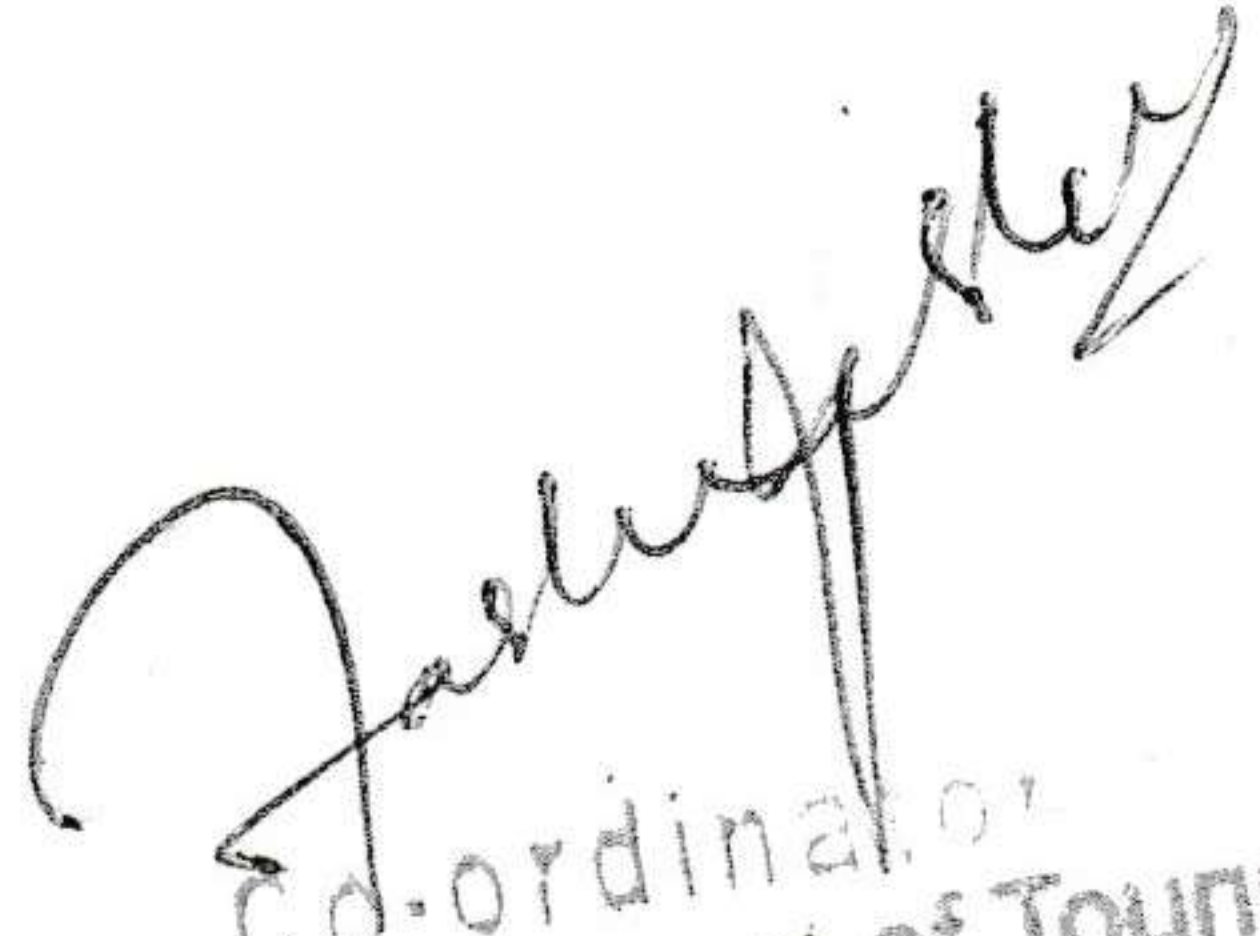
Practical

Unit 5:

One day field visit followed by reporting& presentation of front office department of reputed national hotel chains & local hotel brands.

Unit 6:

One day field visit followed by reporting& presentation of front office department of reputed international hotel chains.

Suggested readings:

1. *Jatashankar, Tiwari, R, Hotel front office operations and management, 2009 Oxford university press*
2. *James A. Bardi, Hotel Front Office Management, 2010 wiley publications.*
3. *Vallen&Vallen, Check-in Check-Out: Managing Hotel Operations, 9th Edition, Pearson.*
4. *Robert Woods, Professional Front Office Management, Pearson New International Edition*

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Course Title: Housekeeping Operations (Minor)

Graduation Programme in Hotel & Catering Technology	Course code: HCT222N
Course: Minor	Credit:6 (4+2)
Semester: 2nd	Continuous assessment: 30 Term end: 60

Course Outcomes: This course aims to prepare students to meet the challenges associated with the housekeeping department of a standard hotel.It will further enhance them to understand typical operations of cleaning, inventories, inventory management system and explain management functions of a house keeping department.

Learning Objectives: After the completion of this course, the students are expected to have a clear understanding and knowledge of housekeeping operations of a hotel.

(A) Theory

Unit 1: Housekeeping department organization, importance of housekeeping department, role of housekeeping in guest satisfaction & repeat business, layout of the housekeeping department.

Unit 2: Organization chart of housekeeping department- hierarchy in small, medium, large & chain hotels. Identifying housekeeping responsibilities, personality traits of housekeeping personnel, duties & responsibilities of housekeeping staff.

Unit 3: Functional areas of the housekeeping department- uniform/ linen room, flower room, laundry, tailor room, housekeeping store. Job description of functional areas of housekeeping.

Unit 4: Interdepartmental relationship with front office, food & beverage service, food production, security, maintenance, stores, accounts & personnel department. Use of computers in housekeeping.
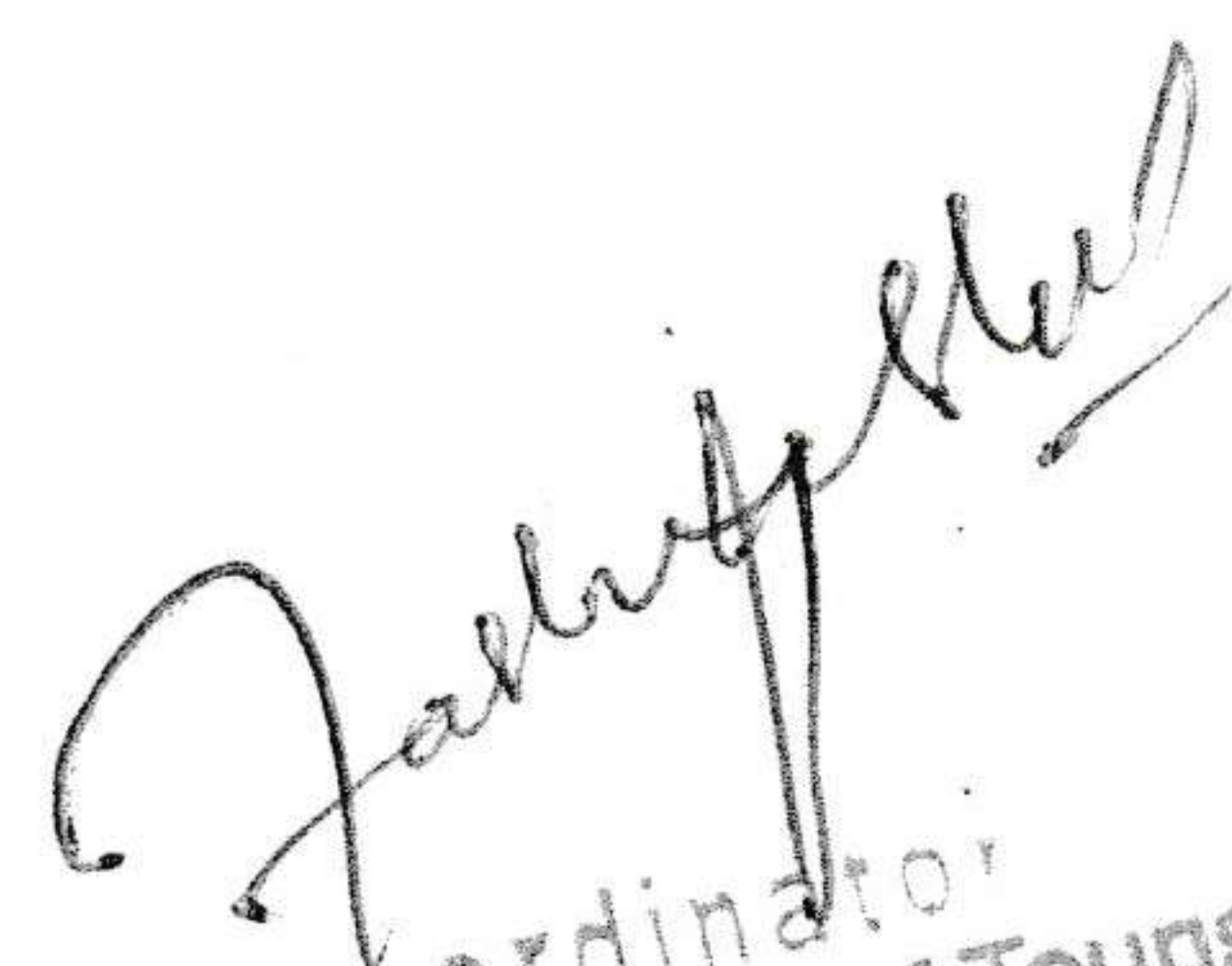
(B) Practical

Unit 5:

One day field trip followed by reporting & presentation of housekeeping department of reputed national hotel chains & local hotel brands.

Unit 6:

One day field visit followed by reporting& presentation of housekeeping department of reputed international hotel chains.

Suggested readings

1. *Aleta A. Nitschke William D. FryeManaging Housekeeping Operations with Answer Sheet (AHLEI), 3rd Edition American Hotel & Lodging Association, Central Michigan University*
2. *Clayton W. Barrows, Tom Powers, Dennis R. Reynolds,Introduction to Management in the Hospitality Industry, 10th Editionwiley publications.*
3. *Barbara Kanegsberg, Handbook for Critical Cleaning: Cleaning Agents and Systems, Second Edition, CRC press.*
4. *Vallen, Jerome J. Vallen, Check in check out managing hotel operations, Gary K. 2009, Pearson*

Graduation Programme in Hotel & Catering Technology	Course code: HCT322J/N
Course: Major/Minor	Credit: 6 (4+2)
Semester: 3rd	Continuous assessment: 30 Term end: 60

Course Objective: This course provides a comprehensive understanding of the principles and practices involved in managing food and beverage operations in the hospitality industry. The course will cover both theoretical concepts and practical applications to develop students' skills in delivering exceptional dining experiences.

Learning Outcomes:
By the end of this course, students will be able to understand the fundamental concepts and principles of food and beverage operations in the hospitality industry.

(A) Theory

Unit 1: Overview of the Food and Beverage Industry

Definition and scope of food and beverage operations, Types of food service establishments (restaurants, cafes, bars, hotels, etc.), Current trends and challenges in the industry, Role of food and beverage operations in the overall guest experience.

Unit 2: Food and Beverage Services

Service styles and techniques (e.g., à la carte, buffet, banqueting), Customer service skills and techniques, Effective communication with customers and colleagues, Handling customer complaints and difficult situations, Table setting and arrangement, Order taking and processing, Cash handling and billing procedures, Roles and responsibilities of front-of-house and back-of-house staff.

Unit 3: Food Production

Layout and organization of a commercial kitchen, Culinary terminology and techniques, Kitchen equipment and utensils, Principles of food safety and hygiene, Food preparation methods and cooking techniques, Food presentation and garnishing techniques, Food storage and preservation techniques.

Unit 4: Beverage Operations

Alcoholic and non-alcoholic beverages, Wine, beer, spirits, and cocktails, Specialty and seasonal beverages, Bar setup and equipment, Bartending techniques and drink preparation, Responsible alcohol service and legal considerations, Beverage purchasing, storage and inventory control.

(B) Practical

Unit-5: Field Visit and Report Submission

One day field visit to the food & beverage operations of a prominent hotel. Prepare a report on the field visit.

Unit-6: Field Visit and Report Submission

One day field visit to a prominent hotel and practical exposure to F&B making (culinary production). The students will write and submit a report on the field visit.

Note: Report evaluation and presentation shall be held by the subject expert from the University of Kashmir/ Institute of Hotel Management.

Suggested Readings:
1. *"Managing Food and Beverage Operations" by Jack D. Ninemeier*
2. *"The Professional Bar & Beverage Manager's Handbook" by Amanda Miron and Robert Plotkin.*
3. *"The Theory of Hospitality and Catering" by David Foskett, Patricia Paskins, and Andrew Pennington*
4. *"Food and Beverage Service" by Dennis R. Lillicrap and John Cousins*
5. *"On-Site Foodservice Management: A Best Practices Approach" by Dennis R. Reynolds*
6. *"Food and Beverage - Service and Management" by Bobby George and Sandeep Chatterjee*

Course Title: Technology in Hospitality

Graduation Program in Hotel & Catering Technology	Course code: HCT422J1
Course: Type-1	Credit: 3 (3+1)
Semester: 4th	Continuous assessment: 20 Term end: 40

Course Objective:

The Technology in Hospitality course aims to provide students with a comprehensive understanding of the role of technology in the hospitality industry. The course will explore various technological advancements, their impact on guest experiences, operational efficiency, and business management within the hospitality sector.

Learning Outcomes:

The course will generate an understanding among the students about the fundamental concepts and principles of technology in the hospitality industry wherein they will explore the various technologies used in different sectors of the hospitality industry, such as hotels, restaurants, travel, and events.

(A) Theory
Unit 1: Introduction to Technology in Hospitality

Overview of the hospitality industry and its current technology landscape, Historical evolution of technology in the hospitality sector, Benefits and challenges of technology adoption in the hospitality business.

Unit 2: Technology in Guest Experience

Online reservations and booking systems, Global Distribution system, Mobile check-in and digital concierge services, Personalization and guest profiling, Social media marketing and engagement strategies, Online brand management, Website design, Online food delivery platforms and their impact on the industry.

Unit 3: Operational Technology

Kitchen automation and smart appliances, Internet of Things (IoT) for smart hotels, Point of sale (POS) systems for restaurants and retail operations, Ethical dilemmas related to technology use in hospitality, Understanding the importance of data security in hospitality, Energy management and sustainability solutions.

(B) Practical

Unit-5: Field Visit and Report Submission

One day field visit to a prominent hotel to collect data concerning the use of technology in operations and guest service. The students will write and submit a report on the field visit.
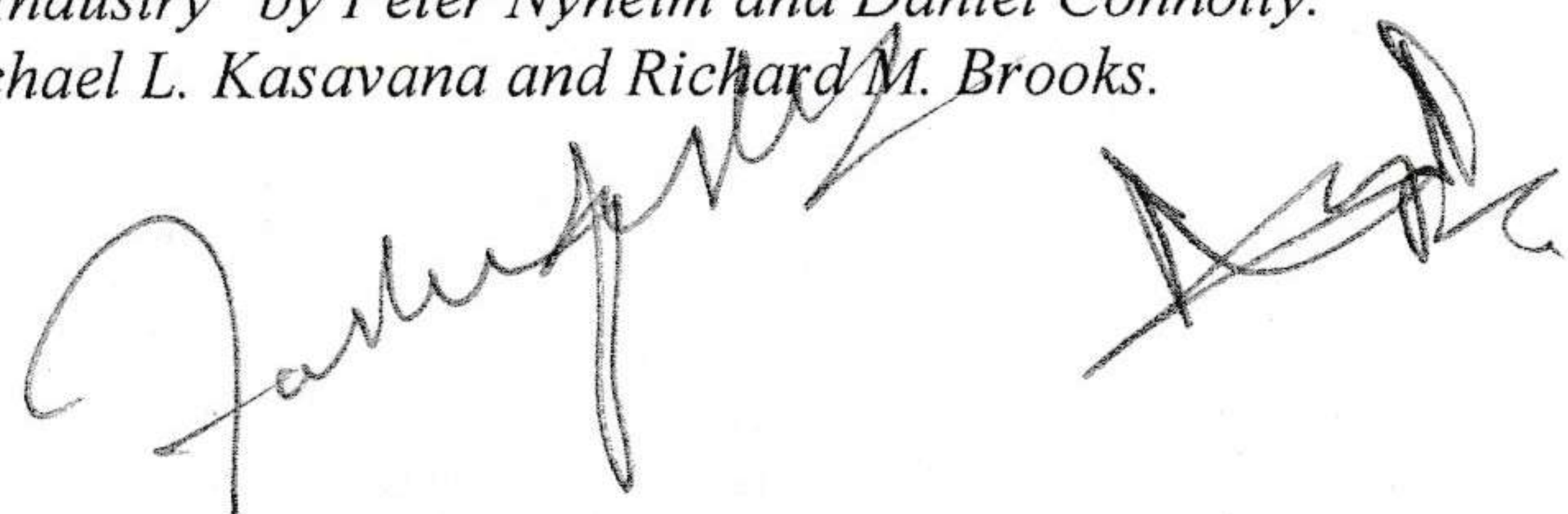
Unit-6: Field Visit and Report Submission

One day field visit to a prominent hotel to assess the role of technology in the hotel reservation system. The students will write and submit a report on the field visit.

Note: Report evaluation and presentation shall be held by the subject expert from the University of Kashmir/ Institute of Hotel Management.

Suggested Readings:

1. *"The Hotel of the Future: From Personalization to Robots and Everything in Between"* by Dr. Willy Legrand, Ian Millar, and Peter O'Connor.
2. *"The Tech-Savvy Restaurant: A Business Guide for Implementing Technology in Restaurants"* by Robert Ancill.
3. *"The New Era of Enterprise Hospitality: Technology Innovation in the Hospitality Industry"* by Terence Ronson.
4. *"Hospitality Information Technology: Learning How to Use It"* by Monica M. Fine and Raymond Schmidgall.
5. *"Technology Strategies for the Hospitality Industry"* by Peter Nyheim and Daniel Connolly.
6. *"Hotel Technology and Operations"* by Michael L. Kasavana and Richard M. Brooks.

Graduation Program in Hotel & Catering Technology	Course Code: HCT422J2
Course: Type –2	Course Credit: 6 (4+2)
Semester: 4th	Continuous assessment: 30 Term End: 60

Course Objective:

The objective of the course is to provide students with a comprehensive understanding of the fundamental principles and practices involved in managing a successful catering business or operation. The course aims to equip students with the knowledge and skills necessary to excel in the dynamic and competitive catering industry.

Learning Outcome:

By the end of the course, students will be able to explain the essential components of the catering industry, its history, current trends, and future challenges. They will comprehend the various types of catering services, such as event catering, corporate catering, and institutional catering.

(A) Theory

Unit 1: Introduction to Catering Industry

Overview of the Catering Industry; Historical Evolution of Catering Services; Types of Catering Businesses and Operations (Commercial, Residential/Non-residential Catering; Homestay catering, Welfare Catering-Industrial/ Institutional/ Transport); Current Trends and Challenges in the Catering Industry; Role of Catering in Events and Hospitality.

Unit 2: Planning and Menu Design

Understanding Client Needs and Event Objectives; Menu Planning and Development; Special Dietary Requirements and Food Allergies; Catering Equipment and Supplies; Designing Themes and Ambiance for Catered Events.

Unit 3: Operations and Logistics

Catering Staff Management and Training; Food Production and Presentation Techniques; Table Setting and Service Procedures; Handling and Transporting Food Safely; Coordination with Event Organizers and Vendors.

Unit 4: Financial Management and Marketing

Budgeting and Cost Estimation for Catering Events; Pricing Strategies and Profit Margins; Marketing and Promoting Catering Services; Customer Relationship Management in Catering; Sustainability and Green Practices in Catering.

(B) Practical

Unit –5: Catering Event Planning and Execution

Students will make one day visit to catering establishments (university/reputed school canteen/hospital canteen) followed by report writing.
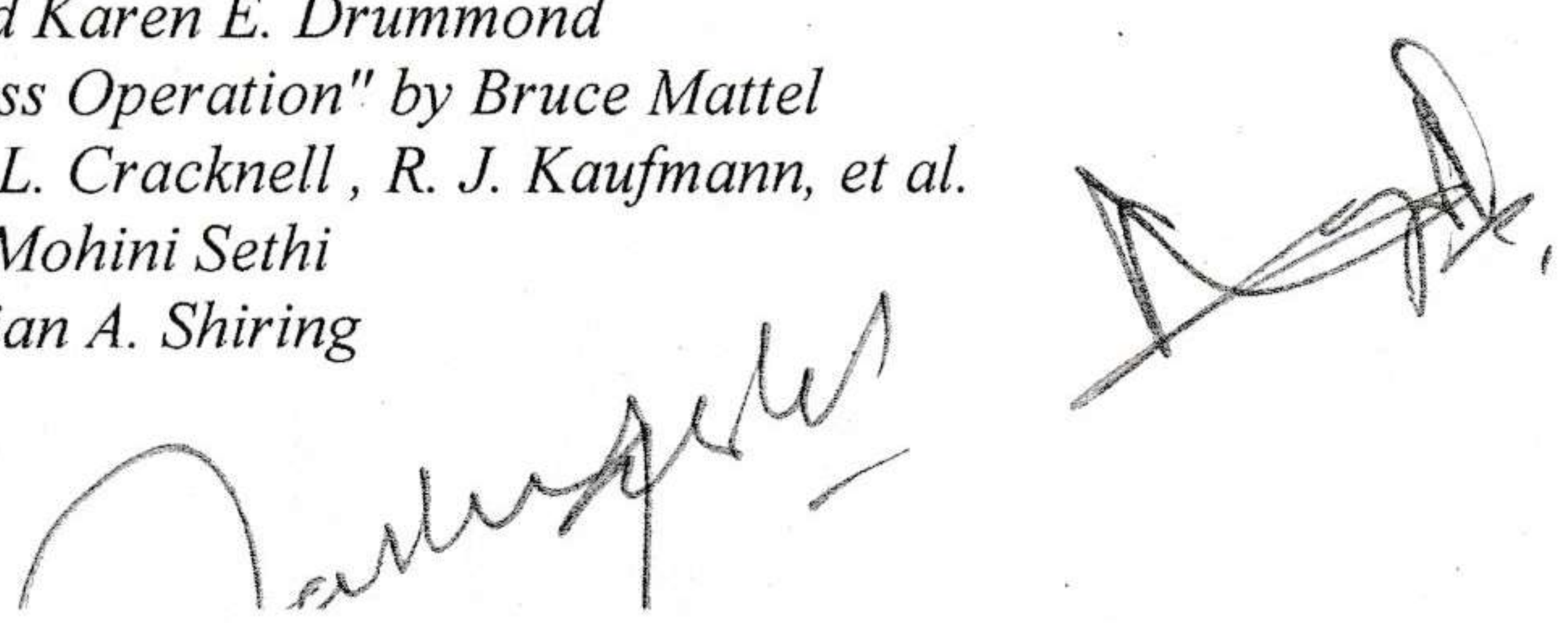
Unit-6: Catering Practises and Report Submission and Presentation

One day field visit to any catering establishment and exposure to catering practices. The students will write and submit a report on the field visit.

Note: Report evaluation and presentation shall be held by the subject expert from the University of Kashmir/ Institute of Hotel Management.

Suggested Readings:

1. *Catering Management by Nancy Loman Scanlon and Karen E. Drummond*
2. *Catering: A Guide to Managing a Successful Business Operation" by Bruce Mattel*
3. *Practical Professional Catering Management by H. L. Cracknell , R. J. Kaufmann, et al.*
4. *Catering Management: An Integrated Approach by Mohini Sethi*
5. *Professional Catering by Stephen B. Shiring and Brian A. Shiring*

Graduation Program in Hotel & Catering Technology	Course code: HCT422J3
Course: Type-3	Credit: 6 (4+2)
Semester: 4th	Continuous assessment: 30 Term end: 60

Course Objective: The course aims to equip students with the knowledge and skills required to develop effective marketing plans and campaigns that target specific customer segments and drive business growth in various hospitality sectors, including hotels, restaurants, resorts, and event management.

Learning Outcome: After the completion of the course, the students can demonstrate a comprehensive understanding of marketing principles and their application in the context of the hospitality industry. The students can apply critical thinking and problem-solving skills to address real-world marketing challenges specific to the hospitality industry.

(A) Theory

Unit 1: Introduction: Hospitality Marketing and its basic concepts, Definition and scope of hospitality marketing, Issues and challenges in hospitality marketing, Characteristics of hospitality marketing, Marketing environment: Macro and micro environmental factors affecting hospitality business, Marketing information system, Concept of marketing mix.

Unit 2: Market Segmentation, Targeting and Positioning
Market segmentation-Need, Bases for segmentation, Geographic, demographic behavioural and psychographic segmentation, Market targeting strategies, Market positioning strategies, Branding techniques.

Unit 3: Marketing Strategies
Meaning and types of hospitality products, Managing hospitality products, New product development, Product lifecycle, Pricing: concept & definition, Factors influencing pricing, Methods of price fixation, Pricing strategies. Hospitality Distribution, Distribution chain/channel. Hospitality Promotion: concept, definition and techniques, Promotion mix and its components.

Unit 4: Extended Marketing Mix
People: Service encounter quality, Managing people and encounters in guest experience, Process: Elements, Managing process in hospitality services, Capacity and demand management, Physical evidence: Concept, role & components, Internal Marketing and its process.

(B) Practical

Unit 5: Field Visit and Report

One day field visit to any sales and marketing department of any hospitality firm. The students will write and submit a report on the field visit.

Unit 6: Presentation and evaluation of the project

One day field visit to any catering establishment and prepare and submit a plan for online marketing of the firm.

Note: Report evaluation and presentation shall be held by the subject expert from the University of Kashmir/ Institute of Hotel Management.

Suggested Readings:
1. Chaudhary Manjula, Tourism Marketing, Oxford University Press, New Delhi.
2. Hollowacy J.C. and Plant R.V. Marketing for Tourism Pitman, London.
3. Jha S.M. – Tourism Marketing, Himalaya Publications, India.
4. Middleton, V. T. C., Marketing in Travel and Tourism, Heinemann, Oxford.
5. Philip Kotler, John Bowen, James Makens, Marketing for Hospitality and Tourism, Pearson Education, Delhi.