

**.MAN B-Sub 2 : HOSPITALITY MANAGEMENT**

**No. of Credits: 04**

**Contact Hours / Week: 04**

**Pre Requisite:**

**Assignments: 20 Marks**

**Semester Exam: 80 Marks**

**THEMES AND TOPICS**

**Unit I :**

Introduction to accommodation industry – Types of accommodation and their grouping, classification, categorization and forms of Ownership - Activities in Accommodation Management – Front office – House keeping – Bar and Restaurant - Supporting services.

**Unit II :**

The Room division - the food and beverage division - the engineering and maintenance division - the marketing and sales division - The A/C division - the HR division and the security division. Managerial issues: Trends, Problems; success-factors; study of the working of selected Hotels/Motels/Restaurant, etc.

**Unit III :**

Introduction to Hospitality industry and its distinctive characteristics – inflexibility, perishability, fixed location, relatively large financial investment.

**Unit IV :**

Introduction to Restaurant Management, Eating by drinking places, Hotel operations - Food services for the transportation market. Food services for the leisure market - retail food services - Business/ Industrial food services. Health care food services - club food services - Trends in lodging and food services.

**Unit V :**

Future trends in Hospitality Industry – Usage of CRS in Hotel Industry, operational usage through chain of hotels. Role of Associations in hospitality management- Functions and operations.

**Unit VI :**

Concept of Ecotel, Eco-friendly measures of Hotel industry: Renew, reuse, recycle

**Reference Books/ Research reports / article / Study material :**

1. Zeithaml VA, 'Service Marketing', McGraw Hill, London, 1996
2. Gray and Ligouri: 'Hotel and motel management and operations' PHI, New Delhi, 2000
3. Andrews: 'Hotel front office training manual' Tata McGraw Hill, Bombay, 1980
4. Negi, 'Hotels for Tourism Development', S. Chand, New Delhi.
5. Arthur & Gladwell: Hotel Assistant Manager( London communica, Barril, Jenkins)
6. Anand M.M. – Tourism and Hotel Industry in India,
7. U.K. Singh, J.M. Dewan – Hotel Management Global Management Series
8. Jones – Introduction to Hospitality operations,
9. Jones & Lockwood – The Management of Hotel Operations
10. Sudhir Andrews – Front Office Training Manual and House keeping Training Manual.

**Online Reference Link:**

1. [www.tourism.gov.in](http://www.tourism.gov.in)
2. [www.fhrai.com](http://www.fhrai.com)
3. [ih-ra.com](http://ih-ra.com)
4. <https://www.irctc.co.in>