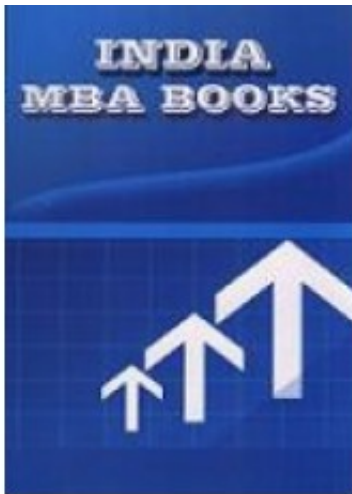


# Hospitality Management



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## Description

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**SYLLABUS**

## **UNIT I**

The World of Hospitality: Introduction to Hotel, Travel and tourism Industry - Nature of Hospitality: Communication, Turnover, Demands and Rewards - Economic and Other Impacts of Hotel, Tourism, and Travel Industry - Early History of Lodging - Globalization of the Lodging Industry - Franchising

## **UNIT II**

The Organization and Structure of Lodging Operations: Size and Scope of the Industry - Classifications of Hotels - Hotel Market Segments - Organization of Hotels - Food Service Industry : Composition and Size of Food Service Industry - Organization of Hotel and Restaurant Food Service - Management and Operation of Food Services

## **UNIT III**

The Rooms Division: The Front Office Department - The Reservation Department - The Telecommunications Department - The Uniformed Service Department

## **UNIT IV**

Functional areas: Engineering and Maintenance Division - Marketing and Sales Division - Accounting Division - Human Resources Division - Security Division

## **UNIT V**

Hospitality Marketing: Distinctive characteristics - Seven Ps of Marketing - Segmentation, Targeting and Positioning - Future trends in Hospitality Industry: Usage of CRS in Hotel Industry, Chain of hotels - Role of Associations in hospitality management

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