

K L University

SYLLABUS FOR PhD ENTRANCE EXAM-2015 FOR DEPARTMENT OF HOTEL MANAGEMENT

UNIT - I: Hospitality & Hotel Management: Hospitality Concept and Significance. Origin, growth and development of hotel Industry in India & abroad, Hospitality Industry - Products and services, Classification and gradation of hotels, Hotel Classification Norms--Star Category hotels including heritage hotels, Hotel Design considerations for a hotel project, Architectural features and plans, Major hotel chains in India & abroad, Hospitality associations and their impact on hotel business.

UNIT - II: Accommodation Operations & Management: Front office-importance in hotel, structure of front office department, Different personnel at F.O. and their functions, Guest Reservation and Registration-meaning, procedure and methods. Concept of house-keeping-functions, Role and significance, Concept of cleaning-meaning, definition, methods and cleaning equipment's & agents, Linen-meaning, types and measurements, Inventory control-meaning, process and maintaining par stock of housekeeping supplies, Inter and Intra departmental coordination and linkages, Use of Information technology systems in hotel industry.

UNIT - III: Food & Beverage Operations and Management: Kitchen, Meaning, design, factors affecting design and equipment's, Cooking- meaning, significance, methods and effect of cooking on nutrients, Fundamentals of food preparation - Basic cuts, stock preparation, menu planning and development. Knowledge of basic Indian & Continental cookery and western cuisines. Food contamination, spoilage and preservation. Hygiene, Safety & Security in Hotels.

Concept of food and beverage service, meaning and significance, Restaurant and Bar-meaning, types & planning, Organizational structure of Multi-cuisine restaurant-staff duties and responsibilities, Preparation for Service and laying covers, Food & Beverage service-Meaning and types, Beverage-type and services, Banquet and conventional- planning, layout and services, Food and Beverage control- Meaning, control systems and method.

UNIT - IV: Hotel Marketing: Core concepts in marketing: Needs wants, Demands, Product, markets, marketing management philosophies- Production, Product, selling, Marketing and Societal perspectives. Economic importance of marketing, Measuring and forecasting hotel demand: forecasting methods, managing capacity and demand. Hotel marketing mix, Consumer buying behaviour, Product and product strategies: product line, product mix, Branding and packaging. Pricing; consideration, approaches and strategies, Marketing of Hotel, Resort, other hotel related services-Challenges and strategies, Emerging hotel marketing practices.

UNIT - V: Tourism Management: Tourist / Visitor/ Traveller/ Excursionist- definition and differentiation, Tourism recreation and leisure inter-relationships, Tourism components, Elements and infrastructure. Types and typologies of Tourism, International Tourism Trends in different regions: Growth and development over the years and factors responsible therein, Fundamentals of Indian culture and society, Culture- Tourism relationship, Religion / religious observances and important pilgrim destinations, Level and types of tourism planning- Sectorial, Spatial, Integrated, complex, centralized and decentralized. Tourism planning process: Objectives setting, Background analysis, detailed research and analysis synthesis, Goal setting and Plan formulation, Evaluation of tourism project.