**HOTEL OPERATIONS MANAGEMENT**

8 credits

1 credit = 13 Class hours

Weightage: Practical 60% Teaching 40%

[Marks: 100]

**Course Description**

This course will be a foundation course for the students to understand the hospitality and tourism industry and its growing importance. This course will introduce the basics and fundamentals of the hospitality and tourism industry and will also help them to appreciate and develop the various skills and knowledge required in this subject-related industry.

**Course Objective**

This course is designed to provide the students with a general understanding of the dynamics of lodging industry, and specifically the front office operations and management of today’s hotels. After completion of this course, the student should be able to:

* Have a better understanding of the hotel industry
* Understand the history and development of the hotel industry to date
* Understand the importance and contribution of hotel industry in the economy
* Differentiate different types of hotels and their categories
* Understand the relationship between various departments in a hotel
* Understand the basic organizational structure of a modern hotel
* Perform the basic functions of front office functions
* Understand guest management and relationship marketing
* Be aware of the impact of technology and its use in the hotel industry

1. **Understanding Hospitality & Tourism (10 Marks)**
   1. Hospitality - concept, evolution & development
   2. Tourism – concept, evolution & development
   3. Relationship between hospitality and tourism
2. **The Hospitality Industry (10 Marks)**
   1. History and development of lodging industry
   2. Defining the term – Hotel
   3. Reasons for travel
   4. Importance of hotels to areas in which they are located
3. **Classification of Hotels (05 Marks)**
   1. Based on size, location, and length of stay
   2. Levels of service, ownership and affiliations
   3. Referral hotels, franchise and management contracts
   4. Chain Hotels
   5. Target markets
4. **Organizational Structure of Hotels (05 Marks)**
   1. Small
   2. Medium
   3. Large
5. **Various Departments in a Hotel and their Functions, Range of Amenities (15 Marks)**
6. **Guest Management (15 Marks)**
   1. Guest Relations: Meet guest needs, resolve complaints, respond to guest inquiries & solve problems
   2. Costumer relationship; communication skills
   3. Rooming a guest: Etiquettes, mannerism
   4. Accommodating physically challenged guests and lady guests
7. **Front Office Management (10 Marks)**
   1. Sections and layout of Front Office
   2. Organizational chart of Front Office
   3. Duties and responsibilities of various staffs
   4. Attributes of Front office personnel
   5. Co-ordination of Front Office with other departments
   6. Equipment used (manual/automated), key control and key handling procedures
8. **Room Types & Tariffs (05 Marks)**
   1. Types of rooms
   2. Meal Plans
   3. Types of room rates (Rack, FIT, Crew, Group, Corporate, Weekend etc.)
9. **Role & Responsibilities of Front Office (15 Marks)**
   1. Communication- internal and interdepartmental
   2. Guest services- basic information
   3. Guest history- maintenance and importance
   4. Relationship Marketing
   5. Emergency Situations
10. **The Role of Technology in the Hospitality Industry (10 Marks)**
    1. The development of technology in the hospitality industry
    2. The importance of employing up-to-date information technology
    3. The ways technological changes improve the operational efficiency of the hospitality industry for customers, tourists and staffs
    4. The Property Management System (PMS) in a hotel

**Practical Schedule**

* Basic Manners and Attributes of Front Office Operations
* Communication Skills- Verbal and Non-verbal
* Handling guest inquiries
* Bell desk and concierge activities- role play
* Check-in, check-out- role play
* Hotel Visits

**Grading System**

As per instruction received from UGC, each module will carry a total of 100 marks. The module will consist of both theory and practical, and the marking/grading system will be as follows:

***Theory (40 Marks)***

Students will be given a choice of 06 questions each carrying 10 marks, out of which, they will be required to answer 04 questions as per the lessons taught in the class.

***Practical(60 Marks)***

The practical assessment will be further divided into two parts:

* ***Internship:*** Students will have to go for an internship for a minimum of 30 days in any 3-5 star hotels, as advised by the board. Upon completion of their internship, the students will have to submit their “internship assessment form” duly filed in by the hotel managers in which they have worked with. This assessment form will carry a weightage of 40 marks as per feedback provided by the hotel managers/executives. (40 marks)
* ***Group Presentation***: After completion of their internship, the students will have to give a classroom presentation of their 30 days (or more) of internship as per the lessons taught in the class. The objective of this presentation is to evaluate if the students have understood the module, and at the same time make them understand the practical aspects of the module. This assessment will also carry a weightage of 20 marks based on their ability to demonstrate positive results from the module. (20 marks)

**Recommended reading:**

1. A Text Book of Tourism and Hospitality Management - [RakeshKadam](http://www.amazon.in/s/ref=dp_byline_sr_book_1?ie=UTF8&field-author=Rakesh+Kadam&search-alias=stripbooks)
2. Hotel Front Office Operations and Management - J.R. Tewari
3. Hotel Operations Management 2nd Edition - David K. Hayes, Jack D. Ninemeier
4. Hotel Management and Operations Denney G. Rutherford, Michael J. O'Fallon
5. Modern Technology in Hotel Management and Operations - B.K. Kochhar, Gautam
6. Hotel Operations Management, 2nd edition,, David K. Hayes & Jack D. Ninemeier.