

Religion: religious observances and important pilgrim destinations.

Unit-III

Travel Agency and Tour operations Business: Origin, Growth and development; Definition, Differentiation and linkage; Organization and functions; Travel information counseling, Itinerary preparation, Reservation, Tour costing pricing, Marketing of tour packages, Income sources.

Tourism marketing: Service characteristics of tourism; Unique features of tourist demand and tourism product; Tourism marketing mix; Analysis and selection of market; Measuring and forecasting tourism demand; forecasting methods; managing capacity and demand; Market segmentation and positioning.

Airplanes Ticketing: Orientation perspective of ticketing- ABC codes, Flight schedules, flying time and MPMT/PM calculation, FIM (Travel information Manual) consultation, Routine and Itinerary preparation, Types of fare, Fare calculation and rounding-up, Currency conservation and payment modes, Issuance of ticket; Requirements for setting up travel agency and tour operations business, Approval from organization and institutions concerned, Incentives available in Indian context, Constraints and limitations.

Marketing skills for Tourism: Creativity-communication- Self motivation- Team building- personality development.

Unit-IV

Tourism Planning: Origin, concept and approaches, Level and types of tourism planning- Sectoral, Spatial, Integrated, complex, Centralized and Decentralized Product life cycle theories and their applicability in tourism planning, Urban and rural tourism planning, Tourism planning and policy perspectives, planning at national state and regional levels, India's tourism policies.

Tourism planning process: Objectives setting, Background analysis, Detailed research and analysis, synthesis, Goal setting and Plan formulation, Evaluation of tourism project- Project feasibility study, plan implementation, Dev. monitor and monitoring, Tourism master plan.

Tourism impacts and needs for sustainable tourism planning: Socio-cultural, Economics and physical; Tourism carrying capacity and environmental impact analysis (EIA).


निदेश 13/17

होटल एवं पर्यटन प्रबंधन संस्थान
महर्षि दयानंद विश्वविद्यालय, एन.ए. हरदोवा

Scheme and Syllabus for PhD Entrance Examination for Tourism Management Students in IHTM

Scheme of Entrance Test: The test will comprise of 100 Multiple Choice Questions of 1 mark each (25 Questions from each Unit given below).

Detailed Syllabus: Unit-I

Tourist / Visitor / Traveller / Excursionist: Definition and differentiation, Tourism recreation and leisure inter-relationships, Tourism components, Elements and infrastructure, Types and typologies of tourism.

Emerging concepts: Eco-tourism, rural farm, green, wilderness, sustainable, special interest tourism.

International Tourism Trends in different regions: Growth and development over the years and factors responsible therein, Changing market-destination patterns, Traffic flows, receipt trends, Travel motivator and deterrents, Pull and Push forces in tourism, Linkages and Channels of distribution in tourism.

Tourism organization/ Institutions: Origin, Organization and functions of WTO, PATA, IATA, IC AO, FHRAI, TAAI, IATO.

Unit-II

Natural Tourism resources in India: Existing use patterns, Vis-a-vis potential with relation to varied landforms (Mountains, deserts, beaches, coastal areas and Islands), Water bodies and biotic wealth (flora-fauna).

Popular tourist destination for: Land based (soft, hard trekking, ice skiing, mountaineering, desert safaris, car rallies, etc), Water based (rafting, kayaking, canoeing, surfing, water skiing, scuba diving) and Air based (para-sailing, para-gliding, Ballooning, hand-gliding and micro-lighting etc).

Tourism in National Parks, wildlife sanctuaries and biosphere reserves: case of Dachigam, Corbett, Dudhwa, Kaziranga, Kanha, Gir, Ranthambore, Mudumalai, Sunderbans, Shikhar, Manas.

Cultural tourism resources in India: Fundamentals of Indian culture and society, Culture-Tourism relationship.

Architectural Heritage of India: Hindu, Buddhist, Jain and Islamic architecture of India, Major festivals and fairs of India, Dance and Music in India.


निदेशक 29/12

होटल एवं पर्यटन प्रशासन संस्थान
सहर्षा, वरुण, दिल्ली



Syllabus - Ph.D Hotel Management

Unit – I **Front Office**

Hospitality- Introduction, concept, development over the ages in context of Indian and International hospitality Industry.

The Hotel Industry: Organization of Hotels, Ownership structure: (Sole Proprietorship, Partnership, Franchisees and Management Contract). Major Hotel Chains in India.

Overview of major Hotel departments. Inter and Intra departmental relationships.

Introduction to Front Office: Layout of the front office, Different section of the front office and their Importance, Qualities of Front Office staff.

Organizational set-up of Front office Department in small, medium and large hotels. Job description and Job specification of different front office personnel.

Basic Information for Front Desk Agents

Different types of rooms. Numbering of rooms and food plan. Basis of charging a guest.

Tariff and tariff fixation, Terms used at Front Desk.

Reservation

Sources & Modes of Reservation, Types of Reservation, Systems of Reservation, Amendments and cancellations procedures, Group reservation, overbooking. Modes of Payments- Advantages and Disadvantages

Registration

Pre-registration activities, Methods of registration, Room & rates assignment, Handling registration of Foreigners, Room change procedure.

Telephonic etiquettes/ manners, the need for developing the telephone skills

Guest Accounting

Types of Accounts maintained at the front office, Front office cashiering Guest check out procedures, Preparation of bills- manual, mechanical & fully automated system, Express check out (ECO), Presentation & settlement – Cash & credit note, handling foreign exchange.

Night Auditing, Control of cash & credit

Concept of Night Auditing, Purpose of night audit function, Night auditor's Job, Night audit process/ procedures, preparing the night auditor reports

Concept of cash & credit control, Objectives of credit control measures, Credit control- before arrival, during stay & after departure

Yield management

Concept of yield management, Measuring yield, Objectives & benefits of yield management, Tools & strategies of yield management.

Role of Front office in hotel security: Security Programme- Concept, developing a programme. Key control. Handling emergency situations.

Unit – II **Food and Beverage Service**

Introduction to Food and Beverage Service

Introduction, Sections and their Importance. Types of F&B outlets. Ancillary departments. Qualities of F&B staff. Organizational set-up of F&B Service department in small, medium and large hotels. Job description and Job specification of different front office personnel. Career opportunities in F&B Industry. Latest trends in F&B Service Industry.

Food & Beverage Service Equipment

Types & Usage of Equipment - Furniture, Chinaware, Silverware, Glassware, Linen & Disposables, Special Equipment. Role of Kitchen stewarding department. Care and maintenance of F&B service equipments.

F&B Service Methods



निदेशक 21/1/17

होटल एवं पर्यटन प्रशासन संस्थान

महर्षि दयानंद विश्वविद्यालय, दिल्ली

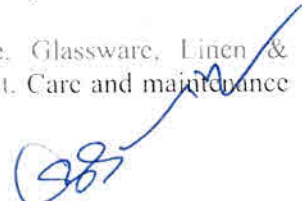


Table Service – English / Silver, American, French, Russian Self Service – Buffet & Cafeteria. **Specialized Service** – Gueridon, Tray, Trolley, Lounge, Buffet service and Banquet procedures etc.

Single Point Service – Take Away, Vending Kiosks, Food Courts & Bars, Automats, Mis-en-place & Mis-en-scene.

Breakfast: - Continental, English, American and Indian, Introduction, Types, layout, cover, Accompaniments and services; Latest trends in breakfast

Room Service- Introduction, types, importance, organizational structure & service procedure.

Menu: Introduction, types, importance. Menu Planning, considerations and constraints

French Classical menu. Classical Foods & its Accompaniments with Cover. Rules for waiting at a Table.

Non Alcoholic Beverages: Introduction, Classifications and Types.

Tea- History, types, production process, service and storage. **Coffee-** History, types, production process, service and storage.

Alcoholic Beverages: Introduction, classifications, types- a brief detail. **Beer-** History, types, production process, national and international brands, service and storage.

Spirits- History, types, production process, national and international brands, service and storage

Wine: Introduction, classifications, types, production process, Wine tasting and faults, Wine labelling, Pairing alcohol and food, Knowledge of Wine grapes, and wine regions, International wine brands, Old world wine and New world wine- a brief introduction, Professional wine service and storage.

Banquet management: Introduction, types, organizational structure, layout, Banquet booking procedure, Staff and space required for different kinds of banquet functions, Banquet menu, Banquet forms and formats:

Buffet – introduction, types, equipments and buffet presentation techniques. Current trends in banquet and buffet operations

Advance Bar Layout & Design – Types of Bar, Design of Bar, Major Bar Equipments, Bar Accessories, Consumable Supplies

Glassware – commonly used, Storage & Handling of Glassware

Cocktails and Mocktails; Emerging trends in bar operations

Beverage control: Introduction, Procedure, techniques and importance of beverage control, Purpose and standards of Beverage control: purchasing, receiving, storing and issuing, BOT, Inventory control, New trends in bar and beverage control operations.

Unit – III

Accommodation Operation

Introduction: Meaning and definition, Importance of Housekeeping; Housekeeping Department: Organizational framework of the Department (Large/Medium/Small Hotel), Roles of Key Personnel in Housekeeping, Job Description and Job Specification of staff in the department, Attributes and Qualities of the Housekeeping staff - skills of a good Housekeeper, Inter departmental Coordination with more emphasis on Front office and the Maintenance department.

Cleaning Science: Types of cleaning equipments, selection, general principles; Types of cleaning- daily, weekly spring and deep cleaning, Housekeeping control desk-importance, role; Types of registers and files maintained; Types of Keys and Keys control; Lost of Found procedure and formats

Cleaning of Public Areas: Cleaning process, Cleaning and upkeep of Public areas, (Lobby, Cloak rooms/ Restaurant/bar/banquet halls/Administration offices/Lifts and

असुल
निदेशक 5/9/17

होटल एवं पर्यटन प्रबंधन संस्थान
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Elevators/Staircase/back areas/Front areas/ Corridor), Pest Control: Types of pests, Control procedures.

Cleaning of Guest Rooms: Daily cleaning of (Occupied/Departure vacant Under repair VIP rooms, Weekly cleaning/spring cleaning, Evening service, Systems & procedures involved, Forms and Formats, Guest room cleaning - Replenishment of Guest supplies and amenities

Housekeeping Supervision: Importance of inspection, Check-list for inspection, typical areas usually neglected where special attention is required, Degree of discretion/delegation to cleaning staff.

Linen/Uniform Tailor Room: Layout, Types of Linen, sizes and Linen exchange procedure, Selection of linen, Storage Facilities and conditions, Par stock: Factors affecting par stock, calculation of par stock, Discard Management, Linen Inventory system, Uniform designing: Importance, types, characteristics, selection, par stock

Interior Decoration:- Importance, Definition & Types, Classification, Principles of Design: Harmony, Rhythm, Balance, Proportion, Emphasis, Elements of Design: Line, Form, Colors, Texture, Coourls: Color Wheel, Importance & Characteristics, Classification of colors, Color Schemes, Lighting: Classification, Types & Importance

Laundry Management: In-house Laundry vis contract Laundry: merits & demerits, Layout, Laundry Flow process, Equipment (Washing machine, Hydro extractor, Tumbler, Calendar/Flat work Iron, Hot head/Steam press, Cooler press, Pressing tables), Stains and Stain removal

Unit – IV

Food Production

Introduction to cookery and evolution, Aims and objectives of cooking food,

Qualities of Kitchen staff, Kitchen Staff organization & liaison of kitchen with other departments, Duties and attributes of kitchen staff,

Handling kitchen accidents e.g. burns, cuts, fractures and Heart attack, Fire: Introduction, Types and how to extinguish different types of fire,

Various types of fuels used in kitchen, Kitchen equipment- types and selection,

Basic food nutrients, their importance and effect of heat on these,

Ingredients used in cooking: Cereals and Grains, Fruits and Vegetables, and Sweeteners, Egg, Milk and Milk Products, Salt and Oil & Fat - Types, Purchasing and Storing considerations,

Pre-preparation techniques of ingredients, Cooking methods- introduction and types,

Stocks, Soups and Sauces – Introduction, classification, important considerations and recipes,

Fish, Poultry, Lamb/Mutton, Beef and Pork- Introduction, cuts, selection points,

Bakery- Introduction, and importance of baking ingredients,

Cake – Cake making methods, Cake Faults- reason for faults

Pastry – Pastry making methods, Pastry Faults- reason for faults

Indian Cuisine: Introduction, ingredients used, unique features and famous dishes,

French Cuisine: Introduction, main ingredients used, special features and famous dishes.


निदेशक २१/१२
होटल एवं पर्यटन प्रशिक्षण संस्थान
महोदय, दक्षिण दिवस, २०२३, २१/१२, २०२३