**SCHOOL OF HOTEL MANAGEMENT CATERING AND TOURISM,**

**IIMT UNIVERSITY. MEERUT**

**Ph.D Programme in Hotel & Tourism Management**

**Syllabus**

**Unit-1: Travel and Tourism Management**

**Unit -2: Kitchen Management**

**Unit-3: Food and Beverage Management**

**Unit-4: Accommodation Operation & Management**

**Unit-5: Research Methodology**

**Unit- 1**

**Travel and Tourism Management**

**Functions of a Travel Agent and Tour Operator** Functions of a large travel agency – travel information, travel documentation, room booking, ticketing, tour counseling and selling package tour. Functions of tour operators – market research, collection, process and dissemination of information, negotiation and contracting with principal service providers, itinerary preparation, costing, marketing, selling, appointment of franchisees and retail agents, immigration formalities, Tour Operation UNIT III:

**Establishing Travel Agency or Tour Operation Enterprise** Types of organizational set-up, approval from DOT, Government of India and other organizations IATA Rules and Regulations for Approval of a Travel Agency, Approval by Airlines and Railways. Various incentives available to travel trade in India

**Online Travel Agencies –**Make my trip, Yatra.com, cleartrip.com, irctc.com, Expedia etc.Tour Packaging and Costing

**Unit-2**

**Kitchen Management**

**Basic food nutrients**- Importance and effect of heat on Carbohydrate, Protein & Fats.

**Cooking Methods-** Dry Heat, Moist Heat & Medium of Fats & oils

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

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

**Bakery & Patisserie-**Introduction and ingredients used Types of pastry. Bread making and their faults Cake making and their faults

**Unit-3**

**Food and Beverage Management**

**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 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. Misen-place & Mis-en-scene.

**Unit -4**

**Accommodation Operation & Management**

**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.

**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

**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.

**Yield Management**- Concept of yield management, Measuring yield, Objectives & benefits of yield management, Tools & strategies of yield management.

**Unit-5**

**Research Methodology**

**Research:** Meaning; types; trends and challenges with special reference to hotel business. Guiding principles in selection of research problem.

**Research methodology**: meaning; procedural guidelines; and research design field procedure for data collection and analysis techniques: nature, sources of data techniques of data collection .