

<b>Name of Faculty</b>	:	Faculty of Hospitality & Tourism
<b>Name of Program</b>	:	Diploma in Aviation & Hospitality Management
<b>Course Code</b>	:	1DAH01
<b>Course Title</b>	:	World of Hospitality
<b>Type of Course</b>	:	Professional Core (PC)
<b>Year of Introduction</b>	:	2023-24

<b>Prerequisite</b>	:	None. This course does not have any specific prerequisites. It is designed to be an introductory level course, welcoming students from diverse academic backgrounds who are interested in gaining foundational knowledge and skills in the world of hospitality training.
<b>Course Objective</b>	:	To provide undergraduate students with a comprehensive understanding of the principles, practices, and skills required in the field of hospitality training. Through the exploration of various chapters, units, and subunits, students will develop a solid foundation in the world of hospitality, enabling them to excel in diverse roles within the industry.
<b>Course Outcomes</b>	:	At the end of this course, students will be able to:
	CO1	Overview of the Hospitality Industry: Recognize and explain the scope and trends of the hospitality industry, encompassing its various sectors and recent developments.
	CO2	Operations in Hospitality (Front Office, Food and Beverage, Housekeeping): Implement operational procedures, including front desk management, restaurant operations, and housekeeping practices, to deliver efficient and high-quality hospitality services.
	CO3	Training and Employee Development in Hospitality: Develop and execute effective training programs, incorporating needs analysis, training methods, and employee on boarding, to enhance the knowledge and skills of hospitality professionals.
	CO4	Customer Service and Guest Relations in Hospitality: Demonstrate exceptional customer service skills, understanding customer expectations, resolving complaints, and fostering positive guest relations to ensure satisfaction in the hospitality industry.
	CO5	Leadership and Teamwork in Hospitality: Apply effective leadership skills, comprehend diverse leadership styles, and promote teamwork, collaboration, and high-performance teams in the context of hospitality.

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
L	T	P		Theory Marks		Practical Marks		Total Marks
3	0	2	C	SEE	CIA	SEE	CIA	
			4	70	30	30	20	150

Legends: L-Lecture; T-Tutorial/Teacher Guided Theory Practice; P-Practical, C - Credit, SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

### Course Content

Unit No.	Topics	Teaching Hours	Weightage	Mapping with COs
1	<b>Introduction to Hospitality Industry</b> <ul style="list-style-type: none"> <li>Overview of the Hospitality Industry (2 hours)</li> <li>Definition, scope, and importance of the hospitality industry (2 hours)</li> <li>Evolution and current trends in the hospitality industry (2 hours)</li> </ul>	06	13%	CO1
2	<b>Hospitality Operations</b> <ul style="list-style-type: none"> <li>Front Office Operations (5 hours)</li> <li>Food and Beverage Operations (5 hours)</li> <li>Housekeeping Operations (5 hours)</li> </ul>	15	33%	CO2
3	<b>Hospitality Training and Development</b> <ul style="list-style-type: none"> <li>Training Needs Analysis (4 hours)</li> <li>Training Methods and Techniques (4 hours)</li> <li>Employee On Boarding &amp; Orientation (4 hours)</li> </ul>	12	27%	CO3
4	<b>Service Excellence and Guest Relations</b> <ul style="list-style-type: none"> <li>Customer Service in Hospitality (3 hours)</li> <li>Handling Guest Complaints (3 hours)</li> </ul>	06	14%	CO4
5	<b>Leadership and Teamwork in Hospitality</b> <ul style="list-style-type: none"> <li>Leadership Styles and Skills (3 hours)</li> <li>Team Dynamics and Collaboration (3 hours)</li> </ul>	06	13%	CO5

### Suggested Distribution of Theory Marks Using Bloom's Taxonomy

Level	Remembrance	Understanding	Application	Analyse	Evaluate	Create
Weightage	20	35	20	10	10	5

*NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.*

**Suggested List of Practicums**

Sr. No.	Name of Practicum	Teaching Hours
1	Introduction to the Hospitality Industry <ul style="list-style-type: none"> <li>• Guest speaker session: Invite a hospitality industry professional to share their experiences and insights.</li> <li>• Group discussion: Discuss the various sectors and career opportunities within the hospitality industry.</li> </ul>	2
2	Overview of the Hospitality Industry <ul style="list-style-type: none"> <li>• Field trip: Visit a local hotel or resort to observe its operations and management structure.</li> <li>• Observation exercise: Students observe and analyze the service provided in a restaurant or cafe.</li> </ul>	2
3	Definition, Scope, and Importance of the Hospitality Industry <ul style="list-style-type: none"> <li>• Case study analysis: Analyze successful hospitality businesses and identify key factors contributing to their success.</li> <li>• Interactive presentation: Divide students into groups to present different aspects of the hospitality industry.</li> </ul>	2
4	Evolution and Current Trends in the Hospitality Industry <ul style="list-style-type: none"> <li>• Research activity: Students research and present trends shaping the hospitality industry, such as sustainability and technology integration.</li> <li>• Guest lecture: Invite an industry expert to talk about emerging trends and future developments.</li> </ul>	2
5	Front Office Operations <ul style="list-style-type: none"> <li>• Role-playing exercise: Students act as front desk staff, handling check-in, check-out, and guest inquiries.</li> <li>• Reservation system simulation: Use reservation software to manage bookings and room availability.</li> </ul>	2
6	Food and Beverage Operations <ul style="list-style-type: none"> <li>• Kitchen tour: Visit a restaurant's kitchen to understand the workflow and food preparation process.</li> <li>• Menu design workshop: Students create a menu considering target customers, pricing, and profitability.</li> </ul>	2
7	Housekeeping Operations <ul style="list-style-type: none"> <li>• Housekeeping checklist creation: Divide students into teams to develop a comprehensive housekeeping checklist for different areas in a hotel.</li> </ul>	2

	<ul style="list-style-type: none"> <li>Room inspection activity: Students inspect rooms and identify areas for improvement in cleanliness and organization.</li> </ul>	
8	<p>Training Needs Analysis</p> <ul style="list-style-type: none"> <li>Role-play: Students act as trainers conducting a training needs analysis for a fictional hotel staff team.</li> <li>Survey creation: Design a survey to gather feedback from employees about their training needs and preferences.</li> </ul>	2
9	<p>Training Methods and Techniques</p> <ul style="list-style-type: none"> <li>Training activity: Students develop and deliver short training sessions on specific hospitality topics to their peers.</li> <li>Video analysis: Watch and analyze training videos to identify effective training techniques and strategies.</li> </ul>	2
10	<p>Employee On boarding &amp; Orientation</p> <ul style="list-style-type: none"> <li>Guest speaker session: Invite an HR professional to discuss the importance of employee onboarding and orientation.</li> <li>Onboarding role-play: Students role-play new employee onboarding sessions, covering essential information and company culture.</li> </ul>	2
11	<p>Customer Service in Hospitality</p> <ul style="list-style-type: none"> <li>Mystery shopper activity: Students visit different hospitality establishments and assess their customer service.</li> <li>Customer service improvement plan: Identify areas for improvement and suggest strategies to enhance customer satisfaction.</li> </ul>	2
12	<p>Handling Guest Complaints</p> <ul style="list-style-type: none"> <li>Scenario-based exercise: Students role-play guest complaint situations and practice effective resolution techniques.</li> <li>Complaint management case study: Analyze real-world guest complaint cases and develop solutions.</li> </ul>	2
13	<p>Leadership Styles and Skills</p> <ul style="list-style-type: none"> <li>Leadership assessment: Students take leadership style assessments and discuss their results.</li> <li>Leadership role-play: Students take turns acting as leaders in group activities to practice different leadership styles.</li> </ul>	2
14	<p>Team Dynamics and Collaboration</p> <ul style="list-style-type: none"> <li>Team-building exercises: Plan activities to foster teamwork and collaboration among students.</li> <li>Group project: Assign students to work together on a hospitality-related project to apply teamwork skills.</li> </ul>	2

	<p>Course Wrap-up and Reflection</p> <ul style="list-style-type: none"> <li>Final presentation: Students present their reflections on the course and its impact on their understanding of the hospitality industry.</li> <li>Awards and appreciation: Recognize outstanding performances and contributions during the course.</li> </ul>	2
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### Suggested Learning Websites

Sr. No.	Name of Website
1	www.ahlei.org
2	www.hospitalitynet.org
3	www.hotelschool.cornell.edu/research/chr
4	www.restaurant.org
5	hospitalityinsights.ehl.edu
6	www.ishc.com

### Reference Books

Sr. No.	Name of Reference Books
1	"Introduction to Hospitality Management" by John R. Walker - Publisher: Pearson Education
2	"Hospitality Management Accounting" by Martin G. Jagels - Publisher: Wiley
3	"Managing Front Office Operations" by Michael L. Kasavana and Richard M. Brooks - Publisher: American Hotel & Lodging Educational Institute
4	"Food and Beverage Management" by Bernard Davis and Andrew Lockwood - Publisher: Routledge
5	"Housekeeping Management" by Matt A. Casado - Publisher: American Hotel & Lodging Educational Institute
6	"Hospitality Employee Management and Supervision: Concepts and Practical Applications" by Kerry L. Sommerville - Publisher: Pearson Education