



## **DIPLOMA IN HOSPITALITY AND TOURISM MANAGEMENT**

### **Overview**

Students will be exposed to fundamental business, tourism & hospitality concepts. Students will be trained to develop higher-level skills in managing tourism & hospitality organizations which prepare them in key aspects of business management with special focus on related knowledge and core skills

### **Objective**

The primary aim of this course, Diploma in Hospitality and Tourism Management as offered by City Metropolitan College, is to provide students with the necessary knowledge and understanding of the practices of the hospitality and tourism industry so as to equip them with a thorough understanding of how the hospitality and tourism industry functions as a whole. Apart from equipping them with the necessary and vital text knowledge, students will also be afforded the opportunity to put their knowledge to actual practice by going thru the mock up practical lessons.

### **Course Structure**

This program aims to help students to develop their understanding of management in the context in hospitality industry. It will give you an overview of the hospitality industry. It will equip you to find employment with junior management prospects particular in the hospitality industry sector or to continue your professional or academic studies in the related field.

### **Course Outline**

The program consists of 6 modules:

- Marketing in Hospitality and Tourism
- Accounting in Hospitality and Tourism
- Handling Front Office Operations
- Principles of Management
- Handling Food and Beverage Service Operations
- Understanding Tourism Systems and the Environment.

### **Assessment Methods**

100% Examination     3 hour written paper

**Section A (60%)**     30 multiple choice questions, answer all questions

**Section B (30%)**     10 questions and choose only 6 to answer will be a Short answers (one or two lines) or fill in gaps type of questions.

**Section C (10%)**

3 questions and choose only 1 question to answer (case study if possible), will be Short questions normally range from 10 lines to 20 lines type of questions

\*Students must achieve an attendance rate of 80% and above in order to qualify for examinations

**Assessment Grading Criteria**

Student must achieved at least 50% or above in order the pass the subject

50% - Pass

70% - Pass with Credit

80% - Distinction

95% - High Distinction

**Accounting in Hospitality and Tourism****Course Synopsis**

Students will learn how to create financial statements, examine how costs are classified, how budgets are created and the various reports generated. Utilizing key accounting concepts, the students will analyze how financial information is used to evaluate organizational performance and to make effective management decisions

**Table of Contents**

<b>1) Introduction to Accounting</b>	<b>2 hours</b>
1. The accounting world	
2. Objectives and function of book keeping	
3. Accounting rules and regulations	
<b>2) Financial Accounting</b>	<b>9 hours</b>
1. Recording data	
2. Journal entry	
3. Ledger (meaning importance)	
4. Prepare ledger a/c	
5. Closing and balancing of account	
6. Trial balance (meaning importance)	
7. Accounting errors in trial balance	
8. Final account (Profit and loss account ,Balance sheet)	
9. Sole trader accounts	
10. Company accounts	
11. Other entity accounts	
<b>3) Financial Reporting</b>	<b>5 hours</b>
12. The annual report /account	



13. Interpretation of accounts

14. Contemporary issues

**4) Management Accounting**

**9 hours**

15. Foundations

16. Direct costs

17. Indirect costs

18. Budgeting

19. Standard costing

20. Contribution analysis

21. Decision making

22. Capital investment

23. Emerging issues

Reference text book

1. John R. Dyson, 8<sup>th</sup> Edition 2010. *Accounting for Non-Accounting Students*,: Financial Time Press

## **Handling Food and Beverage Service Operations**

### **Course Synopsis**

Upon completion of this module, the students should be able to:

- Use the fundamental concepts of managing services in the food and beverage operations.
- Improve service management as well as develop planning techniques and skills in the delivery of quality services, through managing menu designing and beverage control.

### **Table of Contents**

**1) The Food-Service Systems Model**

**4 hours**

1. Systems Approach to a Foodservice Organization(sectors)
2. Organizational structural of the department
3. Functions of food and beverage dept
4. Types of f & b outlets
5. Intra and inter departmental relationship
6. Factor influencing food and beverage service operations
7. Managing Quality

**2) Food and beverage service Functional Subsystems**

**3 hours**

8. Personnel attributes of food and beverage
9. Equipment
10. Food Product Flow and Kitchen Design
11. Procurement



- 12. Food Production
- 13. Distribution and storage
- 14. Safety and Sanitation

**3) Menu knowledge** **4 hours**

- 15. Menu / types of menu
- 16. French classical menu
- 17. Points considered while menu planning
- 18. Mise-en scene / Mise – en place
- 19. Service types
- 20. Service procedure
- 21. Table setting and laying of cover
- 22. Do and don'ts of the service
- 23. Meals, Satisfaction, and Accountability
- 24. Handling difficult situations

**4) Management Functions and Linking Processes** **3 hours**

- 25. Management Principle
- 26. Leadership and Organizational Change
- 27. Decision Making, Communication, and Balance
- 28. Management of Human Resource
- 29. Management of Financial Resources
- 30. Marketing Foodservice

**5) Beverages** **7 hours**

- 31. Introduction
- 32. Classification of alcoholic and non alcoholic beverages
- 33. Tea and coffee (service / preparation)
- 34. Beer
- 35. Wines
- 36. Spirits
- 37. Liqueurs
- 38. Cocktails

**Reference Text Book**

- 1. Mary Gregoire, 9th Edition 2017. *Foodservice Organizations: A Managerial and Systems Approach*: Prentice Hall
- 2. Singaravelan, R. (2014), Food and Beverage Service, Oxford University Press, India



## Handling Front Office Operations

### Course Synopsis

Upon completion of this module, the students should be able to:

- Apply their knowledge of the rooms division as they appreciate the history, magnitude and culture of the industry.
- Identify the hotel type, plan, and estimated rate whenever a hotel brand is named
- Distinguish between plans and differentiating these from classes of hotels
- Explain the limitations of rating systems especially outside of the United States
- Describe the service culture and the impact technology has played in recent decades.

### Table of Contents

1. Overview of the Lodging Industry	5 hours
a. Growth of tourism and hospitality	
b. Classification of hotels	
c. Organization chart of Front Office (small, medium, large)	
d. Layout and sections of Front Office	
e. Function of Front Office	
f. Lodging segment / types of rooms	
g. Challenges confronting the lodging industry	
2. Front Office and the Guests: Planning for Quality Service	3 hours
a) Duties and responsibilities of staffs	
b) Qualities, personality traits of Front office staffs.	
c) Inter departmental coordination	
d) Basis of charging room rates	
3. Overview of the Front Office Department	3 hours
a) Information	
b) Reception/ registration	
c) Telephone Etiquettes	
d) Reservation	
e) Uniform service	
f) Complaints handlings	
g) Cashier	
4. The Front Office Property Management System (PMS)	3 hours
a) Managing Forecast Data	
b) Revenue Management	
c) Distribution Channel Management	
d) Management of Data Generating Front Office Sub-Systems	
5. Front Office and the Guest Cycle	4 hours
a) Front Office and the Guests: Delivering Quality Service (check in / checkout procedure)	



- b) Forms and Format
- c) Guest Charges, Payments and Check-Out
- d) Night Audit and Report Management
- e) Bell desk
- f) Sundry Services

Special Front Office Concerns

2 hours

- a) The Front Office Manager and the Law
- b) Front Office: The Hub of the Hotel

References:

1. Robert Woods, Jack D. Ninemeier, David K. Hayes, Michele A. Austine, 01st Edition 2007. *Professional Front Office Management*: Pearson Education.
2. Tiwari, J.R. (2009). *Hotel Front office operations and Management*(2nd Ed), Oxford University Press, India

## Marketing in Hospitality and Tourism

### Course Synopsis

Use the fundamental understanding of marketing focusing on the aspects of services with the core marketing mix such as product, price, promotion and place, together with the emphases on building customer loyalty, managing customers feedback and service recovery.

### Table of Contents

- 1) Understanding the Hospitality and Tourism Marketing Process 4 hours**
  1. Introduction: Marketing for Hospitality and Tourism
  2. Service Characteristics of Hospitality and Tourism Marketing
  3. The Role of Marketing in Strategic Planning
- 2) Developing Hospitality and Tourism Marketing Opportunities and Strategies 6 hours**
  4. The Marketing Environment
  5. Strategic planning and vision
  6. Managing Customer Information to Gain Customers Insights
  7. Consumer Markets and Consumer Buying Behavior
  8. Organizational Buyer Behavior of Group Market
  9. Customer Driven Marketing Strategy: Creating Value for Target Customers
- 3) Developing the Hospitality and Tourism Customer Value-Driven Strategy and Mix 7 hours**
  10. Designing and Managing Products and Brands: Building Customer Value
  11. Internal Marketing
  12. Pricing: Understanding and Capturing Customer Value
  13. Marketing Channels: Delivering Customer Value
  14. Engaging Customers and Communicating Customer Value
  15. Public Relations and Sales Promotion



- 16. Professional Sales
- 17. Direct, Online, Social Media and Mobile
- 4) **Managing Hospitality and Tourism Marketing** **3 hour**
- 18. Destination Marketing
- 19. Issues of global trends for destination
- 20. Next Year's Marketing Plan

#### Reference text book

1. Philip kotler , john T Bowen James Makens 6<sup>th</sup> edition marketing for hospitality and tourism. Patience hall.

## Principles of Management

### Course Synopsis

The aim of this module is to provide students with an introduction to the principles and practices of management. Students will learn how to examine the nature of managerial work including strategy, operations and project management, control, ethics, structures and culture, organizational power, groups and teams, individual performance and stress, social responsibility and change management.

#### Table of Contents

- |  |                |
|--|----------------|
| <b>1) The Challenge of Management.</b>                                   | <b>5 hours</b> |
| 1. Introduction to Management.   |                |
| 2. Management's Changing Environment: Globalization and Technology       |                |
| 3. Management Thought: An Evolution.                                     |                |
| 4. Social and Ethical Responsibilities.                                  |                |
| 5. Cross-Cultural Competence when Managing Internationally.              |                |
| 6. Planning a career / employment as an important part of your education |                |
| <b>2) Human Resources, Organization, and Communication.</b>              | <b>4 hours</b> |
| 7. Managing Human Resources  |                |
| 8. Human resources planning process                                      |                |
| 9. Job Evaluation  |                |
| 10. Training and Development   |                |
| 11. The Design of Effective Organizations.                               |                |
| 12. Modern Communications.   |                |
| <b>3) Strategy and Planning.</b>   | <b>4 hours</b> |
| 13. Project Management and Planning.                                     |                |
| 14. Strategizing for Success.  |                |
| 15. Motivation   |                |



16. Technique of Motivation
17. Collective Bargaining
18. Problem Solving and Decision Making.
- 4) **Leadership and Motivation.** **4 hours**
  19. Performance and Motivation.
  20. How Groups Work Together.
  21. Leadership, Power, and Influence.
  22. Managing Change and Conflict.
- 5) **Organizational Control.** **4 hours**
  23. Managing Quality and Control.
  24. Regulatory Provision
  25. Performance Appraisal
  26. Reward Management

Reference text book

1. Carlene M. Cassidy, Robert Kreitner, 12th Edition 2013. Principles of Management: South-Western Cengage Learning

## **Understanding Tourism Systems and the Environment**

### **Course Synopsis**

The aim of this module is to provide students with an introduction to the principles and practices of management. Students will learn how to examine the nature of managerial work including strategy, operations and project management, control, ethics, structures and culture, organizational power, groups and teams, individual performance and stress, social responsibility and change management.

Table of Contents

- |  |                |
|--|----------------|
| <b>1) Introducing Hospitality and Lodging</b> <ol style="list-style-type: none"> <li>1. Introducing Hospitality</li> <li>2. The Hotel Business</li> <li>3. Nature of hospitality</li> <li>4. The manager's role in the hospitality industry</li> <li>5. Rooms Division</li> <li>6. Major functional department</li> <li>7. Operational department</li> <li>8. Food and Beverage</li> </ol> | <b>6 hours</b> |
| <b>2) Beverages, Restaurants, and Managed Services</b> <ol style="list-style-type: none"> <li>9. manager's role in hospitality industry</li> <li>10. The Restaurant Business</li> <li>11. Restaurant Management</li> <li>12. Managed Services</li> </ol>   | <b>2 hours</b> |
| <b>3) Tourism, Recreation, Attractions, Clubs and Gaming</b> <ol style="list-style-type: none"> <li>13. Tourism</li> </ol>   | <b>5 hours</b> |





14. Evolution and Development of Tourism
15. Types of Tourism
16. Component of tourism
17. Excursionist
18. Types of Tourism
19. Importance and impact of tourism
20. Recreation, Attractions, and Clubs
21. Gaming Entertainment
- 4) Assemblies, Events, Attractions, Leadership, and Management 2 hours**
22. Meetings, Conventions, Expositions
23. Special Events
24. Leadership and Management
- 5) Managerial Areas of The Hospitality Industry 3 hours**
25. Planning
26. Organizing
27. Staffing
28. Communication
29. Decision Making
30. Control
- 6) Itinerary Planning 2 hours**
31. Definition
1. Steps to plan a tour.
2. Booking

#### Reference text book

1. John R Walker 5<sup>th</sup> Edition Introduction to Hospitality, Patience Hall.

## Optional Subjects

### Food Production

#### Course Synopsis

Students should be able to:

- Understand how a kitchen organization work
- Have a theoretical and practical knowledge of kitchen operations
- To have an understanding of basic kitchen operations and to identify equipments.

#### Table of content

- 1) **Culinary History**:- (Egyptian, Greek, Roman, French) 4 hours
- 2) **French terminology** in Kitchen



- 3) **History of Catering**:-Development of the catering industry, various sector of catering.
- 4) **Introduction to Cookery** **4 hours**
1. Attitude and behavior in the kitchen
  2. Personal Hygiene and food safety
  3. Contamination of food
  4. Uniform and protective clothing
  5. Identification of equipments
  6. Mise en place
  7. Safety procedures and handling equipment – ergonomics
  8. Food Storage: FIFO
  9. HACCP
- 5) **Hierarchy of Kitchen Department / Layout of Kitchen Department** **3 hours**
1. Classic Kitchen Brigade
  2. Organizational structure of the kitchen
  3. Modern staffing in various category hotels
  4. Duties and responsibilities of various chefs
  5. General Kitchens layout
  6. Equipments and fuels used in kitchen
- 6) **Salads and Dressing** **1 hour**
1. Composition of salad
  2. Types of salads
- 7) **Stocks** **1 hour**
1. Classification of stocks
  2. Stocks and its uses
- 8) **Soups** **1 hour**
1. Classification of Soups
  2. Making of good soup
- 9) **Sauces & Roux** **1 hour**
1. Uses of Sauces
  2. Thickening Agent
  3. Mother sauces / Derivatives of mother sauces and their uses
  4. Proprietary sauces / Contemporary sauces
- 10) **Method of cooking** **2 hours**
1. Classification
  2. Dry medium
  3. Moist medium
  4. Fat medium



## 11) Commodities

(Vegetables, Meats, Sea food, Poultry, Spices and Herbs, Cereals etc) **4 hours**

References Text book :

1. Bali, P.S. (2014) Food Production Operations. Second Ed. Oxford University press

## Housekeeping

### Course Synopsis

Housekeeping Management course presents a systematic approach to managing housekeeping operations and provides a thorough overview from the big picture of maintaining a quality staff, planning, and organizing, to the technical details of cleaning each area of a hospitality facility.

Table of Content

- |  |                |
|--|----------------|
| <b>1) Meaning of Housekeeping</b>  | <b>3 hours</b> |
| 1. The role of housekeeping  |                |
| 2. The importance and the functions of the housekeeping department   |                |
| 3. The layout of the housekeeping department   |                |
| 4. Organizational chart o housekeeping department (Large/Medium/Small)   |                |
| 5. Co-ordination with other departments  |                |
| <b>2) Duties and responsibilities of the housekeeping personnel</b>  | <b>2 hours</b> |
| 6. Duties and responsibilities of the housekeeping personnel   |                |
| 7. Attributes of the housekeeping personnel  |                |
| 8. Job Description and job specifications  |                |
| <b>3) Guest Rooms</b>  | <b>2 hours</b> |
| 9. Types of rooms  |                |
| 10. Placement of guest supplies and amenities  |                |
| 11. Guest floor rules  |                |
| <b>4) Housekeeping Control Desk</b>  | <b>2 hours</b> |
| 12. Role of Control desk   |                |
| 13. Co-ordination with other departments   |                |
| 14. Form, formats, records and register  |                |
| <b>5) Cleaning , Equipments and Cleaning Agents</b>  | <b>4 hours</b> |
| 15. Concept and principles of cleaning   |                |
| 16. Types of cleaning process ( Daily, Spring cleaning, Occupied room , Vacant rooms, Departure room , Turndown service) |                |
| 17. Classification of cleaning equipment/ agent  |                |
| 18. Selection use and care of cleaning agents  |                |
| 19. Storage and selection of cleaning equipments   |                |



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|---|----------------|
| <b>6) Cleaning Procedures</b>                             | <b>4 hours</b> |
| 20. Room Cleaning procedure                               |                |
| 21. Bed making procedure                                  |                |
| 22. Bathroom cleaning                                     |                |
| 23. Cleaning of public areas                              |                |
| 24. Carpet Cleaning                                       |                |
| <b>7) Linen and Uniform room Management</b>               | <b>2 hours</b> |
| 25. Classification of linen, sizes and selection          |                |
| 26. Linen , uniform storage and exchange procedure        |                |
| 27. Par stock of linen, uniform and its control technique |                |
| <b>8) Cleaning of guest rooms and bath</b>                | <b>3 hours</b> |
| 28. Daily, weekly and spring cleaning                     |                |
| 29. Night service   |                |
| 30. Check list of standard guest and bathroom supplies    |                |
| 31. Room occupancy list                                   |                |
| 32. Handling room transfers                               |                |
| <b>9) Basic Knowledge</b>                                 | <b>3 hours</b> |
| 33. Maid's trolley and setup                              |                |
| 34. Pest Control  |                |
| 35. Key and Key control                                   |                |
| 36. Lost and found process                                |                |
| 37. Forms and format used                                 |                |
| 38. Pest control  |                |

Reference:

1. Raghubalan, G. &Raghubalan, (2009), Hotel Housekeeping Operations and Management (2nd Ed), Oxford University Press, India
2. Andrew, S. (2010),Hotel Housekeeping Management and operations