

# **HOTEL MANAGEMENT AND CATERING SCIENCE**

## **Skill Based Elective I (Semester IV)**

### **HOSPITALITY MARKETING**

#### **OBJECTIVES**

To enable the students to understand the Hospitality Marketing and its procedure.

- ❖ To introduce the concepts of Marketing
- ❖ To execute Marketing communication and to have a knowledge about International Markets.
- ❖ To introduce the students about services in Marketing Trends and its quality
- ❖ To understand the Behaviour concept of Hospitality Consumers
- ❖ To know the source of Marketing Information.

#### **Unit I Introduction to Marketing**

- 1.1 Introduction to Marketing.
- 1.2 Marketing Planning, The Environment and Competitive Strategy.
- 1.3 Marketing Research.
- 1.4 Targeting, Segmentation and Positioning.
- 1.5 Consumer and Organisational Buyer Behaviour.
- 1.6 Managing the Product in the Marketing Mix.
- 1.7 Pricing.

#### **Unit II Marketing Activities**

- 2.1 Distribution.
- 2.2 Marketing Communications.
- 2.3 Distribution, Advertising and Sales Promotion.
- 2.4 Marketing Communications.
- 2.5 Public Relations, Personal Selling and Direct Mail.
- 2.6 International Markets.
- 2.7 Marketing Services.

#### **Unit III Introduction to Hospitality Services Marketing**

- 3.1 Introduction to Services Marketing.
- 3.2 Service Quality.
- 3.3 Customer Satisfaction.
- 3.4 Service Trends Affecting the Hospitality and Tourism Industry.

#### **Unit IV Understanding and Targeting Hospitality Consumers.**

- 4.1 Understanding the Behavior of Hospitality Consumers.
- 4.2 Introduction to Hospitality Consumer Behavior.
- 4.3 Factors that Influence Consumer Behavior.
- 4.4 Consumer Decision-Making Model.
- 4.5 Consumer Problem-Solving Processes.
- 4.6 Consumer Problem-Solving Techniques.

#### 4.7 Organizational Buyer Behavior.

### **Unit V Marketing Planning and Information**

#### 5.1 Developing a Marketing Plan.

#### 5.2 Introduction.

#### 5.3 The Marketing Planning Process.

#### 5.4 Sales Forecasting.

#### 5.5 Information Systems for Marketing Decisions.

#### 5.6 Sources of Marketing Information.

### **REFERENCES :**

1. Understanding Marketing by [Mark Davies](#) Sep 1997, , Paperback, 400 pages
2. Hospitality Marketing Management, 5th Edition by [Robert D. Reid](#), [David C. Bojanic](#) January 2009, ©2010
3. Introduction to Revenue Management for the Hospitality Industry: Pearson New International Edition Principles and Practices for the Real World, An by [Kimberly Tranter](#), [Trevor Stuart-Hill](#), [Juston Parker](#) Nov 2013.
4. Marketing for Hospitality and Tourism: Pearson New International Edition 6th Edition by [Philip Kotler](#), [John Bowen](#), [James Makens](#)
5. Marketing Essentials in Hospitality and Tourism
  - a. Foundations and Practices by [Stowe Shoemaker](#), [Margaret Shaw](#) Aug 2007
6. Marketing for Leisure and Tourism by [Morgan](#) Mar 1996.

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**Skill Based Elective II (Semester V)**  
**INFORMATION TECHNOLOGY IN HOTEL INDUSTRY**

**OBJECTIVES:**

IT Plays a major role in the hotel industry.

- To make the students manage their website and work with reservations, Credit Cards, Multiple Points of Sales (POS's) and on a single, unified platform .
- To acquire the knowledge of using basic office packages needed for drafting letters, making presentations etc.,
- To fill the gap between the traditional hotel industry and the present globalization of the industries by knowing the technologies behind internet.

**UNIT I**

Word processing and desktop publishing-Entering and editing documents-Other Word processing features-Formatting documents-Desktop publishing for print, screen.

**UNIT II**

Introduction to Spread Sheet (MS –Excel) Introduction to spread sheets –Entering and editing text, numbers and formulae –Inserting rows and columns Building Worksheets –Creating and formatting charts .

**UNIT III**

MS Power Point: Creating a simple presentation –Creating, inserting and deleting slides –Saving a Presentation.

**UNIT IV**

INTERNET:What is Internet ? The Internet's underlying Architecture ,Connecting to the Internet – Communicating on the Internet, How the World Wide Web works. Common Internet tools . Internet & World wide web- Intranets.

**UNIT V**

Introduction to HTML : Designing a Home Page – HTMLDocument – Anchor Tag – Hyperlinks – Head and Body Sections – Header Section – Title – Prologue – Links – Colorful Pages – Comments – Body Section – Heading – Horizontal Ruler – Paragraph – Tabs – Images and Pictures – Lists and their Types – Nested Lists– Table Handling. Frames : Frameset Definition – Frame Definition – Nested Framesets – Forms : Forms and their Elements.

**REFERENCE BOOKS :**

1. Microsoft Office for Windows –E.D. Jones and Derek Sutton Publication
2. MS Office 2000 –Sanjay Saxena, Vikas Publishing House
3. Computer Applications in Business –S.V. Srinivasa Vallabhan, Sultan Chand and Sons,
4. How the Internet works – Techmedia – Preston GrallaMillennium Edition, fourth Edition
5. Using Information Technology – William, Sawyer, Hetisn, TMH – III Edition
6. Alexis Leon And Mathews Leon. “Fundamentals of Information Systems” co-published by Vijay Nicole Imprints Pvt Ltd, 2004.

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## **Skill Based Elective III (Semester V)**

### **INFORMATION TECHNOLOGY IN HOTEL INDUSTRY (P)**

#### **MS-WORD**

1. Text manipulation – changing the font size, font type, font style, making the text bold, underlining the text, aligning the text (center, left, right, justified), cut, copy, paste.
2. Paragraph indenting & spacing, bullets & numbering, spelling & grammar check, inserting a picture from clip art, auto shapes, word art.
3. Table manipulation – creating tables, inserting & deleting rows & columns, changing width & height, changing table border.
4. Mail merge concept, printing formats.

#### **MS-EXCEL**

1. Entering the data, changing the fonts, changing row heights & column width, formatting the data, sorting the data.
2. Formula processing – creating simple formula, using functions (ABS, SQRT, LEN, SUM, ROUND, AVG, COUNT, CONCATENATE, FIND).
3. Inserting & formatting charts, inserting pictures, printing formats.

#### **MS-POWER POINT**

1. Creating simple presentation, saving, opening an existing presentation, creating a presentation using Auto content wizard & template.
2. Using various auto-layouts, charts, table, bullets & clip art.
3. Viewing an existing document in various views – outline view, slide view, slide show view, slide sorter view and note pages view.

#### **INTERNET**

1. Creating a E-mail ID, sending & receiving e-mail.
2. Accessing websites related to hotel industry.

#### **HTML**

1. Creating a html document, saving & opening an existing document. Formatting a text – changing the font size, font type, font style, colour, making the text small, big, bold, aligning the text.
2. Using various html tags – bgcolor, marques table, paragraph, horizontal, image tag etc.

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