

THE INSTITUTE OF COMMERCIAL MANAGEMENT

SUBJECT SYLLABUS



HOSPITALITY MANAGEMENT

The Hospitality Industry – Travel & Tourism:

- The Travel Industry
- The Tourism Industry

Profit of the Accommodation & Leisure Industry:

- Accommodation – Hotels in UK, Europe & USA
- Industrial Supply in UK & Europe
- Historical Perspective – UK
- Economic Issues
- Organisations
- Accommodation – Timeshare
- Accommodation – Caravan & Camping
- Other Activities Within the Hospitality & Leisure Industry

Hotel Management – Dimensions & Structure:

- Strategic Management
- Feasibility Studies

Aspects of Management:

- Commissioning the Property
- Procurement
- Sources of Revenue & Operating Costs
- Market Segments

Accommodation Operations:

- Marketing
- Room Division
- Rooms
- Housekeeping
- Planning & Organising the Housekeeping Department
- Human Resource Management
- Financial Control
- Leisure Facilities

Legislation:

- Food Safety Legislation
- Liquor Licensing Legislation
- Health & Safety at Work
- Planning Legislation

Restaurant & Fast – Food Industry:

- Catering Market
- The Catering Markets by Sector
- Market Sectors
- Major Operations
- Food & Beverage Management

Contract Catering Industry:

- Background & History
- The Primary Markets
- Industry Supply
- The Three Major Companies

Brewing Industry:

Background to the Industry
Major Operations

Trends:

The Environment
Environment Initiatives
Environment Issues – The Hospitality Industry
Computer Reservations Systems
Quality Assurance
Total Quality Management

Reading List

Main Text:

Hospitality Management: An Introduction – T Knowles (Pitman Publishing)

Alternative Text and Further Reading:

International Hospitality Industry – Peter Jones (Pitman Publishing)