

Central University of Himachal Pradesh

(Established under Central Universities Act 2009)

PO BOX: 21, DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH

Courses Content for Tourism & Travel

MBA Travel and Tourism Semester First

PG Programmes of Study

Monsoon Semester

(August – December 2018)



For More Details: Log on to www.cuhimachal.ac.in

CENTRAL UNIVERSITY OF HIMACHAL PRADESH
[Established under the Central Universities Act 2009]
PO Box: 21, Dharamsala, District Kangra - 176215 (HP)
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Course Code: TTM-423

Course Name: GEOGRAPHY OF TOURISM-I

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- Introduce students to the Concept of Geography.
- The students should understand the various regions of the world.
- To clarify the Role of the Geography in Tourism to the students.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

- **Mid Term Examination: 25%**
- **End Term Examination: 50%**
- **Continuous Internal Assessment : 25%**
 - Presentations: 10 %
 - Class test: 10%
 - Assignments: 5%

Course Contents:

UNIT - I: Introduction-Tourism Geography

(3 Hours)

- Definition ,Scope and Contents of Geography,Importance of Geography in Tourism,Typology of Tourism,Patterns & linkages in Tourism Geography,Market, Destinations, models in Tourism Geography,(Lepier model ,Gravity Model, push & pull theory) TGR, TTR, TDR
- IATA traffic conference areas.
- Interpretation of Tourist flow in different regions of the world

UNIT - II: Understanding the geographical location of Tourist Destinations in Europe & America (4 Hours)

- Reasons for Europe being the top continents in terms of Tourist arrivals & receipts
- Understanding UK, BENELUX, SCANDINAVIAN, EU, SCHENGEN Nations etc., Understanding physical features of EUROPE through Atlas (Rivers, mountains, beaches, deserts, heritage site etc.)
- Understanding NEW ENGLAND REGION, NORTH AMERICA, CENTRAL AMERICA, SOUTH AMERICA, REGION OF GREAT LAKES, Latin America Etc.
- Understanding physical features of America through Atlas (Rivers, mountains, beaches, deserts, heritage site etc.)

UNIT - III: Understanding the geographical location of Tourist Destinations in Africa (4 Hours)

- Understanding HORN OF AFRICA.
- Understanding physical features of AFRICA through Atlas (Rivers, mountains, beaches, deserts, heritage site etc.)

UNIT - IV: Understanding the geographical location of Tourist Destinations in Australasia (4 Hours)

- Understanding Australia & New Zealand.
- Understanding physical features of AUSTRALASIA through Atlas (Rivers, mountains, beaches, deserts, heritage site etc.)

UNIT - V: Understanding the geographical location of Tourist Destinations in Asia. (3 Hours)

- Understanding Asia, SAARC, ASEAN, EAST ASIA.
- Understanding physical features of ASIA through Atlas (Rivers, mountains, beaches, deserts, heritage site etc.)

Prescribed Text Books:

1. Brian Boniface and Chris Cooper (2009), **Worldwide Destinations - Casebook, The geography of travel and tourism**, Elsevier Butterworth-Heinemann, Oxford.
2. Brian G. Boniface and Chris Cooper (2009), **worldwide Destinations, The geography of travel and tourism**, Elsevier Butterworth-Heinemann, Oxford.
3. Orient Longman -World Atlas.

Suggested Additional Readings:

1. Oxford atlas
2. Geography of Travel & Tourism, Lloyd E. Hudman, (Author), Richard H Jackson (Author), Publisher: Delmar Pub
3. Understanding and Managing Tourism Impacts: An Integrated Approach (Contemporary Geographies of Leisure, Tourism and Mobility), C. Michael Hall (Author), Alan A. Lew Publisher: Routledge; 1 edition (August 20, 2009)
4. New Concise World Atlas, Keith Lye (Author), Stefan Chabluk, Publisher: Oxford University Press, USA; 2 edition (February 5, 2007)

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Course Code: TTM422

Course Name: Introduction to Hotel Management

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- To make student aware of the evolution and growth of hotel industry across the world.
- To bring about an understanding of Hotel industry in India.
- To make student understand the basic concept of a Hotel and its operational departments.
- To make student familiar with the various sections and areas of rooms division and their day to day activities.
- To clarify the role of Food & Beverage department in contributing to the hotel revenue as well as guest satisfaction.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

- 1. Mid Term Examination: 25%**
- 2. End Term Examination: 50%**
- 3. Continuous Internal Assessment : 25%**
 - Presentations: 10 %
 - Class test: 10 %
 - Assignments: 5%

Course Contents:

UNIT - I: Origin and evolution of HOTEL INDUSTRY (3Hours)

- Origin & evolution of accommodation units & Hotels.
- History & development of Hotel industry in India.
- Principles, concepts and objectives of a hotel.
- Types of Hotels, Classification of Hotels/star categorization
- Various departments/divisions of a hotel & Organization chart.

UNIT - II: Front Office Management (4 Hours)

- Various areas of Front office department & their functions.
- Lay out of front office department & allied units.
- Organization chart & role of front office manager & Personnel.
- The front office activities & guest activities in a hotel.
- International Symbols: Travel symbols or signs, Room Tariffs, Plans etc.

UNIT - III: Accommodation operation in Hotels (5 Hours)

- Role of housekeeping in Hospitality operation
- Types of rooms and accommodations.
- Sketch diagrams of rooms & suites. Various areas of a hotel: Public areas and back areas.
- Organization chart & Functions & duties of housekeeping staff members.
- Lay out of HK department & Floor pantry. Abbreviations used for room's status.
- Tools of the trade: tools & equipments used in housekeeping

**UNIT - IV: Food & Beverage Service Management
(4 Hours)**

- Types of catering establishments and their functions.
- Organization chart & role of F&B manager & staff members.
- Types of Menus & factors to be considered while planning a menu
- Various courses of Menu (French classical).
- Types of meals & types of service.
- Food & Beverage service outlets in Hotels and their operation techniques.

UNIT - V: Food Production Operation (2 Hours)

- Kitchen Organization chart & role of executive chef and various kitchen personnel.
- Lay out of the food production department displaying its various sections.
- Small tools and Equipments used in kitchen
- Common Indian and International Menus followed in Hotels.

**UNIT - VI: Non-Operational Departments (Miscellaneous)
(2 Hours)**

- Brief discussion of various departments like Sales & Marketing, Engineering & maintenance, Public relation & HR etc.

Prescribed Text Books:

1. Professional Hotel Management: Jagmohan Negi; S. Chand Co., New Delhi.
2. Hotel Housekeeping Operations and Management: Raghubalan; Oxford University Press India.

Suggested Additional Readings:

1. Hotel & motel management operation: Gray and Ligouri; PHI, New Delhi, 2000.
2. Managing front office operations: Michael L. Kasavana, Richard M. Brooks
3. Hotel Front Office Training Manual: Sudheer Andrews
4. Front Office Management- S.K. Bhatnagar
5. Hotel, Hostel and Hospital Housekeeping: JC Branson, M.Lennox, Edward Arnold Publication.
6. Text book of hotel Housekeeping-Sudheer Andrews
7. Food & Beverage service : Lilicrap Cousins
8. Food production operation: P.S. Bali; Oxford publication
9. Theory of cookery : Krishna Arora
10. Professional Cooking : Wayne Gisslein

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Course Code: TTM403

Course Name: Travel and Tourism principles and practices

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- This course shall introduce learner to tourism's growth and development.
- The course also highlights the role of tourism as an economic intervention and its significance in economy
- Course discusses the global nature of tourism, tourism product and emerging trends in tourism industry.
- It is also important to appreciate the future of tourism.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

- 1. Mid Term Examination: 25%**
- 2. End Term Examination: 50%**
- 3. Continuous Internal Assessment : 25%**
 - Presentations: 10 %
 - Class test: 10%
 - Assignments: 5%

Course Contents:**UNIT - I: Introduction to Travel & Tourism (5 Hours)**

- Tourism; an overview: Elements, Nature and Characteristics
- Typology of Tourism – Classification of Tourists
- Tourism network - Interdisciplinary approaches to tourism
- Historical Development of Tourism - Major motivations and deterrents to travel.

UNIT - II: Historical Perspective of Tourism & Travel motivations (4 Hours)

- Tourism Industry; Structure and Components:
- Attractions – Accommodation – Activities – Transportation - F&B – Shopping – Entertainment
- Infrastructure and Hospitality – Emerging areas of tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, etc.,
- Ideals of Responsible Tourism - Alternate Tourism - Case Studies on International Tourism.

UNIT – III: Measurement of Tourism (3 Hours)

- Tourist Transportation:
- Air transportation: The airline industry present policies, practices. Functioning of Indian carriers. Air Corporation Act, Air charters.
- Surface Transport: Rent-a-car Scheme and coach-Bus Tour, Transport & Insurance documents, All-India Permits
- Rail Transport: Major Railway Systems of World, (Euro Rail and Amtrak)
- General information about Indian Railways, Types of rail tours in India: Palace-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains etc. Indrail Pass.
- Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise.

UNIT - IV: Structure of Tourism Industry & Public sector Organizations (4 Hours)

- Tourism Organizations: Role and Functions of World Tourism Organization (WTO)
- Pacific Asia Travel Association (PATA)
- World Tourism & Travel Council (WTTC) - Ministry of Tourism, Govt. of India
- ITDC, Department of Tourism, Govt. of Himachal Pradesh.
- FHRAI, IHA, IATA, TAAI, IATO.

UNIT – V Tourism planning & Environment (4 Hours)

- Tourism Impacts - Tourism Area Life Cycle (TALC) - Doxey's Index - Demonstration Effect – Push and Pull Theory
- Tourism System - Mathieson and Wall Model & Leiper's Model - Stanley Plog's Model of Destination Preferences - Demand and Supply in tourism
- Tourism regulations - Present trends in Domestic and Global tourism – MNC's in Tourism Industry.

Prescribed Text Books:

1. Annual Report (2010-11), Ministry of Tourism, Government of India, New Delhi.
2. Burkart A.J., Medlik S. (1974), Tourism - Past, Present and Future, Heinemann, London.
3. Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), The Travel Industry, Van Nostrand Reinhold, New York.
4. Ghosh Bishwanath (2000), Tourism and Travel Management, Vikas Publishing House, New Delhi.
5. Holloway, J. C. (1994), The Business of tourism, Pitman Publishing, London.
6. Medlik, S. (1997), Understanding tourism, Butterworth Hinemann, Oxford.
7. Michael M. Coltman (1989), Introduction to Travel and Tourism- An International Approach, Van Nostrand Reinhold, New York.
8. Page J. Stephen & Brunt Paul (2007), Tourism- A Modern Synthesis, Thomson Publishers, London.
9. Ray Youell (1998), Tourism-an introduction, Addison Wesley Longman, Essex.
10. Sunetra Roday et al (2009), Tourism Operations and Management, Oxford University Press

Suggested Additional Readings:

1. Successful tourism management volume-II, Tourism Practices-Pran Nath Seth, sterling publishers
2. Successful tourism management volume-II, Tourism Practices-Pran Nath Seth, sterling publishers
3. Tourism The Business Of Travel, 3/ed - Roy A. Cook, Laura J. Yale, Joseph J. Marqua, Pearson (2007)

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TTM 420 Emerging trends and avenues in tourism industry

Course Code: TTM 420

Course Name: Emerging trends and avenues in tourism industry

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

Help the learners to understand about the Emerging trends in Tourism Industry

Help students to concentrate on core areas of Tourism, scope for further development

Empower students to plan their own tourism business venture in future

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

Mid Term Examination: 25%

End Term Examination: 50%

Continuous Internal Assessment: 25%

Assignment 1: 10 %

Assignment 2: 10 %

Class Test: 5%

Course Contents

Unit 1: New Tourism Products

Cruise Tourism

Ocean Cruise

River Cruise

Adventure Tourism

Wildlife Tourism

Medical and Wellness Tourism

Exhibition Centres

Film Tourism

Unit 2:Emerging Trends in Tourism

Sports Event Based Tourism

Weekend Tourism

Tourism for the purpose of imparting knowledge to Kids and Children's

Tourism for the purpose of shopping

Unit 3:Understanding the Economic Impacts of Emerging Trends in Tourism

Economic impacts of tourism (Positive & Negative impacts)

Income and employment

Multipliers of Tourism

Balance of payments

Economic Impact Analysis

Steps for conducting Tourism Impact Study

Unit 4: Understanding the Demand and Supply side of Emerging Tourism Trends

Psychology of Tourists

Tourism Market

Positioning and Marketing of Destinations and Venues

Understanding Artificial Adventure Environment

Unit 5: Avenues for Tourism Professionals

Tourism Business Consultants

Travel Consultants

Tourism Project managers

Tourism Entrepreneurs

Tourism Research Specialists

E Tourism Engineers

Prescribed Text Books

Successful Tourism Management Vol. 1 and Vol.2, Pran Nath Seth, Sterling Publishers Pvt Ltd, ISBN 978-81-207-3199-8, New Delhi.

Adventure Tourism The New Frontier, 2003, John Swarbrooke, Colin Beard, Suzanne Leckie, Gill Pomfret, Routledge, ISBN -10: 978-0-7506-5186-8, New York

Travel Tourism and Hospitality Research, A Handbook for Managers and Researchers, 1994, Second Edition, edtd by J R Brent Ritchie, Charles R Goeldner, John Wiley and Sons, New York

Tourism through a lence: image building of Indian Tourism practices through films, R. Abilash, International Journal of Research In Management & Social Science, Volume 2 , Issue 1 (II) : January - March 2014

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PO Box: 21, Dharamshala, District Kangra - 176215 (HP)

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Course Code: TTM 427

Course Name: Managerial Economics for Tourism

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

4. **Mid Term Examination: 25%**
5. **End Term Examination: 50%**
6. **Continuous Internal Assessment : 25%**
 - Assignment 1: 10 %
 - Assignment 2: 10 %
 - Class Test: 5%

Course Contents

UNIT 1: Introduction to Managerial Economics

- What is Economics?
- The Scope of Economics
- The Basic problem of an Economy
- Meaning and Nature of Managerial Economics
- How Economics contributes to Managerial Functions
- Areas of Economics useful for Business Decisions
- Understanding Managerial Economics

UNIT – II: Economics Principles and Business Decision Makings

- Marginalism and Instrumentalism
- The Equi-Marginal Principle
- Time perspective in Business Decisions

- Opportunity Cost
- The Concept of Present value Money and Discounting Principle
- Concept of Externalities
- Concept of Trade - Off

UNIT - III: Fundamentals Laws of Market

- The law of Demand
- Price- Demand Relationship
- The Demand Functions
- Types of Demands
- The Law of Supply
- Equilibrium of Demand and Supply
- Determination of Equilibrium Price
- Why Tourism Demand to be Studied Separately
- Fundamentals of Tourism Demand
- Understanding of Tourism Demand
- Factors Responsible for Affecting Tourism Demand at Destinations

UNIT IV: Market Structure and Objectives of Business Firms

- Objectives of Business Firms
- Profit Maximization
- Alternative Objectives of Business Firms

UNIT V: Managing Demand and Capacity

- The Underlying Issues: Lack of Inventory Capability
- Capacity Constraints
- Demand Pattern
- Strategies for Matching Capacity and Demands
- Yield Management

UNIT VI: Strategic Financial Management

- Meaning of Strategic Financial Management
- Definition of Strategic Financial Management
- Characteristics of Strategic Financial Management
- Scope of Strategic Financial Management
- Importance of Strategic Financial Management
- Success Factors of Strategic Financial Management
- Constraints to Strategic Financial Management

Strategic Financial Management, 2011, Rajini Sofat and Preeti Hiro, PHI Learning Private Limited, New Delhi 110 011, ISBN: 978-81-203-4341-2

The Economics of Tourism (1997), M. Thea Sinclair and Mike Stabler, Routledge, London, ISBN: 0-415-08523-3

Services Marketing 5th Edition, Valarie A Zeithaml, Mary Jo Bitner, Dwayne D Gremler, Ajay Pandit, Tata Mc Graw Hill Edu Pvt Ltd, ISBN 13: 978-0-07-070099-4

Economic Dimension of Tourism (1998), R. K. Malhotra, Anmol Publications Pvt Ltd, New Delhi, ISBN 81-7488-703-2

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Course Code: TTM 407

Course Name: Introduction to Tourism Marketing

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- To make student understand the basic concepts of Strategic Management in Tourism.
- To create awareness of Strategic Management in Indian Context and to make student familiar with the concepts of Strategy.
- To make student understand the role of Strategy can play in promoting the products in the service industry.
- To clarify Environmental Scanning, Strategy Formulation, Strategy Implementation and Evaluation and control

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

7. Mid Term Examination: 25%

8. End Term Examination: 50%

- **Continuous Internal Assessment : 25%**
- Presentations: 10 %
- Class test: 10 %

- Assignments: 5%

Course Contents:**UNIT - I: INTRODUCTION TO TOURISM MARKETING (5Hours)**

- Introduction to Tourism Marketing, The concept of Services Marketing.
- Nature of Tourism Services, Reasons for the Growth of Tourism Services.
- Meaning of Tourism Market; Retailer; Wholesaler in Travel Trade.
- Managing the Tourism Services / Distinctive Features of Tourism Product; the Tourism Marketing Mix. Management of Three Additional P's of Tourism Marketing Mix.
- Strategic Issues in Marketing of Services, Innovations in Services Marketing.
- The Customer Gap, The Provider Gaps, Putting it all Together: Closing the Gaps.

UNIT - II: GLOBAL PERSPECTIVE OF TOURISM MARKETING (4 Hours)

- Tourism marketing at different levels of Economic Development.
- Significance of Tourism Marketing for National Economy.
- Marketing of Tourism Products at national and International Level events with relation to travel Trade Fairs like Sattte; WTM; ITB Berlin; ITB Asia; Eibtm.
- Case Study of Honk Kong Disneyland, Timeshare – Well worth Buying and Enjoying

UNIT - III: MANAGERIAL ASPECTS OF TOURISM SERVICE SECTOR (4 Hours)

- The Purchase Process of Tourism Services – Consumption Values, A purchase Model of Tourism Services, Pre Purchase Phase, The Service Encounter and Post Purchase Phase.
- Marketing of P's and C's in Travel Trade.
- Tourism Relationship Marketing, Managing Customer Emotions, Relationship Marketing in Consumer Segment vs Service Segment, Service Level Agreements (SLA).

UNIT - IV: MANAGING HUMAN ELEMENT AND QUALITY ASPECTS (4 Hours)

- Importance and Role of Human element in Tourism Marketing , Building the Right Mind set – Developing Service Culture
- Tourism Service Quality; Definition of Quality; Service Encounters and Service Recovery.
- Determinants of Tourism Service Quality, Gaps Model of Tourism Service Quality.

- Bridging the Service Quality Gaps, The Reason for Gaps in Services, Managing to close the Service Quality Gaps, The concept of Total Quality Management (TQM).

UNIT – V: MARKETING TOURISM, TRAVEL, TRANSPORT AND HOSPITALITY SERVICES
(3 Hours)

- The concept of Travel and Transport, Customer Profile of Travel and Transport Services, Derived Demand
- Managing Marketing Mix for Tourism and Hospitality.
- Best Practices in Tourism Marketing.
- Case Study: Indore City Transport Service Limited.

Prescribed Text Books:

3. The Tourism Concepts and Practices; John R Walker Joweilyn T Walker Pearson.
4. Services Marketing, 2e Kenneth E Clow and David L Kuntz
5. Services Marketing – Concepts and Practices – Ramneek Kapoor, Justin Paul, Biplab Halder
6. Customer Relationship Management – Urvashi Makkar and Harinder Kumar Makkar
7. Marketing Management – Arun Kumar and N Meenakshi
8. Services Marketing – Valarie Zithami , Mary Jo Bitner, Dwayne D Gremler , Ajay Pandit
9. The business of Tourism Concepts and Strategies; A K Bhatia; Sterling Publishers.

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Course Code: TTM410

Course Name: Event Management

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- To introduce students with elements of the Event Management.
- To make student realize that event planning & management has an extremely positive future.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

9. Mid Term Examination: 25%

10. End Term Examination: 50%

11. Continuous Internal Assessment : 25%

- Presentations: 10 %
- Class test: 5%
- Attendance:5%
- Assignments: 5 %

Course Contents:

UNIT - I: The Introduction (4 Hours)

- **Event & categorization based on size ,types of events**

- Fairs & festivals organised in India
- Concept & Design
- Feasibility of the event
- Legal compliance

UNIT - II: Event Marketing, Promotion & financial management (4 Hours)

- Process of event Marketing, Marketing -Mix & Sponsorship
- Elements of Promotion-Image branding/Advertising/publicity/PR.
- Financial Management-budget/Break even point/cash flow analysis etc.

UNIT - III: Event Planning/protocol & staging (4 Hours)

- Aims & objectives of an event, Planning Tools-Gantt charts, Run sheets.
- Protocols for events
- Staging –event venue, theme, rehearsals, services.

UNIT - IV: Event staffing & management (4 Hours)

- Developing organisation charts, job descriptions, recruitment & training
- Leadership skills, team management, group development & time management
- Logistics ,Performance standards, functional areas

UNIT - V Risk Management, Security, Monitoring & Control systems (4 Hours)

- Risk management-related to natural, technology, legal, safety & security risk, occupational safety, crowd management & evacuation.
- Risk management process & standards for risk management.
- Monitoring control & evaluation.

Prescribed Text Books:

1. Lynn Van Der Wagen & Brenda R.Carlos (2011).Event Management-Pearson publishers
2. Meetings, Expositions, Events & Conventions: An Introduction to the Industry: International Edition, 3/E, George G. Fenich –Pearson Publishers
3. Event Management: A Professional and Development Approach by ASHUTOSH CHATURVEDI, Global India Publications.
4. Events Feasibility and Development By William O'Toole Published 14th December 2010 by Routledge.

Suggested Additional Readings:

1. Event Management: A Professional And Developmental Approach By Greg Damster, Dimitri Tassiopoulos, Peter de Tolly, Wren Dry, Jurgen Gasche, Debbie Johnson, John Knocker
2. Event Tourism Edited by Stephen J. Page, Joanne Connell, Published 29th October 2009 by Routledge.
3. Events Management by Glenn Bowdin, butterworth-heinemann publication, an imprint of Elsevier.

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PO Box: 21, Dharamshala, District Kangra - 176215 (HP)

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Course Code: TTM 517

Course Name: Tourist Destination Management

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- To make student aware of the various roles of Destination Management.
- To bring about an understanding of the various Stake holders in Destination Management.
- To make student understand the basic concept of a Destination Management Organisation.
- To make student familiar with the various stages of destination planning & development process.
- To clarify the role of Partnerships, Community & Governance in destination development.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

12. Mid Term Examination: 25%

13. End Term Examination: 50%

14. Continuous Internal Assessment : 25%

- Presentations: 10 %

- Class test: 10 %
- Assignments: 5%

Course Contents:

UNIT - I: Introduction: The concept of Destination Management

(3Hours)

- Definitions & overview of a Tourism Destination & Destination Management
- Uniqueness of destination management & destination management roles.
- Stakeholders in destination management & their roles.
- Destination management Organisations (DMOs) & their various types.
- The concept of destination governance & case study of governance of selected DMOs.

UNIT - II: Destination Planning

(4

Hours)

- Characteristics of Tourism Planning.
- Tourism planning process for destination management.
- Destination Visioning & Tourism Planning Toolkits.
- Specialized form of destination Planning: Destination level specific plans.
- Destination marketing planning process model.

UNIT - III: Destination product development

(4

Hours)

- Definition and components of the destination product.
- DMOs involvement in product development
- Different varieties of destinations as per UNWTO considerations.
- Destination quality: Hard & soft tourism product developments
- Ansoff's Growth strategy model for tourism product developments.
- Principles of destination product development
- Various aspects of destination product & the role of DMOs in their development.

UNIT - IV: Destination Partnership, Community relation & Destination Governance

(7

Hours)

- Definition & overview of Destination Partnership and team building
- Scope & benefits of destination partnership & Collaborations.
- Destination partners for DMOs & process of identifying them out.
- Ingredients of successful destination partnership
- Steps involved in partnerships & types of destination partnership
- Barriers and challenges in partnerships development & Destination Team Building.

- DMOs Role in managing Destination community & Tourism stakeholders' relation.
- Destination Governance & Leadership roles of DMOs.

UNIT – V: Destination communication & Promotion

(2

Hours)

- Destination branding: importance, benefits, characteristics, steps of planning & challenges.
- Destination integrated marketing communication: components, benefits & planning IMC.
- Destination information and communication technology.

Prescribed Text Books:

10. Marketing & Managing Tourism Destinations. Alastair M. Morrison, Routledge, Taylor & Francis Group, London & New York
11. Managing Tourist Destination. Krishna K. Kamra, Kanishka Publishers, Distributors, New Delhi.

Suggested Additional Readings:

1. Tourism Planning. Gunn. Clare A., Taylor & Francis Group, New York
2. Tourism Planning: An integrated & Sustainable approach-Inskeep E.
3. National & Regional Tourism Planning. Inskeep E., Routledge, London.
4. Tourism Planning: Basic concepts & cases. C. Gunn, Cognizant Publications, 2002
5. Destination Branding: Creating the unique proposition. Nigel Morgan, Annette Pritchard, Roger Pride, Butterworth and Heinemann, 2001.
6. The Tourism Area Lifecycle: Applications & Modification (Vol. 1). Richard W. Butler, Channel View Publications, 2006.
7. Tourism in Destination communities. Shalini Singh, Dallen J. Timothy, Ross Kingston Dowling, CABI Publishing, 2003.

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[Established under the Central Universities Act 2009]
PO Box: 21, Dharamsala, District Kangra - 176215 (HP)
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Course Code: TTM-512

Course Name: Eco tourism Planning and practices

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organized classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

To explore the interrelationships between the environment & its resource for sustainable tourism planning and development.

THEMES AND TOPICS

Unit I:

Concept and Origin :Emergence of Eco-tourism, growth and development. Definitions. Principles of Eco-tourism. An overview of Eco-tourists.

Unit II:

Eco-tourism Resources in India – Caves, National Parks,Wild life sanctuaries, Tiger Reserves, Biosphere Reserves, Wet lands, Mangroves, Coral reefs and desert Ecosystem.

Role of Eco tourism in WTO, UNDP, UNEP, Ministry of Tourism GOI,. Case studies of Ajanta - Ellora development project, Lonar Crater, Periyar National Park, Goa, Eco tourism at Himachal Pradesh

Unit III:

Environmental Studies: Definitions, components of environment, types of environment (an overview of food chains, food web and energy flow). Bio – Geo Chemical cycles,

Unit IV:

Environmental Pollution– Air, Water and Noise Pollution with special reference to tourism activities. Green house effect. Depletion of ozone layer treats due to global warming.

Unit V:

Eco-tourism Planning and development strategies – Eco-tourism strategies with special reference to Environmental Protection (Environmental Impact Analysis) Product development, Marketing and Promotion, Infrastructure development,Industry involvement training programme both at operational and promotional level.

Text Books:

1.Baldvin J.H. (1985) Environmental Planning and Management. I.B.D. Dehradun

2.Singh Ratandeep : Handbook of Environmental Guidelines for Indian Tourism – Kanishka Publishers, New Delhi.

3.Romila Chawla : Wildlife Tourism and Development; Sonali Publications,New Delhi.

4.Dash M.C. (1993) fundamentals of Ecology (New Delhi), Tata McGraw Hill Co.Ltd., Publishing Co.Ltd.)

5.Eagles P.F.J. 1987. The Planning and Management of Environmentally sensitive areas. (U.S., A.Lengman).

6.Khoshov T.N. 1987. The Planning and Management of Environmentally sensitive areas. (U.S., A.Lengman).

7.Kormandy E.J. (1989) Environmental issues Concerns and Strategies (New Delhi) Ashish

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PO Box: 21, Dharamshala, District Kangra - 176215 (HP)

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Course Code: TTM 429

Course Name: Security, Rescue and Disaster Management

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

15. Mid Term Examination: 25%

16. End Term Examination: 50%

17. Continuous Internal Assessment : 25%

- Assignment 1 : 10 %
- Assignment 2 : 10 %
- Presentation: 5%

Course Contents

UNIT 1: Dimension of Disaster

- Defining Disaster
- Types of Disaster
- Measuring Disaster
- Type of Disaster Impacts
- Disaster Archive
- Changes in Physical Environment

- Changes in Socio-Cultural Environment

UNIT - II: Managing Disaster

- Understanding the CBDM (Community Based Disaster Management)
- Post-Disaster Recovery
- Recovery Objectives and Process
- Physical, social, and Psychological Rehabilitation

UNIT III: Impact of Terrorism on Tourism

- Analysis of Impact of Terrorism on Tourism
- Immediate needs of Tourists after Terror Attack at destinations
- Strategic actions as Preventive Measures
- Ways to eradicate Impact of Terrorism on Tourism
- The Significance of Negative Events in Tourism Decision Process
- Rebuilding the image of the destination

UNIT IV: Crisis Planning and Organisational Measures

- Generic Planning
- Contingency Planning
- Preventive Planning

UNIT V: Safety and Security in Industry

- Security and security services
- Safety signs
- Possible risk at crowded places
- First aid
- Incident Reporting
- Communication during emergencies
- Emergency Planning
- Crowd management plan
- Fire Procedures
- Evacuation Procedures
- Bomb Threat procedures
- Instructions for all employees during Disaster

Prescribed Text Books

Crisis Management in Tourism Industry (2003), Drik Glaesser, Elsevier Butterworth-Heinemann, Burlington, ISBN 0 7506 5976 9.

Dimensions of Disaster Environmental Hazards, Assessing Risk and Reducing Disaster sixth edition (2013), Keith Smith, Routledge, Oxon, ISBN: 978- 0-415-68105-9

Event Management for Tourism, Cultural, Business and Sporting Event, Lynn Van Der Wagen, Brenda R. Carlos, Pearson, New Delhi, ISBN: 978 – 81 – 7758 – 065 – 5.

“Developing Tourism amidst Economic Slowdown and Terror Attacks”, JOHAR, Vol. No. 5, No. 2, July 2010. ISSN No. 0973 - 4538

“Managing Environmental Degradation – An Effective Tool for Increasing Economic Benefits of Tourism”, Indian Journal of Applied Hospitality & Tourism Research, Vol. No. 2, January 2010., ISSN No. 0975 - 4954

“Terrorism a Key Deterrence to Tourism: Ways to Mitigate Impacts” Indian Journal of Applied Hospitality & Tourism Research, Vol. No. 1, January 2009, ISSN No. 0975 – 4954

Central University of Himachal Pradesh

(Established under Central Universities Act 2009)

PO BOX: 21, DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH

Courses Content for Tourism & Travel

MBA Travel and Tourism Semester Third

Monsoon Semester

(August – December 2018)



For More Details: Log on to www.cuhimachal.ac.in

CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[Established under the Central Universities Act 2009]

PO Box: 21, Dharamshala, District Kangra - 176215 (HP)

www.cuhimachal.ac.in

Course Code: TTM- 409

Course Name: Itinerary Preparation and Costing

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- This will help Students develop ideas for tour
- An idea of what is already in the marketplace
- Careful planning is required when developing an itinerary for tour.

- Detailed information on terms and conditions and provide possible ideas for brochure design and content.

Evaluation Criteria:

- **Mid Term Examination: 25%**
- **End Term Examination: 50%**
- **Continuous Internal Assessment : 25%**
 - Presentations: 10 %
 - Class test: 10%
 - Assignments: 5%

Course Contents:

UNIT - I: Itinerary Development (4 Hours)

- Definition of Itinerary, various types of itineraries, tools, techniques
- Procedure involved in itinerary planning, constraints in itinerary preparation.

UNIT - II: Preparation of Itineraries (4 Hours)

- Preparation of Itineraries for special interest tours like Buddhism in India
- Wildlife tours, Heritage tours cuisine, Yoga
- Photography and various adventure tour programmes in Himachal.

UNIT – III: Itinerary and Its Linkages In Travel Trade (4 Hours)

- Linkages in Travel trade Industry with respect to Itinerary preparation (Procurement of the various services related to Itinerary preparation).

UNIT - IV: Components of Tours Package (5 Hours)

- Tour packaging-types, components of standard tour package:
- The points to be considered while designing a tour package. Review of tour package offered by TCI, Thomas Cook, Cox & Kings and SOTC.
- Out bound packages.

UNIT – V: Tour Packaging

(3 Hours)

- Costing of a tour package, Techniques and tools of costing, cost sheet, calculation of supplementary services.
- Factors Affecting the Tour Cost and Procedure for Cost Determination.

REFERENCES;

1. Travel Agency and Tour operation concepts and Principals by Jagmohan Negi.
2. Encyclopaedia of Tourism Management by P.C. Sinha.
3. Tourism and travel Concepts and Principles by Jagmohan Negi.
4. Regional Development, Tourism Hotels & Travel Trade by Jagmohan Negi

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PO Box: 21, Dharamshala, District Kangra - 176215 (HP)

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Course Code: TTM- 509

Course Name: Airline Ticketing and Cargo Management

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- The Travel & Tourism Ticketing course provides a student with an understanding of the Aviation industry
- The definite role of a travel professional in this industry
- The importance of exceeding customer expectations and how changing technology has an impact on the travel industry.
- The participants are also trained in related subjects such as Industry Regulations, Codes, World Geography,
- Air Fares and Ticketing including E-Ticketing, Visa and Health requirements, as well as Tour Packages

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

18. Mid Term Examination: 25%

19. End Term Examination: 50%

20. Continuous Internal Assessment : 25%

- Presentations: 10 %
- Class test: 10%
- Assignments: 5%

Course Contents:**UNIT - I: Introduction to Airline Industry****(5 Hours)**

- The Airline Industry: Origin and Growth
- Organization of the Air Transport Industry in the international context
- Schedule and non schedule air line services.
- Air taxis, multinational Air Transport regulations.
- Organization and working of DGCA. Air corporation Act Indian carries, operations, management performance.
- Marketing strategy of air India.

UNIT – II Air Fares and Ticketing**(4 Hours)**

- Air Fares and Ticketing: Tariffs manuals-Terms and definitions –currency regulations-Round and circle trip fares-journeys in different classes-special fares-taxes-ticketing instructions.
- Important foreign destinations for Indian tourists, their costs and detailed itineraries,

- Best potential market for outbound package and selling strategies.
- Effect of outbound promotion on domestic tourism

UNIT – III Aircraft and Flight Services

(4 Hours)

- Airline Reservations, Domestic and International Ticketing
- Tariff Terminology and Fare Calculation
- Factors Affecting the Tour Cost and Procedure for Cost Determination
- Pricing Strategies and Calculation of Tour Price
- Aircrafts Configuration and Features
- Passenger Capacity and Aircraft Seating Plans
- Baggage Handling & Management
- Food & Beverage Services and Passenger Safety Plans

UNIT – IV: Automation in tourism industry

(3 Hours)

- Air Transport: Airline codes and definitions-Aircraft and in-flight services
- Airport facilities and special passengers
- Automation-Baggage-International regulations-Travel guides.

UNIT – IV: Growth and Evolution of Cargo Industry

(4 Hours)

- Growth and Evolution of Cargo Industry
- IATA Conference Areas. Time Zones, GMT variations, Elapsed /Flying /ground/transportation time .
- IATA 3-letter City / Apt. Codes, Country and Currency codes.

Prescribed Text Books:

1. IATA and IITM notes.
2. Travel Agency and Tour operation concepts and principles by Jagmohan Negi.
3. Encyclopaedia of Tourism Management by P.C. Binha.
4. Tourism and Travel Concepts and principles by Jagmohan Negi.

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Course Code: TTM 503

Course Name: Quantitative Techniques for Travel and Tourism

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

Help the learners to understand about the Tourism Research

Help students to analyse the competitive position in the Tourism Business through research

Empower students to design the tourism strategies at various situations through research

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may **not** be permitted to appear in examination.

Evaluation Criteria:

21. Mid Term Examination: 25%

22. End Term Examination: 50%

23. Continuous Internal Assessment : 25%

- Assignment 1: 10 %
- Assignment 2 : 10 %
- Class Test: 5%

Course Contents

UNIT 1: Understanding Research and Research Design

- Definition
- Objectives of Research
- What You can do with Tourism Research
- Research Design

UNIT – II: Understanding Data, Levels of Measurement and Types of Sampling

- Primary Data and Secondary Data
- Qualitative and Quantitative Research based on Nature of Data
- Nominal, Ordinal, Interval and Ratio scale
- Sampling and Types of Sampling

UNIT - III: Method of Data Collection

- Observation, Classification of Observations, Advantages and Limitation of Observation Methods
- Interviews, Types of Interviews, Advantages and Disadvantages of Interview Method
- Questionnaire and Schedule, Difference between Questionnaire and Schedule
- Designing of Questionnaire and Schedule
- Survey through Questionnaire and Schedule

UNIT IV: Quantitative Research for Tourism Industry

- Quantitative Research & its purpose in Tourism
- Measure and Compare
- Examine Relationship
- Test Hypothesis
- Construct Concepts and Theories
- Explore, Control and Explain

UNIT V: Writing up the Research Report

- The Report Writing Process
- The Report Structure
- Ethical and Legal Considerations
- Developing a Writing Styles

Prescribed Text Books

Research Methods The Basics, 2011, Nicholas Walliman, Routledge, London, ISBN 9780-415-48991-1

Research Methodology, 2012, Vijay Upagade, Arvind Shende, S. Chand and Company Ltd. New Delhi, ISBN 81-219-3222-X.

Doing Research in Real World, 2009, David E Gray, Sage Publication, New Delhi, ISBN 978-1-84787-336-1.

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PO Box: 21, Dharamshala, District Kangra - 176215 (HP)

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Course Code: TTM 522

Course Name: Strategic Management for Travel and Tourism

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

Help the learners to understand about the contemporary tourism business trends

Help students to analyse the competitive position of the firm at various business situation

Empower students to design the tourism business strategies based on business situations

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:**24. Mid Term Examination: 25%****25. End Term Examination: 50%****26. Continuous Internal Assessment : 25%**

- Assignment (Cases Related to Tourism Strategy) : 10 %
- Assignment (Cases Related to Tourism Transportation Strategy): 10 %
- Presentation: 5%

Course Contents**UNIT 1: Understanding Strategy in Tourism Business**

- Vision, Mission and Objectives of Organization
- Context and uses of Strategy in Tourism
- Why corporate need Strategy?
- Initiation of Strategy: Triggering Events
- Mintzberg's Modes of Strategic Decision Making
- Role of Strategist in an Organization

UNIT – II: Strategic Analysis - I

- Understanding Strategic Management Process
- PEST Analysis
- Strategic Group Analysis
- Porters Five Forces Analysis
- Competitor Analysis

UNIT – III: Strategic Analysis – II

- Destination Competitiveness (Porter's Diamond Model)
- The Poon Concept – Strategist for Tourism Destination
- Evolution of Product
- SWOT Analysis
- Strategic Audit Worksheet
- Performance Monitoring and Control

UNIT - IV: Strategic Choices

- Elasticity of Marketing Instruments in Different Stages of Product Life cycle
- Porter's Generic Strategies
- Sustaining Competitive Advantage
- Strategic Direction and Methods
- Strategic Evaluation

UNIT V: Strategic Implementation

- Organising and Resourcing
- Understanding MBO
- Managing and Monitoring
- Force Field Analysis
- Preparation of Strategy

Prescribed Text Books

Strategy for Tourism (2010), John Tribe. Goodfellow Publishers Limited, Oxford.

Services Marketing 5th Edition, Valarie A Zeithaml, Mary Jo Bitner, Dwanye D Gremler, Ajay Pandit, Tata Mc Graw Hill Edu Pvt Ltd, ISBN 13: 978-0-07-070099-4.

Business Policy (2009), Azar Kazmi, Tata Mc Graw Hill Ltd, New Delhi

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PO Box: 21, Dharamshala, District Kangra - 176215 (HP)

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Course Code: TTM437

Course Name: Front office operation in Hotels

Credits Equivalent: 4 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- To make student aware of the development of hotel industry & industry interlinkages.
- To bring about an understanding of front office's key role in hotel operation.
- To make student understand the various stages of Front office operation.
- To familiarize the students with the role of front office in providing guest services.
- To clarify the role of front office department in contributing to the hotel revenue as well as guest satisfaction.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

27. Mid Term Examination: 25%

28. End Term Examination: 50%

29. Continuous Internal Assessment : 25%

- Presentations: 10 %
- Class test: 10 %
- Assignments: 5%

Course Contents:

UNIT - I: Introduction to Front office (8 Hours)

- Development of Hotel industry over the period & Industry interlinkages.
- International airlines, currencies, credit cards, Travel agencies, hotel chains, capitals etc.
- Role of front office department in hotels & function of its various sections.
- Contribution of Front office staff members to the departmental & hotel operation.
- Room Tariff structure: definition, factors affecting room tariff, types of room rates etc.
- Room tariff fixation methods: cost based and market based techniques

UNIT - II: Front Office operation (9 Hours)

- Product selling tools-Brochures, Tariff cards, summer package brochure, tent card etc.
- Guest cycle, comparative study Front office activities & guest activities.
- Reservation: Importance, Source & modes of Reservation and its various types.
- Systems of Reservations: diary system, whitney system, computerized reservation system
- Amendment and cancellation procedures for various systems of reservation
- CRS: Centralized reservation system, Group reservations, cancellations, overbooking etc.

UNIT - III: Front office Guest Services (9 Hours)

- Front office communication within the departments, Log book and its importance.
- Registration Process, forms and formats used, Handling FITs(with reservation & walk-in)

- Handling GIT (Group registration), handling Registration of foreigners (C-Forms)
- Mail & message handling, paging, Safe deposit locker procedure.
- Room key control process & Room change procedure
- SB check-in procedure & Wakeup call procedure.
- Handling Guest Complaints.

UNIT - IV: Front office accounting & audit

(8 Hours)

- Guest check out procedure & Mode of bill settlement, C/O problems and solutions.
- Front office guest accounting: types of accounts, vouchers, folios, ledger etc.
- Front office accounting cycle.
- Night auditing: Importance, function of Night Auditor& the night auditing process
- Yield Management: Concept, tools, elements, benefits, strategies & challenges.
- Forecasting: benefits, data required, necessary records, RAF: formula.
- Budgeting: types, Budgetary control: Objectives, essentials, Advantages & limitations

UNIT - V: Role of Computers in FO operation & Case studies

(6 Hours)

- Computer Application in Front office: MIS, HIS, CRS, PMS
- Case studies related to Guest Handling in Front office

Prescribed Text Books:

12. Front Office Management: S.K. Bhatnagar, Frank Bros. & Co. Ltd.
13. Hotel front office operation and management: J R Tewari, Oxford University press India.

Suggested Additional Readings:

11. Professional Hotel Management: Jagmohan Negi; S. Chand Co., New Delhi.
12. Hotel front office management: James A. Bardi, Wiley India publication
13. Hotel & motel management operation: Gray and Ligouri; PHI, New Delhi, 2000.
14. Managing front office operations: Michael L. Kasavana, Richard M. Brooks
15. Hotel Front Office Training Manual: Sudheer Andrews
16. Text book of front office Management and operation: Sudheer Andrews
17. Check-In Check-Out: Managing Hotel Operations: Vallen Gary K., Vallen

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PO Box: 21, Dharamshala, District Kangra - 176215 (HP)

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Course Code: TTM 533

Course Name: ECONOMICS OF TOURISM

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

Understand the economic situation to run the Tourism Business Successfully

Estimate the Tourism Demand based on prevailing Global Economic Conditions

Understanding the Micro Foundation of Tourism Demand

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

30. Mid Term Examination: 25%

31. End Term Examination: 50%

32. Continuous Internal Assessment : 25%

- Assignment 1 : 10 %
- Assignment 2 : 10 %
- Presentation: 5%

Course Contents

UNIT – I: Measuring the Economy & Understanding International Tourism Business

- Unemployment
- Inflation
- GDP
- Business Cycles
- Competitive Environment
- Foreign Exchange Rate & Foreign Exchange Market
- Tourism Balance of Payment

UNIT II: Understanding the Economic Impacts of Tourism

- Tourism Satellite Accounts and their Applications in (Computable General Equilibrium) CGE Modelling
- Income and employment
- Tourism Multiplier Effect
- Economies of Tourism Companies

UNIT III: Understandings the Micro Foundations of Tourism Demand - I

- Determinants of Tourism Demand
- Demand for Tourism Relative to Other Goods and Services
- Tourists Destination as complement
- Tourist Destination as Substitutes

UNIT IV: Understandings the Micro Foundations of Tourism Demand - II

- Effect of a Rise in Income on Tourism Consumptions
- Effect of a Fall in Income on Tourism Consumptions
- Effect of fall in Price and Rise in Income on Tourism Consumption
- Tourism Demand over Time
- Social Context of Tourism Decision Making

UNIT V: Impact of Economic Slowdown on Tourism Industry

- Understanding Economic Slowdown
- Economic slowdown and fall in Demand of Tourism Product
- Tourism Product and Service Condition during Economic Slowdown
- Steps to overcome slackness in Tourism Business during Economic Slowdown
- Demand and Cost Consequences of Violence Affecting Domestic Tourism: An Indian Case Study

Prescribed Books:

Reference Books:

Introductory Economics Fourth Edition, Arleen J. Hoag and John H. Hoag, Cambridge University Press India Pvt. Ltd. New Delhi, ISBN – 13: 978-81-7596-717-5

Strategic Financial Management, 2011, Rajini Sofat and Preeti Hiro, PHI Learning Private Limited, New Delhi 110 011, ISBN: 978-81-203-4341-2

Investment Management, 2008, Yogesh Maheshwari, PHI Learning Private Limited, New Delhi 110 011, ISBN: 978-81-203-34256-7

Hand Book of Tourism Economics Analysis, New Applications and Case Studies, Clement A. Tisdell, World Scientific Publication, London. ISBN 978 – 9814327077.

Text book:

The Economics of Tourism (1997), M. Thea Sinclair and Mike Stabler, Routledge, London,

Micro Economics, D. M. Mithani, Himalayan Publishing House, New Delhi.

Tourism Development and the Environment beyond Sustainability, Richard Sharpley, Earthscan, London

Micro Economic Theory (Third Edition), Dominick Salvatore, Mc Graw Hill Education, New Delhi.

Journal Article

Developing Tourism amidst Economic Slowdown and Terror Attacks, S.Sundararaman, JOHAR, Vol. No. 5, No. 2, July 2010. ISSN No. 0973 - 4538

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PO Box: 21, Dharamshala, District Kangra - 176215 (HP)

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Course Code: TTM 504

Course Name: Entrepreneurship Development in travel and Tourism

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: **The course is designed to**

- **To make student understand the basic concepts of Entrepreneurship.**
- **To create awareness of tourism in international context & to make student familiar with use Growth Models of Entrepreneurship.**
- **To clarify the role of Entrepreneurship in the Tourism Business**
- **Current debates in Entrepreneurship in Tourism and Hospitality**

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

33. Mid Term Examination: 25%

34. End Term Examination: 50%

35. Continuous Internal Assessment : 25%

- Presentations: 10 %
- Class test: 10 %
- Assignments: 5%

Course Contents:

Unit 1 Sensing Entrepreneurial opportunities

- ❖ Introduction,
- ❖ Definition
- ❖ Types of entrepreneurship,
- ❖ Entrepreneurship elements,
- ❖ Features of an entrepreneurial firm.
- ❖ Environment scanning

- ❖ Problem identification
- ❖ Spotting trends
- ❖ Creativity and Innovation
- ❖ Selecting the right opportunity

UNIT-2: ENTREPRENEURIAL PLANNING

- ❖ Creating the Plan
- ❖ Business Plan
- ❖ Organizational Plan
- ❖ Production Plan
- ❖ Marketing Plan
- ❖ Operational Plan
- ❖ Financial Marketing Plan
- ❖ Human Resource Planning
- ❖ Formalities for starting a travel agency or DOT approved travel company

Unit 3:- Enterprise Growth Strategies

- ❖ Franchising
- ❖ Mergers And Acquisitions
- ❖ Value Adding and Moving up the value Chain

Unit 4:- RESOURCE MOBILIZATION

- ❖ Angel Investor
- ❖ Venture Capital Funds
- ❖ Stock market raising funds
- ❖ Specialized financial institutions

Unit 5:- Innovation and Opportunity in Entrepreneurship

- ❖ The entrepreneur and management of the life-cycle
- ❖ The entrepreneur and business failure

❖ The entrepreneur and business growth and Limitations of Entrepreneurship in tourism and travel

Books and References:-

1. Tourism and Entrepreneurship by Jovo Alelejevic and Stephen J Page
2. Entrepreneurship in the Hospitality -Tourism and Leisure Industries By Alison Morrison, Mike Rimmington ,Claire Williams
3. Entrepreneurship and Small Business -Management in the Hospitality Industry By Darren Lee-Ross and Conrad Lashley

CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[Established under the Central Universities Act 2009]

PO Box: 21, Dharamshala, District Kangra - 176215 (HP)

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Course Code: TTM 543

Course Name: Consumer Behaviour in Tourism

Credits Equivalent: 2 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/ optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

Course Objectives: The course is designed to

- To make student understand the basic concepts of Consumer Behaviour
- To create awareness of Consumer Behaviour in Indian Context and to make student familiar with the concepts of Strategy.
- To make student understand the role of Strategy in consumer behaviour can play in promoting the products in the service industry.

Attendance Requirement:

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

Evaluation Criteria:

36. Mid Term Examination: 25%

37. End Term Examination: 50%

- **Continuous Internal Assessment : 25%**
- Presentations: 10 %
- Class test: 10 %
- Assignments: 5%

UNIT I: CONSUMER BEHAVIOUR AN OVERVIEW

- Introduction to Consumer Behaviour, The history of Tourist Behaviour, Main concepts of in consumer behaviour, including models of consumer behaviour adapted for tourism,

UNIT II: CONSUMER DECISION MAKING PROCESS

- Motivators, Determinants, Models of the purchase decision- making process.
- Typologies of tourists behaviour and segmentation of the tourist market, Ethnic, religious and group influences, Class, age and gender influences
- Researching tourist behaviour : Marketing Research
- The marketing mix and tourist behaviour.

UNIT III: - INDIVIDUAL INFLUENCES ON BUYING BEHAVIOUR

- Perceptions,
- Stimulus,
- Attitude and Attitude Change,
- Learning and Memory,
- Personality and Self Concept.

UNIT IV: - GROUP INFLUENCES ON BUYING BEHAVIOUR

- Reference Groups Influence and Group Dynamics
- Family Buying Influences, Family Life Cycle and Buying Roles
- Cultural and Sub-Cultural Influences

UNIT V: -

- The Buyer Decision Process, Organizational Buying Decisions; The Destination Choice, The Non User.

Prescribed Text Books:

1. **Consumer Behaviour in Tourism – Second Edition – John Swarbrooke and Susan Horner – Elsevier.**
2. **Marketing for Hospitality and Tourism – Sixth Edition- Philip Kotler, John T Bowen and James Makens**
3. **Consumer Behaviour in Travel and Tourism – Abraham Pizam and YoelMansfeld; Routledge**
4. **Marketing Management – Arun Kumar and N Meenakshi – Vikas Publishing House.**
5. **Basics of Marketing – Hayden Nobel – AV Publishing**