



हिमाचल प्रदेश केन्द्रीय विश्वविद्यालय
Central University of Himachal Pradesh

अस्थाई शैक्षणिक खंड, धौलाधार परिसर-II, धर्मशाला जिला - कांगड़ा, हिमाचल प्रदेश-176215
Temporary Academic Block, Dhauladhar Parisar – II, Dharamshala District – Kangra, Himachal Pradesh – 176215

School of Tourism Travel and Hospitality Management

Department of Tourism and Travel management

MBA (Specialisation in Tourism and Travel)

List of COURSE OFFERING

“Winter Semester 2020”

Courses for Semester: First

Semester I					
Sr. No.	Course Code	Title	Credits	Pre-requisite	Name of the Teacher
1.	TTM 403	Tourism Principles and Practices	2		Dr Suman Sharma
2.	TTM 423	Geography of Tourism -I	2		Dr. Suman Sharma
3.	TTM 427	Managerial Economics for Tourism	2		Dr.S.Sundararaman
4.	TTM 420	Emerging trends and avenues in tourism industry	2		Dr.S.Sundararaman
5.	TTM 422	Introduction to Hotel Management	2		Mr. Debasis Sahoo
6.	TTM-517	Tourist Destination Management	2		Mr. Debasis Sahoo
7.	TTM 410	Event Management	2		Mr. Arun Bhatia
8.	TTM 407	Introduction to Tourism Marketing	2		Mr. Arun Bhatia



हिमाचल प्रदेश केन्द्रीय विश्वविद्यालय

Central University of Himachal Pradesh

अस्थाई शैक्षणिक खंड, धौलाधार परिसर-II, धर्मशाला जिला - कांगड़ा, हिमाचल प्रदेश-176215

Temporary Academic Block, Dhauladhar Parisar – II, Dharamshala District – Kangra, Himachal Pradesh – 176215

Courses for Semester: Third

Semester III					
Sr. No.	Course Code	Title	Credits	Pre-requisite	Name of the Teacher
1.	TTM 509	Airline Ticketing and Cargo Management	2	Specialization in Airline Operations TTM 513	Dr. Suman Sharma
2.	TTM 409	Itinerary Preparation and Costing	2		Dr. Suman Sharma
3.	TTM 412 (A)	Financial management in Tourism	2		Dr. Ashish Nag
4.	TTM 437	Front Office Operations In Hotels	4		Mr. Debasis Sahoo
4.	TTM 543	Consumer Behaviour in Tourism	2		Mr. Arun Bhatia
5.	TTM 504	Entrepreneurship development in Tourism and travel	2		Mr. Arun Bhatia
6.	TTM 522	Strategic Management for Travel and Tourism	2		Dr.S.Sundararaman
7.	TTM 424	Guiding Skills and Personality Development	2		Dr.S.Sundararaman
9.	TTM 434	Student development program(Adventure group tour)	2	TTM450	All Faculty of the Department



हिमाचल प्रदेश केन्द्रीय विश्वविद्यालय

Central University of Himachal Pradesh

अस्थाई शैक्षणिक खंड, धौलाधार परिसर-II, धर्मशाला जिला - कांगड़ा, हिमाचल प्रदेश-176215

Temporary Academic Block, Dhauladhar Parisar – II, Dharamshala District – Kangra, Himachal Pradesh – 176215

Foundation and Skill Development courses

The students of other Programmes of Study may choose any course(s) offered by the Department/school. However, for the guidance of the students of other departments, a tentative list of courses which can be taken, keeping into consideration the level of difficulty, is given as under:

Sr. No.	Course Code	Course Name	Credits	Code No. of Pre-requisite/ Co-requisites if any	Teacher
1	TTM 429	Security, Rescue and Disaster management	02	Skill Development Course	Dr S. Sundararaman
2	TTM 460	Role of financial services in Tourism	02	Human Making course	Dr Ashish Nag
3	TTM 465	Finance & Investment skills	02	Skill Development Course	Dr Ashish Nag

Dr. Suman Sharma.

Dean,

School of Tourism, Travel & Hospitality Management

Central University of Himachal Pradesh



हिमाचल प्रदेश केन्द्रीय विश्वविद्यालय
Central University of Himachal Pradesh

अस्थाई शैक्षणिक खंड, धौलाधार परिसर-II, धर्मशाला जिला - कांगड़ा, हिमाचल प्रदेश-176215
Temporary Academic Block, Dhauladhar Parisar – II, Dharamshala District – Kangra, Himachal Pradesh – 176215

School of Tourism Travel and Hospitality Management

Department of Tourism and Travel management

Programme of Study: MBA (Specialization in Tourism and Travel)

Courses Content

First Semester (Monsoon Semester, 2020)

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

CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[Established under the Central Universities Act 2009]
Temporary Academic Block, Dhauladhar Parisar – II, Dharamshala District – Kangra, Himachal Pradesh – 176215)
www.cuhimachal.ac.in

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)

CENTRAL UNIVERSITY OF HIMACHAL PRADESH
[Established under the Central Universities Act 2009]

Temporary Academic Block, Dhauladhar Parisar – II, Dharamshala District – Kangra, Himachal Pradesh – 176215)
www.cuhimachal.ac.in

Course Code: TTM 422

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 (6 Hours)

- 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 (8 Hours)

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

UNIT - III: Accommodation operation in Hotels (6 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 (6 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 & Miscellaneous departments (4 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.
- 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. Front Office Management- S.K. Bhatnagar
3. 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. Hotel, Hostel and Hospital Housekeeping: JC Branson, M.Lennox, Edward Arnold Publication.
5. Text book of hotel Housekeeping-Sudheer Andrews
6. Food & Beverage service : Lilicrap Cousins
7. Food production operation: P.S. Bali; Oxford publication
8. Theory of cookery : Krishna Arora
9. Professional Cooking : Wayne Gisslein

CENTRAL UNIVERSITY OF HIMACHAL PRADESH
[Established under the Central Universities Act 2009]

Temporary Academic Block, Dhauladhar Parisar – II, Dharamshala District – Kangra, Himachal Pradesh – 176215)
www.cuhimachal.ac.in

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)

CENTRAL UNIVERSITY OF HIMACHAL PRADESH
[Established under the Central Universities Act 2009]

Temporary Academic Block, Dhauladhar Parisar – II, Dharamshala District – Kangra, Himachal Pradesh – 176215)
www.cuhimachal.ac.in

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
Understanding Artificial Adventure Environment
Positioning and Marketing of Destinations and Venues

Unit 5: Avenues for Tourism Professionals

Tourism Business Consultants
Travel Consultants
Tourism Project managers
Tourism Entrepreneurs
Tourism Research Specialists
E Tourism Engineers

CENTRAL UNIVERSITY OF HIMACHAL PRADESH
[Established under the Central Universities Act 2009]

Temporary Academic Block, Dhauladhar Parisar – II, Dharamshala District – Kangra, Himachal Pradesh – 176215)
www.cuhimachal.ac.in

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

UNIT – II: Economics Principles and Business Decision Makings

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

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

UNIT - III: Fundamentals Laws of Market - I

- The law of Demand
- Price- Demand Relationship
- Types of Demands
- Economic Factors that Influence Tourism Demand

UNIT - IV: Fundamentals Laws of Market - II

- The Law of Supply
- Tourism Supply and Market Structure
- Contemporary Tourism Supply Trends
- 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

CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[Established under the Central Universities Act 2009]

Temporary Academic Block, Dhauladhar Parisar – II, Dharamshala District – Kangra, Himachal Pradesh – 176215)

www.cuhimachal.ac.in

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:

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

CENTRAL UNIVERSITY OF HIMACHAL PRADESH
[Established under the Central Universities Act 2009]

Temporary Academic Block, Dhauladhar Parisar – II, Dharamshala District – Kangra, Himachal Pradesh – 176215)

www.cuhimachal.ac.in

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.

CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[Established under the Central Universities Act 2009]

Temporary Academic Block, Dhauladhar Parisar – II, Dharamshala District – Kangra, Himachal Pradesh – 176215)

www.cuhimachal.ac.in

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 (3 Hours)

- 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 (10 Hours)

- Definition and components of the destination product.
- Variables influencing Tourism Destination Product development
- Destination Strategy for Tourism Product development
- DMOs involvement in Destination product development
- Fundamental & Principles of Tourism Product development
- Procedure of Tourism Product Development process
- Strategic Steps In Product Development Process:--PEST, SWOT analysis, Tourism Area Life Cycle-TALC, Ansoff's Growth strategy model etc.
- Various aspects of destination product & the role of DMOs in their development
- Destination Variations: Different types of destinations as per UNWTO considerations
- Diversified roles of a DMO in Product Development
- Destination quality: Hard & soft tourism product developments
- Dimensions of Quality: Koch Model of Tourism Quality
- Benefits and Process of Destination Quality Management

UNIT - IV: Destination Partnership, Community relation & Destination Governance(10 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

(3 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:

11. Marketing & Managing Tourism Destinations. Alastair M. Morrison, Routledge, Taylor & Francis Group, London & New York
12. 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.

CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[Established under the Central Universities Act 2009]

Temporary Academic Block, Dhauladhar Parisar – II, Dharamshala District – Kangra, Himachal Pradesh – 176215)

www.cuhimachal.ac.in

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 THE CENTRAL UNIVERSITIES ACT 2009]

TEMPORARY ACADEMIC BLOCK, DHAULADHAR PARISAR – II, DHARAMSHALA DISTRICT –
KANGRA, HIMACHAL PRADESH – 176215)

www.cuhimachal.ac.in

Course Code: TTM 460

Course Name: Role of Financial Services 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

- Aimed at enabling the students to understand the issues involved in planning finances and investments at the personal level, and expects to raise their level of advising on the financial issues.
- Make student understand about the Indian financial system and financial services that they can apply in practical life.

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%

- Practical/ Demo
- Virtual Trading
- Visit to Stock Brokers, Mutual Fund Houses
- Guest Lectures from Experts
- Live Projects/Case Study/ Case Work

Course Contents:

UNIT-I: Introduction to Financial System

(3 hours)

- The Financial System, Nature, Evolution and Structure, The Functions of Financial Intermediaries , Financial Instruments
- The Role of Financial System in Economic Development , The Indian Financial System, Meaning of financial services, Importance of financial services in tourism, Types of financial services in specifically for tourism
- Financial services and economic environment, Players in financial services

UNIT-II: The Origin and Growth of Banking

(4 hours)

- History, The Indian Banking system, Types of banks in India
- Challenges and Trends in Banking, RBI Structure, Role of RBI as a regulator

- Banker and customer, Bank's obligation to customers, Types of accounts and customers
- Banks and technology, Various IT products and services beneficial for tourism business, International banking services from tourism perspective

UNIT-III: Insurance Sector (4 hours)

- Introduction, Definition, Need and importance, Life and non life insurance
- Principles of Insurance, Kinds of Insurance, Life Insurance, General Insurance
- Rationale for opening up of the Insurance sector to Private Sector
- LIC, GIC, A brief introduction to IRDA Act. Insurance Act, 1938
- Use of Insurance in tourism business

UNIT-IV: Merchant Banking and other Financial Services for Tourism (5 hours)

- Origin, Meaning and concept, Functions, Role of a merchant Banker
- Commercial Banks and Merchant Banking, Issues management
- Managing new issues, SEBI guidelines for merchant bankers, Underwriting
- Capital market, Stock exchanges, Role of SEBI
- Credit Rating, Bill Discounting, Lease finance, Hire purchase, Venture Capital, Public Deposits

UNIT-V: Mutual funds and Money Market Instruments for Tourism Business Financing (4 hours)

- Mutual Funds, Structure of Mutual Funds, Types of Mutual Funds, Advantages of mutual funds
- Treasury bill , Commercial bill, Commercial paper, Certificate of deposit, REPO/Reverse REPO
- Call money, Notice money , Term money , Credit card
- Factoring , Consumer finance

Prescribed Text Books:

1. Sasidharan & Mathews Security Analysis and Portfolio Management, Tata McGraw Hill, New Delhi.
2. Khan M.Y. Financial Services, Fifth Edition, Tata McGraw Hill, New Delhi.
3. Siddaiah T. Financial Services. First Edition, Pearson, New Delhi.

Suggested Additional Readings:

1. Bhole L.M, (2011). Financial Institutions and Markets, Fifth Edition, Tata McGraw Hill, New Delhi.
2. Batra & Bhatia, (2001). Management of Financial Services. Deep & Deep Publication, New Delhi.
3. Ravichandran K. (2011). Merchant Banking and Financial Services. First Edition. Himalaya Publishing House, New Delhi.
4. Rose & Hudgins, (2010). Bank Management and Financial Services. Seventh Edition. Tata McGraw Hill, New Delhi.
5. Gupta, Aggrawal & Neeti, (2007). Financial Institutes & Markets. Kalyani Publication, New Delhi.
6. Khan M.Y. (2009) Indian Financial System, Sixth Edition, Tata McGraw Hill, New Delhi.

7. Pathak (2007) India Financial System, Second edition, Pearson, New Delhi.
8. Tripathy (2010). Financial Services. Fourth Edition, PHI Learning, New Delhi.
9. Gordon & Natarajan,(2010), Financial Markets and Services. Sixth Edition, Himalaya Publishing House, New Delhi.
10. Pathak (2011). The Indian Financial System. Third Edition. Pearson, New Delhi.

CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[ESTABLISHED UNDER THE CENTRAL UNIVERSITIES ACT 2009]

TEMPORARY ACADEMIC BLOCK, DHAULADHAR PARISAR – II, DHARAMSHALA DISTRICT –
KANGRA, HIMACHAL PRADESH – 176215)

www.cuhimachal.ac.in

Course Code: TTM 465

Course Name: Finance and Investment Skills

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:

- Enable the students to understand the basics of finance and Investment Skills.
- Enable students to manage their own portfolio and help other to design basic portfolio.
- Provide training and exposure to students about Investment skills and Investment markets.
- Provide experience to deal with savings, tax, risk, liquidity, returns and personal finance.

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 the examination.

Evaluation Criteria:

21. Mid Term Examination: 25%

22. End Term Examination: 50%

23. Continuous Internal Assessment : 25%

- Practical/ Demo
- Virtual Trading
- Visit to Stock Brokers, Mutual Fund Houses
- Guest Lectures from Experts
- Live Projects/Case Study/ Case Work

Course Contents:

UNIT - I: Introduction to Financial System

(3 hours)

- The Financial System, Nature, Evolution and Structure, The Functions of Financial Intermediaries , Financial Instruments
- The Role of Financial System in Economic Development , The Indian Financial System, Meaning of financial services, Importance of financial services, Types of financial services
- Financial services and economic environment, Players in financial services

UNIT - II: The Origin and Growth of Banking

(4 hours)

- History, The Indian Banking system, Types of banks in India

- Challenges and Trends in Banking, RBI Structure, Role of RBI as a regulator
- Banker and customer, Bank's obligation to customers, Types of accounts and customers
- Banks and technology, Various IT products and services, International banking services

UNIT-III: Insurance Sector

(4 hours)

- Introduction, Definition, Need and importance, Life and non - life insurance
- Principles of Insurance, Kinds of Insurance, Life Insurance, General Insurance
- Rationale for opening up of the Insurance sector to Private Sector
- LIC, GIC, A brief introduction to IRDA Act. Insurance Act, 1938

UNIT - IV: Trading and settlement System in Stock Exchanges

(5 hours)

- Meaning and Functions of Stock exchanges
- Organization of Stock Exchanges in India: Traditional structure, Demutualization, Corporatization of Stock exchanges.
- Listing of Securities: Advantages of listing, listing Procedure
- Clearing and Settlement, Online Trading, Trading at NSE, Trading and Settlement System at BSE
- Role of SEBI

UNIT - V: Mutual funds and Money Market Instruments

(4

hours)

- Mutual Funds, Structure of Mutual Funds, Types of Mutual Funds, Advantages of mutual funds
- Treasury bill , Commercial bill, Commercial paper, Certificate of deposit, REPO/Reverse REPO
- Call money, Notice money , Term money , Credit card , Factoring , Consumer finance

Prescribed Text Books:

1. Sasidharan & Mathews Security Analysis and Portfolio Management, Tata McGraw Hill, New Delhi.
2. Khan M.Y. Financial Services, Fifth Edition, Tata McGraw Hill, New Delhi.
3. Siddaiah T. Financial Services. First Edition, Pearson, New Delhi.

Suggested Additional Readings:

1. Bhole L.M, (2011). Financial Institutions and Markets, Fifth Edition, Tata McGraw Hill, New Delhi.
2. Batra & Bhatia, (2001). Management of Financial Services. Deep & Deep Publication, New Delhi.
3. Ravichandran K. (2011). Merchant Banking and Financial Services. First Edition. Himalaya Publishing House, New Delhi.
4. Rose & Hudgins, (2010). Bank Management and Financial Services. Seventh Edition. Tata McGraw Hill, New Delhi.
5. Gupta, Aggrawal & Neeti, (2007). Financial Institutes & Markets. Kalyani Publication, New Delhi.

6. Khan M.Y. (2009) Indian Financial System, Sixth Edition, Tata McGraw Hill, New Delhi.
7. Pathak (2007) India Financial System, Second edition, Pearson, New Delhi.
8. Tripathy (2010). Financial Services. Fourth Edition, PHI Learning, New Delhi.
9. Gordon & Natarajan,(2010), Financial Markets and Services. Sixth Edition, Himalaya Publishing House, New Delhi.
10. Pathak (2011). The Indian Financial System. Third Edition. Pearson, New Delhi.



हिमाचल प्रदेश केन्द्रीय विश्वविद्यालय
Central University of Himachal Pradesh

अस्थाई शैक्षणिक खंड, धौलाधार परिसर-II, धर्मशाला जिला - कांगड़ा, हिमाचल प्रदेश-176215

Temporary Academic Block, Dhauladhar Parisar – II, Dharamshala District – Kangra,
Himachal Pradesh – 176215

School of Tourism Travel and Hospitality Management

Department of Tourism and Travel management

Programme of Study: MBA (Specialization in Tourism and Travel)

Courses Content

Third Semester (Monsoon Semester, 2020)

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

CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[Established under the Central Universities Act 2009]

Temporary Academic Block, Dhauladhar Parisar – II, Dharamshala District – Kangra,
Himachal Pradesh – 176215)

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

CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[Established under the Central Universities Act 2009]

Temporary Academic Block, Dhauladhar Parisar – II, Dharamshala District – Kangra,
Himachal Pradesh – 176215

www.cuhimachal.ac.in

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:

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 Airline Industry

(5 Hours)

- The Airline Industry: Origin and Growth

- Organization of the Air Transport Industry in the international context
- Schedule and non-schedule airline 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.

CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[Established under the Central Universities Act 2009]

Temporary Academic Block, Dhauladhar Parisar – II, Dharamshala District – Kangra,
Himachal Pradesh – 176215

www.cuhimachal.ac.in

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:

4. Mid Term Examination: 25%

5. End Term Examination: 50%

6. 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

CENTRAL UNIVERSITY OF HIMACHAL PRADESH
[Established under the Central Universities Act 2009]
Temporary Academic Block, Dhauladhar Parisar – II, Dharamshala District – Kangra,
Himachal Pradesh – 176215
www.cuhimachal.ac.in

Course Code: TTM 437 (4 Credits course)
Course Name: Front office operation in Hotels

Course Contents:

UNIT - I: Introduction to Hotel & Hospitality industry (10 Hours)

- Origin & evolution of accommodation units & Hotels.
- History & development of Hotel industry in India & abroad.
- Inter Relationship between Travels, Tourism & Hospitality.
- Types of Hotels, Classification of Hotels/star categorization
- Organizational chart of front office department in Large, medium and small hotels.
- Role and function of front office & its departments/sections.

UNIT - II: Front Office operation (10 Hours)

- Types of rooms and guests, product selling tools-Brochures, Tariff cards.
- Basis of charging- Fixed Time basis, 24 hrs basis, Night basis, Food plans
- Room Tariff: definition, factors affecting room tariff, types of room rates etc.
- Room tariff fixation methods: cost based and market based techniques
- Lay out of front office department & equipments used in FO dept.
- Importance of Reservation & Guest cycle.
- Source and modes of Reservation, Systems of Reservations and its various types
- Reservation Processing, Amendment and cancellation procedures.
- Registration Process, forms and formats used, handling guaranteed reservation and walk-ins.
- Handling FIT & Groups, Registration of foreigners C Forms, Rooming & handling C-Forms.

UNIT - III: Front office Guest Services (7 Hours)

- Front office communication within the departments, Log book and its important
- Process of mail handling, Handling emergencies – Bomb threats, robbery etc.
- Role of front office in hotel security, handling security baggage check-in.
- Room key control card & its process, Safe deposit boxes-use & procedure.
- Importance of bell desk.
- Function of bell desk-luggage handling, paging, mail & message handling etc.
- Role of lobby manager, functions of GRE desk & records maintained at the GRE desk.
- Role of Travel desk, entertainment desk, concierge desk etc.

UNIT - IV: Front office accounting & audit (9 Hours)

- Importance of front office cashiering section, duties & responsibilities of a FO cashier.
- Check-out & account settlement, Types: express checkout, self check-out, and late check-out.
- Account aging, Collection, Types: Guest Accounts, Non-guest accounts, folio, ledgers etc.
- Hotel credit management (Including credit cards)
- Importance of audit, Function of Night Audit, Modes of operation.
- The night audit process, Verifying the Night Audit
- Yield Management: Concept, differential rates, booking horizons, forecasting booking.
- Pricing: Tariff decisions, Cost based pricing, market pricing, budgeting, daily front office report.

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

(4 Hours)

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

Prescribed Text Books:

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

Suggested Additional Readings:

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

CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[Established under the Central Universities Act 2009]

Temporary Academic Block, Dhauladhar Parisar – II, Dharamshala District – Kangra,
Himachal Pradesh – 176215

www.cuhimachal.ac.in

Course Code: TTM 424

Course Name: Guiding Skills and Personality Development

UNIT 1: Understanding the Role of the Guide

- Who is Tour Guide?
- Role of Tour Guide at Destinations
- Importance of Guiding
- Requirements of Good Guide
- Importance of Tour Guide in Tourism promotion

UNIT – II: Tour Guiding

- Preparing for Guiding a Group
- Assembling and Meeting the Group
- Leading, Commentary at various sites
- Handling Questions and Complaints
- Concluding the Tour

UNIT - III: Skills for Tour Guide

- Positioning and Commentary
- Voice and Time Limit
- How to organise the effective commentary
- Presentation Skills
- Qualities required for Effective Tour Guide

UNIT IV: Personality Development

- Understanding Personality
- Personality Traits
- Traits Theory
- Types of Personalities
- Case Study

UNIT V: Effective Tools for Enhancing Personal Effectiveness

- Definite Techniques
- SWOT
- Personal Quality Initiative
- Seven habits of Highly Effective People

- Ways to Improve your Self-Esteem

CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[Established under the Central Universities Act 2009]

Temporary Academic Block, Dhauladhar Parisar – II, Dharamshala District – Kangra,
Himachal Pradesh – 176215) www.cuhimachal.ac.in

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:

7. Mid Term Examination: 25%
8. End Term Examination: 50%
9. 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]
Temporary Academic Block, Dhauladhar Parisar – II, Dharamshala District – Kangra,
Himachal Pradesh – 176215)
www.cuhimachal.ac.in

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:

10. Mid Term Examination: 25%

11. 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 Yoel Mansfeld; Routledge**
4. **Marketing Management – Arun Kumar and N Meenakshi – Vikas Publishing House.**
5. **Basics of Marketing – Hayden Nobel – AV Publishing**

CENTRAL UNIVERSITY OF HIMACHAL PRADESH
[Established under the Central Universities Act 2009]
Temporary Academic Block, Dhauladhar Parisar – II, Dharamshala District – Kangra,
Himachal Pradesh – 176215)
www.cuhimachal.ac.in

Course Code: TTM 412A

Course Name: Financial Management 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:

- Enable the students to understand basic concepts of Strategic Financial Management, Financial decisions, Financial markets, financial transactions, Financial Instruments, valuation of financial instruments and Risks and Returns involved in financial transactions.
- To ensure that students can apply financial management theories and techniques for strategic decision making, more specifically in long term investment decisions, financing decisions and reallocation of financial resources for maximizing internal benefit and are able to adapt to factors affecting those decisions.
- To identify and evaluate appropriate sources of finance, their risks and costs
- To understand the impact of the global business environment on national and multinational companies
- Utilize financial and cost accounting data to make more informed analyses.
- Manage basic corporate finance transactions.
- Invest more profitably: increase risk-adjusted investment returns, minimize investment losses, and operate more effectively financially overall

Attendance Requirements:

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.

- Theories of Capital Structure, Net Income Approach, Net Operating Income Approach, The Traditional Approach, Pecking order theory, Modigliani-Miller Approach

UNIT - V: Dividend Decisions

(3 Hours)

- Dividend Policy, Types of Dividend Policy, Factors Influencing Dividend Policy, Dividend Policy and Firm Value
- Dividend Theories: Walter's Model, Gordon's Model, Modigliani-Miller Model

Prescribed Text Books:

1. Pandey IM Financial Management, Eleventh Edition, Vikas Publishing House, New Delhi.
2. Horne & Dhamija Financial Management, Twelfth Edition, Pearson, New Delhi.
3. Prasanna Chandra Financial Management, Ninth Edition, Tata McGraw Hill, New Delhi.

Suggested Extra Readings:

1. Horne and Wachowich (2012) Financial Management, 13th Edition, PHI Learning, New Delhi.
2. Sofat and Hiro (2011) Strategic Financial Management, First Edition, PHI Learning, New Delhi.
3. Kishore RM (2011) Strategic Financial Management, Second Edition, Taxmann's, New Delhi.
4. Brigham & Houston (2011) Fundamentals of Financial Management, Tenth Edition, Cengage Learning, Delhi.
5. Rustagi (2011) Financial Management, Fifth Edition, Taxmann's, New Delhi.
6. Kapil (2011) Financial Management, First Edition, Pearson, New Delhi.
7. Parrino & Kidwell (2011) Fundamentals of corporate finance, First Edition, Wiley India Pvt. Ltd., New Delhi.
8. Khan and Jain (2011) Financial Management (Text Problems and Cases), Fifth Edition, Tata McGraw Hill, New Delhi.
9. Ross, Westerfield & Jordan (2012) Fundamentals of Corporate Finance, Ninth Edition, Tata McGraw Hill, New Delhi.