

Central University of Himachal Pradesh
(Established under Central Universities Act 2009)
DHARAMSHALA, DISTRICT KANGRA – 176215, HIMACHAL PRADESH
Courses Content for Tourism & Travel
MBA Travel and Tourism Semester Second
Spring Semester
(January – June 2018)



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

Courses for Semester: Second

Department – wide Courses

Sr. No.	Course Code	Course Name	Credits	Code No. of Pre-requisite/ Co-requisites if any	Teacher
1.	TTM 401	Introduction to Travel Agency and Tour Operation Business	2		Dr Suman Sharma
2.	TTM 431	Galileo CRS System	2		Dr Suman Sharma
3.	TTM 424	Guiding Skills and Personality Development	2		Dr S. Sundararaman
4.	TTM 530	Logistics Management	2		Dr S. Sundararaman
5.	TTM435	Tourism Products of India	4		Mr Debasis Sahoo
6.	TTM 528	Management Information System.	2		Mr Arun Bhaita
7.	TTM 448	MICE Management	2		Mr Arun Bhaita

University Wide 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 512	Eco tourism Planning and practices	2	Human Making course	Dr Suman Sharma

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

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Course Code: TTM 530

Course Name: Logistics 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

Help the learners to understand about the Logistics Management

Help students to familiarise with various operations involved in Logistics Services

Empower students to understand the contemporary trends in Logistics Management

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%

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

Course Code: TTM 530

Course Name: Logistics Management

UNIT 1: Understanding Logistic Concepts

- Definition
- History of Logistics Services
- Logistics Functions
- Conquering competition by utilising Logistics Services
- Logistics and Supply Chain Management

UNIT – II: Transportation

- Principles of Transportation Function
- Transportation Management
- Legal Types and Modes of Transportation
- Transportation Rate Profiles
- Containerisation and Multimodal Transportation

UNIT - III: Inventory, and Packaging

- Inventory Functions
- Inventory Related Costs
- Inventory Control Tools
- Selective Inventory Control
- Packaging and Contemporary Trends in Packaging

UNIT IV: Warehousing

- Purpose and process of Warehousing
- Factors involved in Warehouse Location
- Functions of Warehousing
- Warehouse Operation

UNIT V: Purchasing and Order Processing

- Order Processing
- Order Acquisition
- Order Document Processing
- Order Status Reporting
- Factors Effecting Order Processing Time

Prescribed Text Books

Supply Chain Management Text and Cases, V.V. Sople, Pearson, New Delhi, 2012, ISBN: 978-81-317-6099-4

Basics of Distribution Management (A Logistical Approach), Satish K. Kapool, Purva Kansal, PHI Learning Pvt Ltd, New Delhi, ISBN 978 – 81 – 203 – 2182 - 3

Logistics and Supply Chain Management, Shridhara Bhat, Himalayan Publishing House, Mumbai, 2012, ISBN: 978-81-8488-705-1

Logistics Management Definition, Dimension and Functional Applications, S. K. Bhattacharyya, S. Chand and Company Ltd, New Delhi, 2010, ISBN: 81-219-2885-0

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Course Code: TTM 424

Course Name: Guiding Skills and Personality Development

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 importance of Guiding in Tourism Industry

Empower students to acquire skills to guide the tourist at various destinations

Help students to develop their personality skills further

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 (Practical): 10 %
- Assignment 2 (Practical) : 10 %
- Presentation: 5%

Course Contents

UNIT 1: Understanding the Role of the Guide

- Who is Tour Guide?
- Role of Tour Guide
- Steps to Become Tour Guide
- Presenting Self

UNIT – II: Guiding a Tourist Group

- Understanding Importance of Interpretation
- Dynamics of Commentary
- Mechanics of Tour Guiding
- Practical Tips for Tour Guide

UNIT - III: Guiding Scenarios

- Guiding on Walking Tours
- Guiding on Coach
- Guiding at a Museum
- Guiding at a Religious Place
- Guiding at Archaeological Site
- Guiding on a Nature Walk

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

Prescribed Text Books

High Performance Leadership Text Cases and Practical Tools for HR Management, (2014), Second Revised Edition, G. Vijayaragavan, Himalayan Publishing House, New Delhi
HandBook for Tour Guides, (2013), Nimit Chowdhary, Matrix Publishers, New Delhi
Case Studies in Management. J.A. Kulkarni, Asha Pandey, Sandeep Pachpande, Pearson, Delhi
Guide Instruction HandBook

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Course Code: TTM435

Course Name: Tourism Products of India

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 bring in the understanding about the concept of tourism products & its elements.
- To make student aware about the various natural and manmade resources that can form a part of the composite tourism product.
- To make student understand various forms of tourism products & their importance.
- To familiarize the students with the various historical, cultural, religious & natural tourism products.
- To develop a clear and methodical approach towards modern forms of tourism products.

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 - I: Introduction to Tourism Product

(3 Hours)

- Definition & concept of tourism products (multilevel approach).
- Elements & characteristics of tourism products.
- Classification/forms of tourism product: Natural, manmade, mixed Tourism Products.
- Tourism product development process-UNWTO, product life cycle-Stages

UNIT - II: Historical & Religious Tourism product

(13 Hours)

- Features of India: Five physiological regions, Climatic zones & languages.
- Architectural Heritage of India: glimpses of the prominent ancient architecture styles

(Hindu Temple archit, Islamic archit, Rajput Archit, Mughal Archit, Chola archit, etc)

- UNESCO World heritage monuments in India & other prominent monumental structures.
- Religions of India: Hinduism, Islam, Christianity, Buddhism, Jainism, Sikhism, Bahai faith etc.
- Pilgrimage Destinations of India related to various religions.

(Hindu:-Chaar Dhaam, Jyotirlingas, Shakti peeth, Sacred rivers, regional temples, Islamic- Mosque & famous Dargahs, Shikh-Panch Takhat, other famous Gurdwara, Buddhist & Jain Shrines of India)

UNIT - III: Natural tourism Resources

(9 Hours)

- Protected Area Network: Wildlife Sanctuaries, National Parks and Natural Reserves in India
- Hill Stations: Specific study with relation to the strategic advantages of various hill stations.
- Beaches and Islands: Famous Beaches of Mumbai, Goa, Kerala, Odisha, Andaman & Nicobar etc.

UNIT - IV: Cultural Tourism products

(10 Hours)

- Tourism & culture: Indian customs and traditions, Religious symbols etc.
- Indian Paintings: Early phase, Ajanta painting, Cholas paintings, Rajput, Tanjore Paintings.
- Museums & art galleries: introdn, types of museum, famous museums & art galleries of India
- Performing Art Forms of India: Classical & folk dance from, Glimpses of classical & folk music
- Fairs & festivals: Importance, types, major fairs and festivals of India
- Handicrafts & Handloom: Industry, types & various Handicraft Centers across the country
- Indian cuisine: Origin, types, regional variations, outside influence, major dishes etc.

UNIT - V: Modern forms of tourism products

(5 Hours)

- New concepts/Emerging Trends in tourism: brief study of Eco tourism products, Rural Tourism, plantation tourism, spice tourism, golf tourism, MICE Tourism, Dark Tourism, Border Tourism, Medical Tourism, health tourism, Adventure tourism products in India.
- Catalyst of tourism development: tourism promotional festival, special Luxury tourist trains, tourism circuit's example, use of technology, Infrastructure, SIT etc.

Prescribed Text Books:

1. Indian Tourism Products: R. Jacob, Joseph & Philip, Abhijeet Publications, Delhi.
2. Tourism Products Part-I & II: R. Thandavan, R. Girish, Dominant Publishers & distributors India.

Suggested Additional Readings:

1. Dixit, M and Sheela, C. Tourism Products (New Royal Book)
2. Enakshi Bhavnani : Handlooms and Handicrafts of India
3. Brown Percy, Indian Architecture (Buddhist and Hindu), Bombay.
4. Brown Percy, Indian Architecture (Islamic period), Bombay.
5. Harle, J.C: *The Art and Architecture of Indian Sub Continent*
6. Michell, George, Monuments of India, Vol. 1. London.
7. Davies, Philip, Monuments of India, Vol. II., London.
8. Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print)

9. Acharya, R. (1986): *Tourism & Cultural Heritage of India*, ROSA Publication, Jaipur
10. Basham A. L. : Cultural History of India
11. Vatsayana, Kapila, Indian Classical Dance, New Delhi.
12. Swami, Prayaganand, History of Indian Music.
13. Mode. H. & Chandra.S. : Indian Folk Art, Bombay.
14. Sharma, U. (2008): *Festivals in Indian Society*, Mittal Publication, New Delhi
15. Mehta. R. J : Handicrafts & Industrial Arts of India, New York.
16. Jain, Jyotindra & Arti, Aggrawala : National Handicrafts and Handlooms Museum.
17. Hawkins. R.E., Encyclopaedia of Indian Natural History.
18. Rai. H. C: *Hill Tourism Planning & Development*
19. Grewal, Bikram: Indian Wildlife.

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

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Course Code: TTM 448

Course Name: MICE 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 MICE 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:

10. Mid Term Examination: 25%

11. End Term Examination: 50%

12. Continuous Internal Assessment : 25%

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

Course Contents:

UNIT - I: THE INTRODUCTION

1.2 The Concept

1.2 Growth in the Incentive Travel Sector

1.3 Major MICE Destination across world

1.4 India Position in MICE

1.5 Initiative of Ministry of Tourism in Promotion of MICE

1.6 Issues Pertaining to MICE Segment in India

1.7 Types of Incentive Organisations

1.8 Motivation

1.9 Client's Profile

1.10 Selling Incentive Travel

1.11 Preparing for Travel Abroad with selecting an airlines, negotiating fares and services, Immigration, Passport and Visa, Hosting International Visitors', Immunizations, Shipping Equipment and Materials, Predeparture Information, Getting through Customs, Travel Security, On site Briefing.

UNIT –II: - MEETINGS, WORKSHOPS, SEMINARS AND CONFERENCES

2.1 Introduction

2.2 History of Meetings

2.3 Type of Meetings

2.5 Difference between conference, Convention, Trade Fairs and Summit

2.4 Players in the Industry

2.1 Conference Centres

2.2 Meeting Planners

2.5 Responsibilities of Meeting Planners

2.6 Meeting Technology – Reasons for having better meeting Technology, Problems with Meeting Technology, Data Transmission, Web Conferencing, Wireless Technology, Production Media, Event Registration

UNIT III: - PLANNING MICE

3.1 Introduction

3.2 General Considerations

3.3 Infrastructure for MICE

3.4 Planning for MICE

3.4.1 Venues

3.4.2 Transport

3.4.3 Accommodation

3.4.4 Other Support Services

3.5 Private Sector and Government Policies

3.6 Sustainable Planning for MICE

3.6.1 Residents versus Guests

3.6.2 Layout of the Conference and Convention Centres

3.6.3 Guest Material

3.6.4 Pollution Levels

UNIT IV:-LINKAGES WITH TOURISM

4.1 Introduction

4.2 The Tourism Sector

4.3 Tourism Infrastructure

4.3.1 Hotels/Resorts

4.3.2 Transport

4.3.3 Other Support Services

4.4 MICE as a Supplement to Tourism

UNIT V: - TRAVEL AGENCY AND HOTEL OPERATIONS FOR BUSINESS TRAVELERS

5.0 Objectives

5.1 Introduction

5.2 Background

5.3 Client's Profile

5.4 Selling Business Travel and Attracting Business Travellers

5.5 Technical Aspects: Product Knowledge

5.6 Increasing Business Travel

5.7 Role of the Hotels in Business Travel

5.8 Key Players in the Hotel Operations

5.9 MICE Itineraries of India, Fareast (Singapore / Malaysia / Thailand), Europe (Switzerland, Italy, United Kingdom), America (USA / Canada)

References:-

1. Tourism and Hospitality Studies – Meeting, Incentives, Conventions and Exhibitions Ms. Chalou Lau, School of Hotel and Tourism Management Hongkong Polytechnic University
2. Conferences and Conventions – A global Industry; Tony Rogers; Routledge Publications
3. Global Meetings and Exhibitions –Carol Krugman CMM & Rudy R Wright; John Wiley and Sons INC.

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Course Code: TTM 528

Course Name: Management Information System.

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 Management Information Systems.
- To make student understand the E Commerce Business in india.
- To make students understand the role of MIS at various Management Levels.

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:

13. Mid Term Examination: 25%

14. End Term Examination: 50%

15. Continuous Internal Assessment : 25%

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

Course Contents:

UNIT -I: INTRODUCTION TO IT IN TOURISM

(5Hours)

- Introduction.
- Definitions of Information Technology.
- Types of Information Systems.
- Business Perspective of IT.
- Internet and its application in Tourism Business.
- Computer Aided Decision Making.

UNIT – II MANAGEMENT INFORMATION SYSTEM : AN INTRODUCTION

(4 Hours)

- Management Information Systems – An Introduction.
- Factors for the growth of MIS.
- Historical Background.
- Theories of Evolution of MIS.
- Organization and Information System – Two Way Relationship.
- Growing need of information
- Data; information and Knowledge
- Value and cost of information
- Information Systems: Success and Failure.

UNIT – III MANAGEMENT INFORMATION AND CONTROL SYSTEMS

(4 Hours)

- System Concepts and what is a system- Waterfall Model, V Model, SDLC , Prototyping
- Role of MIS at various Management Levels.
- Decision – Assisting Information Systems.
- System Vulnerability and Abuse
- Auditing information System.

UNIT – IV INFORMATION SYSTEM SECURITY

(4 Hours)

- Introduction: Ethics in Information Society.
- Information rights; Privacy and Freedom in an information society.
- Protecting Computer Equipment and Files.
- Limiting Logical Access to computer systems.
- Disaster Recovery Plan
- Computer Virus and Prevention.

UNIT – V EMERGING TRENDS IN IT

(3 Hours)

- Competitiveness of ICT
- E Commerce: Essential Components and Future issues.
- E commerce design issues
- Privacy in the context of E- Commerce.
- Supply chain Management , M Commerce, Knowledge Management, , Business Process Re Engineering

Prescribed Text Books:

Management Information Systems – Sahil Raj – Pearson Publications
Management Information Systems - P Mohan – Himalaya Publishing House.

REFERENCES:

Lauden; K C AND Lauden J P (2002) Management Information Systems – Managing the Digital Firm ; Pearson Education.
Turban E McLean ; E and Warehouse J (1999) Information Technology for Management John Wiley and Sons Inc. (Asia).
Davis GB 1974 MIS Conceptual Foundations; Structure and Development; Mcgraw Hill New York.
Zani W.S 1973 “A Blue Print for MIS “, Harvard Business Review.
Kanter J. 1972 Management Oriented MIS; Prentice Hall Inc : Englewood – Cliffs.
Jawadekar; W.S. 1998 Management Information System; Tata McGraw Hill Publishing Company Ltd.
John Ward; Joe Peppard; Strategic Planning for Information Systems; John Wiley and and Sons; Third Edition (2002)

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Course Code: TTM 431

Course Name: Galileo CRS System

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

We are pleased to have you with us for this Galileo training course.

The Galileo® CRS (Computer Reservations System) enables you to make worldwide airline, car, and hotel reservations using simple, easy to understand commands. During this course we will be looking at the major functions of the Galileo system including Booking Files and airline reservations. Also there will be a brief overview of Galileo 360 Fares™ plus the hotel and car reservations systems, CarMaster™ and RoomMaster®. To ensure that you obtain the most out of your course please ask questions and let the instructor know of any areas that you wish to cover in more detail.

We hope that you enjoy your Galileo Training course

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:

16. Mid Term Examination: 25%

17. End Term Examination: 50%

18. Continuous Internal Assessment : 25%

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

Contents

UNIT 1 GETTING STARTED /FLIGHT AVAILABILITY

On/Off

Passwords

Online Formats Guide

Online System Help

Encode/Decode

Basic Availability

Carrier Availability Links

UNIT 2 SELLING FLIGHTS

Basic Sell Entries

Booking Codes

Ignore Booking File

Redisplay Booking File

E-Ticketing Indicator

Sell Guarantee

Vendor Locators

Unsolicited Messages (UMSG)

Marriage Logic

Passive Segments

UNIT 3 BOOKING FILE CREATION

Agency File

Name Field

Phone Field

Ticket Field

Received Field

End/Ignore Transaction

Booking File Retrieval

Notepad Remarks

Written Address

Form of Payment

End Item Key Itinerary Remarks

Printing

Repeat Booking File

Booking File History

UNIT 4 PASSENGER SERVICING / FARES

Other Service Information (OSI)

Special Service Requests (SSR)

Ticket Number Notification

Vendor Remarks

Mileage Membership
Seat Assignments
Dividing A Booking File
Claim PNR
Fare Displays
Fare Notes/Rules
Fare Quote

UNIT 5 BOOKING FILE SUPPORT /OTHER SERVICES

Updating Status Codes
Change Segment Timings
Cancelling Segments
Changing Segments
Itinerary Segment Order
Queues
Queue Summary
Review Booking File
Booking File Count
Booking File Search
Local Time.
Minimum Connecting Times
Currency Information
Flight Frequency
Display Services
Timatic
Timetables

Course Code: TTM 401

Course Name: INTRODUCTION TO TRAVEL AGENCY AND TOUR OPERATIONS
BUSINESS

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

Travel Agency Mgt. is the basis for understanding the modus operandi of a travel and tour company. It shall substantiate the students with the basic practical inputs about the various procedures involved in handling the operations of a travel agency. Further the objectives of the course are to acquire an in-depth knowledge about the Tour Operation Management and to become familiar with the Tour Operation Techniques and strategies required for successful handling of Tour Operation Business.

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:

19. Mid Term Examination: 25%

20. End Term Examination: 50%

21. Continuous Internal Assessment : 25%

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

Course Contents

UNIT-1

History and growth of travel agency business, emergence of Thomas Cook. Emergence of Travel Intermediaries, Indian travel agents and tour operators - an overview; Definition of travel agent and tour operator; differentiation, interrelationship of TA/TO and principles of present business trends and future prospects, problems and issues.

UNIT-2

Organisation structure of a standard Travel Agency with examples of some leading agencies (, COX & KINGS, SOTC, Thomas Cook, LPTI TRAVELS).

Various divisions or departments of a Travel Agency and their functional & operational co-ordination (with special reference to the above mentioned agencies).

UNIT-3

Tour Operation: Definition- Concept-History and Growth of Tour Operation business. Types of Tour Operators. Organizational Structure, Forms of Organization, Departments and its functions. The Process of travel decision making, Mode and Destination selection. Reservation and

Cancellation procedures for Tour related services-Hotels, Airlines, Cruise liners, Car rentals and Rail travel. Commission Structures from Suppliers of Service.

UNIT-4

Tour Operation Documentation: Voucher-Hotel and Airline Exchange Order, Pax Docket, Status Report, Daily Sales Record, AGT Statements-Credit Cards-Importance and Future. RBI Regulations for Tour Operators.

Managing Tour Operation. Field Operations- inbound and outbound. Managing Distribution Role of Distribution in exchange process, Selling through distribution chains. Distribution System in Tourism Operation. Management of In-house operations.

UNIT-5

Functions of Travel Agents & Tour operators: Ticketing, reservations, itinerary preparation, immigration related services, information, counselling and other ancillary services to GITs & FITs.

Tour Packaging: The concept of tour & tour packaging Growing demand for tour packages: organisations and agencies in tour packaging business: Various types of tour packages.

REFERENCES:

- Mohinder Chand, Travel Agency Management, Anmol: Delhi
Chunk, James, Dexter & Boberg, Professional Travel Agency Management. Prentice Hall Publication
Fay Betsy, Essentials of Tour Management, New Jersey: Prentice Hall Publication.
Negi J.M., Travel Agency and Tour Operation: Concepts and Principles, New Delhi: Kanishka Publishers & Distributors.

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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:

22. Mid Term Examination: 25%

23. End Term Examination: 50%

24. Continuous Internal Assessment : 25%

- Assignment 1 : 10 %
- Assignment 2 : 10 %

- Presentation: 5%

TTM 429 Course Contents

UNIT 1: Dimension of Disaster

- Defining Disaster
- Types of Disaster
- Measuring Disaster
- Type of Disaster Impacts
- Disaster Archive

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

UNIT IV: Crisis Planning and Organisational Measures

- Generic Planning
- Contingency Planning
- Preventive Planning
- Financial emergency

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

Impact of Terrorism on Kashmir Valley Tourism: An Analysis (2017), Ruby Press & Co, New Delhi, ISBN 978 – 93 – 82395 – 60 - 7

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

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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. Baldwin 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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PRADESH

Courses Content for Tourism & Travel
MBA Travel and Tourism Semester Fourth
Spring Semester
(January – June 2018)



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

Courses for Semester: Fourth

Sr. No.	Course Code	Course Name	Credits	Code No. of Pre-requisite/ Co-requisites if any	Teacher
1.	TTM 525	Tourism Geography II	4		Dr Suman Sharma
2.	TTM 541	Contemporary Issues in Tourism	2		Dr S. Sundararaman
3.	TTM 513	Specialization in Airline Operations	2		Dr S. Sundararaman
4.	TTM 526	e- Tourism	2		Mr Arun Bhaita
5.	TTM 542	Public Relations in Tourism	2		Mr Arun Bhaita
6.	TTM 436	House Keeping in Hotel Operations	4		Mr Debasis Sahoo
7.	TTM 534	Training	4		All Faculty

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Course Code: TTM436

Course Name: Housekeeping in Hospitality Operations

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 role of Housekeeping in Hospitality Operations.
- To bring about an understanding of the housekeeping department and its operations
- To make student understand the basic concept of various areas of a Hotel that comes under the housekeeping department and their maintenance procedures.
- To make student familiar with the various types of cleaning equipments & reagents.
- To give student a clear understanding of various guest room supplies and their importance.
- To bring about an understanding of allied departments of housekeeping like laundry, linen room, horticulture, pest control 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:

25. Mid Term Examination: 25%

26. End Term Examination: 50%

27. Continuous Internal Assessment : 25%

- Presentations: 10 %
- Class test: 10 %

- Assignments: 5%

Course Contents:

UNIT - I: Introduction & scope of Housekeeping department **(7 Hours)**

- Classification of hotels and its various departments.
- Responsibilities of housekeeping department
- Scope of housekeeping in hotels, hospitals, corporate offices, hostels etc.
- Layout of the housekeeping department & its various sections.
- Organizational structure & role of Housekeeping staff members.
- Housekeeping co-ordination and control with other departments.

UNIT - II: Housekeeping Services: Cleaning & maintenance **(12 Hours)**

- Types of guest rooms, lay out of rooms and floor pantry & maid's cart setup.
- Cleaning equipments: types, uses, selection criteria, care and maintenance.
- Cleaning agents – types, uses, selection criteria, storage, and safety rules.
- Cleaning of Guest rooms and public areas, Cleaning schedules & programme.
- Types of bed room and bath room linens, Housekeeping supervision

UNIT - III: Housekeeping operation & Management **(6 Hours)**

- Daily routine operation of HK department.
- Types of Keys and key control procedures, Lost & found management.
- Cleaning of special surfaces like: Metals, floor surfaces, wall coverings & Glasses.
- Pest control: Pests, Types and pest control mechanisms.
- Organizing of Housekeeping staffs, shifts & duty Rota etc.

UNIT - IV: Linen, Uniform room & Laundry Operation **(5 Hours)**

- Lay out of linen room, Types of linen, activities in linen room, equipments used.
- Records maintained in linen room, linen inventory, linen recycling & linen hire.
- Uniform room: Importance, Layout, records and registers maintained in uniform room.
- Sewing room: Role of sewing room, activities, tools & equipments used in sewing room.
- Laundry: Laundry symbols, Flow process, laundry aids & equipments.
- Stains: classification, general rules of stain removal & stain removal agents.

UNIT – V: Allied responsibilities of Housekeeping Department **(10 Hours)**

- Horticulture: study of different types of flowers, plants, foliage, Tools & fertilizers.
- Interior decoration: Elements & Principles of design, Colour wheel, Types of lighting, window treatment, Floor finishes & floor seals.
- Safety & security in HK: Fire, Accidents: Causes & prevention, handling of a sick guest.
- Budgetary control: Importance of budget, types, Preparation of budget & purchasing control.
- Case studies related to HK operation

Prescribed Text Books:

3. Hotel Housekeeping Operations and Management: Raghubalan; Oxford University Press India.

4. Hotel, Hostel and Hospital Housekeeping: Joan Cameron Branson, Margaret Lennox, Edward Arnold Publication, 1988.

Suggested Additional Readings:

1. Text book of hotel Housekeeping-Sudheer Andrews
2. Hotel & motel management operation: Gray and Ligourj; PHI, New Delhi, 2000.
3. Guide to Hotel Housekeeping: Mary E. Palmer
4. Hotel housekeeping training manual: Sudheer Andrews
5. Professional Management of Housekeeping Operations: Thomas J. A. Jones
6. Housekeeping management: Matt A Casado
7. The Professional Housekeeper: M. Schneider, G. Tucker, M.Scoviak, MSC Lerner
8. Housekeeping management for hotels and residential establishments: Rosemary Hurst
9. Managing housekeeping operations: Margaret M. Kappa, Aleta Nitschke, Patricia B. Schappert

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Course Code: TTM 513

Course Name: Specialisation-Airline operations

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 Airlines Operations

Help students to analyse the competitive position of Low Costs Airlines and frame suitable Strategies

Empower students to understand the contemporary trends in Airlines Operations

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:

28. Mid Term Examination: 25%

29. End Term Examination: 50%

30. Continuous Internal Assessment : 25%

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

Course Contents

UNIT 1: Importance of the Air Transport Sector for Tourism

- Air Transportation and Tourism
- A Structural Systematic Systemic Relationship
- Modal Approach to Tourist Travel
- Airports – The Gateways to Modern Destination

UNIT – II: Introduction to Low Cost Carriers

- Definition
- What is A Low Cost Carrier?
- Operating Cost Strategies of LCC's
- Market Positioning of LCC's
- Difference Between LCC & Full Service

UNIT - III: Low Cost Airlines Theoretical Frame work

- LCA strategic Behaviour
- LCA pricing strategies
- Marketing LCA
- The Blue ocean strategy in Low Cost Transport

UNIT IV: Low Costs Airlines Operations

- Liberalization - Reason for Low Cost Airlines
- Catalyst for the Spread of Low Costs
- Five ways of Developing the LCC's Business Models
- Low Cost Business Models Initiated by South West Airlines
- Cost Advantage of Low Cost Carriers
- Managing Demand and Capacity

UNIT V: LCA In India - Contemporary Trends

- Business Models
- Sand and Cone model
- Airlines Distribution
- Role of Air Transport in the Economy of Indian Aviation Market

Prescribed Text Books

Demand Forecasting Methods Application and Cases, 1981, J. Mahender Reddy, Light & Life Publishers.
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.

Low Cost Airlines in Europe: Network Structures after the enlargement of the European Union, Dudas
Gabor, Geographica Pannonica, Vol 14, Issue 2, June 2010.

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Course Code: TTM 541

Course Name: Contemporary Issues 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

Help the learners to understand Current issues affecting the Tourism industry world-wide

Help students to familiarise with appropriate analytical tools in the identification and evaluation of contemporary issues in tourism management

Empower students to understand the New and growing concepts in the international Tourism environment along with Critical evaluation of the response to tourism business, and the sector as a whole, to emerging issues.

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:

31. Mid Term Examination: 25%

32. End Term Examination: 50%

33. Continuous Internal Assessment : 25%

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

TTM 541 Course Contents

UNIT 1: Impact of Tourism on Developing Nations and Its Measurement

- Socio Economic Impact
- Socio Cultural Impact
- Methodologies of Socio Impact Assessment
- Analysis of Secondary Sources

UNIT – II: Political Dimension of Tourism in Contemporary Period

- Host Country Perspectives
- Political Uses of Tourism
- Political Problem of Tourism
- Political Advantage and Disadvantage of Outbound Tourism

UNIT - III: Evaluating the Impacts of Event Tourism

- Approaches to Assessing Events Impacts
- Common Misleading Presumptions about Event Impacts
- Uses & Abuses of Multipliers
- Event Impact Evaluation Process

UNIT IV: Urban Tourism Destination Development

- Research in Urban Area Tourism Industry
- Organising the Urban Area Tourism
- Researching Overall Impacts and Markets
- Evaluating Promotional Efforts Aimed at Influencing Tourists

UNIT V: Model Building and Simulation in Tourism and Travel Industry

- General Type of Model
- Uses of Model in Tourism and Travel
- Model Applications – Vacation Destination Choices
- Impact of International Air Service Liberalisation on India

Prescribed Text Books

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

Concepts of Strategic Management and Business Policy. (Twelfth Edition) Thomas L. Wheelen and J. David Hunger, Pearson, Delhi.

Case Studies in Management. J.A. Kulkarni, Asha Pandey, Sandeep Pachpande, Pearson, Delhi

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.

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Course Code: TTM 526

Course Name: e- 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 e tourism
- To create awareness of tourism in international context & to make student familiar with use Client Relationship Methods in Tourism.
- To clarify the role of CRM in Tourism.
- To clarify the role of social Networking; Cyber Marketing and its importance in current scenario.
- Current debates in e- Tourism and future of e 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:

34. Mid Term Examination: 25%

35. End Term Examination: 50%

36. Continuous Internal Assessment : 25%

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

Course Contents:

UNIT - I: INTRODUCTION TO e TOURISM

(5Hours)

- Introduction to e - Tourism

- Historical Development.
- Tourism and information technology.
- Information flow in the tourism industry.
- The benefits of E Marketing in Tourism
- The Model of Intermediation – Disintermediation – Reinter mediation Cycle.

UNIT - II: Use of ICT in Travel Agency Operations (4 Hours)

- Travel access and use of IT with Advantages and Disadvantages.
- E-tourism: Supply (The Tourism Industry Sectors).
- E-tourism: Demand (Customers).
- Computerized Reservation System (CRS).
- A case study of IRCTC – Electronic Ticketing and Ticket delivery network.

UNIT - III: Client Relationship Management (4 Hours)

- Development of CRM – History and Growth.
- Client Relationship Management.
- Role /Importance of CRM.
- Advantages and disadvantages of CRM.
- Barriers in adoption of CRM.

UNIT - IV: Social Networking and Cyber Marketing (4 Hours)

- Social Networking – Meaning; Importance and its impacts on tourism business.
- Cyber Marketing.
- Cyber Marketing and Conventional Marketing.
- Cyber Marketing Model.
- The nature of cyber marketing and limitations of Cyber Marketing.
- 10 Keys to Successful E Marketing activities in Tourism.

UNIT – V: Role of Net Banking; Mobile Banking and Current Debates. (3 Hours)

- Net Banking and mode of Payment through internet, Steps in Online Payment
- Mobile Banking and its applications in Travel Trade, Mobile Marketing of Tourism Products
- Current Debates in e – Tourism.
- Future of e- Tourism.
- Case Study on e tourism.

Prescribed Text Books:

E Tourism - CTR Contemporary Tourism Reviews - Dimitorias Buhalis and Soo Hyun Jun PHD.

REFERENCES

1. Sheldon, P. **Tourism Information Technology: CABI,2002**
2. Inkpen, G. **Information Technology for Travel and Tourism: Addison Wesley,2000**
3. Buhalis, D. **E Tourism: Information technology for strategic tourism management: PH,2004**
4. Poon,A. **Tourism, Technology, and Competitive strategies: CABI,1998**
5. Rayport, J.F. and Jaworski, B.J. **Introduction to E-Commerce: McGrawHill,2003**

6. Eisenmann, T.R. Internet Business Models – Text and Cases: McGrawHill, 2002 Malvino, A.P. Electronic Principles: McGraw-Hill, 1995
7. Lucas Jr., H. C. (2005) Information Technology For Management McGraw Hill.
8. Burch, J. and Grudnitski G. (1989), Information Systems: Theory and Practice. 5th ed., John Wiley, New York.
9. David, V. (1992). Foundations of Business Systems, Dryden Press, Fort Worth.
10. Eliason, A. L. (1987). On-line Business Computer Applications, 2nd ed., Science Research Associates, Chicago.
11. Estrada, S. (1993). Connecting to the Internet, O'Reilly, Sebastopol, CA.

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Course Code: TTM 542

Course Name: Public Relations 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 PR in Tourism.
- To create awareness PR in Indian Context and to make student familiar with the concepts of Strategy.

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:

37. Mid Term Examination: 25%

38. End Term Examination: 50%

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

UNIT I: INTRODUCTION TO PUBLIC RELATIONS

- Introduction
- Public relations Environment
- Definitions of Public Relations – Analysis of Definitions
- Nature and Scope of Public Relations – Elements of Public Relations, Scope of Public Relations Practice, Role of Public Relations, Public Relations as Management Function and Limitations of Public Relations.

UNITII: PUBLIC RELATION PROCESS

- The Public Relations Process- RACE
- Standard PR Tools and Most Common Travel/Tourism PR Tools
- Factors Leading to PR's Prominence in the Industry

UNIT III: CONCEPTS OF PUBLIC RELATIONS, ADVERTISING, PUBLICITY AND PUBLIC OPINION

- Definitions– Advertising, Publicity
- Differences and Similarities in Public Relations, Advertising and Publicity
- Effective Public Relations, Advertising and Publicity.
- Public Opinion – Definitions of Public Opinion, Opinion Formation, How Public Opinion Formed.
- Importance of Research In Public Relations Management : Purpose and Forms of Research and Various Methods in Research
- Public Opinion research in Communication and Public Relations.

- Social Marketing in Public Relations.

UNIT IV: CORPORATE PUBLIC RELATIONS & ETHICS

- Corporate Public Relations
- Responsibilities' and Focus of the Chief Communication Officer
- Agency Public Relations
- Issue Management and Public Relations
- Ethics and Trust
- Public Attitude – How are attitude formed? Types of Attitude? Attitude and Public Relations. Public Relations and Organisation. How are attitudes changed? Analysing Public Attitude.

UNIT V: - PUBLIC RELATIONS IN TOURISM

- PR at Hotels and Lodging Establishments
- Airline PR
- Cruise PR
- Destination and Tourist Attraction PR
- Case studies on Airline PR, Cruise PR, Destination and Tourist Attraction PR.

Prescribed Text Books:

1. Travel and Tourism: An Introductory Guide for Hospitality Managers: Dennis E. Deuschl, APR University of Glasgow Glasgow UK.

2. Public Relation as a tool of Tourism Marketing: Melis Ceylan

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Course Code: TTM525

Course Name: **TOURISM GEOGRAPHY II**

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 -

- Geography is the basic edifice of tourism.
- The knowledge of geography shall give an extra edge to the students in designing the itineraries for the travellers,
- Suggesting them various destinations to the clients for their travel 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:

39. Mid Term Examination: 25%

40. End Term Examination: 50%

41. Continuous Internal Assessment : 25%

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

Course Contents:

