

**Course Code:** TTM- 409

**Course Name:** Itinerary Preparation and Costing

**Credits Equivalent:** 2 Credits

**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.

**Course Contents:**

**UNIT - I: Itinerary Development**

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

**UNIT - II:Preparation of Itineraries**

- 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**

- 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**

- 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**

- 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.

**REFERENCE BOOKS:**

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]

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

[www.cuhimachal.ac.in](http://www.cuhimachal.ac.in)

**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.

## Course Contents

### 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

#### **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:** TTM-437

**Course Name:** Front office operation in Hotels

**Credits Equivalent:** 4 Credits (One credit is equivalent to 10 hours of lectures / organised classroom activity / contact hours; 5 hours of laboratory work / practical / field work / Tutorial / teacher-led activity and 15 hours of other workload such as independent individual/ group work; obligatory/

optional work placement; literature survey/ library work; data collection/ field work; writing of papers/ projects/dissertation/thesis; seminars, etc.)

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

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

**Attendance Requirement:**

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

**Evaluation Criteria:**

- 1. Mid Term Examination: 20%**
- 2. End Term Examination: 60%**
- 3. Continuous Internal Assessment : 20%**
  - Presentations: 10 %
  - Class test: 5 %
  - Assignments: 5%

**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.
- Necessary information related to Front office (Hotels, TAs, TOs, Int. Currencies, capitals)

**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:**

2. Front Office Management: S.K. Bhatnagar, Frank Bros. & Co. Ltd.
3. 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

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**Course Code:** TTM 504

**Course Name:** Entrepreneurship Development in Travel and Tourism

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

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

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

**Attendance Requirement:**

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

**Evaluation Criteria:**

- 4. Mid Term Examination: 25%**
- 5. End Term Examination: 50%**
- 6. 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

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**Course Code:** TTM- 509

**Course Name:** Airline Ticketing and Cargo Operation

**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

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DHARAMSHALA, DISTRICT KANGRA - 176215 (HP)

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**Course Code:** TTM 511

**Course Name:** Corporate Governance and Social Responsibility

**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 Corporate Governance & Social Responsibility
- Make student understand about the Responsibility aspect of corporates that they can apply in practical life.
- It is intended to provide students with a thorough training in a number of key preliminary and progressive topics of corporate governance and its significance for corporate social responsibility.

**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: 20%
5. End Term Examination: 60%
6. Continuous Internal Assessment: 20%
  - 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: Business Ethics**  
**(4hours)**

- Introduction
- Features of Ethics, Nature & Objectives of Ethics
- Relationship between ethics & business ethics
- Need for business ethics
- Factors influencing Business Ethics
- Ethics in Marketing and Advertising, Human Resources Management, Finance and Accounting, Production, Information Technology, Copyrights and Patents

**UNIT-II: Corporate Social Responsibility** **(4 Hours)**

- Concept
- Business and society relationship
- Reasons for social responsibility
- Corporate Social Responsibility towards various stake holders
- Implementing CSR in business organizations
- CSR Practices

**UNIT-III: Sustainable Development** **(4 Hours)**

- Corporate social responsibility in tourism as a tool for sustainable development
- Roles and functions of technical and marketing departments
- Developing an organization sustainability strategy
- opportunities and threats;
- Case Studies

**UNIT-IV: Corporate Governance** **(5 hours)**

- Introduction, Historical Background
- Factors of Origin
- Important issues of Corporate Governance
- Corporate Governance in India

**UNIT-V: Social Responsibility Accounting** **(3 Hours)**

- Introduction
- Need, Importance
- Practice
- Reporting Standards

**Prescribed Text Books:**

1. Corporate Governance by Devi Singh & Subhash Garg, Excel Books .
2. Caroll, A. B. (2011). *Business and Society – Ethics and stakeholder management*.

**Suggested Additional Readings:**

1. Das Gupta, Ananda. (2010). *Ethics, business, and society: managing responsibly*. Calif.:Thousand Oaks.
2. Monks, R. A. G., & Minow, N. (2011). *Corporate governance* (5th ed.). Wiley-Blackwell. ISBN 978-0-470-97259-5.

3. AIMA. (2001). Corporate Governance and Business ethics. New Delhi: Excel books.

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**Course Code:** TTM 541 A

**Course Name:** Contemporary Issues 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

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

### **Course Contents**

#### **TTM 541 A**

#### **UNIT – I: 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 II: 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 - 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.

**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:**

**7. Mid Term Examination: 25%**

**8. 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 with process in decision making / Scope of Consumer Behaviour, Applications of Consumer Behaviour in Marketing.

**UNIT II: CONSUMER DECISION MAKING PROCESS**

- Motivators, Determinants, Models of the purchase decision- making process.
- 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 with theory of Cognitive Dissonance.

#### **Prescribed Text Books:**

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