

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 2019)



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 503	Quantitative Techniques for Travel and Tourism	2		Dr S. Sundararaman
4.	TTM 533	Economics of Tourism	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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, Dharamshala, District Kangra - 176215 (HP)

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Course Code: TTM 503

Course Name: Quantitative Techniques for Travel and Tourism

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

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%

UNIT 1: Understanding Research and Research Design

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

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

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

UNIT - III: Method of Data Collection

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

UNIT IV: Quantitative Research for Tourism Industry

- What is Quantitative Research
- Purpose of Quantitative Research in Tourism
- Measure and Compare
- Examine Relationship
- Make Forecast
- Test Hypothesis
- Construct Concepts and Theories
- Explore, Control and Explain

UNIT V: Writing up the Research

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

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Course Code: TTM 533

Course Name: ECONOMICS OF TOURISM

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

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%

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

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

UNIT II: Understanding the Economic Impacts of Tourism

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

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

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

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

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

UNIT V: Impact of Economic Slowdown on Tourism Industry

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

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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 **Hours)**

(3

- 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 **Hours)**

(13

- 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 **Hours)**

(10

- 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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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 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

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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%

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

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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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