

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 Fourth
Spring Semester
(January – June 2019)



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:

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 & 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:

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

2. 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 Ligouri; 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:

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: Aviation Environment in India

- Mega Trend shaping Travel and Transport system in India
- Licensing of Aerodromes
- Operators and Guidelines for obtaining Permit
- Environmental Challenges for Aviation
- Aviation Environmental Best Practices

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
- Classification of Organisation according to Strategies

UNIT - III: Low Cost Airlines Theoretical Frame work

- LCA strategic Behaviour
- LCA pricing strategies
- Booking Method
- Red and Blue Ocean Strategy

- 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: Contemporary Trends in Managing Low Cost Carriers

- Business Models
- Yield Management
- Elasticity of Marketing Instruments
- Sand and Cone model
- Airlines Distribution

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:

4. Mid Term Examination: 25%

5. End Term Examination: 50%

6. Continuous Internal Assessment : 25%

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

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:

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 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:

10. Mid Term Examination: 25%

11. 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:MelisCeylan

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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.
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Attendance Requirement:

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

Evaluation Criteria:

12. Mid Term Examination: 25%

13. End Term Examination: 50%

14. Continuous Internal Assessment : 25%

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

Course Contents:

UNIT - I: Importance of geography in Tourism (8 Hours)

- Importance of geography in Tourism: Latitude, longitude, international date time.
- Times zone. Time differences, GMT variations.
- Major landforms as tourist resources
- Elements of weather and climate.
- Climatic regions of the world in brief.
- Impact of weather and climate on tourists and destinations.
- Map Reading and Practical Exercise.

UNIT - II: Contemporary trends in international tourist movements (6 Hours)

- Factors affecting global and regional tourist movements
- Demand and origin factors, destinations and resource factors.
- Contemporary trends in international tourist movements

UNIT - III: Aviation Geography (8 Hours)

- Aviation Geography
- IATA Traffic conferences
- Important tourist circuits and popular Itineraries of Malaysia, Singapore, Thailand, Japan

UNIT - IV: Important tourist circuits and popular Itineraries (10 Hours)

- Important tourist circuits
- Popular Itineraries of European countries like Germany, Italy, Spain, Russia and Switzerland

UNIT - V Itinerary Preparation (8 Hours)

- Itineraries of selected countries like China, UAE, Turkey, Jordan, Egypt, Maldives, Indonesia, Mauritius, south Korea, Philippines, Cambodia, Vietnam.

Prescribed Text Books:

1. Boniface, B.G. and Chris Cooper, *The Geography of travel and Tourism* Oxford: Butterworth Heinemann.
2. Hall C.M. and Stephen, J. Page, *The Geography of tourism and recreation. Environment, place & space*, London: Routledge.
3. Pearce Douglas, *Tourism Today: A Geographical Analysis*; New York: Longman.
4. Singh R.L., *India- A Regional Geography*, Varanasi: National Geographical Society of India
5. Seth P.N., *Successful Tourism Management*, Sterling Publisher: New Delhi