

5.1. SUSTAINABLE TOURISM DEVELOPMENT

L T P
5 - -

RATIONALE

This subject will enable the students to understand the concepts of sustainable Tourism Development approach.

DETAILED CONTENTS

THEORY

1. Sustainable Tourism Development: Definition, Concept, Developing strategies to ensure sustainable Tourism development. (16 hrs)
2. Carrying capacity - Physical, Psychological, Economical, Environmental, Socio-cultural, Political etc. measures. (20 hrs)
3. Eco-tourism: Definition, Concept, Products, approaches, ecology and environment. (20 hrs)
4. Alternate forms of tourism: Green Tourism, Farm Tourism, Rural Tourism, Agricultural Tourism, Soft Tourism, Hard Tourism, Space Tourism, Wild-life Tourism, etc. (12 hrs)
5. Global Code of Ethics for sustainable tourism development including local agenda (12 hrs)

PRACTICAL

To make public aware of the eco-tourism/sustainable tourism.

INSTRUCTIONAL STRATEGIES

Along with class- room lectures, Case-study method, Assignments & Presentation and Question-Answer sessions will enable the students in grasping this subject in-depth.

RECOMMENDED BOOKS

1. Tourism Inputs, S.C. Bagchi
2. Tourism Inputs, S.P. Bansel

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	16	20
2	20	25
3	20	25
4	12	15
5	12	15
Total	80	100

5.2 TOURISM AND HOSPITALITY MARKETING - I

L T P
4 - 3

RATIONALE

Tourism marketing attempts to introduce the students to the principles of marketing in general. The specific applications of these principles in the tourism industry are then explained with reference to tourism market segments and designing and positioning of designing between products.

DETAILED CONTENTS

THEORY

1. General Marketing (16 hrs)
 - Definitions, principles, evolution of marketing
 - Elements of marketing
 - Introduction to market research and forecasting
2. Tourism and Hospitality Marketing (16 hrs)
 - Concepts and characteristics of services marketing
 - Methods of marketing in tourism
 - Tourism market segmentation
3. Tourism Products (16 hrs)
 - Conceptual background
 - Product life cycle
 - Product mix and product positioning
4. Pricing, Distribution and Promotion (16 hrs)
 - Pricing concepts, strategies
 - Channel selection
 - Advertising and sales promotion, personal selling, publicity

PRACTICAL EXERCISES

1. Preparation of entertainment brochure from information provided.
2. To conduct market survey of at least two tourism organizations
3. Role play in personal selling of any tourism product

INSTRUCTIONAL STRATEGIES

The different steps in tourism marketing should be illustrated with case studies so that the students may know the practical difficulties and their solutions for adopting better marketing strategies.

RECOMMENDED BOOKS

1. Marketing Communication and Advertising by Bhatia, R.C., Vikas Publishing House, New Delhi
2. Strategic Marketing for Tourism and Hospitality Industry by Philip Kotler, John Bowen and James Makens
3. A Complete Travel Marketing Handbook by Andrew Vladmir, NTC business books publication, Illinois, 1975
4. Tourism Marketing by Wahab S., Gramptor L and Rothfield L, Tourism International Press Publication, London 1976
5. Tourism Marketing and Management Handbook by stephen F. Will and Luiz Maintinte, Prentice Hall Publication, New York, 1989
6. Tourism Marketing by Manjula Chaudhary

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	16	20
2	16	30
3	16	20
4	16	30
Total	64	100

5.3 PEACE TOURISM

L T P
3 - 2

RATIONALE

This subject will enable the students to understand the newer area of peace tourism.

DETAILED CONTENTS

THEORY

1. Peace Tourism : Definition, Concept, Relevance of Peace Tourism in present era, Principles of Peace (08 hrs)
2. Spiritual Tourism, meaning, nature and importance, Metaphysics: Basic concept. (10 hrs)
3. Self rediscovery through tourism, Experimental Tourism: Construction of self identity , Heritage and cultural sensitivity (12 hrs)
4. Community based Tourism: meaning, nature, concept, types (10 hrs)
Social Tourism: Meaning, nature, concept
5. Cross Border Tourism, Dark Tourism (08 hrs)

PRACTICALS

1. Visit to centres of Art of Living
2. Visit to Yoga/Meditation centres

INSTRUCTIONAL STRATEGY

Along with classroom lectures, assignments, presentations and visit to yoga centres will enable the students to understand this subject.

RECOMMENDED BOOKS

1. Tourism Progress and Peace by Omar Muffaqir and Ian Kelly
2. WWW. Tourism for Peace. Org.
3. WWW.icptr.com (Journal of Tourism and Peace)
4. Websites related to Peace Tourism

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	08	15
2	10	20
3	12	30
4	10	20
5	08	15
Total	48	100

5.4 AUTOMATION IN TRAVEL AND TOURISM INDUSTRY

L T P
2 - 4

RATIONALE

The course covers components of information technology as applicable to various fields of Travel and Tourism. It also includes basic knowledge of computer application in travel fields and agency automation. Knowledge and skill of Computer Reservation System (CRS) in details will enable them to perform their duty efficiently in the world of work.

DETAILED CONTENTS

THEORY

1. Agency Automation : Definition, concept and evolution of agency automation (05 hrs)
2. Major Reservation Systems, Components of a computer reservation system (CRS), Primary functions of a CRS. (05 hrs)
3. Tourism and Information Technology (06 hrs)
 - Introduction
 - Tourism Information Flows
 - Use of Information Technology in on Tourism:
Travel Agency and Tour operations
4. Use of Information Technology in Government Tourism Offices (06 hrs)
 - Information Methods
 - Marketing and Promotion
 - Management issues
5. Hospitality Information Systems: Property Management Systems, Back office Applications (06 hrs)
6. Consumer Access to Travel Information System (04 hrs)
 - Internet and Tourism
 - Information Kiosks

PRACTICAL EXERCISES

1. Computerized On-line Hotel Booking System
2. Student should be familiarized and given due practice with softwares such as: Hospitality - DOS, MICROS, FIDELIO, Silverlines, Win-Room, Innquest Software
3. On line refund in air travel
4. Bill settlement Plan (BSP) Demonstration online

INSTRUCTIONAL STRATEGIES

More stress on practical exercises and tasks on handling the machines independently will enable the students to join the world of work confidently.

RECOMMENDED BOOKS

1. An Introduction to Travel and Tourism, Second Edition by Foster, McGraw Hill International, Singapore 1994
2. Tourism Information Technology (Automation) by Paveline J.Sheldon
3. Successful Tourism Management - Tourism Practices by Pran Seth, Sterling publishers Private Ltd., New Delhi, 1997

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	05	10
2	05	20
3	06	20
4	06	20
5	06	20
6	04	10
Total	32	100

5.5 LANGUAGE - III

L T P
2 - 4

RATIONALE

This subject will enable the students to master at least one foreign language. Thorough learning of one language will also create interest in him/her to learn other languages in spare time. The communication with the clients in their own language will make them comfortable and in turn boost the market.

DETAILED CONTENTS

THEORY

Unit 1	Lesson 25 of the prescribed textbook. Lesson reading. Use of past form of the verb pronominal. Conjugations of the verb pronominal	(05 hrs)
Unit 2	Lesson 26 of the prescribed textbook. Lesson reading Plural of the nouns ending in s,x,z,eau,eu & ou.	(04 hrs)
Unit 3	Lesson 27 of the prescribed textbook Lesson reading Plural of the nouns ending in al & ail	(04 hrs)
Unit 4	Lesson 28 of the prescribed textbook Lesson reading Plural of adjective ending in s, x, eau & al	(04 hrs)
Unit 5	Lesson 29 of the prescribed textbook Lesson reading Use of the imperative form Conjugation of the imperative forms	(05 hrs)
Unit 6	Lesson 30 to 31	(05 hrs)

Lesson reading
 Use of Comparatif, Superlative

Unit 7 Lesson 32- 35 (05 hrs)

Lesson reading
 Use of le feminin des adjectifs

PRACTICAL EXERCISES

1. Exercises at the end of each lesson
2. Reading
3. Listening
4. Vocabulary
5. Oration with feedback through audio/video recording

INSTRUCTIONAL STRATEGY

While teaching the specific language, the teacher may start with alphabets passing to words, sentences and phrases commonly used in the travel and tourism industry/department. The main aim of this subject is that students should have effective communication with the clients. The skill of reading, writing and speaking foreign language can be developed only through practice. Hence assignments and class presentations will go a long way in developing these skills.

RECOMMENDED BOOKS

1. Cours de Langue et de Civilisation Francaises by G.Mauger. (the prescribed text book)
2. French Made Easy by Francois Makowski.
3. French for Mastery Tous Ensemble by Jean-Paul Valette and Rebecca M.Valette
4. French by Jo Helstron and Conrad J.Schmitt

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	05	15
2	04	15
3	04	15
4	04	10

5	05	15
6	05	15
7	05	15
Total	32	100

ELECTIVE - I

5.6 (a) MEETINGS, INCENTIVES, CONFERENCES AND EXPOSITIONS (MICE)

L T P
3 - 3

RATIONALE

It is a relatively new area of tourism which has emerged and occupied a stable position in today's tourism industry. This subject will enable the students to understand the concept and operation of Meetings, Incentives, Conferences and Expositions (MICE).

DETAILED CONTENTS

THEORY

Unit- I (09 hrs)

- Introduction to MICE; linkages with tourism
- Background of business travel
- Needs of a business traveler
- Linkages between business and leisure tourism
- Service quality issues

Unit- II (09 hrs)

- Incentive travel
- Introduction
 - The concept
 - Types of incentive organizations
 - Motivational houses
 - Marketing considerations

Unit- III (09 hrs)

- Meetings/workshops
- Introduction
 - Players in the industry, types, roles, responsibilities and meeting planners
 - Concept of conference centres
 - Role of international association of conference centres (IACC)
 - Marketing considerations

Unit-IV (09 hrs)

- Trade fairs and exhibitions
- Introduction
 - Purpose and need
 - Designing trade fairs/exhibitions
 - Marketing trade fairs/exhibitions
 - Making trade fairs successful
 - Marketing considerations

Convention Management

- Introduction; significance of meeting business
- Planning and organising convention
- Negotiation and contracts
- On-site management
- Marketing consideration

PRACTICAL EXERCISES

1. Case Study of India Fest, PATA
2. Planning an event with the help of local Organisers like Department of Tourism, J&K
3. Studying the problems and prospects in the organizations of different fairs and festivals/exhibitions

INSTRUCTIONAL STRATEGY

Theoretical knowledge to be imparted to the students should be properly integrated with practical exercises through case studies/personal visits.

RECOMMENDED BOOKS

1. Exhibit Marketing by Chapman, E.A., 1987
2. Expositions Work by Chapman, E.A., 1989
3. Overview of the Conventions, Expositions and Meetings and Meetings Industry : A Major Hotel Market by Ruthford, D.C., 1994.
4. Convention Management by Price, Harol, 1989.

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	09	15
2	09	15
3	09	25
4	09	25
5	12	20
Total	48	100

ELECTIVE - I
5.6 (b) PUBLIC RELATIONS MANAGEMENT

L T P
3 - 3

RATIONALE

In the present economical parlance, world public relations is of utmost important. This subject will enable the students to understand the role of public relations, segments in public relations, process in public relations along with crisis management techniques.

DETAILED CONTENTS

THEORY

Unit- I	(10 hrs)
- Introduction to public relations	
- Types of publics – internal and external	
- Competencies of PRO (lobbying)	
Unit- II	(12 hrs)
- Segments in public relations	
- Publics of travel agency	
- Publics of airlines	
- Publics of hotels	
Unit- III	(15 hrs)
- Process in public relations	
- Research in public relations	
- Action in public relations	
- Communication in public relations	
- Evaluation in public relations	
Unit-IV	(11 hrs)
Crisis Management	
- Introduction	
- Types of crisis	
- Problem solving	

PRACTICAL EXERCISES

1. Interview PROs of any Travel agency of your region
2. Interview PROs of any Hotel of your region
3. Interview PROs of Airport in your region
4. Interview PROs of any shipping organization
5. Interviewing the tourists/guests
6. Preparation of Press releases/Information brochures/ News updates etc.

INSTRUCTIONAL STRATEGY

Theoretical knowledge to be imparted to the students, should be properly integrated with practical exercises through group tasks, role plays, video films on PR etc to give clear picture of practical difficulties in the area of public relations.

RECOMMENDED BOOKS

1. IGNOU Publications
2. Website of Public Relations Society of India

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Hrs)	Marks Allotted (%)
1	10	20
2	12	20
3	15	40
4	11	20
Total	48	100

PERSONALITY DEVELOPMENT CAMP

This is to be organized at a stretch for two to three days during fifth or sixth semester. Extension Lectures by experts or teachers from the polytechnic will be delivered on the following broad topics. There will be no examination for this subject.

1. Communication Skills
2. Correspondence and job finding/applying/thanks and follow-up
3. Resume Writing
4. Interview Techniques: In-Person Interviews; Telephonic Interview' Panel interviews; Group interviews and Video Conferencing etc.
5. Presentation Techniques
6. Group Discussions Techniques
7. Aspects of Personality Development
8. Motivation
9. Leadership
10. Stress Management
11. Time Management
12. Interpersonal Relationship
13. Health and Hygiene