

SEMESTER 2nd
MAJOR COURSE

TTM222J: TOURISM & TRAVEL MANAGEMENT (SOFT SKILLS IN TOURISM)

CREDITS: THEORY – 04, TUTORIAL: 02

Objective: To train and equip the students in interpersonal skills, formal and non-formal communication skills and strategies for personality development. This course will help students to inculcate positive attitude and will enhance the employability skills.

Learning Outcomes: This course will enable the students to have proper understanding of different skills mandatory for effective communication and personality development as required in tourism industry.

THEORY (4 CREDITS)

UNIT-1: INTRODUCTION

Definition and significance of soft skills; process, importance and measurement of soft skill developing soft skills; Self-Discovery- discovering the self; setting goals, beliefs, values, attitude, virtue; Teamwork and Leadership Skills- concept of a team, building effective team, leadership and its skills.

UNIT-2: INTERPERSONAL COMMUNICATION

Concept and definition, process and barriers; team communication; developing interpersonal relationships through effective communication, communication models; Public Speaking- skills, methods, strategies and essential tips for effective public speaking; Group Discussion- importance, planning, elements and skills; Non-Verbal Communication importance and elements of communication. Body language.

UNIT-3: READING AND WRITING SKILLS

Reading Comprehension- key to comprehension; techniques for answering comprehension questions; reading skills- skimming, scanning, intensive and, extensive reading; Writing Skills- basics of writing, essential formal writing skills; writing paragraphs; report writing; resume writing.

UNIT-4: PERSONALITY DEVELOPMENT:

Personality Development- meaning, nature, features, stages, models of personality development; Presentation Skills- types, content, audience analysis, essential tips before, during and after presentation, overcoming nervousness; Interviewer and Interviewee- in-depth perspectives, before, during and after the Interview.

PRACTICAL (2 CREDITS)

UNIT-5:

Content creation (Travel blogs, reporting, resume, business letters, e-advertisement); Presentation on given topic.

UNIT-6:

Role plays (Handing complaints, replying queries, tourist site interpretation); Presentation on given topic.

Note: The students will maintain a practical book for maintaining the records of practical activities covered during the course work. Evaluation shall be held by the subject expert from the University: of Kashmir.

SUGGESTED READING

1. Ghosh, B. N., *Managing Soft Skills for Personality Development*, McGraw Hill India.
2. Dhanavel S. P., *English and Soft Skills*, Orient Blackswan India.
3. Kumar E., *Communication Skills and Soft Skills*, Pearson Education India.
4. *Soft Skills- edition by Gajendrasingh Chauhan, Sangeeta Sharma, Wiley.*
5. *SherfieldMontgomery, Cornerstone: Developing Soft Skills, Pearson India.*