

Dr. Bhimrao Ambedkar University Agra

Institute of Tourism and Hotel Management, Sanskriti Bhawan, Civil lines, Agra

Value Added Course

Course Title: Personality Development for Tourism and Hotel Management **Duration:** 30 hours

Nature of Course: Certificate

Course Outcomes: After completing this course a student will be able to understand: Course

- The importance of personality development in the tourism and hotel management industry.
- The role of effective communication and interpersonal skills.
- The significance of leadership and teamwork in the industry.
- The importance of problem-solving and decision-making skills.
- The role of ethics and professionalism in the industry.

Details of the Syllabus:

UNIT	Topic to be covered	No. of Lectures
I	Introduction to Personality Development, Importance of Personality Development in Tourism and Hotel Management, Components of Personality, Factors influencing Personality Development.	06
II	Effective Communication: Importance, Types, Barriers and Overcoming Barriers, Role of Listening in Communication, Non-verbal Communication.	06
III	Interpersonal Skills: Importance, Developing Interpersonal Skills, Role of Empathy in Interpersonal Relationships, Conflict Resolution.	06
IV	Leadership and Teamwork: Understanding Leadership, Leadership Styles, Importance of Teamwork in the Industry, Building Effective Teams.	06
V	Problem Solving and Decision Making: Importance, Steps in Problem Solving and Decision Making, Role of Creativity in Problem Solving, Ethics and Professionalism in the Industry.	06

Note: This value added course has been framed specifically for students of Tourism and Hotel Management, focusing on the development of their personality traits essential for the industry.

Suggested Readings:

Dale Carnegie, *How to Win Friends and Influence People*, Simon and Schuster.

John C. Maxwell, *Developing the Leader Within You*, Thomas Nelson.

Stephen R. Covey, *The 7 Habits of Highly Effective People*, Simon and Schuster.

Daniel Goleman, *Emotional Intelligence: Why It Can Matter More Than IQ*, Bantam Books.

Robert Bolton, *People Skills: How to Assert Yourself, Listen to Others, and Resolve Conflicts*, Touchstone.