

Leadership and Personality Development

THS- 504

Paper: 04

CH-3:

LH- 48

Course Objectives

The course is designed to equip students with the knowledge, skills, and crafts of communication and is also intended to guide them to develop their applicable personalities with the right attitudes and attributes. The course primarily, but not only limited to, includes values of communication in the 21st-century tourism and hospitality industry, a set of required writings for tourism and hospitality, issues of personality development and personality components, challenges, and risk management for today's leadership in the tourism and hospitality industry.

Course Contents

Unit-I: Communication in Tourism and Hospitality Industry

[LH: 10]

Communication: Concept, Traditional versus modern notions, High context and the low context in Tourism communication, Tourism: A poly-cultural communicative course, Communication as Mother Skill, Needs in tourism and hospitality industries for building better leadership, 7Cs and MBWA for tourism communication.

Unit-II: Communicating with Leadership Etiquettes

[LH: 06]

Presentation and Public Speaking: Fear of speaking and overcoming them, Methods of speaking, Analyzing guests and presenting admissible hospitality, Technical aspects of Tourism presentation, Smart presentation delivery.

Unit III: Writing for Tourism & Hospitality Industries

[LH: 06]

Major Tourism and Hospitality Writings: Tourism brochures, Inquiry letters, Complaint letters, Response letters, Memos, Application and cover letters, e-mail writing, CV and resume, Tourism & hospitality reports writing.

Unit IV: Personality Development

[LH: 08]

Meaning and concept, Definition and emergence, Person vs personality, Personality clash, Types of Personality, Classification of personality and marking tourism personality, Personality theoreticians, Personality in the temporal and spatial sketch, Factors affecting personality development

Unit V: Personality Components

[LH: 08]

Leadership promotion, Interpersonal relations, Stress & time management, Conflict dealing and healing, Motivation and morality, Dress code, Attitude & altitude, Personality: formation, reformation & transformation.

Unit VI: Challenges for Today's Leadership in Tourism and Hospitality Industry [LH: 06]

Meaning of challenge, Motivating managers and employees to think strategically, Globalization, Climate Change, Post-COVID economic shock, Aging population, Changing values, Artificial Intelligence Mergers, Acquisitions, Strategic alliance, Franchise

VII: Crisis Management

[LH: 04]

Concept; Areas of risk in tourism and hospitality, Factors to be considered in risk management, Leadership strategy to manage risk

Reference Books:

1. Dahal, Atindra. *Managerial Communication*. Kathmandu: Lex and Juris, 2021.
2. Raymond V. Lesikar & John D. Pettit: *Business Communication*. India. Attal (Seventh Edition).
3. Bovee, Courtland L., John V. Hill and Mukesh Chaturbedhi. *Business Communication Today*. India. Pearson. (Eleventh Edition).
4. *Tourism and Hospitality in the 21st Century*. Edited by A. Lockwood and S. Medlik. Reed Educational and Professional Publishing Ltd 2001.
5. Bhoite, Sudhakar D. & Shinde, Lalita S. "An Overview on Personality Development" Published in *International Journal of Trend in Scientific Research and Development* (ijtsrd), ISSN: 2456-6470, Special Issue.
6. Eniz, C. A. (2010), *Hospitality strategic management: Concepts and cases*, New Jersey: John Wiley & Sons Inc.
7. Smith, R. A., & Sigal, J. A., (eds), (2011), *Strategic hospitality leadership: The Asian initiative*, USA: John Wiley & Sons
8. Jackson, Mervyns. *Development of Tourist Personality Inventory to Evaluate Parameter Associated with Tourist Crime Victimization*. RMIT University (PhD dissertation)

Videos and Speeches: Some videos on Communication and Personality Development.