

TRAVEL AND TOURISM TECHNIQUES (VOCATIONAL STREAM)

SCHEME OF STUDIES

CLASS XI

Sl. No	Papers	Theory	Practical
1	Travel & Tourism Techniques Paper I	100	100
2	Travel & Tourism Techniques Paper II	100	100
3	Travel & Tourism Techniques Paper III	100	100
4	English (General Course as prescribed for Arts/ Science/ Commerce)	100	
5	Environmental Education (General Course as prescribed for Arts/ Science/Commerce)	Grading	
6	On-the-Job Training		100
	Total:	400	400
	Grand Total:	800	

CLASS - XII

Sl. No	Papers	Theory	Practical
1	Travel & Tourism Techniques Paper IV	100	100
2	Travel & Tourism Techniques Paper V	100	100
3	Travel & Tourism Techniques Paper VI	100	100
4	English (General Course as prescribed for Arts/ Science/ Commerce)	100	
5	Environmental Education (General Course as prescribed for Arts/ Science/Commerce)	Grading	
6	On-the-Job Training		100
	Total:	400	400
	Grand Total:	800	

TRAVEL AND TOURISM TECHNIQUES SYLLABUS

CLASS - XI

PAPER-I THEORY

ELEMENTS OF TOURISM

Hours: 80

Introduction:	Meaning of tourism, leisure, recreation, tourist, traveler, transit, pilgrim, visitor, explorer; Definition of Domestic and international tourists; Rome declaration of 1963, Declaration of 1991; Forms of tourism - inbound, outbound, domestic, international; Advantages and disadvantages of tourism.
Tourism Industry:	Nature and characteristics; components of tourism industry: i) Tourism attraction, ii) Accommodation, iii) Catering; iv) Shopping; v) Entertainment; vi) Infrastructure, vii) Hospitality; viii) Transport.
Tourism Organisation:	Role and function of Government and Tourist Boards; ITDC, State Government Tourist Departments and Tourism Corporation; National Trade Associations and International Organisations; WTO, Pacific Asia Travel Association (PATA) IATA (Indian Association of Tour Operators; Travel Agents Association of India (TAAI) Federator of Hotel & Restaurant Association of India Adventure tour Operators Association.
Tourist Motivation:	Determinations and motivations of tourism demand: Factors stimulating growth of tourism; types of motivation: Physical; cultural, Business, Interpersonal; Visiting Friends and Relatives (VFR); Inference of Supply.
Application of Management Principles:	Time management, Resource management, Manpower management, Inventory management, cost-benefit analysis.

PAPER-I: PRACTICAL

ELEMENTS OF TOURISM

Hours: 80

1. Visit to the local tourism department office of your state to know the demand, infrastructural facilities types to tourists visiting different places and prepare a report.
2. Make a survey of any 10 tourists visiting your state, to know about their perceptions about availability of accommodation, transportation and other infrastructural facilities and prepare a report.
3. Visit to travel agency/tour operator to know about the motivation of different types of tourists visiting different places.

4. Visit to Railway Station/ Airport to find out different packages offered to promote tourism and prepare a report.
5. Visit to tourism department of your state to find out the tourist facilities available.
6. Preparation of a project report on travel destinations covering history.

**PAPER - II
THEORY**

TRAVEL AGENCY AND TOUR OPERATIONS

Hours: 80

Introduction:	Travel agencies and Tour Operators- Meaning, role and future prospects, types; Department and organizational setup, Linkages and arrangements with hotels, Airlines and transport agencies and other segments of tourism industry; Travel terminology: current.
Setting up a Travel Agency:	Types of organizations - Proprietorship, Partnership, Private limited and public limited company; Procedure for approval of travel agents, Tour Operators by Department of tourism; GOI, IATA rules and regulations. Basis of approval of a Travel Agency; Fiscal and non-fiscal incentives available to branch agencies and tour operators.
Role & Functions:	Role & functions of travel agents and tour operators; Providing travel information and counseling to the tourist, reservation (both air transport & accommodation), documentation: passport, VISA, handling business & corporate clients, handling conferences & conventions, incentive tours.
Travel Terminology:	Current and popular travel trade apprevations and other terms in Air, Rail, Road and Sea travel; Indian Airlines, Indian Railways; use of travel manuals- Railway timetable, ABC, TIM, Air Tariff Manual, Large Tariff Manual.
Air Ticketing:	Basics of Air ticketing (domestic and international); Types of fares, Details of ticket, procedure for booking and cancellation. Familiarisation with travel related foreign exchange regulations; Rules governing working of basic fares; Extra milege percentage, Extra milege percentage table exertion fares. Special fares from India; Bagage rules Coding, decoding; Time differentials; GMT; CRS; Out bound Tours working of package programmes. Travel Related Documents: Viscus, ITC, Health requirements, RBI regulations, Passport.
Tour Costing:	Concept and types of package tour, itinerary preparation and techniques, handling of tour file; costing of tour, charter operation, documentation for surface transport, contract carriage permits, state carriage, All India tourist Permit, taxes, registration, license, fitness certificate.

PAPER-II:**TRAVEL AGENCY AND TOUR OPERATIONS****Hours: 120****PRACTICAL**

1. Visit to the office of a travel agency firm to study its operations and understand its organization and role and prepare a report.
2. Visit to a railway station to study the procedure for booking, cancellation of tickets, etc, and prepare a report.
3. Visit to the office of an Airline/ Travel agency to study its workings in respect of issuance and cancellation of Air tickets and the concessions given if any promote tourism.
4. Exercises in reading time table to know the types of trains, class of travel, types of fare and use of railway time table.
5. Practical exercises/field visits to know the procedure for booking of accommodation in a hotel for a tourist.
6. Visit to the passport office to learn the procedure of obtaining passport for a Tourist.
7. To visit the office of Regional Transport Office to learn the registration procedure of different types of vehicles, the formalities involved, etc.
8. Practical exercises in making service and accommodation vouchers for tour operators.
9. Field visits for the collection of formats related to Hotels, Airlines, Passport and VISAs.

PAPER-III:**TOURISM RESOURCES****Hours: 80****THEORY**

Introduction:	Meaning and concept of resources, attractions, destinations and resorts. Types of resources- natural, man made, socio-cultural, religious, Indian heritage, British heritage.
Natural Resources:	National Parks: Periyar, Sasan, Kaziranga, Kanha, Jim Corbett; Sanctuaries - Bharatpur; Tiger Reserves - Sunderban, Simlipal; publicity, Hill stations - Mussoorie, Shimla, Kodai Kanal, Mountabu, Darjling, Shillong; Land and landscape, places of tourist attraction - accessibility, shopping facilities, accommodation, coastal areas and seabeaches, islands.
Manmade Resources:	Budhist Resources: Lumbni Bodhgaya, Sarnath, Kushinagar, Sanchi, Ajanta & Ellora; Hindu Resources: 4 Dhams - Badrinath, Remeshwaram, Puri, Dwarika, 12 Jyotirlingas, Temples - Khajurao (Kandhariya Mahadev) Ellora (Kailashnath), Bhuvaneshwar, Temfor (Brihdeshwar), Gauhati (Kamakhya);

Sikh: Anandpur Sahib, Amritsar, Nanded, Patna Saheb; Islamic - Ajmer (Khwaja Moinudin Chisti) Delhi (Hazrat Nizamuddin Aulia); (Historical Churches), Jain, Temples; Museums, Art Galleries, Amusement Parks.

Socio Cultural
Resources:

Fairs & festivals, rituals and ceremonies, events celebrations - beauty contests, musical concerts, trade shows, car rallies, cycle rallies, legends and haats, Dances; Musical instruments of India, Performing arts; Regional gastronomy; shopping - handicrafts and souvenirs.

PAPER-III:

TOURISM RESOURCES

Hours: 80

PRACTICAL

1. Preparation of handouts on tourism zones as specified by WTO, IATA, Geography, PATA areas, tourist generating regions to India and preferred tourist destination.
2. To draw charts on tourism systems interrelating tourism market, transportation, destinations and marketing in the context of India's popular tourism states like Rajasthan, Himachal, Goa and Kerala.
3. To prepare report on the nature and characteristics of business and social tourists in context of their arrival in metros and pilgrimage destinations and to make their presentation.
4. To draw map of India and locate major tourist destinations and adjoining tourism market.
5. To identify tourist motivation of visitors, make a survey of 10 tourists, visiting a tourist destination and prepare a report.
6. Study tours to local tourist organization- tourist offices, regional tourist offices, Directorate of Tourism, etc. to analyse their strengths and weaknesses in attracting and serving tourists.

CLASS XII

PAPER-IV:

TOURISM MARKETING

Hours: 80

THEORY

Introduction:

Meaning and role of tourism marketing, Difference between selling and marketing; Special features of tourism marketing; Marketing concepts, Elements of marketing - Product Promotion, Physical distribution and Price.

Market
Segmentation &
Target Marketing:

Basis of segmentation, identifying target market, types of tourism, Profile of tourists.

Positioning of Product:	Establishing a product, creating a position statement, Principles of product positioning, pricing the product.
Promotion:	Meaning, importance, methods, tourism communication, advertising: Publicity, VCR, Coupons, picture postcard; personal selling, press and media, public relations and communication.
Marketing Techniques:	Marketing techniques of a Travel Agency; Marketing of fairs and festivals; marketing of congress: conventions, incentive travel, workshops, seminars.

PAPER-IV: TOURISM MARKETING Hours: 80

PRACTICAL

1. Make a survey of tourists at a tourist place to prepare their profile.
2. To arrange site seeing tours to local boys and girls to a tourist place.
3. Arrangement of an exhibition of tourist literature in a local festival and informing local public about the same.
4. To identify tourist market visiting your area for pilgrimage and recreation.
5. To identify potential buyers of tour and travel of your town who are willing to undertake tour for sight seeing.
6. Collection of brochures from tourist office, hotels etc. to understand how promotion of tourist activities is being done.
7. Collection of advertisement from newspapers, magazines and making an analysis of the same.

PAPER-V: COMPUTER APPLICATIONS IN TOURSISM Hours: 80

THEORY

Basics of computers: Parts of computers, operating systems - DOS, UNIX, WINDOWS, Types of languages and packages.

Basic application of computers: Word processing, Spread sheet, Storing and retrieval of information, customer data base, promotional mailing, making (Developing) tour packages/programmes.

Road, transport, airlines, hotel booking and different packages.

Travel accounting

Basics of accounting systems, maintenance of ledger, simple final accounts.

Familiarity with foreign exchange, credit card transactions.

PAPER-V: COMPUTER APPLICATIONS IN TOURSISM

Hours: 120

PRACTICAL

1. Hands-on practical for PC awareness.
2. Visit to travel agency, Airlines for familiarity with handling of CRS.
3. Typing letters, fax messages using word processor packages and/ with mail merging.
4. Preparing simple profit and loss account and balance sheet using an accounting package.
5. Preparing mailing list of customers.
6. Strong and retrieving information of customers creating and using a data base (package).

PAPER-VI: ACCOMMODATION AND HOSPITALITY OPERATIONS

Hours: 80

THEORY

Hospitality Industry:	Meaning and role, futuristic view of growth; nature and scope, forms and types, classification and approval of hotel properties and restaurants; components of a hotel- Front office, house keeping & maintenance, food and beverages Services, food and beverages production, security, marketing and sale, HRD, Account, Coordination of different departments.
Front Office Operations:	Meaning, aims, objectives & role, Layout & design, organisation of front office, manpower deployment, coordination with other departments, functions, information, reservation & reception, cash & billing, telephone department, coordination with other departments, guest handling procedure.
House Keeping:	Meaning; objectives, nature & principle, organisational structure, manpower division & skills, duties & responsibilities of housekeeping staff, liaisoning with other departments and room cleaning, types of line on and equipment and materials used in hotel properties, Nine gems of maintenance department- Tailor, carpenter, mason, electrician, plumber, gardener, laundry, painter, florist.
Food and Beverages Service:	Meaning, nature and objectives, manpower structure - Bearers, Steward, captains- types; Layout & design of food beverage service area, Types of catering establishments- Industrial, Commercial, Transportational & institutional; F&B Equipments, Crockery, Cutleries, Variety of menus, Alcoholic and non alcoholic beverages, billing and payment procedure, traits and grooming of F&B service staff, Coordination with other departments.

PRACTICAL

1. Visit to various types of accommodation units like Hotels, Resorts, Motels, heritage hotels etc, to understand the working of different departments of the establishments and preparation of a report.
2. Visit to different catering outlets and submit a report on their functioning.
3. Practical exercises & role playing exercises in receiving, guests, providing information on booking of rooms and handling mails.
4. Practical exercises in billing and payments in hotels.
5. Visit to a hotel to learn the various methods of cleaning of all types of rooms and public area and prepare a report.
6. Exercises in preparing and making the room of a ready for occupancy.
7. Practical exercises in table laying; handling of cutlery, glasses, technique of serving the foods and beverages for different menus.
8. Practical exercises in the techniques of room service.

**ON-THE JOB TRAINING SITES,
SYLLABUS AND EVALUATION.
(Classes XI - XII)**

**Name of the Sites : TOUR AGENCY/ TOUR OPERATORS/ COACH AND CAR RENTERS/
TOURSIM PROJECT OFFICES.**

Syllabus: Collection, maintenance, updating of tourist information

- Procurement and operational handling of travel documents
- Maintenance of operational kits
- Escorting the tourist group
- Organising adventure sports, special interest, wild life, fairs and festivals, theme events etc.
- Booking documentation and clearance of cargo/courier.

**Name of the Site: SHOPS/ENTERTAINMENT CENTRES/CATERING ESTABLISHMENTS/
HOTELS/MOTELS AND RESORTS**

Syllabus: Receiving guest and clients

- Handling general inquiries, suggestions, complaints
- Arranging marketing and sales and tour excursion events travel services
- Packing
- Liaisoning

Name of the Site: AIRPORTS AND RAILWAYS

Syllabus:

- Training on CRS
- Receiving clients
- Booking documentation and clearance of cargo/courier
- Handling complains
- Liaisoning

Name of the Site: HOTELS/MOTELS/INNS

Syllabus:

- Front office operations
- Room Service
- Food & Beverages
- Housekeeping

EVALUATION OF ON-THE-JOB TRAINING (OJT)

Evaluation of the various components of OJT is required to be done by adopting the following techniques

1. Observation

Since the major emphasis of the OJT programme is on the development of performance skills, work habits and attitudes, observation technique is to adopted for assessment of the students, The supervisor in consultation with the Vocational develops a rating sheet and records his observation on various criteria.

2. Interview and viva

Occasionally either the supervisor or the vocational teacher conducts one to be session with the students to assess his ability to communicate, his maturity, self-confidence, comprehension and his overall disposition.

3. Report

The student should prepare a report to be examined by the supervisor and teacher for the jobs assigned to him by the supervisor and submit before the termination of the raining.

SUGGESTED LIST OF REFERENCE BOOKS

1. Bhatia A.K.: Tourism Development: Principle and Practices, New Delhi, Sterling.
2. Burkart A. J. and Medik S. : Toursim Past, Present and Future, London, Heinemann
3. Burkart A. J. and Medlik S. Ed.: Management of Tourism London, Heinemann.
4. Mcimtosh R. W. Tourism Principals, Practices, Philosply, Onio grid Inc.,

5. Seth P. N. Successful Tourism: Planning and Management, New Delhi, Cross Section Publications.
6. Dr. Jafmohan Negi: Tourism and Travel Concepts and Principles, Gitanjali Publishing House Anan Lok Opp. Gargi College New Delhi- 49.
7. Dr. Ravi Bhushan Kumar : Coastal Tourism and Environment, APH Publishing House 5, Ansari Raod Daryaganj.
8. Dr. S. M. Jha: Toursim Principles and Practices, Pitman Publishing House Bombay.
9. Christ Cooper etal: Tourism Principles and Practices, Pitman Publishing House.

JOURNAL

1. Travel Trends, cross section publication, F-74, Bhagat Singh Market, New Delhi.
2. Travel and Restaurant Review: F-74, Bhagat Singh Market, New Delhi
3. Travel Talk, Durgads Publiction, 722-Toddar Meriane Bengali Market New Delhi.
4. Travel Review, Media Transaction, K-5 Green Park New Delhi.
5. Express Hotelier and Caterer, Indian Express.
6. Travel Observer, Midair Publication, 5 Bhagat Singh Marg Gole Market New Delhi.
7. India Safari, 110 (DSIDC), Okhla Industrial complex Phase II Scheme, New Delhi.
8. Hotel and food Service: 6/17 Grants Building 2nd floor Arthur Bunder road Colaba Mumbai.