

SHORT TERM VOCATIONAL CERTIFICATE COURSE

TRAVEL AND TOURISM MANAGEMENT (6 Months Duration)

Prepared by

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STATE INSTITUTE OF VOCATIONAL EDUCATION

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HYDERABAD, TELANGANA

COURSE NAME

NAME OF THE COURSE: TRAVEL AND TOURISM MANAGEMENT

SECTOR : SERVICES

COURSE CODE : TTM

ENTRY QUALIFICATION: 10th Standard

PRE-REQUISITES: Basic Knowledge of Computers and Map Reading

Terminal Competence:

After completing this course, student will be able to work as a Travel Agent, Tour Operator, Tour Assistant, Guest Receiving Agent, Ticketing Agent, Airport Ground Staff etc.

Duration:

06 Months - (40 Hours: English + Course content: 200 Hours)

Introduction of the course:

Travel and Tourism management involves planning, organizing, and controlling various elements of the tourism industry. It is a complex and dynamic field that has rapidly evolved over the years. It involves the management of multitude of activities such as studying tour destination, planning the tour, making travel arrangements and providing accommodation. Tourism has turned out to be an economic booster contributing to the economic development of many countries over the last few decades.

Objectives:

At the end of the course, the candidate is able to:

- Learn about the Tourism meaning, Scope of Tourism, Various benefits of Tourism and Various Tourism Operations and CRS (Central Reservation System)
- Understand about Impact and Benefits of Tourism, Travel Agencies and Tour Operations, Travel documents and various permits, Airline literature etc.
- Plan Travel and Tour Operations, Itineraries, Small Tour Packages, Costing of Small Packages etc.
- Know about various Airport Codes and City Codes, Currencies and its values etc.

Skills:

Be able to get

- Interest in Tourism Sector and travelling

ON THE JOB TRAINING AND PRACTICALS:

- Work at local tourism related organizations
- Surveys, reports and project on various tourism products, facilities, functions and policies
- Conduct of field surveys, research report preparation
- Visit feasible tourist destinations, tourist spots and Museums etc.

COURSE SYLLABUS

UNIT – I: Introduction to Tourism

1. Meaning, Definition of Tourism
2. Nature and Scope of Tourism
3. Definitions by W.T.O.
4. Tourism Abbreviations
5. Types of Tourism
6. History of Tourism

UNIT – II: Tourism Role, Impact and Tourism Organisations

1. Advantages and Disadvantages of Tourism
2. Benefits of Tourism
3. Impacts of Tourism on Economy, Culture and Society
4. Environmental Impacts
5. Tourism as an Industry
6. International Organisations, Govt. Organisations and Non-governmental Organisations

UNIT – III: Geography, Tourism Resources and Profile in Telangana

1. Physical Features of Indian Geography, various climate stages
2. Tourism Profile in Telangana
3. Tourist Destinations of Telangana
4. Tourism Facilities in Telangana

UNIT – IV: Travel Agency

1. Introduction
2. Origin of Travel Agency
3. First Travel Agent
4. Travel Agency Meaning and Types
5. Online Travel Agencies

UNIT – V: Functions & Structure of a Travel Agency and Package Tour Operations

1. Functions of a Travel Agency
2. Travel Agency Structure
3. Tour Operator Functions and Role
4. Set up for a Travel Agency

5. Meaning and Types of Package Tour
6. Preparation and costing of various Package Tour

UNIT – VI: Travel Documents, Air Ticketing and Literature

1. Passport, Visa and Health Permit
2. Basics of Air Ticketing Skills, Types of Air Ticketing
3. Airline Literature (ABC Blue / Red, Air Tariff and TIM)
4. Airports and City Codes, Currencies and it's Values
5. Learning about CRS (Central Reservation System)

Practical Sessions:

UNIT – I: Introduction to Tourism

1. Report on various tourism products
2. Project on Natural and Man- Made Tourism Resources
3. Report on culture, fairs and festivals.
4. Report on tourism related festivals

UNIT – II: Tourism Role, Impact and Tourism Organisations

1. Visits to Department of Tourism and know about Organizational Structure, Functions and various Policies and Planning.
2. Visits to International (or) Governmental (or) Non-Governmental Tourism Organizations, which are feasible
3. Visit to TSTDC office, CRO office, Paryatan Bhavan etc.
4. Visit to TSTDC- know the currents trends in Tourism
5. Visit to state department of Tourism - statistical information
6. Visit to such departments involve in tourism planning and policy making

UNIT – III: Geography, Tourism Resources and Profile in Telangana

1. Visit to various Destinations (within TS)
2. Visit to Local Destinations (In Hyderabad)
3. Tourist spots in Telangana – Religious destination
4. Tourist spots in Telangana – Museums, Galleries, Eco-adventure and Nature etc.
5. Small survey on tourist facilities at various destinations

UNIT – IV: Travel Agency

1. Visit to a travel agency (like THOMAS COOK, SOTC, COX-&-KINGS) to know about their various departments, functions and structure
2. Visit to tour company - understanding the tour operations, functions and various packages – conduct of research work, field surveys - Research Report Preparation.

UNIT – V: Functions & Structure of a Travel Agency and Package Tour Operations

1. Making package tour - creation of small tour itinerary costing of package cost

2. Visit to TSTDC office - knowledge about various types of booking systems and reservations, preparation of various tour packages like coach-tour, daily tour, religious tour etc.
3. Visit to state road transportation corporation office and examine the various tourism packages of TSRTC

UNIT – VI: Travel Documents, Air Ticketing and Literature

1. Visit to railway stations: - reservation office, systems of booking, various railway packages, tourism trains etc.
2. Visit to Airport to know about air line booking / ticketing system, various soft wares', various checking systems, Airport procedures and various airline literatures etc.
3. Visit to regional pass port office and examine the procedure of issue the pass port

SCHEME OF INSTRUCTION/MODULE:

1. Communicative English: 40 Hours

2. Course: 200 Hours (06 months)

Duration of Course	Theory		On the Job Training		Total	
	Hours	Weightage	Hours	Weightage	Hours	Weightage
06 Months	60	30%	140	70%	200	100%

SYLLABUS

UNIT – I: Introduction to Tourism -	10 Hrs
UNIT – II: Tourism Role, Impact and Tourism Organizations -	10 Hrs
UNIT – III: Geography, Tourism Resources and Profile in Telangana -	8 Hrs
UNIT – IV: Travel Agency -	8 Hrs
UNIT – V: Functions & Structure of a Travel Agency and Package Tour Operations -	12 Hrs
UNIT – VI: Travel Documents, Air Ticketing and Literature -	12 Hrs

ON THE JOB TRAINING

Practical Sessions:

UNIT – I: Introduction to Tourism -	20 Hrs
UNIT – II: Tourism Role, Impact and Tourism Organisations -	20 Hrs
UNIT – III: Geography, Tourism Resources and Profile in Telangana -	20 Hrs
UNIT – IV: Travel Agency -	20 Hrs

UNIT – V: Functions & Structure of a Travel Agency and Package Tour Operations -	30 Hrs
UNIT – VI: Travel Documents, Air Ticketing and Literature -	30 Hrs

LIST OF EQUIPMENT

- Computer with Internet Connection
- Travel Information Manual

Qualifications of Teaching Faculty:

M.T.M. / M.A. Tourism (or) M.B.A. Tourism or Equivalent from any recognized university with an aggregate of 55% marks (or) Graduation in Tourism related courses from any recognized university.

Reference books/ Internet links:

- 1) International Tourism Management - A.K. Bhatia – Sterling Publishers Pvt. Ltd.
- 2) Tourism Development – Principles & Practices – A.K. Bhatia - Sterling Publishers Pvt. Ltd.
- 3) Introduction of Travel and Tourism Management – Shiv Raj / Suman Sharma – Bharati Publications
- 4) Text Books of (I & II Year) Intermediate Vocational Course – Tourism & Hospitality Management – Telangana State Board of Intermediate Education.
- 5) Tourism related websites like tstdc.in, irctc.co.in, indiaairports.com, bankbazaar.com, forbesindia.com, tourismnotes.com, definitions.net etc.

Division of Marks:

Theory: 100 Max. Marks

- | | |
|------------------------------|--------------------|
| 1. Communicative English | : 20 marks |
| 2. Short Questions | : 6 x5m = 30 marks |
| 3. Long Questions | : 4x10 = 40 marks |
| 4. Multiple Choice Questions | : 10x1=10 marks |
| 5. | |

Practical: 100 Max. Marks

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|--------------------------------|------------|
| 1. External | : 40 marks |
| 2. Record/ Mini Project & Viva | : 10 marks |
| 3. Internship / OJT | : 50 marks |

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REGD. NO:

MAX MARKS: 100

TIME : 3 HRS.

TRAVEL AND TOURISM MANAGEMENT

MODEL QUESTION PAPER (THEORY)

SECTION- A

COMMUNICATIVE ENGLISH

20MARKS

SECTION- B

Note: a) Answer ALL questions.

b) Each question carries **5 Marks**.

6 X 5 = 30 MARKS

1. Write the meaning and definition of Tourism.
2. Depict "Tourism as a Force for Peace".
3. Write about Tourism related festivals in Telangana State.
4. Write about types of Travel Agencies.
5. Mention the types of the Tour Packages.
6. Write about types of Passports.

SECTION- C

Note: a) Answer any **FOUR** questions.

b) Each question carries **10 Marks**.

4 X 10 = 40 MARKS

1. Write in detail about the nature and scope of Tourism.
2. Describe the role of Tourism to solve various socio-economic and cultural problems.
3. Describe briefly about the transportation in Telangana.
4. Write a brief note on the contribution of Thomas Cook in Travel Agency business.
5. Explain about the functions of a Tour Operator.
6. What is CRS? Write about its Origin and functions.

SECTION-D

Note: a) Answer ALL Multiple Choice Questions.

b) Each question carries **1 Mark**.

10 X 1 = 10 Marks

1. Travel and Tourism is one of the world's largest _____ exchange earners.
(a) regional (b) domestic (c) foreign (d) local
2. Who is known as the father of Tourism?
(a) Charles Babbage (b) Thomas Cook (c) Henry Wells (d) Robert Smart
3. Travel and Tourism industry contributes about _____ percent to the Indian GDP.
(a) 8.5 (b) 5.8 (c) 6.9 (d) 9.6
4. When did the Indian Tourism get the industrial status?
(a) In the First Five Year Plan (1951 – 1956)
(b) In the Third Five Year Plan (1961 – 1966)
(c) In the Fifth Five Year Plan (1974 – 1978)
(d) In the Seventh Five Year Plan (1985 – 1990)
5. The South Central Railway (SCR) was formed on
(a) 2nd October 1966 (b) 2nd October 1956
(c) 5th September 1966 (d) 5th September 1956
6. India is the _____ largest country in outbound tourism.
(a) Second (b) First (c) Sixth (d) Third
7. In which seasons, package holidays are normally organized?
(a) In Summer and Winter (b) When rainy (c) When snow raining (d) None of these
8. Designing of a programme with destinations, stopping points, number of days, the route of the journey and the travel services is called as
(a) Journey (b) Itinerary (c) Tour (d) Travel
9. An Indian passport is issued by the Indian _____ to Indian citizens.
(a) Ministry of Civil Aviation (b) Ministry of External Affairs
(c) Ministry of Corporate Affairs (d) Ministry of Tourism
10. _____ gives the person the right to enter a country and stay for a temporary period.
(a) Passport (b) VISA (c) Health Permit (d) Air Ticket

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TRAVEL AND TOURISM MANAGEMENT

MODEL QUESTION PAPER (PRACTICAL)

Note: a) Answer ALL questions.

b) Each question carries **10 Marks**.

4 X 10 = 40 MARKS

1. Write a report on various tourism products.
2. Write a Visit Report on such departments involved in tourism planning and policy making.
3. Prepare a package tour - creation of small tour itinerary, costing of package tour, etc.
4. Write about procedure of issue of the passport.

Record / Mini Project & Viva

10 MARKS

Internship / OJT

50 MARKS