

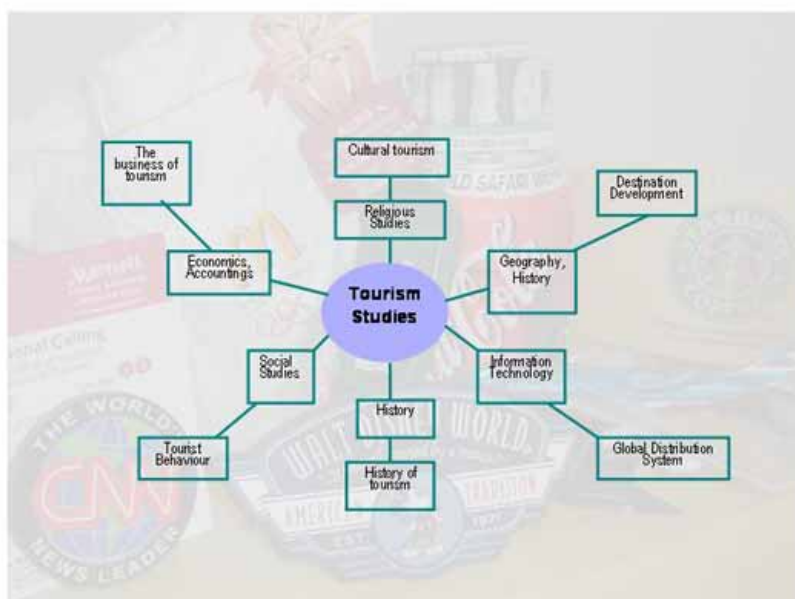
ABOUT THE COURSE

Travel And Tourism Course encourages learners to appreciate the scale and importance of the travel and tourism industry in the world and recognise the positive and negative impacts of the industry may have on environments, people and economies. Learners discover that the travel and tourism industry is dynamic in nature and how the industry responds to change. The course encourages learners to develop practical and technical skills relevant to the industry, enabling them to deal with a range of complex situations and problems with confidence.

The course is also designed to help to meet the need for skilled and knowledgeable individuals with right attitudes and aptitudes in this rapidly diversifying industry. This Course develops practical skills across a range of working roles, as well as providing a global and local perspective on travel and tourism. Learners gain an overview of the industry, and learn about popular destinations, customer care, and marketing. This course enables candidates to become effective learners and to provide a solid foundation for their continuing educational journey.

MISSION & VISION

The Travel & Tourism industry is facing a crisis due to the lack of qualified and trained professionals and the country's economic growth depends on this industry ,every citizen of our country is responsible to contribute a possible portion.Travel and Tourism course is a blessing to Kerala-GOD'S OWN COUNTRY to provide manpower to the Tourism sector



VHSE programmes and qualifications are designed to support learners in becoming:

- Confident in working with information and ideas - their own and those of others
- Responsible for themselves, responsive to and respectful of others
- Reflective as learners, developing their ability to learn
- Innovative and equipped for new and future challenges
- Engaged intellectually and socially, ready to make a difference.

Major skills attained after the course :

- Work and communicate in English
- Knows types and forms of tourism.
- Knowledge of various tourism recourses of India
- Knows various national and international tourism organisations
- Understanding of impacts of tourism
- Application of ICT skills in tourism business
- Good communication and interpersonal skills for effective communication at work place.
- Knows various tourist transport systems
- Can locate and collect travel and destination information
- Can guide a tourist
- Can prepare tour packages
- Can do reservations (Air, Rail, Hotels)
- work and communicate in English
- Knows own company's products and services
- Maintain customer profile
- Can work in a socially diverse and competitive environment
- Knowledge of promotional techniques
- Understanding of signage

Course Structure

This course consists of 4 modules

Module 1 Tour Coordinator

Module 2 Travel Assistant

Module 3 Tour escort

Module 4 Online Travel Services

Classroom Activities

- Group Discussions
- Exhibitions
- PowerPoint Presentations
- Charts
- Role Plays

Practical Activities

- Survey
- Power Point Presentation
- Interaction with Industry people.
- Field Study

JOB ROLES

Travel and tourism industry and its' associated sectors provide various employment opportunities to students. Besides working in travel agencies, airlines, tour operators, theme parks, events and hotels, students can also have other options such as working in government tourism departments, customs services, airline catering, tourism promotions and sales, etc.

Govt./Semi Govt. Sector	Private Sector	Self Employment
Tourist Information Assistants (DoT, KTDC, DTPC,) Tourist Guides Guest House attendants Lab Technical Assistant in VHSE	Travel Agency <ul style="list-style-type: none"> • Counter Staff • Tour Co-ordinator, • Reservation Staff • PR Executive in Travel Division Tour Operator <ul style="list-style-type: none"> • Tour Representative • Inbound Tour Handler • Out bound Tour Handler • Ground Operator Hotels <ul style="list-style-type: none"> • Receptionist • Concierge • Housekeeper • Reservation staff • Recreations instructor • Front Office • ravel/Tour Representatives Resorts <ul style="list-style-type: none"> • Tour Escort • Guest Relation Executive • Event Management Executive 	<ul style="list-style-type: none"> • Tour Guide / • Tour Leader • Destination Escort • Home Stay / Paying Guest /Serviced Villas • Tour Organiser (Home Stay) Travel Agent Tour Operation Pilgrim Tour Co-ordinator Adventure Tour Coordinator Vendors in antiques, local handicrafts and other cottage industries. Recreation Instructor Event Planner

	<p>Travel and Transportation</p> <ul style="list-style-type: none"> • Flight attendant • Ground service staff • Ticketing/Reservation staff • Customer Service Agent • Sales and Marketing Executive • Airline Call Centres • Baggage Handlers • Airport Assistant <p>Tour and Travel Services</p> <ul style="list-style-type: none"> • Tour guide • Tour escort • Incentive travel agent • Corporate travel agent • Meeting planner <p>Others</p> <ul style="list-style-type: none"> • Retailing • Public relations • Advertising • Market research • Human resources, 	
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Subject approach

The travel and tourism course enables candidate to develop a broad understanding of travel and tourism principles. In addition, the course covers a mixture of teaching and learning experiences from the theoretical through to those with a clear practical emphasis. It is important that throughout the course, candidates are given the opportunity to explore and discuss their interests and aspirations and are provided with realistic guidance about how the qualification can help to meet their needs. All the unit are internally assessed, meaning that learners will be given an assignment (or series of assignments), practicals, field visit, project report, role plays, group discussions, debates to complete tutors to show that learners have fully understood the content of the units.

In this course, after the completion of each module the learner attains skill in various areas of Travel & Tourism industry and it also equip a learner to perform different types of skills required in today's world of Travel and Tourism.

SYLLABUS

UNIT 1 - Introduction to Travel and Tourism Industry

- 1.1 Tourism - Scope, Definition and importance.
- 1.2 Major types and forms of tourism and Emerging Trends.
- 1.3 The basic components and elements of tourism
- 1.4 Role of National Tourism Organisations in promoting tourism.
- 1.5 Tourism Terminology
- 1.6 Fundamentals: Data & Information, Computer Architecture, CPU & Memory Organization, History of Computer, Generation of Computer.

Practicals:

- 1.1 Introduction to use internet
- 1.2 Familiarise various search engines such as ted.org, Wikipedia, Google earth, edutoipa.org
- 1.3 Power Point and Chart preparation of components and elements of tourism.
- 1.4 Chart preparation of NTOs
- 1.5 Tourism Terminology: Visitor, Tourist, Excursionist, Day Tripper, International, domestic, inbound, outbound, Tour Itinerary, Package, Travel Agency, Tour Operator, Airline, Destination, Origin, Configuration, ETA, ETD, Charter flight, Cruise liner, Car rental,
- 1.6 Parts of computer , input , output device. Types of software's, Computer languages and operating systems

UNIT 2. Communication Skills in Travel and Tourism Industry

- 2.1 communications relevant to Tourism Industry
- 2.2 Meet and greet used in Tourism and Travel Industry
- 2.3 Personal Grooming
- 2.4 Sources of Information
- 2.5 Business Communication
- 2.6 Customer Care - meaning and importance
- 2.7 Operating System: DOS , Windows MS Office Word Excel Power Point Access

Practicals:

- 2.1 Audio-video presentation and interpretations, edu sat .com, Ted.com, news paper
- 2.2 Inviting guests, Meeting and greeting
- 2.3 Speech: Self Introduction session Handshakes- demonstration, body language
- 2.4 E- travel magazines, brochure preparation
- 2.5 Role plays- Front Office, TIC
- 2.6 Customer care videos
- 2.7 Key board familiarisation, power point - Report writing

UNIT 3. Destination Management

- 3.1 Types of Tourist Destinations
- 3.2 Local, State Tourist Destinations
- 3.3 Destination Facilitators
- 3.4 Impacts of Tourism: Social, Cultural, Economic, Environmental
- 3.5 Responsible Tourism in Kerala
- 3.6 Tourism Terminologies
- 3.7 Managing files, folders, features of word processing, Information Technology, internet and Web page designing

Practicals:

- 3.1 Field visit to nearby destinations
- 3.2 Picture album on various of tourist destinations, map work for identifying destinations, chart preparation, CD presentation, conduct an exhibition on based on the practical works done by the students.
- 3.3 Meeting tour guides and sharing experiences
- 3.4 Seminars, Case studies, Debates, Chart preparation based on impacts of tourism
- 3.5 Case studies based on responsible tourism in Kerala.
- 3.6 Prepare a tourism glossary
- 3.7 internet and web page designing based on tourist destinations, Procedure of manipulating text and formatting documents.

Module 2 -Travel Assistant

UNIT 1 Travel Essentials

- 1.1 Travel : Definition, Significance meaning
- 1.2 International Travel requirements
- 1.3 Motivation for Travel
- 1.4 Modes and means of Tourist Transport
- 1.5 Kinds of letters and govt.order , Table creation and mail merge, e-mail Concepts , Basics of Sending & Receiving, E-mail, Free E-mail services

Practicals

- 1.1 Online passport application and formalities
- 1.2 Familiarisation of TIM- visa, health requirements, airport tax -a comparative study
- 1.3 Album preparation- Travel Through the Ages , Motivation for travel
- 1.4 Group discussion/ Debate/Album preparation on means and modes of transport - adv & dis adv
- 1.5 Govt. Letters and govt.order preparation, Table creation and mail merge, e-mail receiving and sending, free e-mail services.

UNIT 2 Travel Geography

- 2.1 Continents and Oceans
- 2.2 Travel Geography of Kerala and India
- 2.3 Major fairs and festivals, events, dance and music forms
- 2.4 Major airlines, airports cities of India and 3 letter codes .
- 2.5 Importance of Signage
- 2.6 Travel terminologies: Gateway, Infrastructure
- 2.6 Purpose and use of spread sheet, manipulating of cells, rows and columns

Practical

- 2.1 Preparation of facts file of Kerala
- 2.2 Map work - identification of districts, major rivers, lakes backwaters, hill stations , WLS, NPS, bird sanctuaries, tiger reserves, beaches, historical monuments, pilgrim centres, national highways, pilgrim centres.

- 2.3 Preparation of Tourist Circuits: prepare a tourist circuits from north to south and south to north. Picture album of major fairs and festivals of India.
- 2.4 Preparation of fact file of India : identification of states, major rivers, lakes backwaters, hill stations , WLS, NPS, bird sanctuaries, tiger reserves, beaches, historical monuments, pilgrim centres, national highways, pilgrim centres, 3 letter code of cities, airports
- 2.5 Identification of signage
- 2.6 Travel Glossary preparation
- 2.7 Chart preparation, Google map search

UNIT 3 Tourist Transport Facilities in India

- 3.1 Air Transport Operations: Charter and Scheduled, Domestic and International, Helicopters
- 3.2 Baggage system: FBA, EBA, Carry on items, Dangerous goods, Customs
- 3.3 Aircraft: wide and narrow body, parts
- 3.4 Sea Transport: Main ports, Passenger Ferries, Cruise ships, Seaplanes, Hovercrafts, Houseboats
- 3.5 Rail Transport: Passenger trains, Tourist Luxury Trains, Mountain trains, High speed trains, Metros, Suburban, Toy trains, Monorail
- 3.6 Special fares: Air, Rail
- 3.7 Road Transport: Tourist coaches, Prepaid Taxis, Car rental, bike hire, Caravans, Bicycle hire
- 3.8 Modern Trends: Airbus A380, Boeing Dream liner, High speed trains
- 3.9 Terminology: Transit Passenger, Stop over passenger, Stand by, Journey : Onaway, Return
- 3.10 Purpose and use presentation soft ware, Searching the Web, HTTP, URLs, Web Servers, Web Protocols. Web Publishing Concepts, Domain Name Registration, . HTML, Design Tools, HTML Editors , Image Editors

Practicals:

- 3.1 PPP in 5 major international airlines , five airports, 5 low cost lirlines, Chart preparation on on charter flights

- 3.2 Chart preparation on carry on items and extra baggage allowance of various airlines, customs
- 3.3 Design a model aircraft using thermocol, airport visit
- 3.4 Map work of seaports and ppp of tourist facilities available in cruise ships
- 3.5 PP of various trains ad its facilities, picture album, route map of the luxury trains and heritage train service.
- 3.6 Chart work and news collection of special fares - Air, Rail
- 3.7 Quiz on the major air, rail and sea transport in inda.
- 3.8 PPP showing facilities of modern trends in airline industry
- 3.9 Tourism glossary
- 3.10 Purpose and use presentation soft ware, Give a power point presentation related to tourism, Open and close a browser, Go to a web page by using links, enter and save URLs, Print a web page, Differentiate between internet and web.

Module 3 - Tour Escort

UNIT 1 Role and functions of Tour Assistant

- 1.1 Tour Assistant - Definition
- 1.2 Tourist Behaviour
- 1.3 Type of tour
- 1.4 Practicals : Adobe Page maker
 - a. DTP Working
 - b .Visiting card preparation
 - c. Wedding card preparation
 - d. Preparation of advertisement
 - e. Introduction to data base system concepts
 - f. Characteristics of data in data base
 - g. Advantages of different types of database systems.

UNIT 2 Tour Assistant- The Cultural Ambassador

- 2.1 Cultural Ambassador - Meaning
- 2.2 Duties and responsibilities of Cultural Ambassador
- 2.3 Skills, interests and Qualities

- 2.4 Pre-Tour Briefing
- 2.5 Tourist Ethics
- 2.6 Recognition of Tour guides

Introduction to photoshop

- a. Usage of basic tools and edge refinement isolate and edit parts of an image
- b. Manipulate layers through positioning, scaling, rotation and adjustments.
- c. Prepare images for web and printout with appropriate sizing and resolution
- d. Apply painted masks, selection-based masks, gradient mask and blend modes to create image effect.

UNIT 3 Tourist Circuits

- 3.1 Tourist Circuit meaning
- 3.2 Major tourist circuits of Kerala and India
- 3.3 Guided Tour-Types : Guided Walking Tours , Coach Tours, Audio guided tours, Smartphone app tours

Practical:

- a. Introduction to coral draw
- b. Drawing lines, shapes, inserting pictures, objects, tables and tinplates.
- c. Creation of business cards, banners, books, brochure, logos and ID cards.

Module 4 - Online Travel Services and Computer Applications

UNIT 1 GDS

- 1.1 Define CRS
- 1.2 Define GDS
- 1.3 Advantages of GDS both for customers and Suppliers
- 1.4 On line Tourism Suppliers
- 1.5 Traditional brochures and online brochures
- 1.6 Virtual Tour
- 1.7 E-ticket, e-passport, e-visa

Practical

- a. Net working
- b. E-mail creation
- c. Browsing skill
- d. Fundamentals of web designing.

UNIT 2 Promotion and Sale of Travel and Tourism Products

2.1 Define Marketing

2.1 Importance of Tourism Marketing and promotion

2.3 Features of Tourism products and services

2.4 Marketing Mix

2.5 Promotion- meaning

2.6. Important Promotional tools

Practicals :

- a. Familiarise any CRS such as Amadeus, Galileo, Sabre
- b. Computerised Reservation System (Airline ticketing , Hotel reservation system , IRCTC)
- c. Travel portals : Make my trip, Yatra. Com, Travel Advisor.

LEARNING OUTCOME

After the completion of the two Modules the learner will be able to -

Module 1 - Tour Coordinator

UNIT 1 .1 Introduction to Travel and Tourism Industry

- 1.1.1. Recognize the scope of Travel and tourism.
- 1.1.2. Explain the term tourism
- 1.1.3. List and differentiate types of tourism.
- 1.1.4. Categorise the basic components and elements of tourism.
- 1.1.5. Analyse the various functions of travel and tourism organisations in promoting tourism
- 1.1.6. Identify the key terms(terminology) used in travel and tourism industry
- 1.1.7. Identify the various parts of the computer & its use, languages & operating systems

UNIT 1.2 Communication Skills in Travel and Tourism Industry

- 1.2.1. Understand the meaning of communication and Explain various elements involved in communication.
- 1.2.2. Ability to introduce self properly
- 1.2.3. Be able to demonstrate and differentiate formal greeting words and sentences, voice modulation used in travel and tourism industry and to describe verbal and non verbal communication
- 1.2.4. Demonstrate communication skills needed for various job roles such as Receptionist, Tour Guide Counter staff cabin crew, Instructor
- 1.2.5. List the methods to be used for personal hygiene
- 1.2.6.- Illustrate forms of communications such as e-mail, mail
- 1.2.7. Develop Typing skill in a computer

UNIT 1.3 Destination Management

- 1.3.1 Demonstrate the knowledge of various tourist destinations
- 1.3.2 Classify the attractions in major tourist destinations
- 1.3.3 Analyse the role of destination facilitators such as tour guides, tour escort, tour manager

- 1.3.4 Evaluate the impacts of tourism
- 1.3.5 Explain Responsible Tourism
- 1.3.6 Organise the procedures in creating a document

Module 2 - Travel Assistant

UNIT2. 1 Travel Essentials

- 2.1.1 Identify and explain the significance, meaning, definition of Travel
- 2.1.2 List out the documents required for international travel.
- 2.1.3 Categorise Travel Motivators
- 2.1.4 Classify Modes and means of Tourist Transport
- 2.1.5 Demonstrate the various letters,table creation and mail merges

UNIT 2 .2 Travel Geography

- 2.2.1 Identify Continents, Oceans, seas
- 2.2.2 Locate states, capitals and major cities of India
- 2.2.3 Survey on Major fairs and festivals, events dance and music forms
- 2.2.4 List out and explain major airlines and airports of India
- 2.2.5 Describe Importance of Signage
- 2.2.6 Familiarise the various Travel terminologies
- 2.2.7 Familiarise the method of using spread sheet function

UNIT 3 Tourist Transport Facilities in India

- 2.3.1 Identify Air Transport Operations: Charter and Scheduled, Helicopter services
- 2.3.2 Locate parts of an aircraft.
- 2.3.3 Describe Sea Transport: Main ports, Passenger Ferries, Cruise ships, Seaplanes, Hovercrafts, Houseboats
- 2.3.4 Classify Rail Transport: Passenger trains, Tourist Luxury Trains, Mountain trains, High speed trains
- 2.3.5 List out Special fares: Air, Rail
- 2.3.6 Discuss Road Transport: Tourist coaches, Prepaid Taxis, Car& Two wheeler rental
- 2.3.7 Slide show preparation & presentation Expertise the operation of a computer

Module 3 - Tour Escort

UNIT 1 Role and functions of Tour Assistant

- 3.1.1 Explain Tour Assistant
- 3.1.2 Describe Tourist Behaviour
- 3.1.3 Analyse Types of tour
- 3.1.4 DTP WORK in Pagemaker/visiting card/wedding card/ advertisement
- 3.1.5 Introduction to DBMS

UNIT 2 Tour Assistant- The Cultural Ambassador

- 3.2.1 Explain Cultural Ambassador - Meaning
- 3.2.2 Describe Duties and responsibilities of Cultural Ambassador
- 3.3.3 Demonstrate Skills, interests and Qualities
- 3.2.4 Demonstrate Pre-Tour Briefing
- 3.2.5 Evaluate Tourist Ethics
- 3.2.6 Under stand recognition of Tour guides
- 3.2.7 Photoshop, Image creation

UNIT 3 Tourist Circuits

- 3.3.1 Identify and explain Tourist Circuit
- 3.3.2 Demonstrate Major tourist circuits of Kerala and India
- 3.3.3 Categorise Guided Tour-Types : Guided Walking Tours , Coach Tours, Audio guided tours, Smartphone app tours
- 3.3.4 Coral Draw-drawing line shades-creation of ID cards,Logos,Business cards & brochures

Module 4 - Online Travel Services and Computer Application

UNIT 1 GDS

- 4.1.1 Define CRS, GDS
- 4.1.2 Explain Advantages of GDS both for customers and Suppliers
- 4.1.3 Describe On line Tourism Suppliers
- 4.1.4 Differentiate Traditional brochures and online brochures
- 4.1.5 Explain Virtual Tour
- 4.1.6 Demonstrate E-ticket, e-passport, e-visa
- 4.1.7 Introduction to Net working,e-mail,browsing skill

UNIT 2 Promotion and Sale of Travel and Tourism Products

- 4.2.1 Define Marketing
- 4.2.2 Explain Importance of Tourism Marketing and promotion
- 4.2.3 Analyse Features of Tourism products and services
- 4.2.4 Explain Marketing Mix
- 4.2.5 Describe Promotion
- 4.2.6 Demonstrate Important Promotional tools
- 4.2.7 CRS, TICKETING procedures, online travel portals and travel blogs

SCHEME OF WORK

	Month	Unit No.	Name of Units	Periods
Module I	JULY	1.1	Introduction t o travel and tourism	25
	August	1.1	Introduction t o travel and tourism	06
		1.2	Communication skills in T&T	19
	September	1.2	Communication skills in T&T	17
		1.3	Destination Management	18
	October	1.3	Destination Management Practical	17 238
Module II	November	2.1	Travel Essentials	25
	December	2.1	Travel Essentials	09
		2.2	Travel Geography	14
	January	2.2	Travel Geography	23
		2.3	Tourist ravel Facilities in India	02
	February	2.3	Tourist Travel Facilities in India Practical	29 238

COURSE STRUCTURE

The Course Travel and Tourism Consists of 4 Modules Viz

Module 1 - Tour Co-ordinator

1.1	Introduction To Travel & Tourism Industry	31
1.2	Communication Skills In Travel & Tourism Industry	36
1.3	Destination Management	35
	Practicals	238
	Total Periods	340

Module - 2 - Travel Assistant

2.1	Travel Essentials	34
2.2	Travel Geography	37
2.3	Tourist Travel Facilities In India	31
	Practicals	231
	Total Periods	340

Module-- 3 - Tour Escort

3.1	Role & Functions Of The Tour Assistant	42
3.2	Tour Assistant - The Cultural Ambassador	39
3.3	Tourist Circuits	22
	Practicals	238
	Total Periods	340

Module - 4 - Online Travel Services & Computer Applications

4.1	Global Distribution System (Gds)	48
4.2	Promotion & Sale Of Travel & Tourism Products	52
	Practicals	240
	Total Periods	340

CLASSROOM ACTIVITIES

- Group Discussions
- Exhibitions
- PowerPoint Presentations
- Charts
- Role Play
- Debate
- Seminar
- Open book exam
- Mock drill
- Group presentation
- Problem solving methods
- Brain storming sessions
- Interactive discussion
- Expert interactive class
- Video/powerpoint presentation
- Album presentation
- Brochure preparation
- Tourism magazine presentation
- Daily news presentation about Travel and Tourism

PRACTICAL ACTIVITIES

- Surveys
- Power Point Presentation
- Interaction with Industry people.
- Field Study
- Travel agency-model
- Tour operation techniques
- Tourist guide-role play
- Setting a travel agency
- Tour package designing
- Computer reservation procedures (CRS,GDS)
- Travel documents - preparation
- Reservation formalities
- Telephonic formalities
- Computer-MS OFFICE,Typing skill
- Office automation
- Data base management system
- Photoshop,Corel draw,DTP,
- INTERNET - search engines

ON THE JOB TRAINING

On-the-job training focuses on the acquisition of skills within the work environment generally under normal working conditions. Through on-the-job training, learners acquire both general skills that they can transfer from one job to another and specific skills that are unique to a particular job. On-the-job training typically includes verbal and written instruction, demonstration and observation, and hands-on practice and imitation. In addition, the on-the-job training process involves one employee-usually a supervisor or an experienced employee-passing knowledge and skills on to a novice employee. A training plan that reflects tasks to be performed and competencies to be imparted should be prepared and signed by the student, teacher, and supervisor at the workplace for training of the students in the organisation. The trainer should break down all the steps of the job and train the students as per the training plan. To make the training effective the trainees under go the following steps

1. Demonstrate how to complete a task.
2. Review important points.
3. Demonstrate task again.
4. Let workers perform easier parts of the task.
5. Help workers perform the entire task.
6. Allow workers to perform the entire task, while being monitored.
7. Allow workers to perform the task on their own.

Where it can be given:

- Government Organisations
- Private Organisations
- Private sector Undertakings

OJT CENTRES IDENTIFIED

- Travel Agencies
- Tour Operators
- Tourist Information Office
- Tourist Destination
- Travel Desk In Hotels And Resorts
- Computer Reservation System/Gds

DURATION OF THE OJT:

The OJT must be given in two spells of 15 days each or OJT must be given as internship after the completion of the course and the learner opt either higher study or internship

CERTIFICATION OF SKILLS IN EACH MODULE

Upon successful completion of this course The State Education Board will provide a certificate to the student verifying the competencies acquired by the candidate.

- **Module 1-Certificate In Tour Coordination**
- **Module -2-Certificate In Travel Assistance**
- **Module-3-Certificate In Tour Escort**
- **Module 4-Certificate In Online Travel Services And Computer Application**

- **Apart from the above certificates the student is eligible for a trade certificate and a certificate sating eligible for higher studies**
- **After the completion of the on the job training a certificate will be issued by the inplant nsupervisor/manager which is usefulfor the learner to choose a career**

Module 1 - TOUR CO-ORDINATOR OVERVIEW

This Module sets the scene for understanding the travel and tourism sector of India and Internationally. Students study the scope, definition, different components of travel and tourism - for example attractions, accommodation, travel agents and amenities- and how they work together, exploring different organisations and their role in promoting travel and tourism industry . They also learn about the inter relationship between these organisations. Finally, students learn the key words to familiarise with certain terms used in travel and tourism. When they have completed the module students will have a solid base from which to develop a detailed understanding of the travel and tourism sector through the other units they study on their course. This module is also intended to get learners to think about the importance of communicating effectively with tourists, both from the tourists' viewpoint and their own. It is intended as a basic introduction for learners who may not know much about tourists or ways of communicating with tourists. As they go through this module learners will learn what communication is, why good communication is important, and how to communicate effectively with tourists in a range of situations.

This module will again give learners an understanding of what the travel and tourism industry has to offer to tourists. It will enable learners to identify and locate tourist destinations. Meeting different types of customer needs is a fundamental part of travel and tourism provision, so you will investigate the appeal of different types of destinations to different customer types. You will also be introduced to reference materials and various sources of information to enable you to draw together your knowledge of the tourist destinations in order to successfully plan holidays for different types of customers using a range of sources. On embarking upon a career in the travel and tourism industry, you may find yourself working for an organisation that contributes to the success of a travel and tourism destination, for example tour escort, tour manager. Also this unit enable the learners to identify the positive and negative impacts on tourist destinations. This unit will increase the awareness of destinations of anyone aspiring to work in the travel and tourism industry in India.

Module 1 : MODULE : I TOUR CO-ORDINATOR		Unit 1 Introduction to Travel and Tourism Industry (31 periods)	
Ideas/Concepts/Skill	Learning Outcomes	Suggested Activities	Assessment
<p>Skills:</p> <ol style="list-style-type: none"> 1. Professional Skills 2. Interpersonal skills 3. Self Learning skills <ul style="list-style-type: none"> • Tourism- Scope and definition • Travel - purpose of travel. • Types and forms of tourism • The basic components and elements of tourism • Role of National Travel and Tourism Organisations in promoting tourism • Travel and Tourism Terminology <p>Computer skills</p>	<p><i>The learner will be able to:</i></p> <ul style="list-style-type: none"> • On completion this unit the learners can : • Recognise & Explain the scope of Travel and tourism. • Define tourism • List and differentiate different types of tourism. • Can categorise the basic components and elements of tourism. • Analyse the various functions of travel and tourism organisations in promoting tourism • Identify the key words used in Travel & Tourism Industry. • Analyse the various parts of computers and its use, languages & operating systems 	<ul style="list-style-type: none"> • Discussion on scope and definition of tourism. • Video presentation on tourism. • Demonstration of travel Magazines, brochures etc. • Discussion • Demonstrate pictures of different destinations • identify types of tourists. • Video presentation of different destinations • Preparation of album • Chart preparation • Discussion • Chart preparation • Glossary preparation <p>Practicals:</p> <ul style="list-style-type: none"> • Definition, Parts, Evolution of Computers, various input and output activities. . • Types of software's, Computer languages and operating systems 	<ul style="list-style-type: none"> • Notes based on the discussion & video • Album • Chart • Time bound presentation • Discussion notes • Flow chart • Glossary • Observation and performance based assessment

Module 1 : MODULE : I TOUR CO-ORDINATOR		Unit 2 Communication Skills in Travel and Tourism Industry (36 periods)	
Ideas/Concepts/Skill	Learning Outcomes	Suggested Activities	Assessment
<p>Skills:</p> <ol style="list-style-type: none"> 1. Communication skill 2. Professional skill 3. Self Learning skill 4. Interpersonal skill 5. Temwork skill 6. Functional skills <ul style="list-style-type: none"> • Communication relevant to travel and tourism industry, Communication Process, Elements • Self introduction, meet and greet, language and tone required for travel and tourism industry. • Types of communication: verbal and non verbal • Communication in Travel and Tourism industry • Personal Hygiene, manners, etiquettes, types of Hand shakes • Formal communication with customers <p>Computer skills</p>	<p><i>The learner will be able to:</i></p> <ul style="list-style-type: none"> • On completion this unit the learner can: • Understand what is communication • Explain various elements involved in communication. • Describe how to introduce one self be able to know formal greeting words and sentences, voice modulation used in travel and tourism industry. • Can demonstrate , differentiate communication skills and can describe verbal and non verbal communication • Demonstrate communication skills needed for various job roles such as <ul style="list-style-type: none"> - Receptionist - Tour Guide - Counter Staff - Cabin Crew - Instructors • Information Assistant <ul style="list-style-type: none"> - List out personal hygiene tips - demonstrate it personally • Illustrate forms of communications such as e-mail, mail, telephone etc • Typing skills in computer key board 	<ul style="list-style-type: none"> • Discussion and Role play • Video presentation • Role play on self introduction • Prepare a dialogue box and demonstrate on meeting tourists • Discussion • Role play • Collect pictures depicting non verbal communication • Video presentation • Discussion • Role play on different scenarios • Discuss the importance of personal hygiene in Travel and Tourism industry. • Computer practical on checking e-mail • Telephone conversation <p>Practicals:</p> <ul style="list-style-type: none"> • Key board familiarisation • Managing files and folders • Features of word processing 	<ul style="list-style-type: none"> • Discussion notes • Dialogue box • Report • Picture album. • Discussion notes • Picture album on Tourism Job Roles <p>Notes</p> <ul style="list-style-type: none"> • Collect pictures of well groomed persons and make scrap book • Draft of e-mail communication • Display the work assigned

Module 1 : MODULE : I TOUR CO-ORDINATOR		Unit 1 Introduction to Travel and Tourism Industry (31 periods)	
Ideas/Concepts/Skill	Learning Outcomes	Suggested Activities	Assessment
<p>Skills:</p> <ol style="list-style-type: none"> Social Development skills Product knowledge skills Communication skills <ul style="list-style-type: none"> Types of tourist destinations Local and state wide tourist destinations Destination Facilitators Impacts of Tourism -Social -Cultural -Economic-Environmental Responsible Tourism in Kerala <p>Computer skills</p>	<p><i>The learner will be able to:</i></p> <ul style="list-style-type: none"> On completion this unit the learner can: Demonstrate the knowledge of various tourist destinations Classify all the major tourist destinations Analyse the role of destination facilitators such as tour guides, tour escort, tour managers Evaluate the impacts of tourism Explain Responsible Tourism Organise the procedures in creating a document 	<ul style="list-style-type: none"> Video presentation on various tourist destinations Picture scrap book of various tourist destinations Destination videos Brochures Magazines Mapping Sight-seeing Videos to familiarise the role of destination facilitators Discussion Videos Case Studies Articles Seminars Debate Discussion Case studies Videos <p>Practicals:</p> <ul style="list-style-type: none"> Procedure of manipulating text Procedure of formatting documents. 	<ul style="list-style-type: none"> Destination collection Map work Kerala Fact file Sightseeing report Chart preparation Discussion notes Report on case studies Seminar Report Chart Participation and answering in a discussion Case study report Monitor the work

PRACTICAL ACTIVITIES- MODULE 1

- Surveys
- Power Point Presentation
- Interaction with Industry people.
- Field Study
- Role play
- Tour operation techniques
- Reservation formalities
- Telephonic formalities Definition, Parts, Evolution of
- Computers, various input and out put activities. .
- Types of software's, Computer languages and operating system.
- Computer-MS OFFICE, Typing skill
- Office automation
- Data base management system

Module 2 - TRAVEL ASSISTANT - OVERVIEW

This module will give learners the importance of travel geography, reading and utilising maps, city and airports codes, and local currencies. It will also enable the learners to understand travel formalities needed for domestic and international travel. They learn about types of passports, visas and other travel documents, health and preventive measures, taxes and currency information. Also this module gives a basic knowledge on major geographic regions, a brief view of the physical, cultural and characteristics of the country. This module again gives an introduction of mode of transport available between tourist receiving and generating areas, so that the learners can apply an understanding to the needs and circumstances of different types of tourists.

Module 2 : Travel Assistant		Unit 1 Travel Essentials (34 periods)	
Ideas/Concepts/Skill	Learning Outcomes	Suggested Activities	Assessment
<p>Skills:</p> <p>Documentation skills</p> <p>Presentation skills</p> <p>Numeracy skill</p> <ul style="list-style-type: none"> • Definition and Significance of Travel • Travel Documents • Travel Motivator • Modes and means of tourist transport <p>Computer skill</p>	<p><i>The learner will be able to:</i></p> <ul style="list-style-type: none"> • On completion this unit the learners can : • Identify the significance of travel in tourism industry • List out the documents required for international travel • Categorise the four motivators of travel • Classify different mode of transport • Demonstrate the various letters ,table creation and mailmerge 	<ul style="list-style-type: none"> • Discussion • Video • Brochures • Route maps • Discussion • Demonstration of passport, passport application copy • Chart Preparation • Video • Discussion,chart preparation • Drawing of flow chart • Class room discussion • Practicals: MS Word • Kinds of letters and govt.order preparation. • Table creation and mail merge 	<ul style="list-style-type: none"> • Short essay • notes • Chart • chart • Discussion notes • Flow Chart • observe the work and • verify the accuracy of the print out

Module 2 : Travel Assistant		Unit 2 Travel Geography (37 periods)	
Ideas/Concepts/Skill	Learning Outcomes	Suggested Activities	Assessment
<p>Skills:</p> <p>Product Knowledge skill</p> <p>Observation skill</p> <ul style="list-style-type: none"> • Continents, Oceans and Seas • States, Capitals, cities • Major fairs and festivals of India • Major airlines and airports of India • Importance and reading of signage • Travel terminology <p>Computer skill</p>	<p><i>The learner will be able to:</i></p> <ul style="list-style-type: none"> • On completion this unit the learner can: • Identify Continents, Oceans and seas • Locate states, capitals and important cities • Survey on major fairs and festivals of India • List out major airports and airlines of India • Describe and Identify different signage used in tourism industry • Familiarise with various travel terminologies • Familiarise the method of how to use the functions of spread sheet 	<ul style="list-style-type: none"> • Map, Atlas • Discussion • Map work, Atlas • Video • Video • Brochures • Discussion • Map work • Airline time table • In-flight magazines • Chart and tables • Field visit • Preparation of table from reference materials • Practical :MS Excel • Purpose and use of spread sheet functions • Manipulating of cells, rows, and columns • Design spread sheet using cell based formula • Format a given spread sheet - create chart using data 	<ul style="list-style-type: none"> • Outline map • Map,Table • Discussion notes • Assignment • Map • Chart showing airline two letter code and flight magazine • Signage scrap work • Glossary • Evaluate the data assigned to the learner .

Module 2 : Travel Assistant		Unit 3 Tourist Transport Facilities in India (31 periods)	
Ideas/Concepts/Skill	Learning Outcomes	Suggested Activities	Assessment
Skills: Product knowledge skill Observation skill Numerical skill <ul style="list-style-type: none"> • Air transport operations • Parts of an aircraft • Sea transport • Tourist trains • Special Fares • Various forms Road Transport Computer skill	<p><i>The learner will be able to:</i></p> <ul style="list-style-type: none"> • On completion this unit the learner can: • Identify and explain various air transport operations in India • Locate different parts of an aircraft • Describe different means of sea transport • Classify tourist trains, high speed trains • List out special fares • Discuss forms of transport • Slide show presentation • Expertise the operation of a computer 	<ul style="list-style-type: none"> • Video presentation • Discussion • Chart preparation • Draw the diagram of an aircraft • Discussion • Videos • Videos • Discussion • Preparation of flow chart • Discussion, video • Chart preparation • Practical's: • Purpose and use presentation software • Give a power point presentation related to tourism • Open and close a browser • Go to a web page by using links, enter and save URLS • Print a web page • Differentiate between internet and web. • Procedure of conducting internet searches • Name different types of search engines 	<ul style="list-style-type: none"> • Discussion note • Chart • Diagram • Report • Discussion notes • Flow Chart • Chart • Compare the presentation with the original work • Time based evaluation

Practicals

- Map work
- Charts
- Signage
- MS Word
- Kinds of letters and govt.order preparation.
- Table creation and
- Mail merge MS Excel
- Purpose and use of spread sheet functions
- b.Manipulating of cells, rows, and columns
- c.Design spread sheet using cell based formula
- Purpose and use presentation soft ware
- Give a power point presentation related to tourism
- Open and close a browser
- Go to a web page by using links, enter and save URLS
- Print a web page
- Differentiate between internet and web.

List of Tools, Equipments and Materials

The list given below is suggestive and an exhaustive prepared by the teacher. Only basic tools, equipment and accessories should be procured by the Institution so that the routine tasks can be performed by the students regularly for practice and acquiring adequate practical experience.

Equipment and materials

- Classroom with Audio/Visual aids
- Computer Systems
- Related basic software and internet connection in the lab
- Maps of Kerala/ India/World (Preferable Tourism maps)
- Language laboratory for English Communication
- GDS Software package either Amadeus or Galileo
- Destination CDs
- Brochures
- Directories
- Timetables
- Guidebooks
- Projection screen
- Flip Chart Holder
- First aid kit
- White boards

Books on the following subjects

Travel Agency Management

Tourism - Development ,Principle, and Practice by A.K. Bhatia

- Tour Operation
- An Introduction to Travel and Tourism by Pran Nath Seth and Sushama Bhat
- Tourism - the Business of Travel by Roy A Cook
- Reservation Software
- Major Tourist Circuits of India/ World
- Tourism Dictionaries
- Travel/Tour terminologies
- Tourism Marketing
- Accommodation
- Tourist Transport
- Books on the subject like tour guide , Communication skills
- Travel Guide books eg. Lonely Planet, Rough Guide
- Travel Magazines
- Study materials-books,reports on tourism

Instructional materials

1. Computers 25 Nos.
2. OHp
3. GDS software
4. White board
5. CDs, travel magazines, travel Guide books such as Lonely Planet, rough Guide.

WEBSITES:

- ☞ WWW.INCREDIBLEINDIA.ORG
- ☞ WWW.IATA.ORG
- ☞ WWW.KERALATOURISM.ORG
- ☞ WWW.SIET.ORG
- ☞ WWW.AIRINDIA.COM
- ☞ INDIAN.COM
- ☞ KTDC.COM
- ☞ DTPC TRIVANDUM/13 OTHER DISTRICTS.COM
- ☞ WWW.KITTS.ORG
- ☞ IRCTC.COM
- ☞ WIKIPEDIA/TRAVEL AND TOURISM
- ☞ MOOC/ONLINE STUDY

MODULE 1-TOUR CO-ORDINATOR

UNIT ANALYSIS ---UNIT I - INTRODUCTION TO TRAVEL AND TOURISM INDUSTRY

This is an important unit that lays foundation for further study in other units. This unit can be introduced in an interesting way by a rising some questions on the knowledge of the learners.

MODULE : I TOUR CO-ORDINATOR

Module 2 : Travel Assistant		Unit 3 Tourist Transport Facilities in India (31 periods)	
Ideas/Concepts/Skill	Learning Outcomes	Suggested Activities	Assessment
<p>Skills:</p> <p>1. Professional Skills</p> <p>2. Interpersonal skills</p> <p>3. Self Learning skills</p> <p>1.1.1 Tourism- Scope and definition</p> <p>1.1.2 Travel, Purpose of travel</p> <p>1.1.3 Types and forms of tourism</p> <p>1.1.4 The basic components and elements of tourism</p> <p>1.1.5 Role of National Travel and Tourism Organisations in promoting tourism</p> <p>1.1.6 Travel and Tourism Terminology</p> <p>Computer skills</p>	<p>On completion this unit the learners can :</p> <ul style="list-style-type: none"> • Explain the scope of Travel and tourism. - Define tourism • Identify the Purpose of travel • List and differentiate different types of tourism. • Can categorise the basic components and elements of tourism. • Analyse the various functions of travel and tourism organisations in promoting tourism • Identify the key words used in Travel & Tourism Industry. • Identify the various parts of computers and its use, languages & operating systems 	<ul style="list-style-type: none"> • Discussion on scope and definition of tourism. • Video presentation on tourism. • Demonstration of travel Magazines, brochures etc. • Video presentation • Discussion • Discussion • Demonstrate pictures of different destinations • identify types of tourists. • Video presentation of different destinations • Preparation of album • Chart preparation • - Discussion • Chart preparation • Glossary preparation <p>Practicals:</p> <ul style="list-style-type: none"> • -Definition, Parts, Evolution of • Computers, various input and output activities.. • Types of software's, Computer languages and operating system. 	<ul style="list-style-type: none"> • Notes based on the discussion & video • Group discussion • Album • Chart • Time bound presentation • Discussion notes • Flow chart • Glossary • Observation and performance based assessment

UNIT ANALYSIS

- Do you know major tourist attractions in Kerala?
- Is there any tourist attraction in your locality?
- What is tourism?
- Did you take any excursion?

Tourism- Scope and definition

Teacher must distribute tourism magazines, destination brochures and news paper articles on destinations to learners to familiarise the concepts on tourism industry and to show a video on importance of tourism.

Why is tourism important to country like India and/or a state such as Kerala?

- Provides employment opportunities for both skilled and unskilled people.
- Largest foreign exchange earner
- Helps to create local employment
- To improve community facilities
- To promote environmental education
- Infrastructure development

What is Tourism?

Tourism

Tourism means the temporary short-term movement of people to destinations outside the places where they normally live and work, as well as their activities during their stay at these destinations. It should be noted that all tourism should have some travel, but not all travel is tourism.

'...the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes' (World Tourism Organisation)

'Tourism is the temporary, short-term movement of people to destinations outside the places where they normally live and work, and activities during their stay at these destinations; it includes movement for all purposes, as well as day visits or excursions' (Tourism Society)

Travel, Purpose of travel

A temporary visitor who stays for at least 24 hours in a country visited and the purpose of the journey can be

- a. Leisure(recreation, holiday)
- b. Business (MICE)
- c. Visiting Friends and Relatives (VFR)
- d. Religious/Pilgrim
- e. Health/Medical
- f. Sports
- g. Social and Spiritual

Types of tourists and forms of tourism

Tourist: The word tourist derived from the Latin word "Tornus" mean a circle. Tourist is a temporary visitor staying at least 24 hours in the country visited and the purpose travel is for leisure, business and other purpose.

Types of tourists:

1. Domestic Tourist: Domestic tourist travel to take holidays and business trips in their won country.
2. Foreign Tourist: A person visiting India on a foreign passport.

Forms of tourism

1. Cultural Tourism: People travel to historically important places. E.g. visit to TAJ mahal
2. Leisure tourism: People are travelling for the purpose of leisure so they are likely to be on holiday e.g. Trip to Kovalam Beach
3. Business tourism (MICE tourism) People are travelling to attend a meeting, conference or event associated with their business. Dubai Shopping Festival
4. Visiting friends and relatives (VFR) Tourism: tourists are visiting family or relatives and therefore they are unlikely to spend as much on tourism as they are not using accommodation facilities
5. Dark tourism: Visiting sites associated with war, death and tragic events, for example concentration or death camps (including Auschwitz near Krakow) and 'ground zero' at the former World Trade Center site.
6. Faith tourism: Religious travel for pilgrimage and to sacred sites of religious importance, such as Jerusalem and Mecca
7. Green tourism / Eco-Tourism: Tourism which is environmentally friendly and sustainable

7. Medical tourism :Travelling to have operations or receive dental treatment, which may be cheaper and faster than at home.
8. Sports tourism: Travelling to play in or watch sporting events and competitions such as the Olympics and the Football World Cup

The basic components and elements of tourism

Basic components

Understanding of tourism and its various components is very important. The basic components are; 1. Attractions /Locale 2. Accessibility 3. Accommodation

Attractions: - This means that the destination needs to have some draw that makes tourists want to visit. In some cases the draw is scenic, like mountains and lakes. In other cases the draw might be historical relevance. Attractions are two categories Man made and natural.

Accessibility:- means reach ability to the place of destination through various means of transportation. Transportation should be regular, comfortable, economical and safe. Today there are various means of transportation like airlines, railways, surface (road transportation) and water transportation. The transportation should be there for all kinds of tourists and destinations.

Accommodation: - It is a place where tourists can find food and shelter provided he/she is in a fit position to pay for it. There are various types of accommodation from a seven star deluxe hotel to a normal budget class hotel.

Accessibility	Accommodation	Attraction
Air	Hotels	Monuments
Railway	Motels	Pilgrimage
Road	Inns	Museums
Sea	Guest Hotels	Zoo
Youth Hotels	Rivers	
Resort Hotels	Beaches	
Circuit Hotels	Art Galleries	
Heritage Hotels	Hill Stations	
Farm Houses	Natural Attractions	
Camping Sites & etc.	Man-made Lakes	

Elements of tourism

1. Pleasing weather
2. Scenic attractions
3. Historical and cultural factors
4. Accessibility
5. Amenities

Role of National Travel and Tourism Organisations in promoting tourism

Travel and tourism organisations emerged with the objective of developing and promoting travel and tourism. E.g. NTO, ITDC, DOT, DTPCs, TAAI, FHRAI, TOAI

Travel and Tourism Terminology

Teacher can invite the attention to some basic keywords:

1. Excursionist/Day Tripper: Temporary visitors staying less than 24 hours in the county visited.
2. Leisure: Time available after work or free time which can be used for tourism purpose.
2. Recreation: Recreation is an activity that people engage in during their free time.

Study check:

1. What is tourism?
2. List out the purpose of travel.
3. Differentiate Excursionist and Tourist.
4. Describe the following terms
 - a) Domestic Tourist
 - b) Foreign Tourist
 - c) MICE
 - d) VFR

Activity 1.1.1a

The following table lists different types and purposes of tourism. Complete the table by giving definition of each and a relevant example

Tourism type	Description	Example
1 Domestic		
2 International Tourist		
3 Sport		
4 Excursionist		
5 Visiting Friends and Relatives(VFR)		
6 MICE (Business/Corporate)		
7 Religious		

Activity 1.1.1 b**Travel and tourism quiz**

1. Which of the following is a reason to travel?
 - a) Visiting friends and relatives (VFR)
 - b) Going to Goa for the weekend
 - c) Staying at home
2. Which of the following is an example of domestic tourism?
 - a) A couple from Mumbai visiting Karnataka
 - b) A couple from Australia visiting Kerala
 - c) A couple from England visiting India
3. Which type of tourist do you think is shown in this picture?



- a) Business
 - b) Leisure
4. Mr. James going to Delhi to attend a conference. Identify the type of tourism.
 - a) VFR
 - b) MICE
 - c) Health

Activity 1.1.1 C

Work out whether each of the following scenarios describes domestic, inbound or outbound tourism . Tick the appropriate box in the chart

Scenario	Domestic tourism	Inbound Tourism	Outbound tourism
A group of travel and tourism students from Kochi travelling on a day trip to Munnar			
A couple from Taiwan visiting Thrissur Pooram			
Two business colleagues from Austria on a sales trip to Delhi			
A family from Mexico visiting India for the first time			
A student from Delhi visiting his parents in Kozhikode			
A family from Kottayam going on a package tour to Dubai			
Two friends from Delhi travelling to Goa to surf			

Sample questions

1. Identify the most important basic components of tourism.
 - a. Accommodation b. Locale c. Transport d. Accessibility
2. ----- is an example of beach tourism in Kerala
 - A. Kovalam b. Munnar c. Thekkady d. Ranipuram
3. the Head Quarters of ITDC is located at -----
 - a. Mumbai b. New Delhi c. Chennai d. Calcutta
4. Distinguish between inbound and outbound tourismT
5. Enlist the features of travel and tourism industry.
6. Differentiate between a tourist and an excursionist
7. Complete the following table.

Name of Attractions	Types of tourism	State
Taj Mahal		
Mareena		
Sundarbans		
Kodaikanal		
Thenmala		
Tirupathy		