

**Vocational Higher Secondary  
Education (VHSE)**

**Second Year**

**TRAVEL AND TOURISM**

*Reference Book - Teachers' Version*



Government of Kerala  
Department of Education

State Council of Educational Research and Training (SCERT),  
KERALA  
2016

## **Foreword**

Dear Teachers

This reference book (**Teachers' Version**) is intended to serve as a transactional aid to facilitate classroom transaction and as a ready reference for teachers of Vocational Higher Secondary Schools. It offers some guidelines for the transaction of the course content and for undertaking the practical work listed in the course content. As the curriculum is activity based, process oriented and rooted in constructivism focusing on the realisation of learning outcomes, it demands higher level proficiency and dedication on the part of teachers for effective transaction.

In the context of the Right- based approach, quality education has to be ensured for all learners. The learner community of Vocational Higher Secondary Education in Kerala should be empowered by providing them with the best education that strengthens their competences to become innovative entrepreneurs who contribute to the knowledge society. The change of course names, modular approach adopted for the organisation of course content, work-based pedagogy and the outcome focused assessment approach paved the way for achieving the vision of Vocational Higher Secondary Education in Kerala. The revised curriculum helps to equip the learners with multiple skills matching technological advancements and to produce skilled workforce for meeting the demands of the emerging industries and service sectors with national and global orientation. The revised curriculum attempts to enhance knowledge, skills and attitudes by giving higher priority and space for the learners to make discussions in small groups, and activities requiring hands-on experience.

The SCERT appreciates the hard work and sincere co-operation of the contributors of this book that includes subject experts, industrialists and the teachers of Vocational Higher Secondary Schools. The development of the teachers' version of reference books has been a joint venture of the State Council of Educational Research and Training (SCERT) and the Directorate of Vocational Higher Secondary Education.

The SCERT welcomes constructive criticism and creative suggestions for the improvement of the book.

With regards,

**Dr. J. Prasad**  
Director  
SCERT, Kerala

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Unit wise (about the unit)

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## PART A

### 5.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 even though the country's economic growth depends on this industry. So every citizen of our country is responsible to contribute a possible portion to this industry. Travel and Tourism course is a blessing to Kerala-“GOD'S OWN COUNTRY” to utilize manpower to the Tourism sector

VHSE programmes and qualifications are designed to support learners to become

- Confident in working with information and ideas - their own and those of others
- Responsible for themselves, responsive and respectful to 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.

## **Course Structure**

**This course consists of 4 modules**

Module 1 Tour Coordinator

Module 2 Travel Assistant

Module 3 Tour and Hospitality Assistant

Module 4 Air Travel Management & Electronic Booking Tool (EBT)

## **6. 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 opportunities such as working in government tourism departments, customs services, airline catering, tourism promotions and sales, etc.

### **Govt./Semi Govt. Sector**

Tourist Information  
Assistants (DoT, KTDC,  
DTPC, ) Tourist Guides  
Guest House attendants  
Lab Technical Assistant  
in VHSE

### **Private Sector**

#### **Travel Agency**

- Counter Staff
- Tour Co-ordinator,
- Reservation Staff
- PR Executive in Travel  
Division

#### **Tour Operator**

- Tour Representative
- Inbound Tour Handler
- Out bound Tour  
Handler
- Ground Operator

## **Hotels**

- Receptionist
- Concierge
- Housekeeper
- Reservation staff
- Recreations instructor
- Front Office
- ravel/Tour  
Representatives

## **Resorts**

- Tour Escort
- Guest Relation  
Executive
- Event Management  
Executive

## **Self Employment**

- Tour Guide /
- Tour Leader
- Destination Escort
- Home Stay / Paying  
Guest /Serviced Villas
- Tour Organiser ( Home  
Stay)  
Travel Agent  
Tour Operation  
Pilgrim Tour Coordinator  
Adventure Tour  
Coordinator  
Vendors in antiques,  
local handicrafts and  
other cottage industries.  
Recreation Instructor  
Event Planner

## **Travel and Transportation**

- Flight attendant
- Ground service staff
- Ticketing/Reservation staff
- Customer Service Agent
- Sales and Marketing Executive
- Airline Call Centres
- Baggage Handlers
- Airport Assistant

## **Tour and Travel Services**

- Tour guide
- Tour escort
- Incentive travel agent
- Corporate travel agent
- Meeting planner

## **Others**

- Retailing
- Public relations
- Advertising
- Market research
- Human resources,

## **7. Major skills attained after the course :**

- Work and communicating in English
- Knows types and forms of tourism.
- Knowledge of various tourism recourses of India
- Knows various national and international tourism organisations
- Understanding the 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 world wide reservations ( Air, Rail, Hotels etc)
- Communicate in French and German
- Knows about Hospitality industry
- Can know about the functions of various departments of a hotel industry
- Familiarise with online ticketing
- Knows own company's products and services
- Maintain customer profile
- Knowledge about the various events, and its management .
- Can work in a socially diverse and competitive environment
- Knowledge of promotional techniques
- Understanding of signage

## **8.LEARNING OUTCOMES OF THE COURSE**

On successful completion of this course The State Education Board will provide a certificate to the student in assessing the competencies acquired by the candidate in each module

- **Module 1-Certificate In Tour Co-ordination**
- **Module -2-Certificate In Travel Assistant**
- **Module-3-Certificate In Tour and Hospitality Assistant**
- **Module 4-Certificate In Air Travel Management and Electronic Booking Tool (EBT)**

- **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 supervisor/manager which is useful for the learner to choose a career**

## 9. COURSE STRUCTURE

The second year VHSE course curriculum is divided into 2 modules.  
each module of six months duration.

MODULE NO:	Module Name	No of periods
3	Tour and hospitality Assistant	87
4	Air Travel Management and Electronic Booking Tool(EBT)	87

30% theory 70% practical Total Period (340)

## 10.SYLLABUS

### MOUDLE 3

#### TOUR AND HOSPITALITY ASSISTANT

##### Unit 1.TOUR HANDLING

- 3.1.1 Preparation of itineraries
- 3.1.2 Tour costing and Pricing
- 3.1.3 Tour brochure Preperation
- 3.1.4 Approval of tour guides in India in Region wise
- 3.1.5 Etiquettes of Tour Guides
- 3.1.6 Basic greetings- phrases in foreign languages [French& German].

##### Practicals

- Construct tour itineraries
- Construct tour costing
- Prepare chart of foreign language phrases
- Role plays using basic phrases in foreign languages.
- Field visits to Museums, heritage sites.
  
- **Introduction to Photoshop**
- Usage of basic tools and edge refinement, isolate and edit parts of an image
- Manipulate layers through positioning, scaling, rotation and adjustments
- Prepare images for web and printout with appropriate sizing and resolution
- Apply painted masks, selection based masks, and blend modes to create image effect.
- Prepare a tour brochure

## Unit 2.HOSPITALITY MANAGEMENT

- 3.2.1 Hospitality industry
- 3.2.2 Major hotel chains in India and world ( familiarisaion level).
- 3.2.3 Departments in hotel
- 3.2.4 Front Office
- 3.2.5 Lay out of Front Office
- 3.2.6 Types of reservation
- 3.2.7 House Keeping
- 3.2.8 Functions of House keeping
- 3.2.9 Types of Room
- 3.2.10 Types of Bed
- 3.2.11 Food and Beverage Production
- 3.2.12 Food and Beverage Service
- 3.2.13 Equipments used in kitchen
- 3.2.14 Co-operations with other Departments.
- 3.2.15 Terms used in hotel industry.

### Practical

- Preparation of organizational charts
- Picture albums of different kinds of hotels and resorts
- Field visits to Hotels/resorts
- Table setting in a hotel/ restaurant
  
- **Introduction to Coral draw**
- Drawing lines, shapes, inserting pictures, objects, tables and tinplates.
- Creation of Visiting cards and Id cards.
- Creation of outline map of (India/Kerala) using coral draw

### **Unit 3.EVENT MANAGEMENT**

- 3.3.1 Introduction
- 3.3.2 Event Management
- 3.3.3 Characteristics of event management
- 3.3.4 Five C's of event management (Conceptualization, Costing, Canvassing, Customization, Carrying out)
- 3.3.5 Categories of event
- 3.3.6 Process of event management
- 3.3.7 Key elements of events
- 3.3.8 MICE
- 3.3.9 ICCA.
- 3.3.10 ICPB
- 3.3.11 Major travel fairs in the world ITB Berlin,Arabian Travel Market (ATM), WTM ,KTM-

#### **Practical:**

- Organize a event in connection with World and National Tourism Day celebration at school
- Prepare a sample event budgeting/ expenditure in excel format
- Prepare a chart and PPT of C's of events and categories of events
- Prepare a picture album of Major tourism events in the world
- Visit to any major event like KTM/TTF /Exhibition /Fairs etc
- Logo Creation on any aspect of tourism( e.g. organizations, airlines, car rentals

## MOUDLE 4

# Air Travel Management and Electronic Booking Tool (EBT)

### Unit 1.AIR TRAVEL AND AIRPORT MANAGEMENT

- 4.1.1 Air Travel Organizations-ICAO,IATA –UFTAA-PATA,ASTA TAAI [familiarization level]
- 4.1.2 International Conventions Warsaw,Chicago, Montreal
- 4.1.3 Freedoms of Air
- 4.1.4 Major continents of the world
- 4.1.5 TC Areas
- 4.1.6 Major countries capitals, cities, airports with codes
- 4.1.7 Airline codes
- 4.1.8 Currency codes
- 4.1.9 Airport procedures
- 4.1.10 Various class of services in a flight
- 4.1.11 Arrival formalities
- 4.1.12 World Time Zone and Flying Time Calculation
- 4.1.13 Journey
- 4.1.14 Global indicators
- 4.1.15 Familiarization of (Manual)Fare calculation (One way- Mileage principle HIP,BHC,ec)-
- 4.1.16 Air cargo and logistics

#### Practical

- PPT - type of journey with examples
- Field visit to Airports  
Visit Tourist Reception Centre of KTDC and CRS
- PPT presentation of air travel organizations
- Role play of Check-in formalities
- Preparation of chart showing World Time Zone

- **Introduction to Internet usage**
- Networking, Browsing skill and fundamentals of Web designing
- Website creation of a tourism firm.

## **Unit 2 GLOBAL DISTRIBUTION SYSTEM**

4.2.1 Introduction to Galileo

4.2.2 Functions of Galileo

4.2.3 Types of screens

4.2.4 Working with GDS

4.2.5 Phonetic alphabets

4.2.6 SSR and OSI codes

4.2.7 Billing and Settlement Plan [BSP]

Practicals:

- Map work – IATA Codes for cities and Airports, Routing
- Visit Seva Kendra/Passport Seva Kendra and familiarize with the Amenities at the Airports.
  
- **Practicing in GDS**
- Practicing PNR creation in GDS (AMADEUS/GALILEO)
- Travel portals: Make my trip, Yatra.com, Travel advisor.

### Unit3.MARKETING & RECENT TRENDS IN TOURISM

- 4.3.1 Introduction to Tourism Marketing
- 4.3.2 Unique features of Tourism Product
- 4.3.3 Major steps in Tourism marketing
- 4.3.4 Marketing Mix-7 P's of Marketing
- 4.3.5 Tourism Market segmentation
- 4.3.6 Benefits of market segmentation
- 4.3.7 Criteria used for dividing market segmentation
- 4.3.8 Major travel portals and travel apps

#### Practical

- Prepare a chart of Marketing Mix
- Prepare PPT/Chart - features of tourism products
- Prepare international tourist arrivals in excel format-graphs.pie diagram etc.
  
- Prepare individual Blogs of Students on tourism.
- Familiar with Apps .used in travel industry.
- Practice in online travel web sites like IRCTC, yatra, clear trip, etc.



## **11.LEARNING OUTCOMES OF THE UNIT ( MODULE WISE)**

### **Module 3:TOUR AND HOSPITALITY ASSISTANT**

#### **Unit 1.TOUR HANDLING**

- Construct skill in Tour Itinerary preparation.
- Understand how to prepare a tour itinerary
- Understand how to prepare tour costing and pricing
- Understand Tour co-ordination and controlling
- Learn to prepare a brochure
- Learn the etiquettes of a tour guide
- Learn formal greeting phrases in foreign languages(French/German etc)

#### **Unit 2.HOSPITALITY MANAGEMENT**

- Understand importance of accommodation in tourism industry
- Understand about hotel concept/hotel chains
- Departments in a hotel & its functions
- Familiarization of front office department
- Understand the lay out of front office
- Familiarization of reservations
- Familiarization of house keeping.
- Understand the lay out of house keeping
- Understand about cookery
- Familiarization of food and beverages production /service operations
- Understand the service outlets of food and beverages service department
- Understand the equipments used in production and service
- Understand about a table setting
- Understand the function of food and beverages department in cooperation with other department

- Understand the terms used in hotel industry

### Unit 3. EVENT MANAGEMENT

- Understand the event
- Understand the concept of event management.
- Identify the Key elements of events.
- Understand the C's of event management
- Distinguish Categories of events.
- Understand the Process of event management.
- Familiarize with Major travel events around the world.
- Familiarize the major tourism events in the world

### Module 4: AIR TRAVEL MANAGEMENT & ELECTRONIC BOOKING TOOL (EBT)

#### Unit 1. AIR TRAVEL AND AIRPORT MANAGEMENT

- Understand the importance of air travel
- Understand about IATA & ICAO
- Create an awareness about UFTAA, PATA, ASTA
- Understand the requirements of a travel agency to get IATA approval
- Understand International Conventions (Warsaw, Chicago)
- Understand the concept of Freedoms of Air
- Familiarize with Airport Management, in flight services, check in formalities
- Understand the World Time Zone Construct skill in Flying Time Calculation
- Understand the anatomy of a journey
- Understand the Type of Journey- type of flight
- Construction of Manual Fare calculation [familiarization level]

## **Unit 2. GLOBAL DISTRIBUTION SYSTEM**

- Construct skill -working in GDS
- understand Encoding and De coding in GDS
- create awareness about Airline timetables and schedules in GDS
- Construct skill in PNR creation in GDS (AMADEUS/GALILEO)
- Understand SSR and OSICodes
- Create an awareness in Billing and settlement plan

## **Unit 3. MARKETING & RECENT TRENDS IN TOURISM**

- Understand the concept of Tourism Marketing
- Distinguish Tourism Products from other products
- Understand Marketing Mix and 7 P's of Marketing
- Understand the Market segmentation methods
- Understand the promotional tools
- Create awareness about recent trends in tourism

## 12.SCHEME OF WORK

MONTH	UNIT NO.	NAME OF UNITS	PERIODS
June	3.1	Tour handling	25
July	3.2	Hospitality management	25
August	3.2	Hospitality management	12
	3.3	Event management	13
September	3.3	Event management	12
		Practicals	253
October	4.1	Air travel and airport management	25
Novemeber	4.1	Air travel and airport management	10
	4.2	Global distribution system	15
December	4.2	Global distribution system	6
	4.3	Marketing and recent trends in tourism	6
January	4.3	Marketing and recent trends	25
		Practicals	253

### 13.STRUCTURE OF MODULE 3

**Name of Module:TOUR AND HOSPITALITY ASSISTANT**

**[TOTAL PERIOD 340]**

UNIT No.	Name of unit	period
1	Tour handling	25
2	Hospitality Management	37
3	Event management	25

30% theory 70% practical

### 14.STRUCTURE OF MODULE 4

**Name of Module:AIR TRAVEL MANAGEMENT &ELECTRONIC BOOKING  
TOOL(EBT)**

**[TOTAL PERIOD 340]**

UNIT No.	Name of unit	period
1	Air travel &Airport Management	35
2	Global Distribution System	21
3	Marketing and recent trends in tourism	31

30% theory 70% practical

## **15. CLASSROOM ACTIVITIES (GENERAL)**

- 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

## **16. PRACTICAL ACTIVITIES (GENERAL)**

- Surveys
- Power Point Presentation
- Interaction with Industry people.
- Field Study
- MapWork
- Travel agency-model
- Tour operation techniques
- Tourist guide-role play
- Setting a travel agency
- Tour Itinerary preparation
- Tour Costing
- Brochure Preparation
- Table setting in a Hotel
- Tour package designing
- Computer reservation procedures (CRS,GDS)
- Travel documents - preparation
- Reservation formalities
- Telephonic formalities
- Computer-MS OFFICE, Typing skill
- Office automation

- Photoshop, Corel draw, DTP,
- INTERNET - search engines
- Web designing

## PART B

### 17. Over View Of Module 3

#### TOUR AND HOSPITALITY ASSISTANT

This module will give learners an idea about Tour handling. The students study about the preparation of itineraries--tour costing and Pricing. They also learn about the -approval of tour guides in India in Region wise. This module also gives them an idea about the etiquettes of Tour Guides. The students also acquire knowledge about brochure preparation. The basic greeting phrases in foreign languages (French & German) enables the learners to have a very basic idea about the needy phrases and words used for communication in this language

This module also imparts the learners to know about the hospitality industry, Role of accommodation in tourism, hotel definition- major hotel chains in the world (familiarisation level). departments in hotel. The learners can know about the -Front Office Operations, Lay out of Front Office Department- Functions of Front office Dept- and Types of Reservations. The students are introduced to the House Keeping department, Functions of House keeping- Lay out of House keeping Dept.- Types of Room- Types of Bed. This module gives an introduction to the -Food and Beverages Production, Introduction of Cookery, Equipments used in kitchen, Kitchen Organisations- Co-operations with other Depts, Food and Beverages Organisation, and meal plans. Some terms used in hotel industry were also introduced.

This module will again give an idea about events and event management. It will enable the learners to know about the characteristics, Five C's of event management (Conceptualization, Costing, Canvassing, Customization, Carrying out), categories of events, key elements. This module gives an idea about the major tourism events in the world and India- ITB Berlin, Arabian Travel Mart, WTM, KTM- ICPB and ICCA.



## 18. Unit Wise (About the Unit)

### Tour and Hospitality Assistant

#### Unit 1

#### Tour handling

##### Introduction:

This topic covers the following areas in tour handling to enable students to prepare tour itinerary, to calculate tour costing and tour pricing, prepare tour brochures with all the necessary informations. It also prepares students to know about the various types of tour guides, their approval formalities by the government, etiquettes of tour guide. The topic also enables the students to learn basic greetings and phrases in foreign languages (French and German)

#### Unit 2

#### Hospitality Management

##### Introduction

This unit will give learners the emergence of hotels, definition of hotel, importance of hospitality industry in tourism, departments in hotel. It will also enable the learners to understand the procedures undergone in front office, layout of the front office, types of reservation in hotel industry, they learn about house keeping operations, types of rooms, food and beverage productions, equipments used in kitchen, layout of F&B production, service outlets, organization of western production department, table setting, cooperation with other departments, some terms used in the industry so that the learners can understand the functioning of hotel industry

#### UNIT - 3

#### EVENT MANAGEMENT

## Introduction:

This unit will give an idea about events and event management. It will enable the learners to know about the characteristics, Five C's of event management (Conceptualization, Costing, Canvassing, Customization, Carrying out), categories of events, key elements. This module gives an idea about the major tourism events in the world and India-ITB Berlin, Arabian Travel mart, WTM, KTM- ICPB and ICCA.

## 19. UNIT GRID

Module 3 Tour and hospitality Assistant			
Unit 1: Tour handling			
Ideas/concepts/skills	Learning outcomes	Suggested Activities	Assessment
Skills; 1. Tour itinerary 2. preparation and costing 3. Coordination and controlling 4. Tour handling skill 5. Language skills 6. Greeting/phrases in german and French languages 7. Interactive interpersonal skills 8. Crisis management and problem solving	The learner will be able to ;  Understand how to prepare a tour itinerary and costing Different types of itineraries Etiquettes of a tour guide Preparation of a brochure Learn formal greeting phrases in foreign languages(French and German)	<ul style="list-style-type: none"> <li>• Video and audio</li> <li>• PPT/chart</li> <li>• Role play(attending to customers queries, /complaints/suggestions)</li> <li>• Field visits(airports/resorts/backwaters/temples/museums)</li> </ul>	<ul style="list-style-type: none"> <li>• Short notes</li> <li>• Tour itinerary</li> <li>• Tour costing</li> <li>• PPT</li> <li>• Record</li> <li>• Brochure</li> </ul>

Module 3: Tour and hospitality assistant		Unit 2: Hospitality management	
Ideas/concepts/Skill	Learning out come	Suggested activities	Assessment
<b>Skills</b> 1 Customer relations 2 Professional skills 3 Communication skills' 4 Guest relation 5 Management of hospitality skills 6 Check in checkout formalities 7 Decisions making skills 8 Technical skills 9 Business activity	The learner will be able to understand hospitality/hotels/international hotel chains Departments of a hotel Front office operation Layout of front office Reservation types Housekeeping operations Cookery Food and beverage production Layout of F&B departments Service outlets Organization of western food production department Table setting Kitchen equipments Co-operation with other departments Some of the terms used in hotel industry	Preparation of organizational chart <ul style="list-style-type: none"> <li>• Picture album</li> <li>• Field visit to hotels and resorts</li> <li>• Setting of a table</li> <li>• Front office role play</li> </ul>	<ul style="list-style-type: none"> <li>• Assignments</li> <li>• Flow chart</li> <li>• Glossary of terms</li> <li>• Picture album</li> <li>• Table setting</li> <li>• Role play</li> </ul>

Module 3 Tour and Hospitality Assistant		Unit 3 Event Management	
Ideas/Concepts/Skill	Learning Outcomes	Suggested activities	Assessment
Event management Categories of events Process of event Travel Fairs Planning and budgeting skills Organising skills Human resource management Supervisory skills	Learner will be able to understand event management and its execution Key elements of events Categories of events MICE Process of event management Major travel fairs around the world(KTM, ATM, WTM, ITB)	<ul style="list-style-type: none"> <li>Organize an event or exhibition in connection with world/national tourism day celebration</li> <li>Prepare a chart and PPTs of C's of events and categories of events</li> <li>Prepare a picture album of major tourism events in the world</li> <li>Visit to any major events like KTM/TTF/Exhibitions/fairs etc</li> </ul>	<ul style="list-style-type: none"> <li>Organize an event and evaluation of individuals participation</li> <li>Picture album</li> <li>Visit to any major events</li> </ul>

## Unit 1

### Additional points

- Crisis management and problem solving
- Knowledge about the different aspects of a destination (major routings – drawing route maps)/historical/cultural/geographical peculiarities of a destination etc)

### **Assessment Activity**

- Short notes preparation on tour itinerary process
- Tour itinerary sample preparation
- Tour costing on the prepared itinerary
- PPT on a package tour with all the attractions
- Record work
- Brochure preparation on a major tourist destination/ tour package etc

### **Portfolio**

- Work diary
- Picture album
- Route map
- Brochure
- Map
- List of attractions

### **T E Questions**

- Prepare a tour itinerary for 3days/2nights (suggested routes TRV-COK-TRV, DEL-JAI-AGR)
- List out the cost components of a tour itinerary
- What is tour pricing give rough structure of tour price
- What are the different types of tour brochures and list out the details to be included in preparing a tour brochure
- What the different types of tour guides and formalities required for their approval
- List out 5 phrases for communicating with a foreign guest (german or French)

Unit 2

### **Additional points**

Different types of accommodation concepts

Reservation formalities

Reservation activity flow chart

Functional organization of front office department

House keeping operations

Functional organization of house keeping department

Cooperation with other departments

Different types of accommodation concepts

Reservation formalities

Reservation activity flow chart

Functional organization of front office department

House keeping operations

Functional organization of house keeping department

Cooperation with other departments

### **Assessment activity**

- Assignments on departments
- Flow chart of the hierarchy of the departments
- Preparation of glossary of terms
- Creating picture albums on various types of hotels/resorts/departments.
- Table setting using the given practical equipments
- Role play on the front office procedures

### **Portfolio:**

- Charts
- Flow chart
- Glossary
- Picture album
- Work diary

### **TE questions**

1. Explain the role of hospitality in tourism industry
2. What are the various departments in a hotel and draw a flow chart
3. List out the functions of front office
4. Draw a chart representing the lay out of house keeping department
5. What are the service outlets of F&B department
6. Prepare a table on the different types of equipments used in a kitchen with examples

### Unit 3

#### **Additional Information**

- Process of Event management

#### **Assessment Activities**

- Organize an event or exhibition in connection with world/national tourism day celebration
- Prepare a chart and PPTs of C's of events and categories of events
- Prepare a picture album of major tourism events in the world
- Visit to any major events like KTM/TTF/Exhibitions/fairs etc

#### **List of items in Portfolio**

- Organizing an event and evaluation of individuals participation
- Picture album
- Visit to any major events
- Work Diary
- Project report

#### **TE Questions**

1. What is an event, mention the different categories of event?
2. Mention the C's of event



3. Mention the characteristics of events

### 21. At the end of Module 3

#### 1. Extended Activities

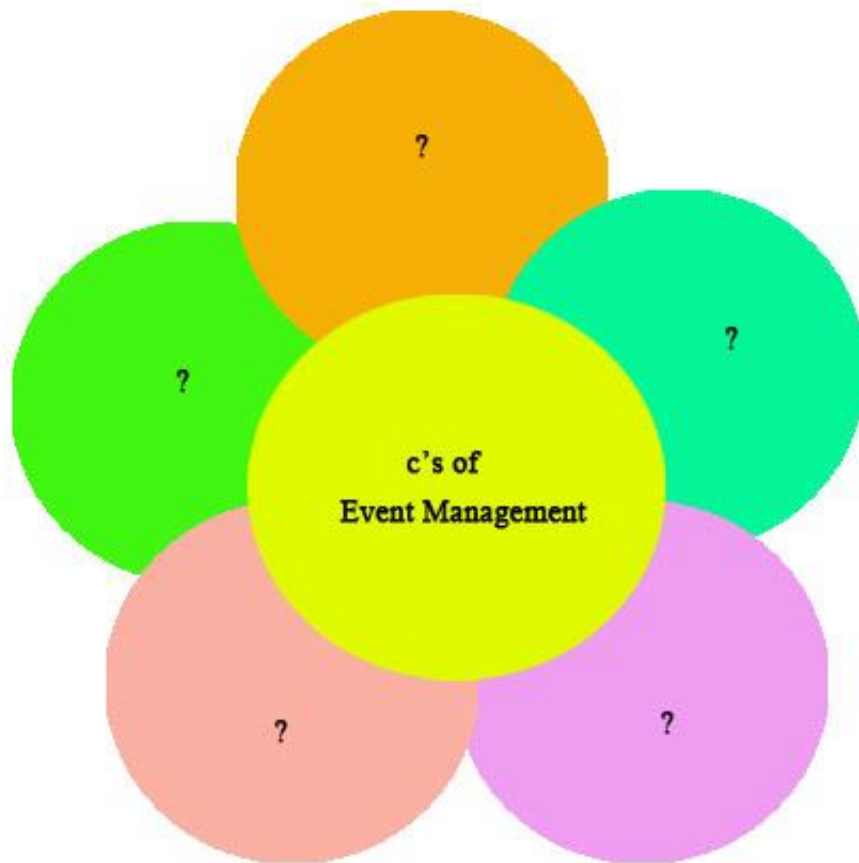
1. create an itinerary in the following model for 2 nights/3 days for a south Indian sector with a proper route map

Date/date	Time	Sector	Tour programme
01			Arrival at international airport and transfer to
02			
03			

2. Complete the following chart of departments in a hotel industry

Category of departments	Name of departments
<b>1. Primary Departments</b>	1. 2. 3.
<b>2. Supporting Departments</b>	1. 2. 3. 4.

3. complete the picture with the C's of event management



## **2.List of Practicals**

### **Module 3:**

#### **Unit 1.TOUR HANDLING**

- Construct tour itineraries
- Construct tour costing
- Prepare chart of foreign language phrases
- Role plays using basic phrases in foreign languages.
- Field visits to Museums, heritage sites.

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

## **Unit 2.HOSPITALITY MANAGEMENT**

- Preparation of organizational charts
- Picture albums of different kinds of hotels and resorts
- Field visits to Hotels/resorts
- Table setting in a hotel restaurant
  
- **Introduction to Coral draw**
- Drawing lines, shapes, inserting pictures, objects, tables and tinplates.
- Creation of Visiting cards and Id cards.
- Creation of outline map of (India/Kerala) using coral draw

## **Unit 3.EVENT MANAGEMENT**

- Organize a event in connection with World and National Tourism Day celebration at school
- Prepare a sample event budgeting/ expenditure in excel format
- Prepare a chart and PPT of C's of events and categories of events
- Prepare a picture album of Major tourism events in the world
- Visit to any major event like KTM/TTF /Exhibition /Fairs etc
  
- Logo Creation on any aspect of tourism( e.g. organizations, airlines, car rentals)

## **22.Overview of Module 4**

This module gives an Introduction to air travel.The students learn about Air Travel Organizations-ICAO,IATA –UFTAA-PATA,ASTA [familiarization level]-International Conventions Warsaw,Chicago, Freedoms of Air,They get an awareness about Airport Facilities-Check—in Formalities-Class of service-In flight services-World Time Zone and Flying Time Calculation. The module creates an awareness about anatomy of a journey, Types of Journey, familiarization of (Manual)Fare calculation (One way- Mileage principle HIP,BHC,ec),

This module gives the learners an idea about GDS/CRS- major GDS-advantages of GDS, Encoding and De coding of major cities and Airports around the World, Encoding and Decoding of Airlines ,currencies,capitals and countries ,Airline timetables and schedules. This module imparts the learners to create PNR in GDS (AMADEUS/GALILEO). Also this unit enables the student to know about SSR and OSI Codes . They also get an idea about Billing and Settlement Plan [BSP]

This module is intended to Introduce students to Tourism Marketing, Tourism Products and characteristics . It also gives an idea about Marketing Mix, 7 P's of Marketing and Market segmentation. This also enables the students to know about recent Trends in Tourism, influence of Social media in tourism, travel Blogs, online travel websites, IRCTC- yatra.com, holidayIQ ,tripadvisor, makemytrip, Cleartrip etc,Travel & Tourism apps.

## **23. Unit Wise (About the Unit)**

### **Unit 1**

#### **Air Travel and Airport Management**

This unit covers the topics such as Air travel organizations, international conventions, Requirements of travel agency to get IATA approval, Freedoms of Air, TC Areas, capitals, cities, flight codes, Airport Procedures, world time zones, flying time calculations, journey, familiarization of fare calculation, mileage principle, and Billing and settlement plan.

### **UNIT 2**

#### **Global Distribution System**

This unit includes familiarizing with air line time tables and schedules , PNR creation in GDS (Galileo), SSR, OSI codes, Billing and settlement plan

### **UNIT - 3**

#### **MARKETING AND RECENT TRENDS IN TOURISM**

This topic enables the students to know about tourism marketing, tourism products and characteristics, marketing mix , 7 P's of marketing, market segmentation, promotion, and promotional tours, recent trends in tourism, social media, blogs, virtual tourism – deals and discounts – green friendly travel.

## 24.UNIT GRID

Module 4 Online travel service and reservation system		Unit 1 Air Travel and Airport Management	
Ideas/concepts/skill	Learning outcomes	Suggested activities	assessment
Management Skills Airline ticketing skills Time calculation Travel professional skill	Air travel organizations (ICAO,IATA,UFTAA,PATA,ASTA) Requirements of a travel agency to get IATA approval International conventions(Warsaw, Chicago) Freedoms of air familiaring TC Areas and countries – capitals, cities, flight codes Airport procedures Arrival formalities Baggage Inflight services Galley Class of service On board activities Cabin hold Pet transportation Departure formalities World time zones, Standard clock time, day light saving time, jet lag flying time calculation, Anatomy of a journey, types of journey Familiarisation of fare Calculation Mileage principle Introduction to air cargo and logistics	PPT of organization Role play of check in formalities Preparation of chart showing World time zones PPT - types of journey with examples Field visit to airport	PPT presentation Chart Field visit report Quiz

Module 4: Online travel services and computer reservation system		Unit 2 : Global distribution system	
Ideas/concepts/skills	Learning outcomes	Suggested activities	Assessment
<p>PNR creation Excellent programming skill Professional skill for online reservation system and airport formalities Analyse requirements Create specifications &amp; design develop the product, write documentation, perform testing and provide support and maintenance</p>	<p>The learner will be able to understand working in GDS PNR creations in GDS (GALILEO/AMADEUS) BSP, advantages of BSP</p>	<ul style="list-style-type: none"> <li>• Practising online reservations in travel portals/GDS(GALILEO/AMADEUS)</li> <li>• Preperation of list of SSR and OSI codes</li> <li>• Visit Travel Agency to know about the GDS used.</li> </ul>	<ul style="list-style-type: none"> <li>• Reservation in online portals/GDS</li> <li>• Creation of PNR in GDS</li> <li>• Record work</li> <li>• Field Visit report</li> </ul>

Module: 4 Online travel services and computer reservation system		Unit 3: Marketing and recent trends in tourism	
Ideas/concepts/skills	Learning outcomes	Suggested Activities	Assessment
Marketing management Soft skills Information skills Communication technology skill Social media skill Mobile Apps and virtual skill	Introduction to tourism marketing Tourism products and characteristics Marketing mix P's of marketing Market segmentation Promotion and promotional tours Recent trends in tourism Social media – blog	Prepare a chart relating to marketing mix PPT /chart - Features of tourism products PPT of promotional tours Prepare excelbased on international tourist arrivals Prepare brochures in photoshop Prepare individual blogs of students on tourism Familiarise with APPs used in travel industry	PPT presentation Chart Brochures Finding travel related products using APPs

## Unit 1

### Additional point:

- Rounding local currency fare

### Assessment activity:

- PPT
- Chart
- Field visit report



- Fare calculation
- Time calculation

**Portfolio:**

- Chart preparation
- Work diary
- Report

**TE questions:**

- 1) Construct an one way journey with three sectors
- 2) Give a detailed report on the airport procedures
- 3) Time calculation
- 4) Give a brief outline of the areas where a cargo professional can work

Unit 2

**ADDITIONAL POINTS:**

Room master  
Flight availability

**Assessment Activities**

Reservation in online portals/GDS

Creation of profile in IRCTC website

Record work

Map work

Field visit report on online services

**Portfolio**

Record work

Field visit report

**TE Questions**

1. List out the steps in PNR creation using GALILEO system
2. Comment about BSP and its advantages

### Unit 3

#### **Additional Point**

Event Management Process.

#### **Assessment Activities**

Prepare a chart relating to marketing mix

PPT /chart -

Features of tourism products

PPT of promotional tours

Prepare excelbased on international tourist arrivals

Prepare brochures in photoshop

Prepare individual blogs of students on tourism

Familiarise with APPs used in travel industry

#### **List of items in portfolio**

PPT presentation

Chart

Brochures

Finding travel related products using APPs

Work Diary

#### **TE Questions**

1. Draw a wheel diagram showing the 7 P's of Marketing
2. Mention the various market segmentation in Tourism
3. What is a tourism product represent the characteristics in a chart

## 26. At the end of the module 4

### 3. Extended Activities

1. Calculate the total transporting time using the given datas

Departure - DEL	SCT (+0530)	Date 29 March	Local time 0745
Arrival - PAR	SCT (+0100)	Date 29 March	Local time 1300

3. Give the commands used in GDS to create a PNR for Mr. Sachin Tendulkar who wishes to travel in the following itinerary

Travel date – 28 May

Travel sector – DEL –BOM

Travel Agent - Mr. Mohan

Akbar travels Mumbai

IATA code 2345567

Phone no 9445666780

3. Distinguish a tourism product from other products with its peculiarities in a table format

Tourism product	Other products
Eg., Ownership of the product remains with the producers	Ownership of the product remains with the buyer

## **List of Practicals**

### **Module 4:**

#### **AIR TRAVEL MANAGEMENT & ELECTRONIC BOOKING TOOL(EBT)**

##### **Unit 1. AIR TRAVEL AND AIRPORT MANAGEMENT**

- PPT - type of journey with examples
- Field visit to Airports  
Visit Tourist Reception Centre of KTDC and CRS
- PPT presentation of air travel organizations
- Role play of Check-in formalities
- Preparation of chart showing World Time Zone
- **Introduction to Internet usage**
- Networking, Browsing skill and fundamentals of Web designing
- Website creation of a tourism firm.

##### **Unit 2. GLOBAL DISTRIBUTION SYSTEM**

- Map work – IATA Codes for cities and Airports, Routing
- Visit Seva Kendra/Passport Seva Kendra and familiarize with the Amenities at the Airports.
- **Practicing in GDS**
- Practicing PNR creation in GDS (AMADEUS/GALILEO)
- Travel portals: Make my trip, Yatra.com, Travel advisor.

##### **Unit 3. MARKETING & RECENT TRENDS IN TOURISM**

- Prepare a chart of Marketing Mix
- Prepare PPT/Chart - features of tourism products
- Prepare international tourist arrivals in excel format-graphs.pie diagram etc.
- Introduction to Html
- Web page creation
- Prepare individual Blogs of Students on tourism.
- Familiar with Apps .used in travel industry.
- Practice in online travel web sites like IRCTC, yatra, clear trip, etc.

## 27. ON THE JOB TRAINING

On-the-job training focuses on the acquisition of skills within the work environment generally under normal working conditions. Through onthe-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
- Various departments in a hotel/resort
- 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

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- Martha Sarbey de Souto, Group Travel Operations, ( pp:83-97), ISBN:0-916-032-20-5
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- Arpita Mathur,Tourism Marketing and Travel Agency Business,Newdelhi,2016,ISBN:978-93-8116-276-7
- Travel Agency Management by A.K. Bhatia
- 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
- Major Tourist Circuits of India/ World
- Tourism Dictionaries
- 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

## **WEBSITES:**

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