Vocational Curriculum – 2012
(With effect from the academic year 2012-2013)

Curriculum of Intermediate Vocational Course
In
TOURISM & TRAVEL TECHNIQUES

State Institute of Vocational Education
O/o the Commissioner of Intermediate Education,
Andhra Pradesh, Hyderabad

&

Board of Intermediate Education,
Andhra Pradesh, Hyderabad
Contents

1. Introduction
2. Objective of the Course
3. Skills to be provided
4. Job Opportunities
   Wage Employment
   Self Employment
5. Scheme of Instruction & Examination
6. Syllabus
   a) Theory
   b) Practicals
7. List of equipment
10. Qualification for Lecturers
11. Vertical Mobility
12. Model Question Papers
13. List of participants.
I. INTRODUCTION

Tourism as a separate discipline has come to be known only in the recent times. Tourism has relevant inputs from subjects like History, Archaeology, Geography, Management, Economics, Forestry/wildlife, Geology, Computers and many others. It requires learning in theory as well as practical aspects of the subject to have proper understanding.

Tourism as a vocational subject requires equal emphasis on the theory and practical skills. The subject needs to be studied as well as learnt through as many field visits as possible along with On the Job Training (OJT) particularly in Travel Agencies, Tour operation units, airlines, hotels, resorts, tourism destinations, museums, forests, district, state and central tourism offices and Corporations. Also for successful imparting of tourism education there is a need for training faculty in the junior colleges through short training education programmes and they also should be encouraged to join correspondence tourism courses available.

To make the teaching of tourism as a vocational subject a success the approach should be that of mentor and Enterpreneur between the teacher and the taught. In our state it means associating with respective district tourism officials in conducting the bi annual and annual tourism festivals like Visakha, Bhadradri, Godavari and others. The students can also have valuable training like naturalists/ forest guides in national parks and sanctuaries, like local guides/ monument guides at several tourist attractions, like assistants in amusement parks/theme parks/private tourism projects that are coming up all over the state and it will be through district tourism offices located in the district collectorates. Also possible is entrepreneurship in tourism transport, dhabas, food outlets and several others. However to make all these possible there is an urgent need for understanding basics of tourism, development of personality and communication skills particularly in English and Hindi, need for basic computer knowledge. The responsibility of the faculty is more and hence the training of the existing faculty in tourism from the subjects like History, management, computers and other such social sciences will help immensely.

II. OBJECTIVES OF THE COURSE

1. To develop human resource for fast expanding Tourism industry in India
2. To orient high school youth towards importance of Travel and tourism
3. To train youth in need based Tourism operations
4. To impart knowledge and proficiency in:
   - Basic concepts of tourism
   - Ascertaining the needs of the tourists
   - Receiving and attending tourists
   - Components of tourism: accommodation, transport, sightseeing, catering, shopping entertainment and tourist attractions
   - Tourism motivation
   - Preparing itinerary
   - Collection updating maintenance and dissemination of information
   - Travel facilitation
   - Tour escorting
   - Geography of India: Fairs and festivals, Pilgrimage spots of India, etc.
   - Tourism communication
   - Personal grooming and hospitality etiquettes
   - Application of computers in Tourism
   - Travel accounting
5. To prepare tourism personnel as capable tour operators/tour escorts/assistants in travel agency and other related travel activities
6. To inculcate following skills and capabilities:
   - Receiving and attending customers
   - Identifying and determining customer needs
- Preparation and costing of itineraries
- Escorting
- Handling tourist complaints and objections
- Computing skills
7. To develop young entrepreneur for self-employment through tourism techniques and associated activities.

III. SKILLS TO BE PROVIDED

Skills to
1. Communicate - Verbally
   - Written
2. Crisis Management - (To comprehend and act when faced with problems)
3. Handbag situations
4. Handle Cashiering
5. Handle Foreign Tourist and Guests.
7. Handle basic computer operations
8. Make reports using Ms. Excel
10. Guiding skills
11. Ticketing skills
12. Itinerary Preparation
13. Tour Costing.
14. Coordinate Package tours
15. To complete travel formalities
16. Computerized Reservation skills
17. Tour Escorting

IV. JOB OPPORTUNITIES

WAGE EMPLOYMENT
1. Tourism / Travel Assistant / Information Assistant / Documentation Assistant
2. Tourist Guide / Monument Guide / City Guide / Tour Escort
3. Liaison Assistant / Co-Ordinating Assistant
4. Counter Sale / Reservation Assistant / Customer Relation Assistant
5. Public / Guest Relation Assistant / Receptionist / Foreign Exchange Assistant
6. Leisure Activity / Event Management Assistant
7. Adventure Sports Instructor
8. Pursers / Hostesses / Stewards / Crew Assistant
9. Transport / Cargo / Courier Assistant
10. Conference / Convention Assistant
11. Naturalist
12. Marketing and Sales Assistant
13. Salesman in Tourist Ancillary Establishments
14. Restaurant Hostess
15. Air Hostess
16. Waiter/Room Service

SELF EMPLOYMENT
19. Sub-Agents
20. Small Accommodation and catering Operators
21. Owner / Proprietor of Boutique / Curio / Flower Shop / News Stand / Money Changers
22. Suppliers of provision / Vegetables / Fruits / Perishable and other material
23. Tour conductor
24. Coach / Car Rental / Courier and Cargo Agents
25. Excursion Agent
26. Tourist Guide
27. Outdoor Catering / Industrial Catering
# ANNUAL SCHEME OF INSTRUCTION AND EXAMINATION FOR
Tourism & Travel Techniques

## 1 YEAR

<table>
<thead>
<tr>
<th>Part-A</th>
<th>No. of periods</th>
<th>Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Theory</td>
<td>Practicals</td>
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<tr>
<td>1. English</td>
<td>150</td>
<td>-</td>
</tr>
<tr>
<td>2. General Foundation course</td>
<td>150</td>
<td>-</td>
</tr>
</tbody>
</table>

### Part-B

| 3. Paper-I | Fundamentals of Tourism and Travel | 135 | 135 | 270 | 50 | 50 | 100 |
| 4. Paper-II | Tourism Geography, Cultural Heritage-I | 135 | 135 | 270 | 50 | 50 | 100 |
| 5. Paper-III | Tourism Products-I | 135 | 135 | 270 | 50 | 50 | 100 |

**Total**

| 1110 | 150 | 250 | 400 |

**On the Job Training (363) periods**

| 100 |

**Total**

| 500 |

**Theory Instruction Months**: June, July, August, September, October, January & February

**On the Job Training**: November & December

**MARCH**: IPE EXAMINATIONS

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# II YEAR

<table>
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<th>No. of periods</th>
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<tr>
<td>1. English</td>
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<td>-</td>
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<tr>
<td>2. General Foundation course</td>
<td>150</td>
<td>-</td>
</tr>
</tbody>
</table>

### Part-B

| 3. Paper-I | Tourism Profile in Andhra Pradesh | 110 | 115 | 225 | 50 | 50 | 100 |
| 4. Paper-II | Travel Agency and Tour Operation | 110 | 115 | 225 | 50 | 50 | 100 |
| 5. Paper-III | Application of computer for Tourism of Travel | 110 | 115 | 225 | 50 | 50 | 100 |

**Total**

| 975 | 150 | 250 | 400 |

**On the Job Training (450) periods**

| 100 |

**Total**

| 500 |

**Theory Instruction Months**: June, July, November, December, January & February

**On the Job Training**: August, September & October

**MARCH**: IPE EXAMINATIONS
EVALUATION OF ON THE JOB TRAINING:

The “On the Job Training” shall carry 100 marks for each year and pass marks is 50. During on the job training the candidate shall put in a minimum of 90% of attendance.

The evaluation shall be done in the last week of January.

Marks allotted for evaluation:

<table>
<thead>
<tr>
<th>S.No</th>
<th>Name of the activity</th>
<th>Max. Marks allotted for each activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Attendance and punctuality</td>
<td>30</td>
</tr>
<tr>
<td>2</td>
<td>Familiarity with technical terms</td>
<td>05</td>
</tr>
<tr>
<td>3</td>
<td>Familiarity with tools and material</td>
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</tr>
<tr>
<td>4</td>
<td>Manual skills</td>
<td>05</td>
</tr>
<tr>
<td>5</td>
<td>Application of knowledge</td>
<td>10</td>
</tr>
<tr>
<td>6</td>
<td>Problem solving skills</td>
<td>10</td>
</tr>
<tr>
<td>7</td>
<td>Comprehension and observation</td>
<td>10</td>
</tr>
<tr>
<td>8</td>
<td>Human relations</td>
<td>05</td>
</tr>
<tr>
<td>9</td>
<td>Ability to communicate</td>
<td>10</td>
</tr>
<tr>
<td>10</td>
<td>Maintenance of dairy</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

NOTE: The On the Job Training mentioned is tentative. The spirit of On the Job training is to be maintained. The colleges are at liberty to conduct on the job training according to their local feasibility of institutions & industries. They may conduct the entire on the job training periods of (363) I year and (450) II year **either by conducting classes in morning session and send the students for OJT in afternoon session or two days in week or weekly or monthly or by any mode which is feasible for both the college and the institution.** However, the total assigned periods for on the job training should be completed. The institutions are at liberty to conduct On the Job training during summer also, however there will not be any financial commitment to the department.
SYLLABUS
TOURISM & TRAVEL TECHNIQUES
I Year
Part – B   VOCATIONAL SUBJECTS
PAPER – I  FUNDAMENTALS OF TOURISM AND TRAVEL

Periods/Week: 05
Periods / Year : 135

Time Schedule, Weightage & Blue Print

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Name of the Unit</th>
<th>No. of Periods</th>
<th>Weightage in Marks</th>
<th>Short Answer Questions</th>
<th>Essay Questions</th>
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<tbody>
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<td>Introduction Tourism</td>
<td>20</td>
<td>10</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Tourism Role</td>
<td>30</td>
<td>16</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Tourism Impacts</td>
<td>25</td>
<td>16</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>Tourism Organizations</td>
<td>20</td>
<td>10</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td>Tourism as Industry</td>
<td>20</td>
<td>10</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>6</td>
<td>Tourism in A.P.</td>
<td>20</td>
<td>08</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

135

Note: The Question paper contains two sections. Section –A of question paper contains 10 questions carries 2 marks each. The student has to answer all the questions. Section – B of question paper contains 8 questions carries 6 marks each. The student has to answer Five questions.

COURSE CONTENTS
1. Introduction to Tourism --- Meaning, Definition of Tourism, Nature & Scope of Tourism, Tourist meaning and Types. Definitions by W.T.O., Govt. of India, Types & Forms of Tourism, History of Tourism.
2. Tourism Role --- The Role of Tourism for a Nation, State, or Region. Various Advantages and Disadvantages of Tourism, benefits of tourism.
4. Tourism Organization --Government Organizations – MOT, DOT, STDC Non-Governmental --- TAAI, FHARI, IATO International Organizations --- IATA, WTO, PATA, IACO.
TOURISM & TRAVEL TECHNIQUES
I Year
Part – B VOCATIONAL SUBJECTS
PAPER – I FUNDAMENTALS OF TOURISM AND TRAVEL (PRACTICAL)

Periods/Week: 05 Periods / Year : 135

Time Schedule, Weightage & Blue Print

<table>
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<th>Name of the Unit</th>
<th>No. of Periods</th>
</tr>
</thead>
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<td>1</td>
<td>Introduction Tourism</td>
<td>20</td>
</tr>
<tr>
<td>2</td>
<td>Tourism Role</td>
<td>30</td>
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<td>3</td>
<td>Tourism Impacts</td>
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<td>Tourism Organizations</td>
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<td>5</td>
<td>Tourism as Industry</td>
<td>20</td>
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<td>6</td>
<td>Tourism in A.P.</td>
<td>20</td>
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<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>135</strong></td>
</tr>
</tbody>
</table>

Practical Activities

a. Visits to department of Tourism, Govt. of India, Tourism Department Organizational Structure, Functions, Departments, various Policy and Planning.
b. Visits to State Department Organizational structure, Various Departments, Functions, various Policy and Planning.
c. Visits to Professional Research and Development Organization, knowledge about conducting Research work, conducting Field Surveys, Research Report Preparation.
d. Visits to TAAI, Regional Office, FHARI Office, PATA Original Office.
e. Visit to APTDC office, CRO office, Paryatic Bhavan Office.

NOTE: Practical paper will of 50 marks

10- Marks for record book

10*3= 30-Marks for preparation of visit report  
(3 visit report)

10-Marks for Viva
FUNDAMENTAL OF TOURISM AND TRAVEL
THEORY QUESTION PAPER-I,
PAPER – I  FUNDAMENTALS OF TOURISM AND TRAVEL
I YEAR

Time: 03 hours  Max marks: 50

SECTION-A

Note: (i) Answer all the questions
(ii) Each Question carries 2 marks
1. Give the definition of Tourism?
2. Define the Domestic and International tourism?
3. List the 5 advantages of tourism?
4. Meaning of ECO-Tourism
5. Expand DOT, STDC, TAAT, and IATO?
6. Name the 4 objectives of WTO?
7. Name the 2 Buddhist place of AP.
8. Name the 4 benefits of culture tourism.
9. Name the international tourism organization.
10. Give the definition of tourist system.

SECTION-B

Note: (i) Answer all the questions.
(ii) Each Question carries 6 marks
11. Define the scope of tourism.
12. Describe briefly history of tourism.
13. What are the benefits of tourism?
14. Write the economic impact of tourism.
15. Define the tourism impact on environment.
16. Describe the tourism as a industry.
17. Role of WTO in tourism development.
18. Describe the role of Ministry of tourism, in tourism development.
PRACTICAL ACHIEVEMENT FOR FUNDAMENTAL OF TOURISM & TRAVEL

1. Preparation of visit report on visiting department of tourism, Govt. of India.
2. Preparation of Brief report on visit to State tourism Department of A.P.
3. Preparation of Brief Report on research & Development Organization visits during the course.

Any three activities mentioned above, each carries 12 marks.

\[ 3 \times 12 = 36 \text{ Marks} \]

Record - Marks = 10
Viva Marks = 04

Total Marks = 50
TOURISM & TRAVEL TECHNIQUES
I YEAR
PAPER-B VOCATIONAL SUBJECTS
PAPER-II: TOURISM GEOGRAPHY, CULTURAL HERITAGE –I (THEORY)
PERIODS/WEEK : 05
PERIOD/YEAR:135
TIME SCHEDULE WEIGHTAGE & BLUE PRINT

<table>
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<th>S.No.</th>
<th>Name of Unit</th>
<th>No of Periods</th>
<th>Weightage in Marks</th>
<th>Short Answer Questions</th>
<th>Essay Questions</th>
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<tbody>
<tr>
<td>1</td>
<td>Introduction to Geography</td>
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<td>10</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Indian Geography</td>
<td>30</td>
<td>16</td>
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<td>3</td>
<td>A.P Geography and Tourism Resources</td>
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<td>16</td>
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<td>2</td>
</tr>
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<td>4</td>
<td>Outline of Indian History</td>
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<td>10</td>
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<tr>
<td>5</td>
<td>Cultural Heritage of India</td>
<td>20</td>
<td>10</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>6.</td>
<td>Managing Heritage</td>
<td>20</td>
<td>08</td>
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<td>1</td>
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<tr>
<td></td>
<td>Total</td>
<td>135</td>
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</tbody>
</table>

Note: same as previous

COURSE CONTENTS

1. INTRODUCTION GEOGRAPHY :- Meaning of Geography, Importance of Geography for Tourism, Climate variations, Study of Maps, Longitude, & Latitude, International Date line, Time variations and Time Difference.

2. INDIAN GEOGRAPHY :- Physical And Political Features Of Indian Geography, Various Climate Condition And Forests.

3. AP GEOGRAPHY & TOURISM RESOURCES :- Physical And Political Features Of Andhra Pradesh Geography, Various Climate Stages Of AP, Various Natural And Man- Made Tourism Resources Of Andhra Pradesh.

4. OUTLINES OF INDIAN HISTORY :- Evolution Of Indian Culture, AP –Brief History And Culture Features.

5. CULTURAL HERITAGE OF INDIA:-Heritage Meaning And Importance; Heritage Site, World Heritage Site: Criteria For Selection, Monuments And Architect.

**TOURISM AND TRAVEL TECHNIQUES**

**I-YEAR**

**PART-B VOCATIONAL SUBJECTS**

**PAPER-II TOURISM GEOGRAPHY & CULTURAL HERITAGE (PRACTICAL)**

Periods/week : 05  
Periods/Year : 135

**Time schedule; weightage & blue print**

<table>
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<tr>
<th>S.No</th>
<th>Name Of The Unit</th>
<th>Weightage</th>
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<td>Indian Geography</td>
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<td>3</td>
<td>AP Geography And Tourism Resources</td>
<td>25</td>
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<tr>
<td>4</td>
<td>Outline Of Indian History And Culture</td>
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<td>5</td>
<td>Cultural Heritage Of India</td>
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<td>6</td>
<td>Managing Cultural Heritage</td>
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<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>135</strong></td>
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</table>

**Practical activities**

A) Visit To ASI
B) Visit To State Archaeology Department
C) Visit To Local Weather Bureau
D) Visit To Forest Department and Nature Study Centers
E) Visit To National Parks And Sanctuary
F) Visit To Historical Monuments Of AP; Know The Preservation, Protection And Conservation
G) Visit To Any One World Heritage Sites

**Note:**  Practical Paper Will Of 50 Marks.  
10-Marks For Overall Record Book  
10*3=30 Marks For Preparation Of 3 Visit Reports On Above Mentioned Places.  
10-Marks For Viva.
TOURISM GEOGRAPHY AND CULTURAL HERITAGE

1 YEAR THEORY

PAPER-II TOURISM GEOGRAPHY & CULTURAL HERITAGE

Section-A

TIME: 3 HOURS                                                                              Max Marks: 50
Note:  (i) Answer all the questions                                                             10*2 = 20 Marks
        (ii) Each question Carries 2Marks

1. Meaning Geography?
2. Definition of Longitude and Latitude?
3. Expand GMT?
4. Meaning of Cultural Heritage?
5. Meaning of World Heritage Site?
6. Expand UNESCO?
7. Name two Historical Monument of AP?
8. Name two Archaeological Sites by India?
9. Name two World Heritage of India?
10. Name Four Mountain Ranger of India?

Section-B

Note   (i) Answer Any Five Questions
        (ii) Each Question Carries 6 Marks

11. Define Importance of Tourism Geography?
12. Describe briefly Climate Conditions of India?
13. Write briefly about AP Geography?
14. Describe the Salient Feature of India Culture?
15. Describe the Selection Criteria of a World Heritage Site?
16. Describe briefly any one world Heritage Site?
17. Describe briefly about Monuments of AP?
18. How to protect and preserve any Heritage?
TOURISM GEOGRAPHY AND CULTURAL HERITAGE
1 YEAR Paper –II – Practical

Time : 3 Hours Max. Marks : 50

Practical Activities for tourism geography and Cultural heritage

1. Preparation of a visit report on visits to ASI Office
2. Preparation of a Visit Report on Visits to State Archaeology Department of AP, Hyderabad.
4. Preparation by Town Report on visits to any National Park or Sanctuary.
5. Report Preparation on Visiting a Historical Monument of AP.
6. Tour Report on a visit to a World Heritage Site.

Any three activities Mentioned above each will carries 12 marks

12 * 3  = 36 Marks

Record book –
Marks
Viva
Marks
10
04
**TIME SCHEDULE: WEIGHTAGE & BLUE PRINT**

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<th>S. NO.</th>
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<th>NO. OF PERIODS</th>
<th>WEIGHTAGE AND MARKS</th>
<th>SHORT ANSWER QUESTIONS</th>
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<td>2</td>
<td>Nature based tourism products</td>
<td>20</td>
<td>16</td>
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<td>Culture based tourism products-I</td>
<td>30</td>
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<tr>
<td>4</td>
<td>Culture based tourism products-II</td>
<td>25</td>
<td>10</td>
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<tr>
<td>5</td>
<td>Recreation based tourism products</td>
<td>20</td>
<td>10</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>6</td>
<td>Adventure based products</td>
<td>20</td>
<td>08</td>
<td>1</td>
<td>1</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>135</td>
</tr>
</tbody>
</table>

**NOTE:** - Same as previous.....

**COURSE CONTENTS:**

1. Introduction to tourism products: - meaning and definition of tourism products, characteristics of tourism products, different types of tourism products
5. Recreation based products: - Duty free shops, malls, cinema halls, Theatre, Theme parks, Amusement parks, Resorts.
6. Adventure based products: - Various land based sports, water sports, Air - sports
**TIME SCHEDULE, WEIGHTAGE OF BLUE PRINTS**

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<th>SL. NO.</th>
<th>NAME OF THE UNIT</th>
<th>NO. OF PERIODS</th>
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<td>2</td>
<td>Nature based tourism products</td>
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<td>Culture based tourism products (part – I)</td>
<td>30</td>
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<td>4</td>
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<tr>
<td>6</td>
<td>Adventure based tourism products</td>
<td>20</td>
</tr>
</tbody>
</table>

Note : - practical paper will of 50 marks
10= marks for Record Book
10*3=30 marks for preparation of .3 visit report (visit made by the students)
10= marks for Viva

**PRACTICAL ACTIVITIES**

a) Visit to APTDC office to study the various tourism products
b) Visit to any natural site
c) Visit to any cultural site(museum, art gallery, Golconda fort, etc)
d) Visit to fair and festivals (tourism festival, Hyderabad festival, hicc)
e) Visit to recreation parks (malls- Gbk, orbitez, duty freeshops, I-max, Ramoji film city)
f) Visit to Adventure place(Anant giri hills, orkuvally, viazak)
TOURISM & TRAVEL TECHNIQUES

1 YEAR PAPER III TOURISM PRODUCTS

Time: 3 Hours        Max. Marks : 50

SECTION – A

Answer all Questions. Each Question carries 2 marks.  10 x 2 = 20 Marks

1. Definition of a tourism product?
2. Name two caves of A.P.
3. Name four Rivers of India.
4. Name four National Parks of India.
5. Name four Historical Places of A.P.
6. Name four festivals of India.
7. Name two tourism festivals organized by department of Tourism A.P.
8. Name two water based tourism sports.
9. Name two aero based tourism sports.
10. 

SECTION – B

Answer any Five questions. Each question carries 6 marks.  5 x 6 = 30 Marks

11. Describe the features of tourism product?
12. Describe the nature based tourism product?
13. Describe the Mountain and Valleys as a tourism product.
14. Role of religious tourism places of A.P.?
15. How the Dance and Music important tourism product?
16. Write briefly about attractions of Hyderabad.
17. Write briefly about Theme Park, with example of Ramoji Film City.
18. Write briefly about any two land based Adventure Tourism Sports.
TOURISM PRODUCTS

I YEAR PAPER – III PRACTICAL

Time: 3 Hours

Practical Activities for tourism products

1. Brief report preparation on visit to APTDC
2. Brief tour report on visit to a natural place
3. Brief tour report on visit to a cultural place
4. Brief tour report on visit to a tourism festivals)live-TTF, DATA mart, world tourism day celebration)
5. Brief tour report on visit to a Recreational place(like GBK malls, shamshabad duty free shops, Ramoji film city)
6. Brief tour report on visit to a Adventure place

Any three activities mentioned above.
Each will Carries 12 marks- 12*3=36 marks
Record Bok- =10 marks
Viva - =04 marks

Max. Marks: 50
# TOURISM AND TRAVEL TECHNIQUES

**II YEAR, PART-B-VOCATIONAL SUBJECT**

**PAPER-I: TOURISM PROFILE IN ANDHRA PRADESH**

<table>
<thead>
<tr>
<th>S.NO.</th>
<th>NAME OF THE UNIT</th>
<th>NAME OF THE PERIODS</th>
<th>WEIGHTAGE IN MARKS</th>
<th>SHOR ANSWER QUESTIONS</th>
<th>Essay Questions</th>
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<tbody>
<tr>
<td>1</td>
<td>History outline of AP</td>
<td>20</td>
<td>10</td>
<td>2</td>
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<tr>
<td>2</td>
<td>Tourism profile in AP</td>
<td>20</td>
<td>16</td>
<td>2</td>
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<tr>
<td>3</td>
<td>Tourism Destinations of AP</td>
<td>20</td>
<td>16</td>
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<tr>
<td>4</td>
<td>Tourism Significance of contribution to State Economy</td>
<td>20</td>
<td>10</td>
<td>2</td>
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<tr>
<td>5</td>
<td>Tourism facilities in AP</td>
<td>20</td>
<td>10</td>
<td>2</td>
<td>1</td>
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<tr>
<td>6</td>
<td>Tourism planning and policy in AP, APTDC,</td>
<td>10</td>
<td>08</td>
<td>1</td>
<td>1</td>
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</tbody>
</table>

**PERIODS/WEEKS: 05**

**PERIODS/YEAR: 110**

**NOTE:** same as previous

**COURSE CONTENTS:**

1. **History outline of AP** :- Historical profile – Ancient History, Medieval History, Modern History.
2. **Tourism profile of AP** :- Tourist flows to the state, Tourism attractions of the state, various types, forms of tourism in state.
3. **Tourist Destinations in AP** :- Various Popular destinations of AP.
5. **Tourism Facilities in AP** :- Various Accommodation units, Transport units (Land, Rail and Air connectivity), various infrastructure and super structure.
6. **Tourism planning and policy** :- Tourism planning in AP, various Tourism Promotion Policy and for AP, Role of APTDC: Programme Tourism marketing and publicity Role of APTDC.
TOURISM OF TRAVEL TECHNIQUES
II-YEAR
PART-B-VOCATIONAL SUBJECT
PAPER-I TOURISM PROFILE IN ANDHRA PRADESH

PERIODS/WEEK : 05 PERIODS/YEAR: 115

TIME SCHEDULE, WEIGHTAGE & BLUE PRINT

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<th>NO. of Periods</th>
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<td>4</td>
<td>Tourism significance and contribution to state economy</td>
<td>20</td>
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<td>5</td>
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<tr>
<td>6</td>
<td>Tourism planning and policy in AP</td>
<td>15</td>
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</tbody>
</table>

NOTE:- Same as previous

Practical Activities

1. Visit to APTDC- know the current trends in Tourism
2. Visit to state department of Tourism:- statistical information
3. Visit to various Destinations (within AP)
4. Visit to Local Destinations (In Hyderabad)
5. Visit to such departments involve in tourism planning and policy making
6. Small survey on tourism facilities of AP at various destinations
TOURISM PROFILE OF ANDHRA PRADESH

II YEAR THEORY PAPER-I

Time: 03 Hours Max.Marks:50

SECTION-A

NOTE: - (i) Answer all the questions. 10x2 = 20 Marks

(ii) Each question carries 2 marks.

1. Name two Ancient Historical places of AP?
2. Name two Medieval Historical places of AP?
3. Name two Modern Historical places of AP?
4. Write Two Spiritual Centres Of Hyderabad?
5. Write Two National Parks Of AP?
6. Write Two Beaches of AP?
7. Write Two Airports of AP?
8. Write Two Travel Community Of AP?
9. Write Two Important Festival Of AP?
10. Write Two Famous Hotels Of Hyderabad?

SECTION-B

Note (i) Answer any five questions 5 x 6 = 30 Marks

(ii) Each question carries 6 marks

11. Describe briefly Ancient History of AP?
12. Describe briefly Modern History of AP?
13. Describe briefly any two Beaches Destinations of AP?
14. Describe briefly any two National Parks of AP?
15. Explain The Importance Of Tourism In AP Economy?
16. Explain Briefly Various Transport Facilities In AP?
17. Explain Briefly Tourism Planning In AP?
18. Describe The Role Of APTDC In Tourism?
TOURISM PROFILE OF ANDHRA PRADESH

II YEAR PAPER-I

Practical

Time: 03 Hours Max marks- 50

Practical Activities for Tourism Profile of AP:

1. Visit report on APTDC’s project division.
2. Preparation on visit Report on state tourism Department, statistical division.
3. Tour report preparation on local cities of Hyderabad.
4. Small survey on tourism facilities at any local sightseeing place (like Golconda Fort, Charminar, Salarjung museum, etc).
5. Small survey report on interview of various Department employees of APTDC.

Any three activities mentioned above. Each will caries 12 marks

3*12=36 marks

Record Book – =10 marks
Viva =04 marks
TOURISM AND TRAVEL TECHNIQUES
II YEAR
PART-B VOCATIONAL SUBJECT
PAPER-II – TRAVEL AGENCY AND TOUR OPERATION

PERIODS/WEEK: 05
PERIOD/YEAR: 110

TIME SCHEDULE, WEIGHTAGE & BLUE PRINT

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<th>NO. OF PERIODS</th>
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<th>SHORT ANSWER QUESTION</th>
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<td>20</td>
<td>10</td>
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<tr>
<td>2</td>
<td>History of travel and tour operations</td>
<td>25</td>
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<td></td>
<td>Functions and structure of travel agency</td>
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<td>Functions of a tour operators</td>
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<td>Recognition of a travel agency and a tour company</td>
<td>25</td>
<td>16</td>
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<td>5</td>
<td>Package tour operations</td>
<td>20</td>
<td>10</td>
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<td>Total</td>
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</table>

NOTE: - same as -

COURSE CONTENTS

1. Information to trend agency:- meaning of a travel agency, role and importance in Tourism development. Types of Travel Agency. Retail Travel agency and Online Travel Agency.
2. History of Travel & Tour Operations:- Development of Travel and Tour Operation Business.
3. Function of structure of a Travel Agency:- Important Function of Travel agency, Organizational structure of a Travel Agency, Departments of a Travel Agency, sources of Revenues and linkages with other service providers.
4. Functions of a Tour Operators:- various Functions of a Four Operators, sources of revenues and linkages with other service providers.
5. Recognition of a Travel Agency & Tour Company:- Needs to recognition Benefits of recognition. Approval process of a Travel Agency and a Tour Company by MOT, DOTP, IATA and Other Institutions.

Package Tour Operations:- Meaning of Package tour, types of Package Tours, Preparation and costing of Various Package tour, Various Packages of APTDC
TOURISM AND TRAVEL TECHNIQUES
II YEAR
PART-B VOCATIONAL SUBJECT
PAPER-II – TRAVEL AGENCY AND TOUR OPERATION
PERIODS/WEEK:05
PERIOD/YEAR:115

TIME SCHEDULE, WEIGHTAGE & BLUE PRINT

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<td>1</td>
<td>Introduction to Travel Agency</td>
<td>20</td>
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<td>2</td>
<td>History of travel &amp; Tour Operations</td>
<td>20</td>
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<tr>
<td>3</td>
<td>Functions &amp; Structure of a travel Agency</td>
<td>20</td>
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<tr>
<td>4</td>
<td>Functions of tour operator</td>
<td>20</td>
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<tr>
<td>5</td>
<td>Recognition of a travel Agency &amp; a tour company</td>
<td>20</td>
</tr>
<tr>
<td>6</td>
<td>Package tour Operations</td>
<td>15</td>
</tr>
</tbody>
</table>

NOTE:- Same as Previous

Practical Activities.

1. Visit to a travel Agency (like Thomas cook, SOTC, COX-&-Kings) their various departments, functions and structure
2. Visit to tour company: Understanding the tour Operations, functions and Various packages
3. Making package tour: Creation of small tour itinerary coating of package cost
4. Visit to APTDC OFFICE: Knowledge about various types of Booking systems and reservations, preparation of APTDC various Tour packages, coach-tour, Daily tour, Religious tour
5. Visit to Railway stations: Reservation office, systems of Booking, Various Railway package
6. Visit to Airport
TRAVEL AGENCY & TOUR OPERATION
THEORY PAPER –II-2ND YEAR
NO. Of Questions-18

Time: 03 Hours            Max. Marks=50

Section-A

NOTE:- (i) Answers all the questions
(ii) Each question carries 2 marks

1. Definition of a travel Agency?
2. Definition of a tour operator?
3. Name four famous travel agency of India?
4. Name four famous tour company of India?
5. Name two online travel agency of India?
6. Name the father of travel agency business?
7. Definition of a package tour?
8. Name to travel agency of Hyderabad?
9. Name two tour company of India?
10. Expand IATA and CRS?

Section-B

11. Role of travel Agency in tourism development?
12. Contribution of Thomas cooks in travel business?
13. Describe briefly the historical development of travel agency business?
14. Describe briefly the functions of a travel agency?
15. Describe briefly the functions of tour operator?
16. Write the process of approval a travel agency by IATA?
17. Write the process of approval a Domestic tour operator by MOT?
18. Define the package tour and its various Components?
TRAVEL AGENCY & TOUR OPERATION
PRACTICAL PAPER –II-2ND YEAR

Time:-03 Hours
Max marks-50

**Practical Activities for Travel Agency and tour operations**

1. Visit reports on Large travel agency (Like Thomas cook, SOTC, COX-&-kings)
2. Visit report on tour company (Like –Southern travels and tour)
3. Spot tour package itinerary preparation for any 5N/6D package tour for 10 participants
4. Visit reports on APTDC office tour package division
5. Visit reports on Railway station, IRCTC department
6. Visit reports on airport visit (shams bad GMK airport)

Any three activities mentioned above and each will carries 12 marks [3*12=36marks ]

Record book- =10marks
Viva- =04marks
TOURISM AND TRAVEL TECHNIQUES

APPLICATION OF COMPUTER FOR TOURISM & TRAVEL

PAPER-III- THEORY (2ND YEAR)

Periods /Week : 05       Periods /year : 115

TIME SCHEDULE, WEIGHTAGE & BLUE PRINT

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Name of the Unit</th>
<th>No. of periods</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Introduction to computer</td>
<td>10</td>
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<tr>
<td>2.</td>
<td>Hardware /Software</td>
<td>05</td>
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<tr>
<td>3.</td>
<td>MS-Office</td>
<td>30</td>
</tr>
<tr>
<td>4.</td>
<td>MS-Excel /Power point</td>
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<tr>
<td>5.</td>
<td>Net working</td>
<td>10</td>
</tr>
<tr>
<td>6.</td>
<td>Internet / CRS</td>
<td>30</td>
</tr>
</tbody>
</table>

Note : same as previous

Course contents:

2. MS-Word- MS-word documents preparation, using word commands.
3. MS-Excel / MS-power point – preparation of excel sheets; excel command practices, power point presentation, and power point commands practices.
5. Internet / CRS- Browsing Internet, Google search, creating e-mail-ID, CRS- practices.
APPLICATION OF COMPUTER FOR TOURISM OF TRAVEL

PAPER III THEORY

2ND YEAR

Section-A

TIME-03HOURS MAX MARKS- 50

NOTE-(i) Answer all questions 10*2=20

(ii) Each question carries 2 marks

1. Definition of computer.
2. Name two generation of computer.
3. Definition of RDBMS.
4. Write two commands of MS-DOS.
5. Write two commands of MS-WORD.
6. Write two commands of MS-Excel.
7. Write two commands of MS-Spread Sheet.
8. Name any two computer manufacturing company.
9. Name any two tourism website.
10. Name APTDC website

Section-B

NOTE-(i) Answer any five questions 5*6=30

(ii) Each question carries 6 marks

11. Write briefly evolution of computer
12. Describe the software and hardware components.
13. Describe the use of MS-OFFICE.
14. Write the six windows commands with suitable examples.
15. What is a network? Discuss briefly various types of networks.
17. How the presentation helps for a good learning?
18. Write briefly upon CRS.
APPLICATION OF COMPUTER FOR TOURISM & TRAVEL

PAPER-III-PRACTICAL (2ND YEAR)

Time- 03 HOUR                                                                   MAX MAKS-50

Practical activity for Application of computers for Tourism & Travel

1. Windows:-Live Demonstration on wording on window.
2. MS-WORD:-Preparation of MS-WORD documents with all application of MS-WORD.
3. MS-Excel:-Preparation of Excel sheet at computer with all application of Excel.
4. Create a e-mail at any website.
5. Preparation of a presentation (only five slides), with help of MS_POWER-POINT and DEMONSTRATION.

Any three activities mentioned above. Each will carries 12 marks: 3*12=36 marks

Record Book: 10 marks

Viva: 04 marks
VII. LIST OF EQUIPMENT & SOFTWARE

List of tools and equipments

1. Computers Pentium III and above
   - Hard Disk Drive min.
   - 3.5. Floppy Disk Drive
   - Compact disk drive
   - 128 MB Ram
   - VGA MONO Monitor
   - Key Board (101 keys)
2. Printer 132 column Dot Matrix
3. Software for
   1) Windows 95 and above
   2) Ms.Office 2000 and above
4. Manual for various software/Assorted reference books
5. a) Stationary items Files, Pads, Paper etc.
   b) Computer stationary & Printer peripherals
6. Demonstration stand
7. File Covers
8. Cupboards
9. Labour saving devices
   Suppliers Punch machines
   Staples
10. Overhead projector
11. Documentary films can be borrowed from department of tourism, travel offices and hotels
12. Time tables, TIM, Air tariff
13. Tourist guides etc.

Suggested Reference Books:
1. Michael Casavana - Hotel Front ofice operations
2. Richard Kotas - Book-keeping in Hospitality Industry

Suggested Software:
1. Microsoft Windows 95 or above
2. Microsoft Office 2000 or above
3. HMS/PMS-any software that deals with Hotel Front Office Operations: like
   FIDELIO of Micros, USA
   LITE of Intellect Data Systems, Bangalore
   FOMS of Institute of Hotel Management, Hyderabad

VII. COLLABORATING INSTITUTIONS

The following are suggested as collaborating Institutions:
- Government of India Tourism, Government of Andhra Pradesh
- Tourism, DOT, APTDC, A.P. Forest Office, District Tourism Office.
- TAAI(A.P.), HRAAP, NGO's (Wild life, adventure)
- Travel Agencies and Tour Operators
- Coach and Car Rentals
- Shops
- Amusement/Theme parks, Entertainment Centres
- Catering establishment
- Airlines
- Railways
- Hotels and resorts
- Activity bound Tourism Project offices
(a) Resorts hotels (b) Water Sports (c) Adventure Clubs
- I HMCT & AN and Food craft Institutes

**ON THE JOB TRAINING SITES**

**SYLLABUS AND EVALUATION**

**NAME OF THE SITES:** TOUR AGENCY/TOUR OPERATORS / COACH AND CAR RENTALS / TOURISM PROJECT OFFICES.

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

**NAME OF THE SITE:** SHOPS/ENTERTAINMENT CENTRES/ CATERING ESTABLISHMENTS/HOTELS/MOTELS AND RESORTS

**SYLLABUS:**
- Receiving guest and clients
- Handling enquiries, suggestions and complaints
- Arranging:
  - Marketing and sales
  - Tour and excursion events
  - Travel services
- Packaging
- Liaisoning

**NAME OF THE SITE:** AIR PORTS AND RAILWAYS

**SYLLABUS:**
- Training on CRS
- Receiving clients
- Booking documentation and clearance of cargo/courier
- Handling complaints
- Liaisoning

**NAME OF THE SITE:** HOTELS/MOTELS/INNS

**SYLLABUS:** Front office Operations
- Room Service
- Food Service
- Food & Beverages
- Housekeeping
EVALUATION OF ON-THE-JOB TRAINING (OJT)

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

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

2 Interview and viva
Occasionally either the supervisor or the vocational teacher conducts one or two sessions with the students to assess his ability to communicate, his maturity, self-confidence, comprehension and his overall disposition.

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

IX. QUALIFICATIONS SUGGESTED FOR FACULTY FULL TIME TEACHER
ESSENTIAL
MTA/MTM or a Post Graduate Degree in Social Sciences/Management with diploma in Tourism Management from a recognized institution.

DESIRABLE
Domestic and International Travel Experience Knowledge of a Foreign Langage

PART TIME TEACHER
A candidate with experience of at least 1 Year in Tourist related activities.

OR
A candidate with experience of at least 2 years working in a Hotel, Travel Agency, Tour Operator, Car Rental or other allied Tourism Functionary of repute.

X. VERTICAL MOBILITY
There is ample scope for the varied mobility for the students offering this vocational course in travel and Tourism Management. A candidate can raise from trainee/apprenticeship position to the level of assistant, supervisor, executive, assistant manager, Manager, divisional heads. In Government positions, he could move from the level of information assistant to assistant director to director. In order to move in the vocational ladder, the students after passing this course may undertake the following courses:

- B.A. with tourism as an elective subject
- IATA programme through Switzerland Post graduate diploma in Travel and Tourism (after graduation)

All leading travel agencies/hotels have their own training centers – Kuoni travels, Oberoi, Taj Group etc.
These qualifications can also be obtained when he/she is in the job, through distance education mode.
<table>
<thead>
<tr>
<th></th>
<th>List of participants</th>
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<tbody>
<tr>
<td>1</td>
<td>Mr. Anand Banda</td>
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<tr>
<td></td>
<td>Faculty</td>
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<td>National Institute of Tourism</td>
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<td>And Hospitality Management,</td>
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