

# **HUMANITIES**

**1. TOURISM MANAGEMENT**

**2. RECEPTIONIST**

# 1. TOURISM MANAGEMENT

## Introduction:

The International Tourism Industry is 7 times the size of IT & Software Industry. India, with its vast resources and diversified culture and varied land terrain has vast potential for Tourism activity. Tourism industry is a very big employment generator. It is estimated that every tourist generates 2 to 4 jobs. It promotes International trade and understanding apart from boosting rural economy. China attracts 87 million tourists per year against 3 million per year to India. Tourism industry is a new frontier, which earns us huge foreign exchange. The importance and the inherent potential have to be brought to the knowledge of citizen of India through careful grooming of the masses. This one-year course "Tourism Management" offered by Board of Intermediate Education is a step in that direction, aims at preparing youth for this trade.

## Objectives:

- To train the students in assisting a travel agency in tour operations.
- To equip the students with the skills in providing tourism information, arranging and organizing tours in a tourist organization.

## Skills to be provided:

- Socio-cultural, Historic & economic backgrounds of tourist destinations
- Business skill in selling traveling tickets
- Arranging tours and travel
- Communication skills and behavioral science
- Protocol and customer handling & counseling
- Report writing and logbook maintenance
- Scheduling different stages of tours, billing and budgeting

## Job Opportunities:

### Wage Employment:

- Assistant to Travel Agent / Manager at Travel Guidance Centres
- Tour Conductor, Tourist Guide, Public Relation Staff
- Stewards in Tourism departments / Travel Agencies / Shipping Companies

### Self-Employment:

- Starting a hospitality industry as a subsidiary to tourist industry
- Starting a subsidiary to a travel agency tourist agency.

## Schemes Of Instruction Per Module

Module	Theory		On Job Training		Total	
	Hours	Weightage	Hours	Weightage	Hours	Weightage
I	72	30	216	70	288	100
Total	72	30	216	70	288	100

## Schemes Of Instruction Per Week

Module	Theory	On the Job Training	Total
Modules I/II/III	6 Hours	18 Hours	24 Hours

### Detailed Syllabus:

#### Module I: Introduction to Tourism & Transport

Week	Theory	On the Job Training
1	Introduction to Tourism – What is Tourism?	Introduction to Grooming
2	Concept of Tourism, Defining Tourism	Introduction to Basic Etiquette
3	Tourism Forms and Types Purpose of Tourism	Basic Telephone Skills and manners
4	Tourism : Products and Services	Handling Telephone Calls & enquiries
5	Historical Evolution and Development of Tourism	Handling Telephone Calls & Tourism, World Enquiries
6	Tourism In India Tourism in Andhra Pradesh	Communication Skills – Written 1
7	Constituents of Tourism Industry Primary Constituents – Transport, Accommodation, Catering-Food- Entertainment, Travel Agency Tour Operators, Guide Services etc	Communication Skills – Written 2
8	Secondary Constituents – Shops & Emporiums, Visit to Airport * Souvenirs & Handicrafts, Local Transport Providers etc.	
9	Introduction to Tourist Transport System	Visit to Local Tourist - Attraction*
10	Development of means of Transport	Communication Skills - Oral 1
11	Types of Transport and their importance – Road, Rail, Water & Air	Communication Skills -Oral 2
12	Types of Transport and their importance – Road, Rail, Water & Air	Repeat/Revision

\* Faculty Members should escort all visits only. Presentations and discussions should be conducted after every visit.

#### MODULE -2: Travel Agency, Tourist Transport & Tourism Organisations

Week	Theory	On the Job Training
1	Role of each mode of Transport in Tourism	Presentation Skills

		Development -1
2	Tourism and Travel Organizations International Organizations - WTO, IATA, PATA	Presentation Skills Development -2
3	National Organisations – Govt and Private (IATO, TAAI, FHRAI etc)	Visit to Tourism Offices*
4	State Tourism Organizations	Presentation at Museum/Tourist Attraction
5	Travel Agency and Its Importance	Visit to a Travel Agency*
6	Travel Agency Operations – Ticketing, Booking & Cancellation	Telephone Handling Exercises (Repeat)
7	Travel Agency Operations – Special Services, Facilitation Services etc	<b>Study Visit to tourist transport organization*</b>
8	Tourist Transport Operations – Required Infrastructure & Capital,	Repeat/Revision
9	Tourist Transport Operations – Managerial Aspects, Personnel Management,	Preparation of Tour Plans
10	Concept of Costing, Classification of Costs Pricing in Practice in Tourist Transport Business	Costing and Pricing Exercises
11	Conduct of Tours, Transportation Laws and Regulations	
12	Obtaining various permits/ approvals for Tourist Transport Operations	Visit to Road Transport Authority*

\* Faculty Members should escort all visits only. Presentations, Discussions etc should be conducted after every visit.

### MODULE -3: Tour Operations and Computer Reservations

Week	Theory	On the Job Training
1	Study of one Tourism Transport Organization (Govt./Private)	Repeat /Revision
2	Introduction to Tours and Tour Operations	Visit to a nearby Tour Operations Unit*
3	Various Types of Tours	Visit to a State Govt.- Tourist Offices' Tour Department *
4	History & functions of Tour Operations and Tour Operator	Repeat/Revision
5	Conducting of Tours, Package tours, itinerary Planning/preparation, Study of select package tours and tour operators	Preparation of a Short Term Tour Itinerary / Programme
6	Introduction to Computers-1 O.S. & Windows	Computer Applications Practical -1

7	Introduction to Computers-2 MS Word	Computer Applications Practical -2
8	Introduction to Computers-3 MS Excel, Power Point	Computer Applications Practical -3
9	Introduction to Computers-4 Graphic Packages, Study of CDs on T&T	Computer Applications Practical -4
10	Introduction to Computer Reservations-1	Computer Applications Practical -5
11	Introduction to Computer Reservations-2	Computer Applications Practical -6
12	Introduction to Computer Reservations-3	Practicals on Computer Reservations - 1

\* Faculty Members should escort all visits only. Presentations, Discussions etc should be conducted after every visit.

#### **List of Tools & Equipment:**

5 Computers – Pentium II and above with Internet and Fax facility & Necessary software (latest versions)  
Display equipment (T.V. etc.) with DVD/VCD

#### **Qualifications for Teaching Faculty:**

PG in Tourism / PG in Social Science with PG Diploma in Tourism & Travel  
One year Diploma in Front Office with any Degree  
3 year Degree in Hotel Management

#### **Reference Books:**

1. Introduction to Tourism, Travel Agency & Tour Operations - J.M.S. Negi
2. Text Book on Tourism & Travel Techniques for Intermediate Course

#### **List of Participants**

1. G.Krishna Ranga Rao  
Training In charge,  
THTC, Hyderabad.  
Phone No. 23735138 ( R )
2. S.SUDHEER, DHMCT&AN  
Hyderabad.
3. K.A.MADHAVA  
Retired Principal, IHM-Hyderabad.