

MAHARASHTRA STATE BOARD OF TECHNICAL EDUCATION, MUMBAI																
TEACHING AND EXAMINATION SCHEME																
COURSE NAME : ADVANCED DIPLOMA IN TRAVEL & TOURISM																
COURSE CODE : TY																
DURATION OF COURSE : ONE YEAR																
SEMESTER : FIRST																
PATTERN : FULL TIME- SEMESTER																
SR. NO.	SUBJECT TITLE	Abbreviation	SUB CODE	TEACHING SCHEME			PAPER HRS.	EXAMINATION SCHEME						SW (23100)		
				TH	TU	PR		TH (1)		PR (4)		OR (8)			TW (9)	
								Max	Min	Max	Min	Max	Min		Max	Min
1	International Tourism	ITO	23160	4	--	--	3	100	40	--	--	--	--	--	--	50
2	Indian Tourism & Allied Industries	ITA	23161	6	--	--	3	100	40	--	--	--	--	--	--	
3	Cultural Background of India	CBI	23162	3	--	--	3	100	40	--	--	--	--	--	--	
4	Architectural Background of India	ABI	23163	2	--	--	3	100	40	--	--	--	--	--	--	
5	Local Study Tours	LST	23063	--	--	3	--	--	--	--	--	--	--	50@	20	--
TOTAL				15	--	03	--	400	--	--	--	--	--	50	--	50

Student Contact Hours Per Week: 18 Hrs.

THEORY AND PRACTICAL PERIODS OF 60 MINUTES EACH.

Total Marks: 500

@ Internal Assessment, # External Assessment, #\* Online Examination, [REDACTED] No Theory Examination, \* student will undergo 3 weeks training 8hrs. /day at Industry or related organization.

Abbreviations: TH-Theory, TU- Tutorial, PR-Practical, OR-Oral, TW- Termwork, SW- Sessional Work.

- Conduct two class tests each of 25 marks for each theory subject. Sum of the total test marks of all subject are to be converted out of 100 marks as sessional work (SW).
- Progressive evaluation is to be done by subject teacher as per the prevailing curriculum implementation and assessment norms.
- Code number for TH, PR, OR and TW are to be given as suffix 1, 4, 8, 9 respectively to the subject code



**MAHARASHTRA STATE BOARD OF TECHNICAL EDUCATION, MUMBAI**  
**TEACHING AND EXAMINATION SCHEME**

**COURSE NAME : ADVANCED DIPLOMA IN TRAVEL & TOURISM**

**COURSE CODE : TY**

**DURATION OF COURSE : ONE YEAR**

**SEMESTER : SECOND**

**PATTERN : FULL TIME- SEMESTER**

**WITH EFFECT FROM 2021-22**  
**DURATION : 16 WEEKS**  
**SCHEME : G**

SR. NO.	SUBJECT TITLE	Abbreviation	SUB CODE	TEACHING SCHEME			EXAMINATION SCHEME									SW (23200)
				TH	TU	PR	PAPER HRS.	TH (1)		PR (4)		OR (8)		TW (9)		
								Max	Min	Max	Min	Max	Min	Max	Min	
1	Travel Documentation And Domestic Travel	TDD	23218	3	--	--	3	100	40	--	--	--	--	--	--	50
2	Travel Management	TMA	23219	5	--	--	3	100	40	--	--	--	--	--	--	
3	Reservations, Ticketing And Fare Construction	RTF	23064	3	3	--	--	--	--	100#	40	--	--	--	--	--
4	Computer Applications	CAP	23065	--	--	3	--	--	--	--	--	--	--	50@	20	--
5	Long Study Tours	LST	23066	--	--	1	--	--	--	50#	20	--	--	--	--	--
6	Project and Seminar	PAS	23067	--	--	--	--	--	--	--	50#	20	--	--	--	--
TOTAL				11	3	04	--	200	--	150	--	50	--	50	--	50

Student Contact Details: D-Block, 1st Floor, 10th

**Student Contact Hours Per Week: 18 Hrs.**

**THEORY AND PRACTICAL PERIODS OF 60 MINUTES EACH.**

**Total Marks: 500**

@ Internal Assessment, # External Assessment, \* Online Examination, XXXXXXXXXX

No Theory Examination, \* student will undergo 3 weeks training

8hrs./day at Industry or related organization.

Abbreviations: TH-Theory, TU- Tutorial, PR-Practical, OR-Oral, TW- Termwork, SW- Sessional Work.

- Conduct two class tests each of 25 marks for each theory subject. Sum of the total test marks of all subject are to be converted out as sessional work (SW).
- Progressive evaluation is to be done by subject teacher as per the prevailing curriculum implementation and assessment norms.
- Code number for TH, PR, OR and TW are to be given as suffix 1, 4, 8, 9 respectively to the subject code.

**Course Code : Advanced Diploma in Travel & Tourism**  
**Subject Title : International Tourism**  
**Course Code : TY**  
**Semester : First**  
**Subject Code : 23160**

• **Teaching And Examination Scheme**

TEACHING SCHEME		EXAMINATION SCHEME & MAXIMUM MARKS									
Theory Hrs / week	Practical Hrs / week	Paper Hrs	Max Mark (TH)	Min Mark (TH)	Max Mark (PR)	Min Mark (PR)	Max Mark (OR)	Min Mark (OR)	Max Mark (TW)	Min Mark (TW)	SW
4	--	3	100	40	--	--	--	--	--	--	50

• **RATIONALE**

To acquaint students with all the touristic countries of the world.

1. To familiarize the students with the location of these countries and places within them.
2. To familiarize students with the division of countries as per the Travel and Tourism Industry.
3. Acquaint them with map plotting – understanding and reading maps.
4. To familiarize students how to prepare itineraries.
5. To familiarize students with world transportation, that is modes of transport around the world.
6. To familiarize students with reading of international timetables and understanding time zones.



• **GRAPHICAL STRUCTURE OF THE SUBJECT – 1.1 INTERNATIONAL TOURISM**

**Problems**

Acquaint students with touristic countries of the world, familiarization of world transportation

**Procedures**

Reference to OAG Flight Guides

Reference to OAG flight Guides; Time tables, Atlas, countries of the world

**Principles**

Understanding B – letter coding and de-coding

International Date Line Calculations of Elapsed time Basic steps in planning intineraries

**Concepts**

IATA AREAS

LAND, WATER & AIR TRANSPORT

World time Zones

World continents

Air & Surface Itineraries

**Facts**

Tourist Areas

World Transporation

Time Zones & Travel time

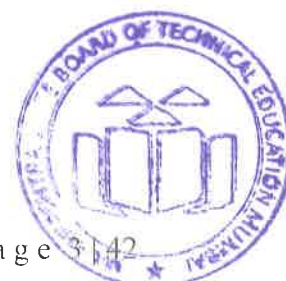
Maps

Travel Itineraries



## DETAILED CONTENTS – SUBJECT 1.1

Chapter No.	Details	Marks	Hours
<b>CHAPTER 1</b>	<b>COUNTRIES OF THE WORLD</b>  <b>Theory</b> An overview of the subject and the profession. Distribution of the countries of the world into IATA areas and sub-areas.  <b>Practice</b> Giving the 3 letter codes of the various countries And cities.	<b>10</b>	<b>12</b>
<b>CHAPTER 2</b>	<b>WORLD TRANSPORTATION</b>  <b>Theory</b> Land Transport : Railways worldwide Road Transport Water Transport : Ferry and Cruises Air Transport : The Global network Airline codes  <b>Practice</b> The OAG Flight Guide	<b>10</b>	<b>12</b>
<b>CHAPTER 3</b>	<b>WORLD TIME ZONES &amp; TRAVEL TIME</b>  <b>Theory</b> World Time Zones and Travel Time Examining the 24 hrs. time clock World time zones International Date Line  <b>Practice</b> Calculation of Elapsed Travel Time	<b>10</b>	<b>12</b>
<b>CHAPTER 4</b>	<b>UNDERSTADING &amp; READING MAPS</b>  <b>Theory</b> The world's continents Longitude and Latitude of Map reading Exploring the earth's countries Major cities around the world  <b>Practice</b> Plotting of map	<b>10</b>	<b>12</b>





<b>CHAPTER 5</b>	<b>MAJOR TOURIST DESTINATIONS</b> <b>Theory</b> Countries of the world as per IATA areas Major tourist destinations are covered under the Following heads: Location to be seen from atlas Capital & cities Currency Economy Cuisine Best time to visit Transport to and within the country Shopping Unusual features in culture & landscape Major tourist Attraction <b>The following countries are to be covered :</b>  IATA Area 1 1. North America 2. Central America 3. Caribbean Area 4. South America  IATA Area 2 1. Europe 2. Africa 3. Middle East  IATA Area 3 1. South East Asia 2. South Asian Sub continent 3. Japan, Korea Sub area 4. South West Pacific area.  <b>Practice</b> Plotting of Maps.	<b>50</b>	<b>60</b>
<b>CHAPTER 6</b>	<b>PLANNING OF TRAVEL ITINERARIES</b> <b>Theory</b> Basic steps in planning travel itineraries Planning Air itineraries Resource for planning Travel itineraries  <b>Practice</b> Examples of the above	<b>10</b>	<b>20</b>
<b>TOTAL</b>		<b>100</b>	<b>128</b>

### Implementation Strategies :-

The Subject matter will be taught as per the teaching scheme for theory and practicals. The identified list of practicals may be conducted along with theory session. The



subject teacher will prepare and provide learning materials/ handout for supplementing/complementing classroom instructions.

**Learning Resources and references:**

1. Teacher's lecture notes
2. Travel Guides
3. Atlas
4. OAG Flight Guides
5. Internet



**Course Code : Advanced Diploma in Travel & Tourism**  
**Subject Title : Indian Tourism and Allied Industries**  
**Course Code : TY**  
**Semester : First**  
**Subject Code : 23161**

• **Teaching And Examination Scheme**

TEACHING SCHEME		EXAMINATION SCHEME & MAXIMUM MARKS									
Theory Hrs / week	Practical Hrs / week	Paper Hrs	Max Mark (TH)	Min Mark (TH)	Max Mark (PR)	Min Mark (PR)	Max Mark (OR)	Min Mark (OR)	Max Mark (TW)	Min Mark (TW)	SW
6	--	3	100	40	--	--	--	--	--	--	50

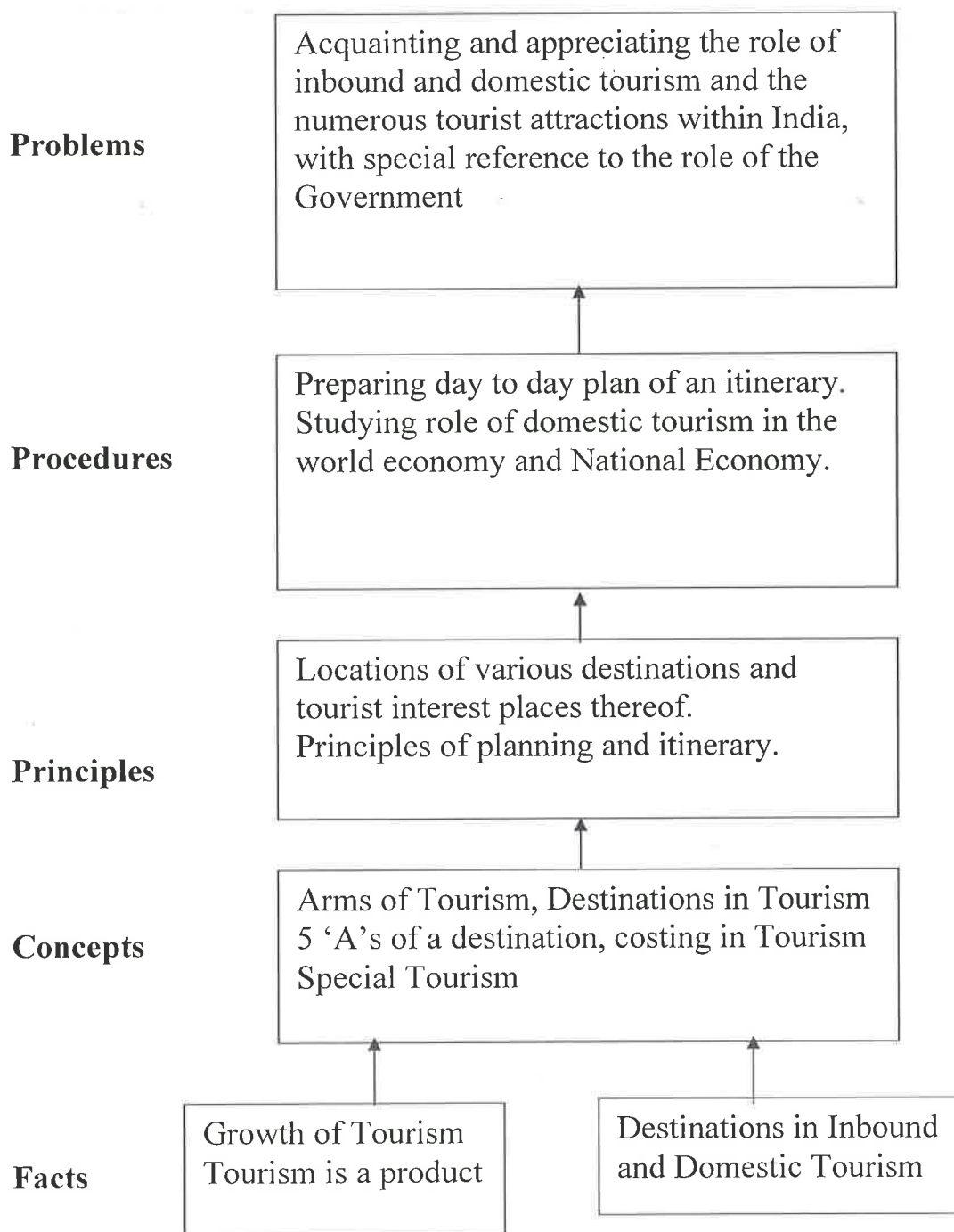
• **RATIONALE**

1. To familiarize students with the numerous tourist attractions within India.
2. To appreciate the role of domestic and inbound tourism in boosting the economy of the country.
3. To acquaint students with planning of itineraries for domestic tourists as well as inbound tourists.
4. To identify special interest circuits and prepare specific itineraries for the same.
5. To identify the costs involved in the preparation of a tour.
6. To acquaint students with the role of the Government and its allied counterparts in the tourism industry.





- **GRAPHICAL STRUCTURE OF THE SUBJECT – 1.5  
INDIAN TOURISM AND ALLIED INDUSTRIES**



## DETAILED CONTENTS – SUBJECT 1.5

Chapter No.	Details	Marks	Hours
CHAPTER 1	<b>INTRODUCTION OF TOURISM</b> <b>Theory</b> History and Growth Role of tourism in the world economy Nature of the tourism product Role of Tourism in the National Economy Economic, Social and Environmental impact of Tourism.	15	16
CHAPTER 2	<b>ARMS OF TOURISM</b> <b>Theory</b> Government Tourism Organisations : Government of India Tourist Office MTDC - Maharashtra Tourism Dev. Corp. ITDC - India Tourism Dev. Corp. TAAI - Travel Agents Association of India	10	16
CHAPTER 3	<b>TRAVEL DESTINATIONS OF INDIA</b> <b>Theory</b> Northern Region : States located in the Northern Region. Places of tourist interest in these states and Union territories. Accommodation Transportation Any specialities specific to tourism Western Region : )( Same sub - headings Southern Region : )( as Eastern Region : )( above Also include formalities for foreign tourists visiting the NE states The Islands : Same as above.	30	80
CHAPTER 4	<b>PLANNING OF ITINERARIES</b> <b>Theory</b> The 5 A's of a destination <b>Practice</b> Preparing the day to day plan within an Itinerary Examples starting from a 4 nights itinerary to a 20 - nights itinerary, including both surface and air transport.	20	30
CHAPTER 5	<b>COSTING OF INTINERARIES</b> <b>Theory</b> Group costings ranging from smaller to Larger and gradually increasing the number of days. <b>Practice</b> Examples of the same to be done by the Students.	10	16
CHAPTER 6	<b>SPECIAL INTEREST ITINERARIES</b>	15	28

	<b>Theory</b> Beaches Wildlife / Bird Sanctuaries Water sports Winter sports Architecture Palaces & Forts Religious tours Health Resorts The Golden Triangle Desert Circuit Hill Stations, etc.  <b>Practice</b> Examples of the above and any other Interesting special interest itineraries.		
	<b>TOTAL</b>	<b>100</b>	<b>186</b>

### Implementation Strategies :-

The Subject matter will be taught as per the teaching scheme for theory and practical. The identified list of practicals may be conducted along with theory session. The subject teacher will prepare and provide learning materials/ handout for supplementing/complementing classroom instructions.

### Learning Resources and references :

1. Teacher's lecture notes
2. India – Travel Guide
3. Internet



**Course Code** : Advanced Diploma in Travel & Tourism  
**Subject Title** : Cultural Background of India  
**Course Code** : TY  
**Semester** : First  
**Subject Code** : 23162

• **Teaching And Examination Scheme**

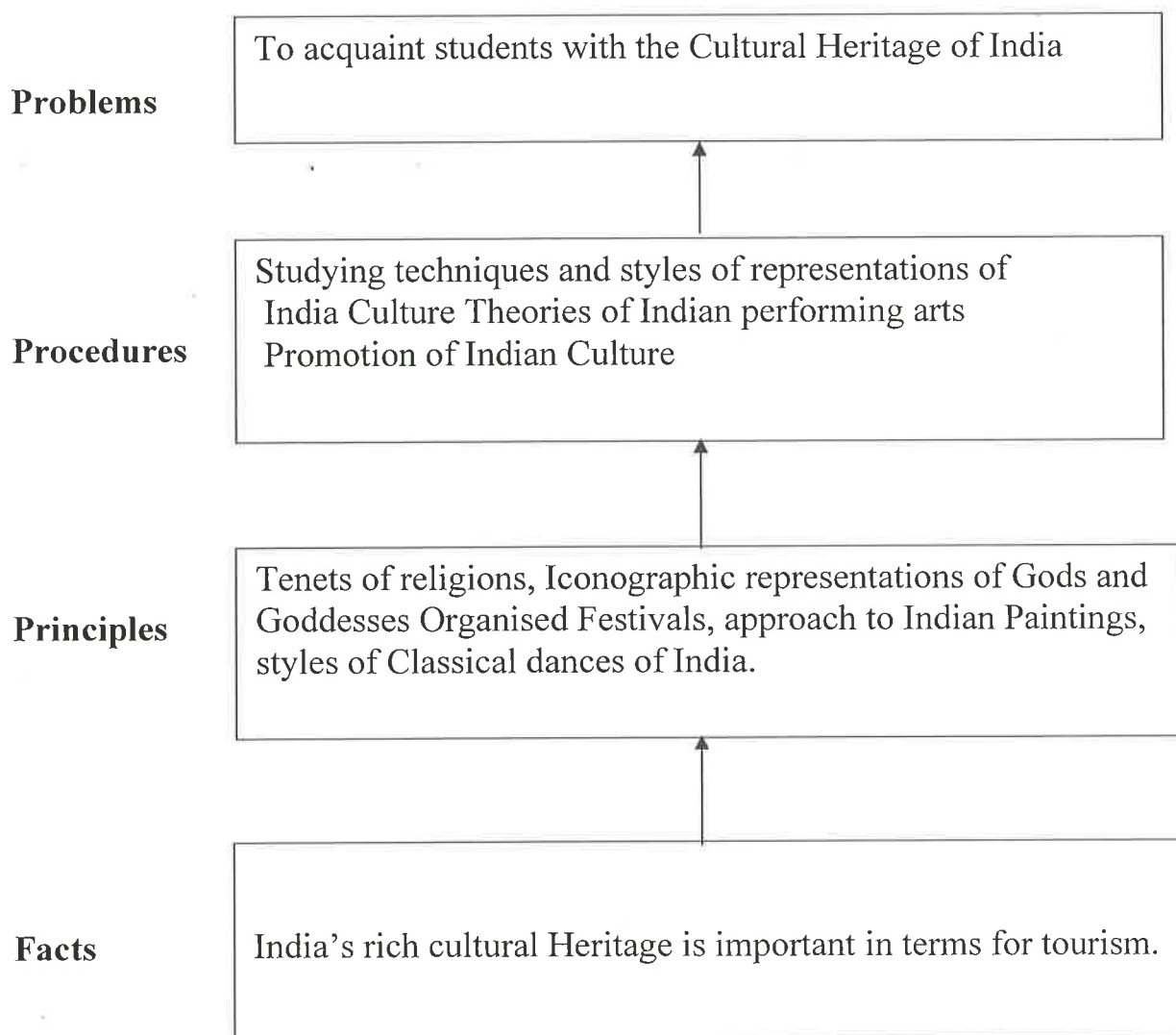
TEACHING SCHEME		EXAMINATION SCHEME & MAXIMUM MARKS									
Theory Hrs / week	Practical Hrs / week	Paper Hrs	Max Mark (TH)	Min Mark (TH)	Max Mark (PR)	Min Mark (PR)	Max Mark (OR)	Min Mark (OR)	Max Mark (TW)	Min Mark (TW)	SW
3	---	3	100	40	---	---	---	---	---	---	50

• **RATIONALE**

1. To acquaint the students with the cultural heritage of India
2. To familiarize the students with the religions and its influence in society and finally on the tourism field.
3. To acquaint students with the various performing arts in relation to tourism.
4. To acquaint students with cultural fairs and festivals in relation to tourism.
5. To appreciate iconography in relation to architecture and tourism in India.



- **GRAPHICAL STRUCTURE OF THE SUBJECT – 1.6  
CULTURAL BACKGROUND OF INDIA**



## DETAILED CONTENTS SUBJECT – 1.6

Chapter No.	Details	Marks	Hours
CHAPTER 1	<b>RELIGIONS OF INDIA</b> <b>Theory</b> Hindu Islam Christianity Sikhism Jainism and Buddhism Zoroastrianism Its origin, spread, doctrine and practices.	20	15
CHAPTER 2	<b>ICONOGRAPHY</b> <b>Theory</b> Hindu Iconography : Gods in the Vedic Age * The Trinity The Goddesses Other Gods * Stories, legends, Dasavatars and Iconographical Representations, Pilgrimages. Buddhist Iconography : Dhyani Buddhas Manushi Buddhas Gautama Buddha Future Buddha Jain Iconography : The Tirthankaras Bahubali Goateshwara	20	15
CHAPTER 4	<b>INDIAN FAIRS AND FESTIVALS</b> <b>Theory</b> Introduction to fairs and festivals Different between calendar festivals and Organised festivals Festivals celebrated by major religious Communities of India - Their origin, practice, Celebrations. Festivals and their influence on Tourism.	20	10
CHAPTER 5	<b>INDIAN HANDICRAFTS</b> <b>Theory</b> Indian textiles Carvings : Stone, Ivory, metal, wood. Pottery Jewellery Papier Mache' Leather Craft & others * Styles and techniques of production, description, centres of production.	20	08





CHAPTER 6	<b>CLASSICAL DANCES OF INDIA</b> <b>Theory</b> Schools of Classical Dances : Bharata Natyam Khathak Kathakali Odissi Manipuri Kuchipudi Short history, style, costume and repertoire.	10	13
CHAPTER 7	<b>INDIAN MUSIC</b> <b>Theory</b> Short history and development of Indian music Theory of Raga and Tala in brief Musical Instruments : Wind String Percussion - 2 each.	10	05
<b>TOTAL</b>		<b>100</b>	<b>96</b>

### Implementation Strategies :-

The Subject matter will be taught as per the teaching scheme for theory and practical. The identified list of practicals may be conducted along with theory session. The subject teacher will prepare and provide learning materials/ handout for supplementing/complementing classroom instructions.

### Learning Resources and references :

1. Teacher's lecture notes
2. Magazines
3. Reference books
4. Internet

**Course Code** : Advanced Diploma in Travel & Tourism  
**Subject Title** : Architectural Background of India  
**Course Code** : TY  
**Semester** : First  
**Subject Code** : 23163

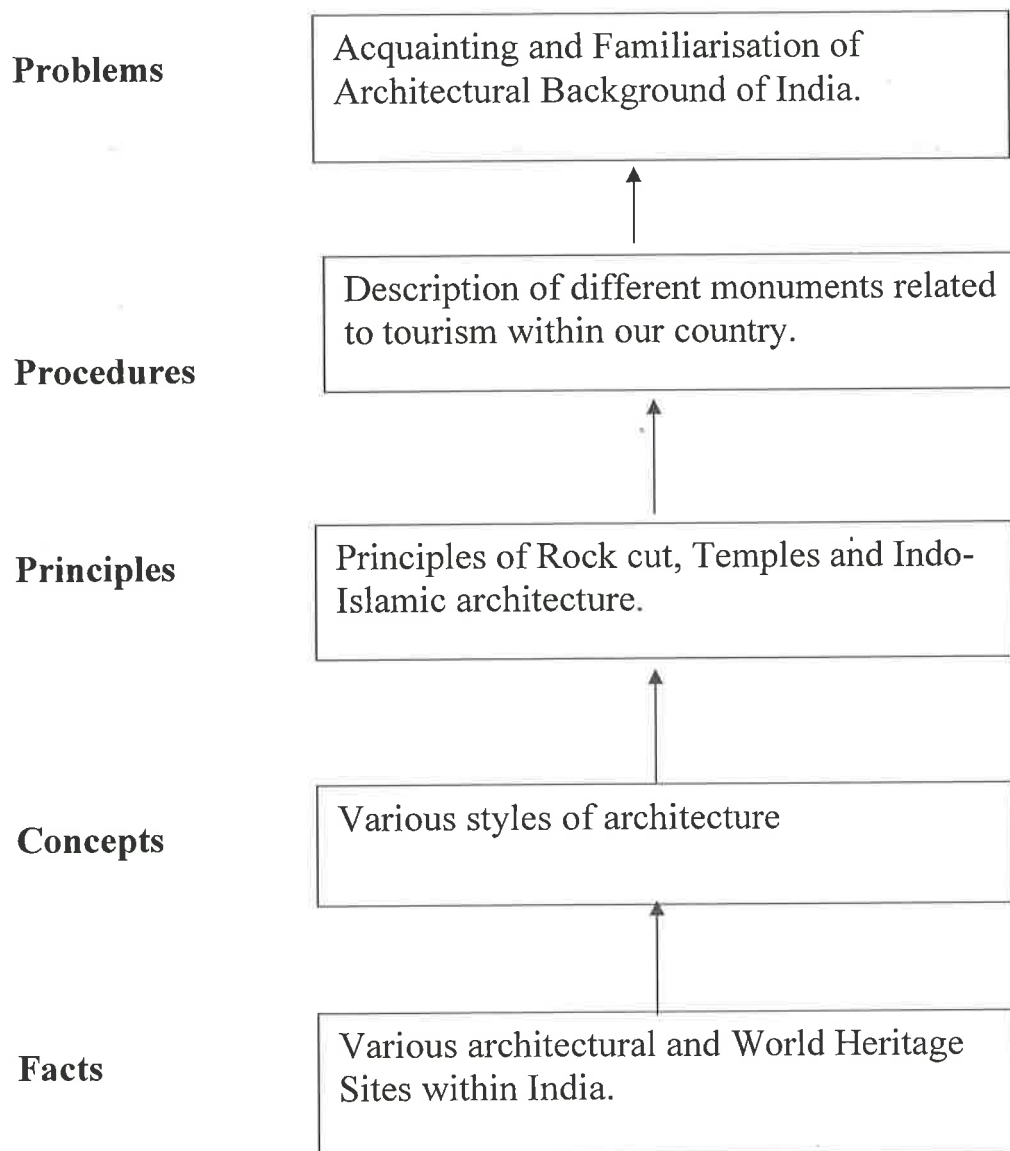
• **Teaching And Examination Scheme**

TEACHING SCHEME		EXAMINATION SCHEME & MAXIMUM MARKS									
Theory Hrs / week	Practical Hrs / week	Paper Hrs	Max Mark (TH)	Min Mark (TH)	Max Mark (PR)	Min Mark (PR)	Max Mark (OR)	Min Mark (OR)	Max Mark (TW)	Min Mark (TW)	SW
2	--	3	100	40	--	--	--	--	--	--	50

• **RATIONALE**

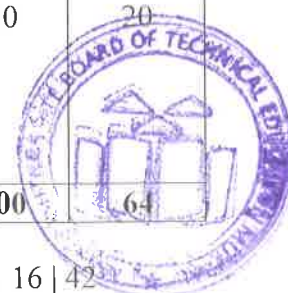
1. To acquaint the students with various architectural sites related to tourism within India.
2. To distinguish between the various styles of Indian architecture.
3. To acquaint the students with the different forms of temple architecture

- **GRAPHICAL STRUCTURE OF THE SUBJECT – 1.7  
ARCHITECTURAL BACKGROUND OF INDIA.**



# **DETAILED CONTENTS – SUBJECT 1.7**

Chapter No.	Details	Marks	Hours
CHAPTER 1	<p>Rock cut architecture of India</p> <p>Buddhist : Karla - Bhaja – Bedsa Kanhari Ajanta Ellora</p> <p>Brahmanical : Elephanta Caves Mahabalipura Ellora Badami – Aihole</p> <p>Stupa Architecture – Sanchi, Nagarjunakonda.</p>	30	20
CHAPTER 2	<p><b>TEMPLE ARCHITECTURE OF INDIA:</b></p> <p><b>Theory</b></p> <p>Essential features of the Hindu temples</p> <p>Its evolution into Northern and Southern Styles</p> <p>Important Northern temples : Lingaraja Konark, Khajuraho Dilwara temples</p> <p>Important Dravidian temples : Mahabalipuram Kanchipuram Brihadeshwar Tanjore Meenakshi Chidambaram Rameswaram Badami – Aihole – Pattadakal Bielur – Hatebid – Somnathpur</p>	25	16
CHAPTER 3	<p><b>INDO – ISLAMIC ARCHITECTURE</b></p> <p><b>Theory</b></p> <p>Main features of Indo – Islamic Architecture (Sultanate Period) with reference to the following :</p> <p>Seven cities of Delhi Qutub Minar</p> <p>Indo – Islamic architecture ( Mughal Period ) with reference to the following :</p> <p>Humayun's Tomb Fatehpur Sikri</p> <p>Agra Fort Red Fort Jama Masjid Taj Mahal Akbar's Tomb It – mad - ud – daulah's tomb.</p>	15	08
3.1			
3.2		30	20
<b>TOTAL</b>		<b>100</b>	<b>64</b>



**Implementation Strategies:–**

The Subject matter will be taught as per the teaching scheme for theory and practical. The identified list of practicals may be conducted along with theory session. The subject teacher will prepare and provide learning materials/ handout for supplementing/complementing classroom instructions.

**Learning Resources and references:**

1. Teacher's lecture notes
2. Internet
3. Reference Books
4. Magazines

**Course Code : Advanced Diploma in Travel & Tourism**

**Subject Title : Local Study Tours**

**Course Code : TY**

**Semester : First**

**Subject Code : 23063**

• **Teaching And Examination Scheme**

TEACHING SCHEME		EXAMINATION SCHEME & MAXIMUM MARKS									
Theory Hrs / week	Practical Hrs / week	Paper Hrs	Max Mark (TH)	Min Mark (TH)	Max Mark (PR)	Min Mark (PR)	Max Mark (OR)	Min Mark (OR)	Max Mark (TW)	Min Mark (TW)	SW
--	3	--	--	--	--	--	--	--	50@	20	--

**DETAILED CONTENTS – SUBJECT 1.9**

1. Passport office
2. Travel Agency
3. Airline Office
4. State Tourist Office
5. Hotel
6. Airport
7. Govt. of India Tourist Office/ Regional Tourist Office
8. Museum
9. Flight Kitchen
10. Elephanta Caves
11. Consulate Office
12. Trade fairs/ Expositions pertaining to subjects
13. CRS office
14. Cruise Liners
15. Mani Bhavan
16. Temple Architecture

**Note:**

1. Any five visits have to be followed by written reports of the same by the students.
2. The reports are to be marked as Term Work out of 50, as per M. S. B.T.E. norms.

**Implementation Strategies :-**

The Subject matter will be taught as per the teaching scheme for practicals. Subject to be implemented in form of visits/ field trips.



**Course Code : Advanced Diploma in Travel & Tourism**  
**Subject Title : Travel Documentation and Domestic Travels**  
**Course Code : TY**  
**Semester : Second**  
**Subject Code : 23218**

• **Teaching And Examination Scheme**

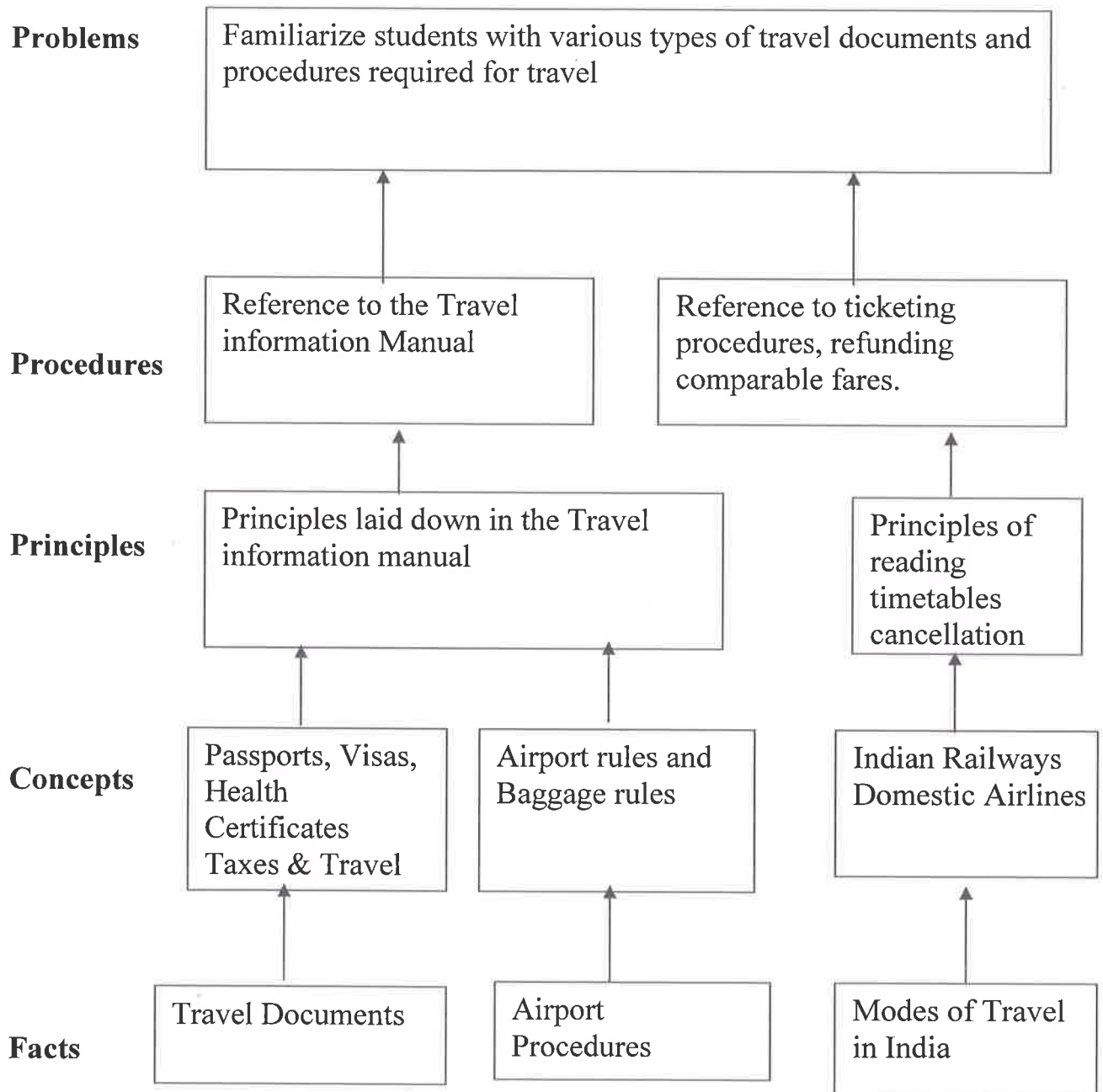
TEACHING SCHEME		EXAMINATION SCHEME & MAXIMUM MARKS									
Theory Hrs / week	Practical Hrs / week	Paper Hrs	Max Mark (TH)	Min Mark (TH)	Max Mark (PR)	Min Mark (PR)	Max Mark (OR)	Min Mark (OR)	Max Mark (TW)	Min Mark (TW)	SW
3	--	3	100	40	--	--	--	--	--	--	50

**RATIONALE**

1. To impart knowledge of the various types of travel documents and procedures required for travel.
2. To teach how to access information regarding documents needed when travelling internationally.
3. Acquaint students with the Travel Information Manual.
4. Acquaint the students on the use of different forms of payment for international travel.
5. To impart knowledge of Travel Insurance.
5. To impart knowledge of Modes of travel within India and procedures thereof.



- **GRAPHICAL STRUCTURE OF THE SUBJECT – 1.2**  
**TRAVEL DOCUMENTATION AND DOMESTIC TRAVELS**



## DETAILED CONTENTS – SUBJECT 1.2

Chapter No	Details	Marks	Hours
CHAPTER 1	<b>AN OVERVIEW OF THE SUBJECT</b> <b>Theory</b> Travel Documents :      The Passport Types of Passport The Visa Types of Visa Visitor Visa Transit Visa Re-entry permits Exit permits Schengen visa Tourist cards Visa Waiver Program  <b>Practice</b> Obtaining Travel Documents Obtaining Visa requirements of important tourist destinations.	15	20
CHAPTER 2	<b>HEALTH &amp; PREVENTIVE MEASURES FOR TRAVELLERS</b>  <b>Theory</b> Health Certificates Immunizations : Small pox, cholera, yellow fever. Health information General preventive measures : Food, water and Drinks Nutrition.	10	06
CHAPTER 3	<b>TAXES CUSTOMS &amp; CURRENCIES</b>  <b>Theory</b> Types of taxes Customs regulations Different Forms of Payment – Cash Cheques Credit Cards International transfers.  Foreign Travel Tax Income Tax clearance certificate	25	16
CHAPTER 4	<b>AIRPORT PROCEDURES &amp; BAGGAGE RULES</b>  <b>Theory</b> Working of the airport right from check - ins to Boarding of the flight.  <b>Practice</b> Visit to Airports	05	08
CHAPTER 5	<b>TRAVEL INSURANCE</b>	10	00



	<b>Theory</b> Benefits of Insurance the Travel Insurance Policy General conditions Applying to Insurance Insurance Documents Claims Procedures		
CHAPTER 6	<b>THE TRAVEL INFORMATION MANUAL (TIM)</b> <b>Theory</b> How to read the TIM Derive information regarding the following : Passport Visas Health Taxes Customs Currency	15	16
CHAPTER 7	<b>MODES OF TRAVEL IN INDIA</b> <b>Theory</b> Indian Railways : History of Indian Railways Time – tables & how to read them. Different routes of tourist importance. Special Trains Reservation, cancellation & Refund rules	10	10
CHAPTER 8	<b>DOMESTIC AIRLINES</b> <b>Theory</b> Indian Airlines and feeder Airlines (Alliance Air, Jet Airways, Sahara Airlines) Their growth & present position <b>Practice</b> Comparable Fares Cancellation & refund rules Ticketing in the Domestic Airlines (Any one) Tourism with special reference with Domestic Airlines.	10	10
<b>TOTAL</b>		<b>100</b>	<b>96</b>

### **Implementation Strategies :–**

The Subject matter will be taught as per the teaching scheme for theory and practical. The identified list of practicals may be conducted along with theory session. The subject teacher will prepare and provide learning materials/ handout for supplementing/complementing classroom instructions.

### **Learning Resources and references :**

1. Teacher's Lecture Notes
2. Travel information manual



**Course Code** : Advanced Diploma in Travel & Tourism  
**Subject Title** : Travel Management  
**Course Code** : TY  
**Semester** : Second  
**Subject Code** : 23219

• **Teaching And Examination Scheme**

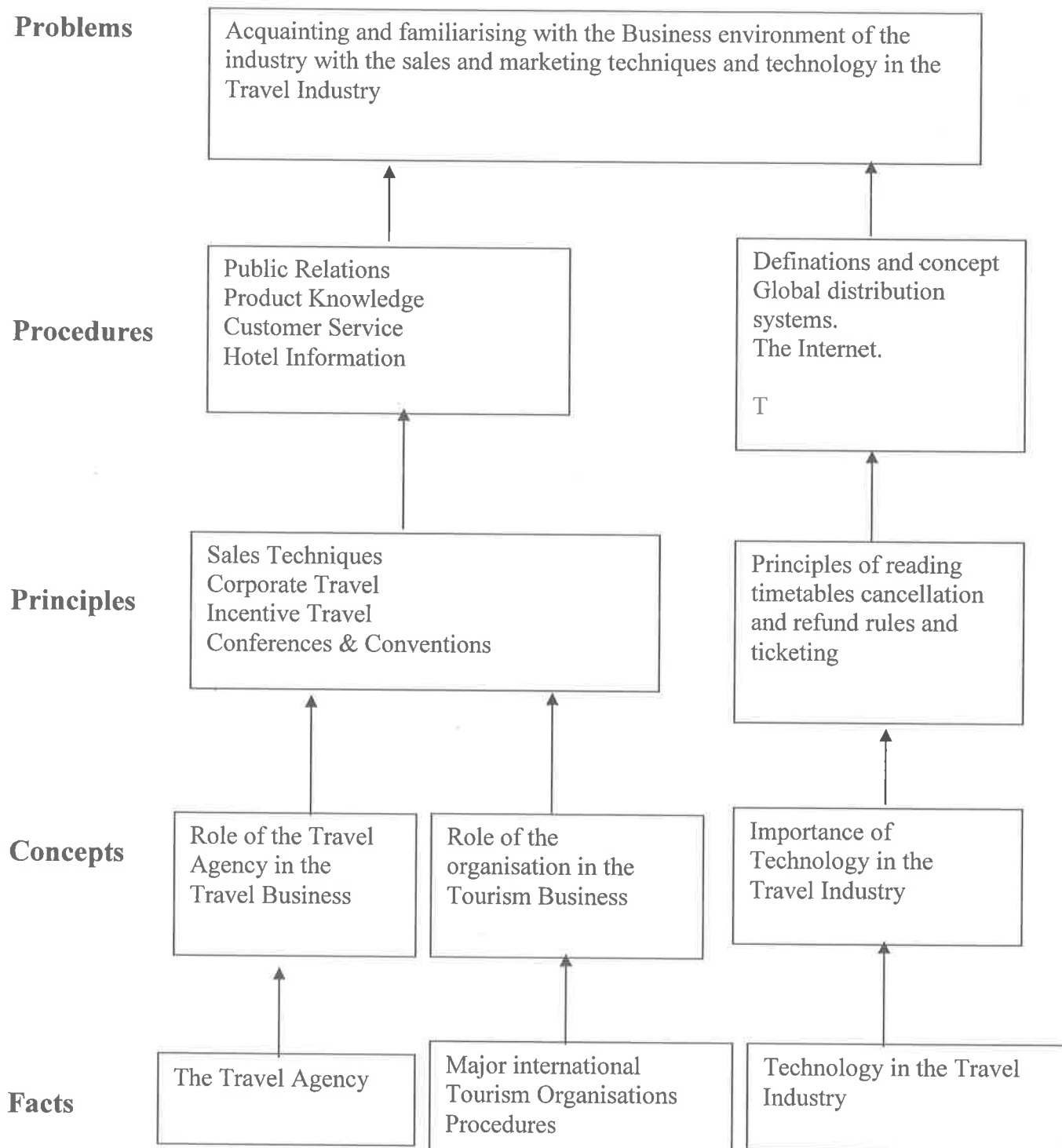
TEACHING SCHEME		EXAMINATION SCHEME & MAXIMUM MARKS									
Theory Hrs / week	Practical Hrs / week	Paper Hrs	Max Mark (TH)	Min Mark (TH)	Max Mark (PR)	Min Mark (PR)	Max Mark (OR)	Min Mark (OR)	Max Mark (TW)	Min Mark (TW)	SW
5	--	3	100	40	--	--	--	--	--	--	50

• **RATIONALE**

1. To acquaint the students with the Business environment of the travel and tourism industry.
2. To acquaint students with the required commercial skills for the industry.
3. To familiarize students with the required characteristic attributes and skills for the industry.
4. To acquaint the students with sales and marketing techniques in relation to the tourism industry.
5. To study the various stages in the air transport process.
6. To acquaint students with the major International travel and tourism organisations and air transport regulations.
7. To acquaint students with the basic public relation skills in relation to the tourism industry.
8. To familiarize students with basic hotel facilities and terminology.
9. To acquaint the student with the relationship of Information technology and the travel industry.



• **GRAPHICAL STRUCTURE OF THE SUBJECT – 1.2  
TRAVEL MANAGEMENT .**





## DETAILED CONTENTS – SUBJECT 1.3

Chapter No.	Details	Marks	Hours
CHAPTER 1	<b>BUSINESS ENVIRONMENT OF THE TRAVEL &amp; TOURISM INDUSTRY</b> <b>Theory</b> The Travel Agency Role of the Travel Agency in the travel and Tourism Business IATA regulations Governing the Travel Agency. IATA approval for Travel Agencies in India The Airline Services rendered to the passenger at the Booking office and airport. <u>International air transport regulations :-</u> The Warsaw Convention The Chicago Convention ICAO Bilateral Agreements The Government The Ministry DGCA P.O.E (Immigration) Customs	20	30
CHAPTER 2	<b>SALES IN THE TRAVEL &amp; TOURISM INDUSTRY</b> <b>Theory</b> Sales Techniques : Attributes and skills Product knowledge Customer contact and Customer service Telephone manners Interviews, Grooming Package Tours : Types of tours and tour Components Tours Brochures and Price Quotations Reservation procedures	10	30
CHAPTER 3	<b>MARKETING IN THE TRAVEL &amp; TOURISM INDUSTRY</b> <b>Theory</b> Corporate Travel :- Client's profile Selling business travel Incentive Travel :- Motivation Client's profile Selling incentive travel Conference and Conventions : - Planning the project Communications Travel Arrangements Feedback Appraisal	10	20





	industry. Definitions and concepts of IT Areas of It in the Travel industry Global distribution systems : History, Role & Functions. The Internet : History, role and functions of The internet		
	<b>TOTAL</b>	<b>100</b>	<b>160</b>

### **Implementation Strategies :-**

The Subject matter will be taught as per the teaching scheme for theory and practical. The identified list of practicals may be conducted along with theory session. The subject teacher will prepare and provide learning materials/ handout for supplementing/complementing classroom instructions.

### **Learning Resources and references :**

1. Teacher's lecture notes
2. Internet



**Course Code** : Advanced Diploma in Travel & Tourism  
**Subject Title** : Reservation, Ticketing and Fare Construction  
**Course Code** : TY  
**Semester** : Second  
**Subject Code** : 23064

• **Teaching And Examination Scheme**

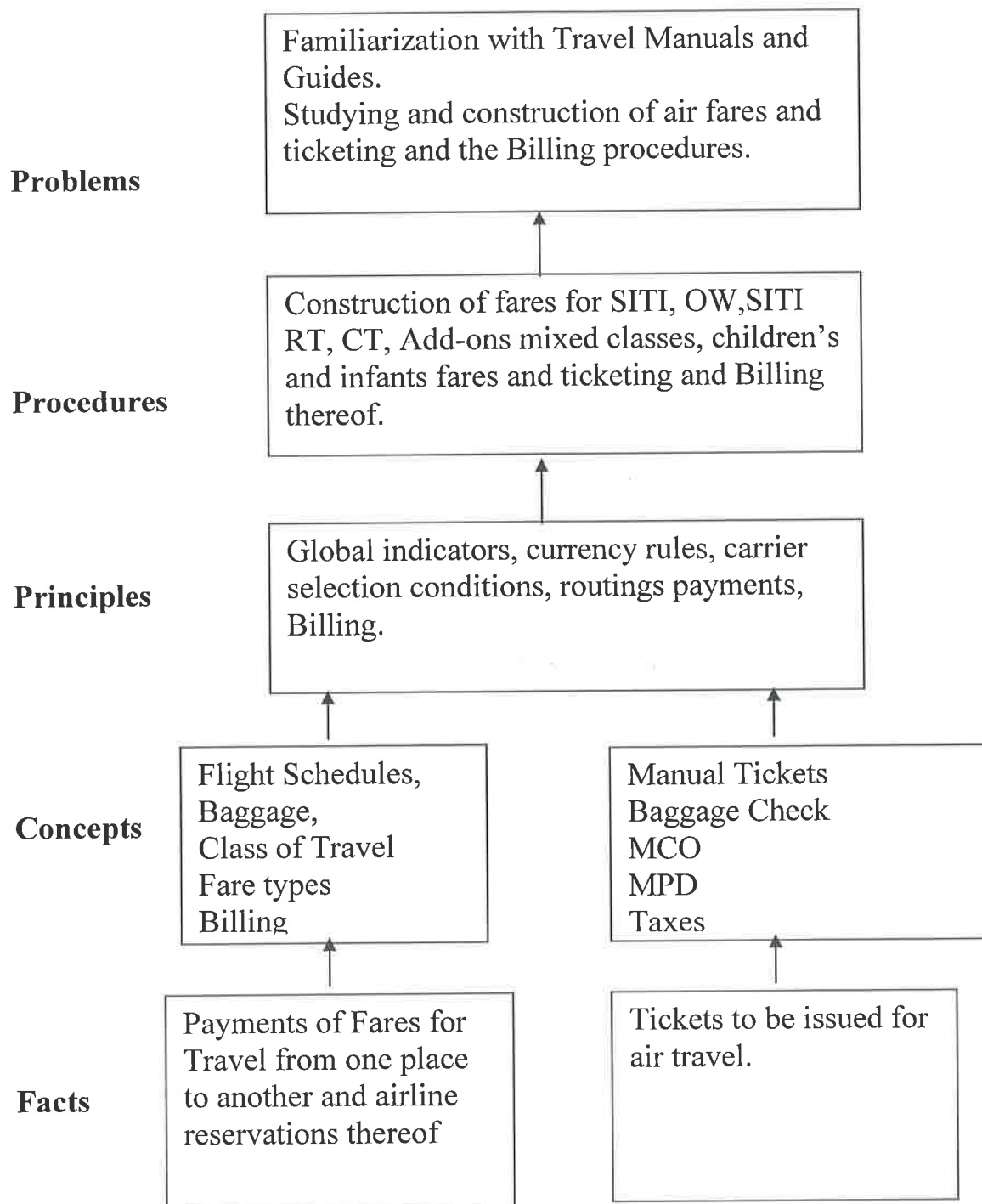
TEACHING SCHEME		EXAMINATION SCHEME & MAXIMUM MARKS									
Theory Hrs / week	Practical Hrs / week	Paper Hrs	Max Mark (TH)	Min Mark (TH)	Max Mark (PR)	Min Mark (PR)	Max Mark (OR)	Min Mark (OR)	Max Mark (TW)	Min Mark (TW)	SW
3	3	--	--	--	100# (3 HRS)	40	--	--	--	--	--

• **RATIONALE**

1. To study Air Transport Essentials.
2. To study reservation procedures.
3. To familiarize students with travel manuals and guides
4. To study thoroughly air fares and ticketing.
5. To study Billing and Settlement Plan (BSP)



- **GRAPHICAL STRUCTURE OF THE SUBJECT – 1.4  
RESERVATION, TICKETING AND FARE CONSTRUCTION.**



## DETAILED CONTENTS – SUBJECT 1.4

Chapter No.	Details	Hours
CHAPTER 1	<b>INDUSTRY CODES, TERMINOLOGY &amp; DEFINITIONS</b>  <b>Theory</b> Sending information to Airlines and special Service codes. Industry terminology and definitions Abbreviations. Airlines codes, Airport codes.	10
CHAPTER 2	<b>FLIGHT SCHEDULES</b>  <b>Theory</b> The OAG Flight Guide OAG Flight Schedules How to read city to city Schedules Special passengers Booking flights	10
CHAPTER 3	<b>BAGGAGE</b>  <b>Theory</b> Definitions & rules Free Baggage Allowance Special Charges Prohibited items	05
CHAPTER 4	<b>THE AIRPORT AND THE FLIGHT</b>  <b>Theory</b> Classes of service In flight service Seating Main Aircraft Types Airport Areas	05
CHAPTER 5	<b>RESERVATION PROCEDURES:</b> <b>Theory</b> International time calculator Minimum connecting time Standard reservation messages : Elements of it and sequence with examples. Different types of messages Cancellation of messages and re-booking CRS  <b>Practice</b>  Sample messages as examples	20
CHAPTER 6 6.1 6.2	<b>AIR FARES &amp; TICKETING</b>  <b>Theory</b> Passengers Air Tariff (PAT) The journey concept : - Common terms, one-way Trip, Round Trip, Circle Trip, Transfer and Stop -	





6.3	Overs.	
6.4	IATA Global Indicators	
	Fare Selection Criteria : -	
	Fare Types	
	OW Versus Half RT Fares	
	Global Indicators	
6.5	Carrier selection conditions of the Rule	
	Currency Rules :-	
	Local currency fares	
	NUC conversion Procedures	
	Rounding NUCs.	
6.6	Rounding local currency Fares	
6.7	Specified Routings.	
	SITI OW through Fare Construction : -	
	MPM - Maximum Permitted Mileage	
	TPM - Ticketed Permitted Mileage	
	EMA - Extra mileage Allowance	
	EMS - Excess mileage Surcharge	
	HIP - Higher Intermediate Point Check	
6.8	BHC - Back Haul Check.	
	SITI RT and CT Fare Construction :-	
	Selecting a fare break Point	
	General Guidelines	
	SITI RT / CT Formula	
	CTM check	
	Importance of stopovers and	
6.9	Connections	
	Add -Ons :- Definition	
	Application	
	How to use Industry Add-ons	
6.10	How to use carrier Add-ons.	
	Ticketing : -	
	Traffic documents	
	Passengers ticket and Baggage check	
	Miscellaneous charges order (MCO)	
6.11	Multipurpose Document (MPD)	
6.12	Taxes, Fees and charges	
	Mixed class travel :- Single sector	
	Consecutive sectors	
	Class Differentials	
	Return Trips with class	
	Differentials	
6.13	Children & Infant's Fares	
6.14	Special Fares :- Definitions	
	Types of special fares	
	Standard conditions & General rules	
	Interpreting validity and conditions	
	Selecting the applicable special	
	Fare	
	RT / CT special fare construction	
	Selection, calculation, Taxes	
	Ticketing	



6.15	Billing and settlement Plan (BSP) : Aims of BSP BSP Background Advantages of BSP to travel agents Operation of the Billing & Settlement Plan Validation equipment Standard Traffic documents Commissions & service fees IATA BSP International services	
<b>TOTAL</b>		<b>186</b>

### **Implementation Strategies:–**

The Subject matter will be taught as per the teaching scheme for theory and practical. The identified list of practicals may be conducted along with theory session. The subject teacher will prepare and provide learning materials/ handout for supplementing/complementing classroom instructions.

### **Learning Resources and references :**

1. Teacher's Lecture notes
2. OAG Flight Services
3. Passenger air Tarrifs





**Course Code** : Advanced Diploma in Travel & Tourism  
**Subject Title** : Computer Applications  
**Course Code** : TY  
**Semester** : Second  
**Subject Code** : 23065

• **Teaching And Examination Scheme**

TEACHING SCHEME		EXAMINATION SCHEME & MAXIMUM MARKS									
Theory Hrs / week	Practical Hrs / week	Paper Hrs	Max Mark (TH)	Min Mark (TH)	Max Mark (PR)	Min Mark (PR)	Max Mark (OR)	Min Mark (OR)	Max Mark (TW)	Min Mark (TW)	SW
--	3	--	--	--	--	--	--	--	50@	20	--

• **RATIONALE**

1. To familiarize students with the relationship between information technology and the Travel Industry.
2. To acquaint the students with hardware and software
  1. Identity the different forms of information technology used in the travel industry.
  2. Use of the Global Distribution System in the Travel Industry.
  3. Use of the internet and importance of web sites in relation to the Travel Industry.



- **GRAPHICAL STRUCTURE OF THE SUBJECT – 1.8  
COMPUTER APPLICATIONS**

**Problems**

Use of Global Distribution System in the Travel Industry through Information technology.

**Procedures**

Use of simulated Software for the Travel Industry.

**Principles**

Principles of Software applications  
Principles of Web-sites  
Principles in Multimedia presentations.

**Concepts**

Hardware, Software, CPU, Input, Websites, e-mail, copying pasting, Multimedia concepts, page compositions.

**Facts**

Computers an important part of the Travel and Tourism Industry.



## DETAILED CONTENTS – SUBJECT 1.8

Chapter No.	Details	Marks	Hours
CHAPTER 1	<b>COMPUTER BASICS</b> <b>Theory</b> CPU, Input / Output devices like printer Scanner, mouse, graphic tablets  Internet concepts and facilities like copying, Pasting from websites, downloading, e-mail Etc.	10	10
CHAPTER 2	<b>APPLICATION SOFTWARE</b> <b>Theory</b> Introduction to word and working with its Features like table, page composition Mail merge etc.  - Introduction to spread sheet and working With its features like using functions, Creating graphs and slides with multimedia	20	30
CHAPTER 3	<b>SIMULATED SOFTWARE FOR TRAVEL INDUSTRY</b>	20	44

### Implementation Strategies :–

The Subject matter will be taught as per the teaching scheme for practicals. The identified list of practicals may be conducted along with theory session. The subject teacher will prepare and provide learning materials/ handout for supplementing/complementing classroom instructions.



**Course Code** : Advanced Diploma in Travel & Tourism  
**Subject Title** : Long Study Tours  
**Course Code** : TY  
**Semester** : Second  
**Subject Code** : 23066

• **Teaching And Examination Scheme**

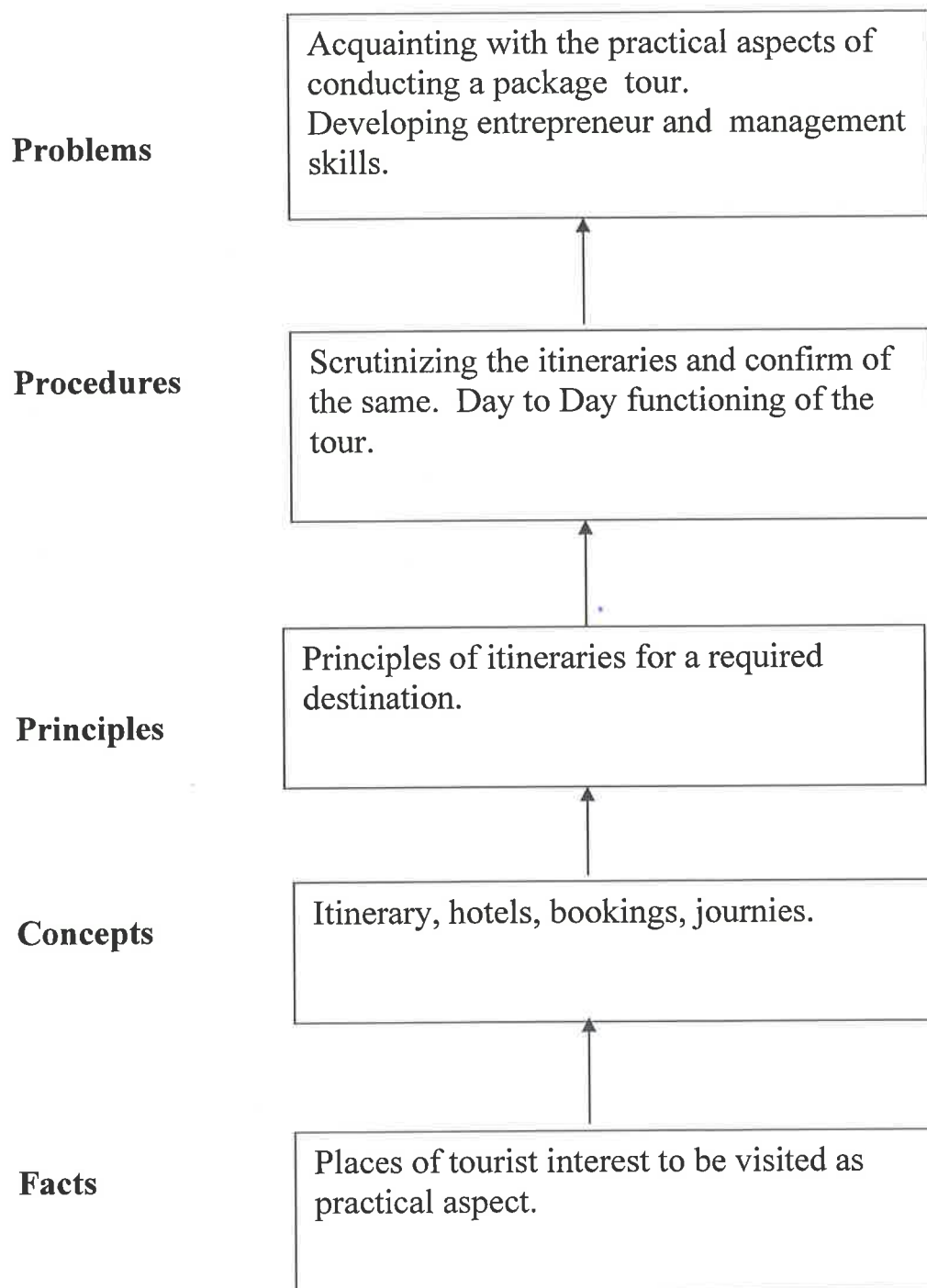
TEACHING SCHEME		EXAMINATION SCHEME & MAXIMUM MARKS									
Theory Hrs / week	Practical Hrs / week	Paper Hrs	Max Mark (TH)	Min Mark (TH)	Max Mark (PR)	Min Mark (PR)	Max Mark (OR)	Min Mark (OR)	Max Mark (TW)	Min Mark (TW)	SW
--	1	--	--	--	50#	20	--	--	--	--	--

• **RATIONALE**

1. To acquaint students with the practical aspects of conducting a package tour.
2. To teach students to plan and execute travel itineraries in a professional manner (i.e) Plan the entire tour.
3. Visits to hotels, health clubs, spas, fairs and other such tourist attractions will broaden the horizon of their understanding and will enlarge the scope of Tourism study.
4. Visits to historical and cultural sites will convert theoretical knowledge into practical experience.
5. Students to learn the importance of group inter-relationships which is extremely essential in the service oriented industry.
6. To help students to develop entrepreneurial and management skills – time management, disaster management and tour management.



- **GRAPHICAL STRUCTURE FOR THE SUBJECT – 1.10  
LONG STUDY TOUR**



**Note :**

1. Students to be marked prior to the tour on itinerary planning, bookings and group efforts out of 25.
2. Students to be marked on the/during the tour on actual conduction of the tour and management of it, out of 25.
3. The marks thus scored by the students as given under sr. no. 1 & 2 above are to be combined and to be reported under the title head PRACTICAL (PR) out of total of 50 marks.





**Course Code : Advanced Diploma in Travel & Tourism**  
**Subject Title : Project and Seminar**  
**Course Code : TY**  
**Semester : Second**  
**Subject Code : 23067**

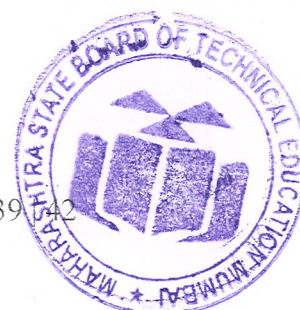
• **Teaching And Examination Scheme**

TEACHING SCHEME		EXAMINATION SCHEME & MAXIMUM MARKS									
Theory Hrs / week	Practical Hrs / week	Paper Hrs	Max Mark (TH)	Min Mark (TH)	Max Mark (PR)	Min Mark (PR)	Max Mark (OR)	Min Mark (OR)	Max Mark (TW)	Min Mark (TW)	SW
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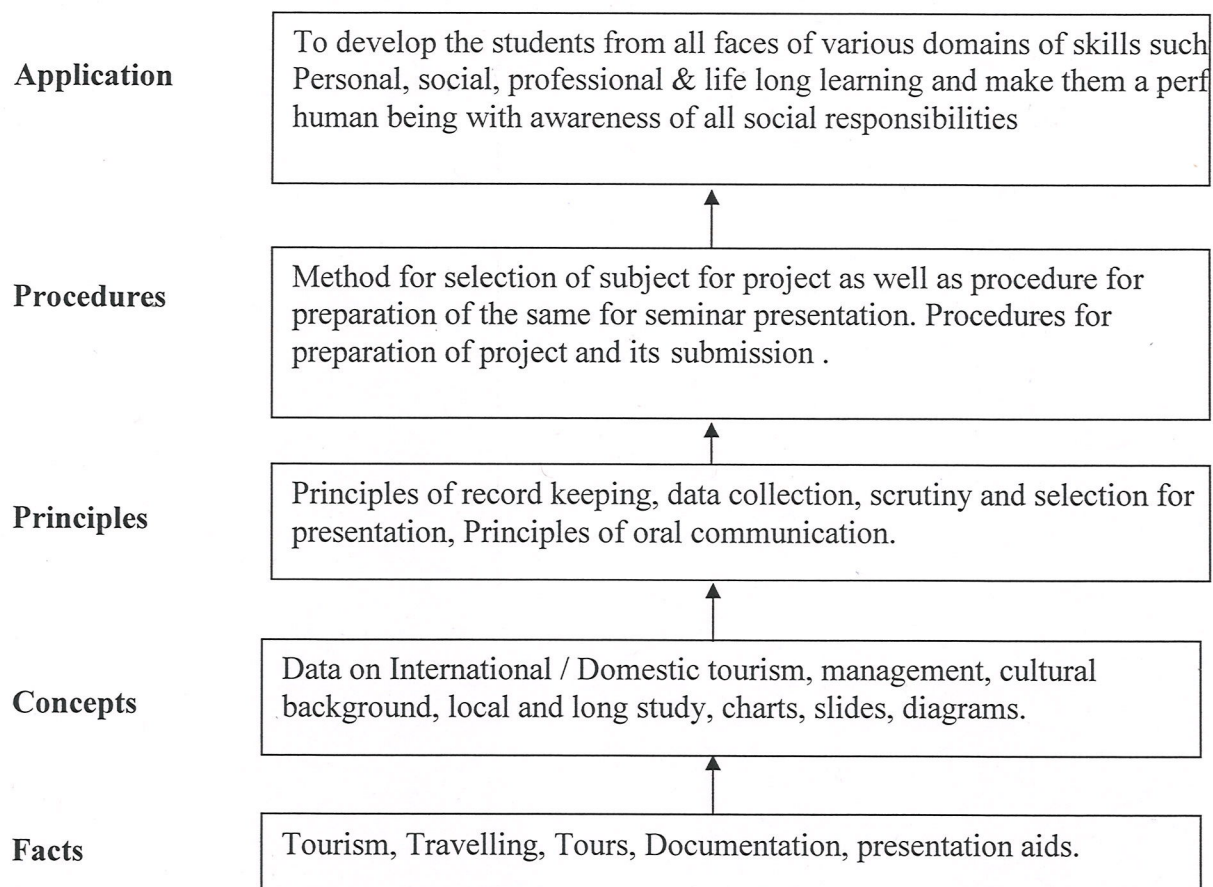
• **RATIONALE**

The main aim of the project preparation and subsequent presentation is to judge the many faceted development of the students under various skills of domains such as Personal, social, professional & life long learning which they have achieved during the tenure of this programme. It also helps to assess their understanding of the various courses which have been taught under this programme. The students will be benefited lot by this subject and it will certainly add values in their attitudes such as value for health, work commitment, hard working , honesty, problem solving, punctuality, loyalty and independent study.

The students are also required to deliver seminar on the subject which they have selected for the project. This is intended to equip the students with the necessary basic skills of Communications as well as to develop their ability to express the subject knowledge which they have acquired during the entire tenure of programme, which also helps to build the confidence amongst the students which certainly help them in future to make their excellent career as self developer and entrepreneur as well as to encash job opportunities in the field of travel and tourism.



## • GRAPHICAL STRUCTURE OF THE SUBJECT AREA - 1.11



## • IMPLEMENTATION STRATEGY

Students are supposed to select topics for the project from the courses (subjects) bearing serial no. 1.1, 1.2, 1.3, 1.5, 1.6 and 1.7 which have been taught them during the tenure of this programme. The concerned teachers should guide the students for the preparation of project and its submission. The same is to be compiled and submitted as a project report. The concerned teachers are also supposed to guide the students for the preparation and presentation of seminar on the project report.

The project report is to be assessed by external and internal examiners equally for total of 50 marks which are to be reported under the title head ORAL (OR).

