

TRAVEL AND TOURISM

CLASS XII

TRAVEL AGENCY AND TOUR OPERATIONS BUSINESS (757)

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THEORY

Time: 3 Hours

Marks: 60

Unit-1: Introduction to Travel & Tourism Business

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- Evolution of Travel Business.
- Travel Trade in India.
 - (i) Meaning and Concept of Travel business.
- Travel Agency.
 - (i) Types of travel agencies.
- Tour operator.
 - (i) Types of tour operators.
- Difference between Travel Agency and Tour Operator.
- Organizational structure of a travel/tour company.
- Market Trends and TA business scenario.
- Business Integration.

Unit-2: Operations of Travel Agency

8

- Agent.
- Origins of travel agency.
 - (i) Operations of travel agency.
 - (ii) Organization of travel agency.
- Commissions.
 - (i) Types of agencies.
- Travel agencies in the 21st Century.

Unit-3: Transport Network

7

- Transportation.
 - (i) Tourism and Transport.
- Air Transport.
- Rail Transport.
- Road Transport.
- Shipping.
- Mass Transportation.

Unit-4: Itinerary Planning

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- Itinerary planning.
 - (i) Importance of travel itinerary.
 - (ii) Types of tour itinerary.
 - (iii) Pre-requisites of itinerary preparation.
 - (iv) Things to be considered while preparing itinerary.
 - (v) Step by step procedure.
 - (vi) Do's and don'ts of itinerary preparation.

- GIT and FIT.
 - Package or inclusive tours.
- Unit-5: Tour Packaging & Programming** **10**
- Meaning and Classifications of Tour Packages.
 - Components of Package.
 - Customized and Tailor-Made Package.
 - Tour Formulation & Designing Process.
 - Tour Brochure Designing.
 - Tour Programming and its Importance.
- Unit-6: Package Tour Costing** **7**
- Meaning and Types of Cost.
 - Concept of Tour Costing.
 - (i) Types of cost.
 - (ii) Preparation of Cost Sheet.
 - Components of Tour Cost.
 - Pricing package tour.
 - Pricing strategies.
- Unit-7: Government and Professional Bodies** **6**
- Components of tourism.
 - Integration between government and professional bodies.
 - Rules for Setting up Travel Agencies & Tour operator.
 - Department of tourism (DoT) Different schemes and policies.
 - Professional bodies and their activities.
- Unit-8: Global Distribution System** **6**
- Global distribution system (GDS).
 - Evolution of GDS.
 - Amadeus and GDS.
 - Display Airlines Schedules & Availability.

PRACTICAL

Time: 2 Hours

Marks: 40

1. Plotting on World Map - countries and Cities.
2. Plotting on World Map - Air Routes.
3. Visit to Travel Agency- Prepare a report.
4. Visit to local tourist attraction- Prepare a report.
5. Preparation of package tour.
6. Report writing on current events of Tour and Airway Business.