VOCATIONALISATION OF UNDER GRADUATE COURSES
TRAVEL AND TOURISM: SYBA

Paper III Tourism Marketing and Travel Agency Operation

Objectives:

- Making students aware about travel agency.
- Imparting knowledge of national and international organizations
- Imparting knowledge of different transport modes and hostels.
- Training students in travel terminology
- Creating awareness of international tourism
- Imparting knowledge of tour packaging and travel formalities

COURSE CONTENT:

Lectures: 48 (per term) (figure to the right indicate lectures allotted per topic)

I. Travel Agency:
- Definition & importance
- Function
- Organizational structure
- Departments
- Registration & documentation
- Staff requirement

II. National & International organization:
- (IATA, UFTA, WTO, PATA, UNESCO, ITDC, TAAI & IATO, OTHER STATE ORGANIZATION)
- Importance & functions
- Co-operation to the tourist industry

III. Transportation:
- Air- various airlines and their codes Private air taxi
- Railway- National and International
- Road- Tourist cars and coaches
- Marine- Passenger ships
  - Cruises

IV Travel Terminology:

V International Tourism:
VI  Marketing:
Nature (definition, scope)/ Classification
Characteristics & services
Development of marketing strategies
Linkage of tourism with other sectors (transport, tourism organization,
Travel industries, accommodation, nutrition/ catering)

VII  Tour packaging:
Nature (definition, meaning, importance)
Pricing/ cost calculation
Designing & printing of tour material (brochures, pamphlets etc)
Itinerary (domestic & international)

VIII  Travel formalities:
Passport (types & procedures)
Visa & customs
Health certificate & travel insurance
Exchange rate/ concessions (road/ rail/ air)

IX  Accommodation:
Introduction (definition, meaning, importance)
Classification (grading system)
Types
Hotel vouchers
PAPER III: EVALUATION PATTERN- NATURE OF QUESTION

Total Marks: 100
Internal assessment: 20 marks
Annual examination: 80 marks

Internal assessment (term work) total marks: 20
Written: 10 marks
Attendance: 5 marks
Behaviour: 5 marks

ANNUAL EXAMINATION TOTAL MARKS: 80

Q.1. Brief question on definition & importance of travel agency, functions, organizational structure, departments, registration & documentation, staff requirement
(The examiner may ask any given topic for the brief question) (10)

Q.2. Importance & functions/ co-operation to the tourism industry of any one organization
(IATA, UFTA, WTO, PATA, UNESCO, ITDC, TAAI & IATO, OTHER STATE ORGANIZATION) (10)

Q.3. Short question on any transport mode (6)

Q.4. Objective questions on travel terminology (6)

Q.5. Defining & describing International tourism (8)

Q.6. Brief question on definition, classification, characteristics and services of marketing/ development of marketing strategies/ linkage of tourism with other sectors
(The examiner may ask any given topic in the brief question) (10)

Q.7. Short questions on definition, meaning, importance/ pricing and cost calculation of tour packaging. Designing and printing of tour material (brochures, pamphlets etc)/ itinerary
(Domestic & international) (10)

Q.8. Short questions on definition & procedure of passport/ visa & customs/ health certificate & travel insurance/ exchange rate & concession of road, rail and air. (10)

Q.9. Brief question on definition, meaning and importance of accommodation/ classification and types of hostels/ hotel vouchers (10)
BOOKS RECOMMENDED

- Travel Agency Management       Mohinder Chand
- Tourism Marketing              Waheb S Grampter
- Tourism Principles & Practices  Cooper, Flether et all
- Marketing Management           Philip Kotler
VOCATIONALISATION OF UNDER GRADUATE COURSES TRAVEL AND TOURISM: SYBA

Paper IV  Practical Knowledge of Tourism Industry & Key Competency Modules (Practical paper)

Objectives:

- Molding the students in communication skills & personality development
- Enhancing student skills through project preparation
- Introducing students to the procedures of online booking of hotel, airline & railway
- Developing conversational skill through various activities
- Making the students aware of various situations through long tour
- Leading students to overall development by key competency modules

COURSE CONTENT:

Lectures: 48 (per term) (figure to the right indicate lectures allotted per topic)

| I   | i) Attending a guest at travel desk: 4 |
|     | ii) Project & presentation on transport mode/ hotel: 5 |
| II  | i) Air ticketing; Procedure (online): 5 |
|     | ii) Railway ticketing: Procedure (online): 5 |
| III | i) Slide show on star hotels: 4 |
|     | ii) Slide show on crises/ luxurious trains: 5 |
| IV  | i) Visit to railway station/ MTDC office/ Airport: 4 |
|     | ii) Survey on functioning of a hotel: 5 |
| V   | i) Map work: 5 |
|     | ii) Filling up of a passport form (procedure): 5 |
|     | iii) Reading of ABC, APT, railway time –table: 5 |
| VI  | Long tour report & presentation: 5 |
| VII | Guest lecture of marketing personnel (travel agency/ Hotel executive): 5 |
| VIII| Designing a package tour: 4 |
| IX  | Collection file. (Pamphlets, cut-outs of tourism industry & other related Industries): 5 |
| X   | Group discussion. (Topic related to the syllabus): 5 |
KEY COMPETENCY MODULES

1. Communicating skills: 4
2. Body language: 4
3. Logical thinking: 4
4. General ethics & values: 4
5. Abstract thinking: 4

PAPER IV: EVALUATION PATTERN- NATURE OF QUESTIONS

Total Marks: 100
Internal assessment: 20 marks
Annual examination: 80 marks

Internal assessment: 8-10 practical should be conducted in the class, each for 10 marks and reduced to 10.

Vocabulary skills: 5 marks
Behaviour: 5 marks

ANNUAL EXAMINATION TOTAL MARKS: 80

Q.1. Speak on the role as specified in the question paper/ Write a note given slide show. (6)

Q.2. Elaborate on online air ticketing procedure/ railway ticketing (8)

Q.3. Transport mode/ hotel: Project
    Presentation (oral) (5)

Q.4. Write a visit to a railway station/MTDC office/ Airport, OR
    Write a note on the survey of functioning of a hotel (10)

Q.5. Plot the given routes on the map. (Road, Rail, Air, Sea)/ fill a passport form/
    Reading of ABC, APT, railway time table (6)

    Presentation (10)

Q.7. Speak on the guest lecture you have attended (5)

Q.8. Short question on designing a package tour (5)
Q.9. Collection file (5)

Q.10. Group discussion (5)
BOOKS RECOMMENDED

- Travel Agents and Tourism  Merissen Jone
- Marketing of services  Christopher Lovelock
- Marketing in Hospitality Industry  Renel Nykel
Annexure-II

Structure/ Pattern of Syllabus: S. Y. B. A. (Vocational)

1) Title of the Course: Travel and Tourism

2) Introduction: Pattern Annual

3) Eligibility: Should have offered Travel & Tourism at F.Y.B. A. and passed F.Y.B. A.
   as per Pune University Rules

4) Examination:
   A) Pattern of examination:
      i) 80:20 (University Annual examination of 80 marks & Internal assessment of 20
         Marks). Details as per the syllabus.
      ii) Pattern of the question paper: As per the specimen given.
   B) Standard of Passing : As per Pune University norms
   C) ATKT Rules : As per Pune University norms
   D) Award of Class : As per Pune University norms
   E) External Students : As per Pune University norms
   F) Setting of Question paper/ Pattern of Question paper: As per university norms
   G) Verification of Revaluation: As per university norms

5) Structure of the Course :
   i) Optional
   ii) Medium of instruction: English

6) Equivalence subject/ papers & Transitory Provision: Travel and Tourism
   Paper III: Tourism marketing and Travel Agency operation.
   Paper IV: Practical knowledge of Tourism Industry & key competency modules

7) University terms : As per Pune University Norms

8) Subject wise Detail Syllabus : Attached

9) Recommended books : Mentioned in syllabus.