

**S.N.D.T. Women's University**  
**P.G. Diploma in Travel and Tourism**

**S.N.D.T. Women's University**  
**1, NathibaiThackersey Road,**

**Revised Syllabus 2017-18**



**Mumbai – 400 020**

**LIST OF CONTENT**

<b>Subject code</b>	<b>Name of the Subject</b>	<b>External</b>	<b>Internal</b>	<b>Total</b>	<b><i>Proposed change in marks</i></b>	<b>Credits</b>	<b><i>Proposed change in credits</i></b>
1101	World Travel Geography	75	25	100		4	
1102	Travel Formalities and Air Transport	75	25	100		4	
1103	Reservation Procedure,	75	25	100		6	<b>4</b>

	Ticketing & Fare Construction						
1104	Indian Tourism	75	25	100		6	<b>4</b>
1105	Indian Background of Art & Architecture, Religion and Social Structure	75	25	100		4	
1106	Organization and Management	75	25	100		4	
1201	Computer Reservation System	75	25	100		2	<b>4</b>
1202	Indian tour Project	50	50	100		2	<b>4</b>
1203	21 Days Itinerary	-- (50)	50 (50)	50 (100)	<b>100</b>	-	<b>4</b>
1204	Internship of 2 months	- (75)	50 (25)	50 (100)	<b>100</b>	2	<b>4</b>

Please see changes in italics.

Total credits- 40

Minimum 40% is required in both internal and external separately for passing in each subject.

**Subject code- 1101**  
**World Travel Geography**

**Introductions**

Tourism Generates income including foreign exchange & employment, with minimum investment. In modern times of globalizations & liberalizations, this service industry has gained considerable importance. This course will enlighten students about tourism industry, its relation with Geography and various travel options around the world.

**Objectives:-**

To expose students by learning process to realities of the world of tourism.

To acquaint students with

- A) Continents & Oceans of the world
- B) Places of tourist attractions around the world
- C) World Geography and its importance in Tourism Industry
- D) Various modes of Travel options in Tourism Industry

**Course Content:**

<b>Sr. No.</b>	<b>Unit Title</b>	<b>Content</b>	<b>Suggested Learning</b>
1	Study of world in accordance with special emphasis on tourist areas	1.1 Special characteristics of World Tourism. Globalization liberalization Jetlag 1.2 Different types of Destinations 1.3 UNESCO declared heritage sites 1.4 Introduction of countries famous for Tourism their major places of tourist	1.1 Lectures with active student participation 1.2 Study of reports of Cos engaged in international tourism 1.3 Lecture with Q & A session with an expert on world tourism

		attractions 1.5 Locating Countries and its major Cities in world map	1.4 Visit to UNESCO declared heritage site --- Elephant 1.5 Travel magazines, study of websites etc. 1.6 Statistical data would be provided
2	Geographical Factors & its importance in World Tourism Industry	2.1 Major latitudes, longitudes of Earth, Countries of world and their location 2.2 World time zones, Greenwich Meantime Concept, International Date Line concept 2.3 Destination Geography 2.4 Abbreviations related country, city Airline, Airport, Currency 2.5 OAG Guide	Same as above
3	Travel options in Tourism Industry	3.1 Introduction History, Air Travel, Low cost concept, Special Flight Charters, Major Airlines of World; Air alliances. 3.2 Travel by road, Rental Car Concept, Caravan Travel, Couch Tours, Rail Travels Importance in Tourism, Euro Rails. Tourist Trains, Luxury Trains, Special Trains. 3.3 Cruise Industry, Introduction Major cruise Destinations, Oceans, Sea, River	Same as above

#### Assignments and References:

- Travel magazines such as GEO, Traveler etc. (Outlook group of magazines)
- Study of world map
- Study of annual report of companies which work for world tourism
- Regular reading of news papers
- Tourist literatures of travel companies such as pamphlets, brochures
- Travel books published by Outlook
- Use of websites and internet
- Nath, Ran : successful tourism – fundamentals of tourism sterling publishers private ltd, New Delhi, 2008

## Subject code- 1102

### Travel Formalities and Air Transport

#### Introductions

This course aims at introducing the learners to important features for the Domestic as well as International Air Transport.

#### Objectives

- a. Understand the basic features of travel industry
- b. Understand the trade organizations related to travel industry
- c. Gain information / knowledge about essential travel documents
- d. Understand the procedure of travel and tourism infrastructure
- e. Develop the confidence to guide clients the important the important details for their safe and secure journey.

#### Course Content:

Sr. No.	Unit Title	Content	Suggested Learning
1	International Travel & Tourism Organization	<ul style="list-style-type: none"><li>• International Air Transport Association (IATA)</li><li>• Universal Federation of Travel Agents Association (UFTAA)</li><li>• International Civil Aviation Organization (ICAO)</li><li>• Pacific Area travel Association (PATA)</li><li>• American Society of Travel Agents Inc.(ASTA)</li><li>• International Airline Passenger Association (IAPA)</li><li>• International Hotel &amp; Restaurant Association (IH&amp;RA)</li></ul>	Teaching learning with lectures discussion
2	Essential Travel Documents	<ul style="list-style-type: none"><li>• Passport, Types of Passport</li><li>• Visa, Types of Visa</li><li>• Health regulations</li><li>• Health, General Preventive Measures Prior to</li></ul>	

		travel/during travel	
3	Taxes, currency regulations and customs	<ul style="list-style-type: none"> <li>• Currency &amp; other forms of payment</li> <li>• Customs clearance formalities</li> <li>• Credit cards &amp; their types</li> </ul>	
4	Baggage	<ul style="list-style-type: none"> <li>• Baggage definitions and types of baggage</li> <li>• Baggage allowance and free baggage allowance</li> <li>• Pooled baggage and journeys in different class</li> <li>• Special charges for bulky baggage</li> <li>• Excess baggage &amp; it charges</li> <li>• Unaccompanied baggage</li> <li>• Prohibited items</li> <li>• Live animals, Pet animals, Animals shipped as cargo.</li> <li>• Mishandled Baggage</li> <li>• Baggage Tag</li> </ul>	
5	Airports	<ul style="list-style-type: none"> <li>• Classes of service</li> <li>• In-flight services</li> <li>• Special assistance service</li> <li>• Airport handling procedure</li> </ul>	
6	International Air Transportation Regulations	<ul style="list-style-type: none"> <li>• The Chicago Convention</li> <li>• Bilateral agreements</li> <li>• The Warsaw Convention</li> <li>• Freedoms of Air</li> </ul>	
7	Airlines	<ul style="list-style-type: none"> <li>• Organizational set up</li> <li>• Functions of various departments of an Airline</li> </ul>	
8	Essential of air transport	<ul style="list-style-type: none"> <li>• Industry code, Terminology &amp; Definitions</li> <li>• Miscellaneous Abbreviations</li> </ul>	
9	Travel Information Manual (TIM)	<ul style="list-style-type: none"> <li>• What is TIM?</li> <li>• Learning TIM Passport</li> <li>• Learning TIM Visas</li> <li>• Learning TIM Health</li> <li>• Learning TIM Customs. (Import/Export)</li> <li>• Learning TIM Currency. (Import/Export)</li> </ul>	Learning with TIM extracts with examples, discussion

**Assignments and References:** - Government sites

1. Check the passport office website and get the information on how to apply for passport renewal, change of address, etc
2. Visit a travel agency and get the information on Visa processing for U.K.Singapore
3. Visit I.T.D.C. or M.T.D.C. to understand the operating methods and make the report
4. Find out the information on common vaccinations to be taken for international travel and make the report
5. Find out information on restricted areas in India and make the report

**Subject code- 1103**  
**Reservation Procedure, Ticketing and Fare Construction**

**Introductions:-**

This course aims at introducing the learners to the basics of fare calculation and its rule for international travel. It also gives basic knowledge of manual ticketing.

**Objectives:-**

- a. Understand the basics features of IATA Geography.
- b. Understand the different types of journey.
- c. Understand the fare selection criteria and fare calculation
- d. Gain knowledge to solve one way and return journeys
- e. Understand the special fares and learn the selection criteria
- f. Understand the various types of Traffic documents and introduction of E-ticket

**Course Content**

Sr. No.	Unit Title	Content	Suggested Learning
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1	IATA	<ul style="list-style-type: none"> <li>• IATA areas of the world</li> <li>• Types of Global indicators</li> </ul>	Teaching learning with lectures Mapping
2	Types of Journey	<ul style="list-style-type: none"> <li>• One way journey</li> <li>• Return journey</li> <li>• Normal open jaws</li> <li>• Round the world journey</li> <li>• Contents of journey</li> </ul>	Teaching – learning with lectures
3	Currency Regulations and Rounding	<ul style="list-style-type: none"> <li>• Introduction of NOC, LCF</li> <li>• Currency Conversation</li> <li>• Higher Rounding</li> <li>• Nearer Rounding</li> </ul>	Rounding Exercise
4	Introduction to passenger Air Tariff book	<ul style="list-style-type: none"> <li>• Selection of Fares</li> <li>• One way fares and return fares</li> <li>• Condition of the rule</li> <li>• Carrier selection</li> <li>• Specified Routings</li> </ul>	Learning with passenger Air Tariff extracts
5	One way fare construction	<ul style="list-style-type: none"> <li>• Learning one way fare construction with IATA format</li> <li>• Maximum permitted mileage (MPM)</li> <li>• Ticketed Point mileage (TPM)</li> <li>• Excess mileage Allowance (EMA)</li> <li>• Excess mileage surcharge (EMS)</li> <li>• Higher Intermediate Point (HIP)</li> <li>• Backhaul check (BHC)</li> </ul>	
6	Return journey fare construction	<ul style="list-style-type: none"> <li>• Selecting a fare break point or turnaround point</li> <li>• Return journey calculation with formula</li> <li>• Round trip</li> <li>• Circle Trip and CTM check</li> <li>• Changing fare break points stopovers and connections</li> </ul>	Teaching – learning with interactive lectures solving RT sums
7	Special Fares	<ul style="list-style-type: none"> <li>• What are special fares?</li> <li>• Types of Special Fares</li> <li>• Special fare selection by reading the rules</li> <li>• Conditions of special fares <ul style="list-style-type: none"> <li>▪ Fare basis</li> <li>▪ Application</li> <li>▪ Seasonality / Daytime</li> <li>▪ Reservations and Ticketing</li> </ul> </li> </ul>	Teaching – learning with interactive lectures solving RT sums



		<ul style="list-style-type: none"> <li>▪ Mino Stay and Maximum Stay</li> <li>▪ Stopovers and Transfers</li> <li>▪ Penalties and Ticket endorsements</li> </ul>	
8	Ticketing	<ul style="list-style-type: none"> <li>• Introduction of E-Ticketing</li> <li>• Miscellaneous charges order (MCO)</li> <li>• Multiple purpose document (MPD)</li> </ul>	Teaching – learning with interactive lectures solving RT sums. Interpretation of E-Tickets
9	Taxes	<ul style="list-style-type: none"> <li>• Types of Taxes</li> <li>• Selection of Taxes for the Journey</li> </ul>	Teaching – learning with lecture with taxes extracts
10	Add ons	<ul style="list-style-type: none"> <li>• Construction of fares &amp; MPM with Add ons</li> </ul>	Teaching – learning with lecture with Add on extracts

**Assignments and Reference**–Government sites, annual reports of travel agencies

1. Check the travel websites (any 3) and find out the best available fares for the given sector and make the report
2. Visit a travel agency or travel website and find out the common taxes to be paid for embarkation from India.
3. One-way journey test
4. Return journey test
5. Special fares test

## **Subject code- 1104**

### **Indian Tourism**

#### **Introductions**

This course aims at introducing the learners to a critical inquiry into the tourism industry.

#### **Objectives:-**

- a. Understand the origin and development of travel and tourism industry
- b. To examine major topics concerning different aspects and level of tourism in a developing country like owns

- c. To produce reliable information which will impart a good number of instruction on various aspects of tourism
- d. Understand the value of travel industry and consciously apply those in practice

### Course Content

Sr. No.	Unit Title	Content	Suggested Teaching Learning Methodology
1	Indian Tourism	1.1 Indian Tourism growth development economic significance for the future 1.2 Foreign tourism and domestic tourism	A combination of the following methods for teaching / learning
2	Arms of Tourism Trade	2.1 structure of central and state department of tourism and tourism development corp. 2.2 Types of activities undertaken by each 2.3 Tourism publicity and Literature	May be used and alternated as designed
3	Scheduled Transport Domestic	3.1 Luxury and tourist coaches 3.2 Modality of rail travel	<ul style="list-style-type: none"> <li>• Lectures and Discussion</li> <li>• Use of travel newspaper on literates</li> <li>• Group assignments and presentations</li> <li>• Visits at Museums on any tourist destination</li> </ul>
4	Hotel and other Accommodation	4.1 Criteria for classification of hotels 4.2 Service of different categories a)Front office b) Housekeeping c) Different cuisines d) Security e) Telephone and Telex Services f) Billing / Accounting 4.3 Tourist Bungalows Travelers lodges, Forest Lodges, YatraNiwas, Dharmashala. 4.4 Youth Hostels.	
5	Places of Tourist interest	5.1 Places of Tourist in a) Northern India b) Southern India c) Western India d)	

		Eastern India 5.2 Festivals of Fairs in India 5.3 beach Resorts Mountain Resorts 5.4 Wildlife Sanctuaries 5.5 Special Interest Towers: a) Archaeologicalsights, Museum Tours. b) Buddhist tours Religious tours c) Trekking tours. Adventure tours.	
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#### Assignments:

- Conducting assessment survey for heritage sights in Mumbai
- Find out the steps for activities undertaken by central our state department for promoting tourism industry
- Visit a travel agency and observe the operation of their services like type of accommodation and amenities which offered by them.
- To prepare 10 days itinerary-tour programme on any three states

#### References:

- Bhatia, A.K. : Tourism Development- Principals and practices sterling publishes private ltd, New Delhi, 1986
- Seth, Pran: Successful tourism management- Tourism practice sterling publishers private ltd, New Delhi, 1997
- NegiJamohan : Tourism and travel concepts and principals Gitanjali publishing house, New Delhi, 1990
- Marwah, Ganguli, Sheety: Travel and Tourism, VipulPrakashan Mumbai, 2001
- Seth Pran: Successful tourism Management- Fundamentals of Tourism, Sterling publisher's private ltd. New Delhi 1997

#### Subject code- 1105

#### Indian Background of Art and Architecture, Religion and Social Structure

##### Introductions:-

This course aims at introducing the learners to a critical inquiry into the growth of Indian Architecture and Social and cultural changes in India.

##### Objectives:-

- a. Understand the Art and Architectural Monuments in India
- b. Gain information about contemporary background of cultural and social structure.
- c. Understand the value of travel industry and consciously apply those in practice.

**Course Content:**

<b>Sr. No.</b>	<b>Unit Title</b>	<b>Content</b>	<b>Suggested Teaching Learning Methodology</b>
1	Architecture	1.1 Harappa Architecture 1.2 Buddhist and Jain Architecture 1.3 Hindu Architecture Origin and Development a) Narthan b) Dravidian C) Chalukyan 1.4 Indo Islamic Architecture a) Pre Mughal b) Mughal C) Post Mughal 1.5 Indo – European and Modern Architecture	A combination of the following methods for teaching / learning may be used and attenuated as clarinet.
2	Sculpture	2.1 Mauryan 2.2 Sunga 2.3 Kushana a) Mathura b) Gandhrava c) Amaravati 2.4 Gupta. A) Mathura b) Sarnath c) Central India 2.5 Post Gupta A) Chalukya b) Rashtrakuta C) Pala D) Pallava E) Chola F) Hoysalas.	- Lectures and Discussion - Use of Literatures - Group assignments and Presentation - Visit at museums on Archeological sights
3	Painting	3.1 pre historic 3.2 Ajanta 3.3 a) Eastern School : Pala Paintings b) western School : Jain Paintings 3.4 Rajasthani&Pahari Schools 3.5 DeccaniSchool 3.6 Modern Paintings	
4	Indian Handicrafts & textiles regional specifications.		
5	Performing Arts	5.1 Musical Classical & Folk 5.2 Dance - Classical and Folk	
6	Religion	1.1 Hindusim 6.2 Buddhism 6.3 Jainism 6.4 Skhism 6.5 Zoroastrianism 6.6 Christianity	

7	Social Structure	5.1 Traditional & Contemporary a) Caste b) Marriage & Family c) Women in India	
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Assignments:-

- Visit any archeological sights like- Karla-Bhaja- Elephanta Kanheri caves as a tourism point of view.
- Study traditional Indian – Art and get Report on Rajasthani paintings
- Write a report on Indian textile and handicraft which is a source of promoting tourism economy
- Visit any three Museums in Mumbai and get the information about it and make study of its utilization in tourism industry

References: -

- Tomary, Edith: - History of fine Arts, Orient Longmans Ltd, London, 1968
- Basham, A.L.: The wonder that was India, Macmillan Publish., Ltd, London, 2001
- Marwah, Gunguli, Shetty: - Travel & Tourism, VipulPrakashan, Mumbai, 2001

## Subject code- 1106

### Organization and Management

#### Introductions

This course aims at introducing the learners to important to the new insights in the Travel field.

#### Objectives

1. Understand the concept of organizing.
2. Understand the concept of management.
3. Understand the skills required to survive in the travel industry.
4. Understand the socio-economic significance of tourism industry.
5. Understand the working of travel agencies.

6. Gain familiarity with reservation procedure.

**Course Content:**

<b>Sr. No.</b>	<b>Unit Title</b>	<b>Content</b>	<b>Suggested Learning Learning</b>
1	Communication skills	<ul style="list-style-type: none"> <li>• Meaning</li> <li>• Types of communication</li> <li>• Listening skill</li> <li>• Facing an interview</li> <li>• Memo's, routine correspondence</li> </ul>	Lectures & Discussion
2	Hotel organization management and marketing	<ul style="list-style-type: none"> <li>• Reservation procedure</li> <li>• Room Divisions</li> <li>• Food divisions</li> <li>• Sales and Marketing</li> <li>• Customer Relations</li> </ul>	Lectures & Discussion
3	Travel agency management and Marketing	<ul style="list-style-type: none"> <li>• Travel information</li> <li>• Insurance</li> <li>• Tours and Types of tours</li> <li>• Travel agencies commissions</li> </ul>	Lectures & Discussion
4	Marketing Tourism	<ul style="list-style-type: none"> <li>• Marketing v/s selling</li> <li>• Public Relations</li> <li>• Media promotions advertising</li> <li>• Sales promotion, sales calls</li> </ul>	Lectures & Discussion
5	Office Management	<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Meaning</li> <li>• Role of office in an organization</li> <li>• Workings of office</li> </ul>	Lectures & Discussion

References

2. Taylor Shirley, Communication For Business Person Education (Singapore), 2004

3. Shai M.I. Modern Office Management, KitabMahal, Allahabadl, 1980
4. Trade wings Institute of Management, Airline and Travel management, Mumbai 2002
5. Kale. N.G. Ahmed in. Management and Production Planning, VipulPrakashan, 2005
6. Vaz Michael, Marketing Management Himalay Publication, Delhi 2001
7. VazMichael, Management Organization Development, Himalaya Publication, 2003

## **Practical**

### **Subject code- 1201 Computer Reservation System**

#### **Introduction**

Travel industry today is revolutionized by information technology. Computer reservation system (CRS) is today an integral part of this service oriented industry. Knowledge of at least one CRS is necessary for any travel industry professional. It is one of the eligibility criteria for the post of reservation executive especially in flights ticketing department. For this subject special CRS-"Amadeus" software is installed in college computer. It contains all the basic levels of CRS operations. The software has 40 units each having three different sections "Classroom", "Agency" and "Review". The subject is taught with practical's where in the students are made to practice on the Amadeus software and in theory lectures the entry inputs and the outputs are explained along with its actual usage in the travel industry.

#### **Objective**

- To equip students with the practical knowledge of the CRS system.
- To increase the students overall employ ability since CRS knowledge is one of the main eligibility criteria for jobs in Travel companies, Airlines, etc.

- To make students aware of the practical applications of rules in ticket, car and hotel reservations.
- To make students successfully master the CRS by making them complete all sections and learn the input entries and the outputs.
- To give an added advantage to the theoretical knowledge of Travel industry

**Course Content:**

<b>Sr. No.</b>	<b>Unit Title</b>	<b>Content</b>	<b>Suggested Learning</b>
1	Encoding and decoding	IATA coding	Practice on software Amadeus
2	Fight availability	Availability Entries	Practice on software Amadeus and Tutorials
3	Follow up availability		
4	Alternative availability entries		
5	Selling from availability	Seat Sale	Practice on software Amadeus and Tutorials
6	Selling by carrier and flight		
7	Waitlisted and ARNK Segment	Segment Status	Practice on Software Amadeus
8	Name element	PNR Building	Practice on software Amadeus and Tutorials
9	Contact element		
10	Ticketing element		



1-10	Unit 1-10: "Agency" & "Review" Section		
1-10	1 <sup>st</sup> Omterma;s – (Unit 1-10)		Test, Assessment and Discussion
11	Received from element	PNR building	
12	Building A PNR		
13	Supplementary Data		
14	Optional Service Information		
15	Special Sevice Request		
16	Retrieving and display PNRs	PNR Functions	Practice on software  Amadeus & Tutorials
17	Cancelling PNR elements		
18	Modifying PNR elements		
19	Changing segment status		
20	Splitting a PNR		
11-20	Unit 11-20: "Agency" & "Review" Section		

11-20	2 <sup>nd</sup> Internals-(Unit 11-20)		TEST, ASSESSMENT AND DISCUSSION
21	Fare Notes Fare Display Options	Airfare Entries	Practice on software  Amadeus & Tutorials
22			
23	Fare Notes		
24	Itinerary pricing	PNR Pricing	
25	Pricing Option		
26	Issuing Tickets	Ticketing	Practice on software Amadeus
27	Advanced seat assignment	Seat maps	Practice on software Amadeus
28	Queues	Queues functions	Practice on software Amadeus
29	Central profiles	Profiles	Practice on software Amadeus
30	Reference information	Help topics	Practice on software Amadeus
21-30	Unit 21-30: "Agency" and "Review" section		
	3 <sup>rd</sup> Internals – (Unit 21-30)		Test, Assessment and Discussion

31	Hotel list displays	Hotel Module	Practice on Software
32	Hotel availability and rates		Practice on software Amadeus
33	Hotel features		
34	Selling hotel segments		
35	Modifying hotel segment		
36	Car Availability and rates	Car module	Practice on Software
37	Car terms and locations		
38	Selling care segments		
39	Modifying car segments		
40	Miscellaneous Entries	Other misc. entries	Practice on software Amadeus
31-40	Unit 31-40: Agency & Review section		
	4 <sup>th</sup> Internals – (Unit 31-40)		Test, Assessment and discussion

**Subject code - 1202**  
**Indian Tour Project**

## Introduction

The "Indian Tour Project" is a project where in a report-project is to be made on the state of visit. Every academic year an Educational visit (long Haul) is compulsory. The state visited is the topic of the project. The subject is taught with computer aides, by internet research, tour discussion, tour brochures and maps. In the project the students are supposed to write about the state all the information. They are expected to give their observations on each visited sight during their visit. On the basis of these observations they are supposed to give an analysis of the state with respect to its tourism potential. They are expected to give any reforms or development plans necessary for the tourism development in the state.

## Objectives

- To make the students able to handle projects individually so as to enhance their creativity and knowledge application skill.
- To make students aware of the way a professional project is made which will be helpful in their future career.
- To give students a learning experience in using the internet for destination research.
- To teach students about various ways in order to procure the official and authentic tourist information about different sights.
- To make students not just visit the place but observes it and hence make proper use of the educational visit.
- To enhance students analyzing power and knowledge application by asking them to give reforms and development plans.

### Course Content:

Sr. No.	Content	Suggested Learning
1	What is an Itinerary? Characteristics of Good Itinerary Planning	Tour Brochures
2	Discussion of the Tour State	On computer official tourism website
3	State facts file, introduction and tourism, maps, regional / political	On computer official tourism website
4	History, Geography: Flora, Fauna, Climate, Culture: Religion, Arts, Cuisine, Music, Dance, Festivals, Etc.	On computer official tourism website, Travel Blogs, etc.

5	Major tourists cities in the state	Tour Brochures
6	Major tourist attractions	Tour Brochures
7	The Itinerary followed	The actual Itinerary as per the Tour visit.
8	Observations with respect to 5A's	
9	The suggested tourism reforms and development plan as per the observations	
10	Analysis of the overall state and its future aspects in tourism industry	
11	Assessment and Viva	

## **Subject code- 1203**

### **21 Days Itinerary**

#### **Introduction**

The "21 Day Itinerary Project" is a project where in a 21 Day Tour Itinerary is to be designed containing any three countries (Except India). The subject is taught with Computer aides – by internet research, maps, travel books, tour brochures, etc. in the project the students are supposed to choose any three countries of important tourist destinations in a single IATA area. They have to prepare a logical, practical and marketable tour Itinerary. They are expected to give all the information about the countries of visit and day to day programme of the Itinerary.

#### **Objective**

- To make the students able to handle projects individually so as to enhance their creativity and knowledge application skill.

- To make students aware of the way a professional project is made which will be helpful in their future career.
- To give students a learning experience in using the internet for destination research.
- To teach students about various ways in order to procure the official and authentic tourist information about different countries.
- To make the students aware of the step by step procedure of designing a successful itinerary.
- To make the students aware of all the practical difficulties that may arise while making an actual itinerary. In travel industry, the tour itinerary designing is one of the major duties of a Reservation Executive-vacations department.

**Course Content:**

<b>Sr. No.</b>	<b>Content</b>	<b>Suggested Learning</b>
1	About the project in general, format and introduction	On the Computer with Internet Research, Travel Books, etc.
2	What is an Itinerary? Characteristics of Good Itinerary Planning	Tour Brochures
3	Discussion of the top tourist countries in each continents.	On computer with slide shows
4	IATA areas, Round trip Itineraries, Basic rule so be followed in Itineray making	Tour Brochures
5	Shortlisting of the three countries by each student to make a plausible itinerary.	Maps and online interactive maps
6	Format of the 21 days project. How a professional project needs to be made. Guidelines regarding fonts, langugge and pictures	
7	Different resources of information, how to research online for authentic information	On the computer with Internet research, Travel Books Travel Blogs, Official Travel sites, etc.
8	Aim of project and index writing, numbering and rules to be followed.	"

9	Basic information of all the three selected countries. Fact file, Introduction, Map and Flag	"
10	Travel Formalities of each country. Authentic information	"
11	History, Geography, culture of the three countries selected.	"
12	Selection of the best cities for the itinerary.	"
13	Checking the travel arrangements are as per the local laws and practically possible.	"
14	Basic information of all the selected cities	"
15	History, Geography, culture of the cities selected.	"
16	Travel attractions of the cities, facts and information	"
17	Finalizing the day to day sightseeing options in the main itinerary.	"
18	Accessibility, Accommodation options of the cities.	"
19	Entertainment, Souvenirs, other miscellaneous information of each cities	"
20	Selections of photos and final formatting	"

**Subject code- 1204**

**Internship for two months in travel agencies**

Students will get hands-on experience of working in various departments of a travel agency and learn to be travel professionals.