

SENIOR SCHOOL CURRICULUM

2017-18

TRAVEL AND TOURISM

Preamble

- Tourism is the largest industry of the world. It is the sum of the phenomenon and relationship arising from travel and stay of non-residents in so far as they do not lend to permanent residence.
- Tourism is probably the first largest foreign exchange earner and therefore has unprecedented multiplier effect on development and economic change. Tourism singly can solve our balance of payment problem as witnessed and recorded in the case of several countries of Asia-Pacific. It is a fast emerging and developing industry, which has probably no match in the Indian industrial scenario.
- Tourism is the only subject which can provide complete knowledge of our great country i.e. our culture, traditions, our social history, hidden treasures of our country (natural beauty, monuments, places of pilgrimages etc.), development scenario and aspirations. Tourism is the passout for international understanding, peace and prosperity.
- Tourism has the largest potential for employment as compare to other sectors directly and indirectly. A balanced vocational oriented education to students is the need of the hour to satisfy the ever increasing demand of the modern tourism because at present tourism potential is very high and fast. Nature has gifted India with natural beauty, hill stations and the unique culture. The richness of our past with great landmark monuments and breathtaking scenic beauty are more important than the legendary Indian Hospitality which a tourist is bound to get. CBSE has taken a much desired step to meet this challenge in right direction by framing a curriculum for tourism education at the +2 stage.

CLASS–XI ELECTIVE TOURISM RESOURCES IN INDIA (756) THEORY

Time: 3 Hours

Marks: 60

Unit–1: General Conceptual Survey

7

- Introduction.
- Definition and Concept of Tourism Resources.
- Characteristics of Tourism Resources.
- Basis of Classification of Tourism Resources.
- Key Terms used in the unit.

Unit–2: Physical Tourism Resources - Mountains and Valleys

4

- Introduction.

- Indian Himalayas.
- Aravali Mountain Ranges and Tourism.
- Western Ghats-Malabar (Sahyadri Mountains) and Tourism.
- Eastern Ghats (Coromondal Coast) and Tourism.
- Ten Stunning Mountain and Valley Attractions in India.
- Key Terms used in the unit.

Unit-3: Tourism Physical Resources-Hill Stations, Duns, Plaeaus, Desert, Wetlands and Plains **4**

- Introduction.
- Hill Stations and Duns in India.
- Hill Station of North-Eastern States (Manipur, Meghalaya, Nagaland, Sikkim, Tripura & Mizoram).
- Plateaus and Tourism.
- Plain and Tourism.
- Wet Lands, Ramsar Sites and Tourism.
- Key Terms used in the unit.

Unit-4: Tourism Physical Resources-Coastal Lands and Beaches **4**

- Introduction.
- Sea Shores.
- Beaches and Tourism.
- Key terms used in the unit.

Unit-5: Tourism Physical Resources-Islands **3**

- Introduction.
- Andaman and Nicobar Groups of Island.
- Lakshdwep Group of Islands.
- Majuli Islands.
- Other Islands of India.
- Key Terms used in the unit.

Unit-6: Tourism Physical Resources-Rivers, Lakes and Canals **16**

- Introduction.
- Major Rivers in India.
- Lakes and Canals Tourism in India.
- Key Terms used in the unit.

Unit-7: Tourism Bio Geographical Resources in India **6**

- Flora and Fauna of India.
- Eco Tourism.

- Wild Life Sanctuaries.
- Top Ten famous Bird Sanctuaries of India.
- Botanical Gardens in India.
- Key Terms used in the unit.

Unit-8: Tourism Cultural Resources in India

16

- Introduction.
- Built up Tourism Cultural Resources.
- Religious Tourism Cultural Resources.
- Sport Resources.
- Conservatories of India.
- Entertainment Resources.
- India Cuisines as Tourism Resources.
- Art, Artifacts and Handlooms.
- Transportation Network and Tourist Infrastructure.
- Key Terms used in the unit.

PRACTICAL

Time: 2 Hours

Marks: 40

- Map Work: Identification, Demarcation and Plotting.
- A visit to a tourist site/ hotel.
- Teachers should teach students according to their Respective Regions.

**CLASS-XI
ELECTIVE**

TOURISM CONCEPTS AND PRACTICES (757)

THEORY

Time: 3 Hours

Marks: 60

Unit-1: Introduction to Tourism

7

- Definition of Tourism.
- Elements of tourism – Man, time and space.
- Definition and differentiation - Tourist, travelers, visitor, transit visitor and excursionist.
- Leisure, recreation and tourism and their Interrelationship - Diagram.
- Characteristics of tourism – Service Characteristics, how to overcome service characteristics.
- Components of tourism – A's and S's of Tourism (Tourism resources, attractions, product, market, industry and destination).

Unit-2: Tourism: A Historical Account

6

- Travel in early times.
- 'Renaissance' and 'Age of Grand Tours.
- Industrial revolution and tourism.
- Tourism in modern times.
- Tourism in India: an account – Rahul Sankalyan, Tirthatan, Deshartan, Paryatan, modern travel.
- Tourism circuits.

Unit-3: Concepts of Tourism **8**

- Tourism systems.
- Tourism Motivators
- Barriers to Tourism - Overcoming barriers to tourism.
- Forms of Tourism – In bound outbound, domestic (UNWTO – Diagram).
- Types of Tourism – Ethnic tourism, adventure tourism, rural tourism, eco-tourism, medical or health or wellness tourism, Sustainable tourism, etc.
- Types of Tour packages.
- Defining Tourism Impacts – Socio cultural, economic and environmental.

Unit-4: Tourism Components – I **8**

- Attraction – Resources, products, sites, destinations.
- Types of Attraction – man-made and symbiotic.
- Accessibility –Modes of Transportation and significance.
- Amenities: Health and hygiene, security.

Unit-5: Tourism Components – II **8**

- Significance of Accommodation.
- Types of Accommodation – Based on facilities, based on location, based on length of stay.
- Meal Plan of booking accommodation.
- Available packages – Short trip, weekend trip, long trip.
- Activities.
- Ancillary services – Guides, escorts, shopping for souvenirs, health services, documentation, telecommunication, Foreign Exchange.

Unit-6: Inter Linkage between Geography and Tourism Industry **8**

- Significance of Geography in tourism.
- Defining – Longitude, latitude, time calculation.
- Physical and Cultural Geography.
- Geographical features and their role in Tourism – Canyon, Hills, rivers, lakes, deserts, beaches etc. with examples.
- Map reading and cartography.
- Indian geography.

Unit-7: Inter Linkage between History and Tourism Industry **8**

- Significance and importance of History in tourism.
- Heritage Tourism – types, promotion.
- Defining – Heritage, historical sites, Archaeological sites.
- Guiding around Heritage sites.
- Role of ASI and ASI sites.
- World heritage sites in India.

Unit-8: Tourism Organizations and Trends **7**

- Defining the role of Ministry of Tourism Govt. of India.
- Defining the role of State Tourism Development Corporations.
- Public-private partnerships in tourism.
- Role of local bodies and NGO's.
- Functions of UNWTO, IATA, IATO, TAAI.
- Factors responsible for growth and development of tourism.
- General Trends in National & International Tourism trends.
- Emerging trends.

PRACTICAL

Time: 2 Hours

Marks: 40

- Computer Skills with access to computer for getting information related to tourism from internet as well as basic information from Windows and MS Office. **20**
- Project work based on newspaper and magazine cutting on tourism related news. **10**
- Role play with regard to information dispersal to guests / tourists. **10**

CLASS-XI

GENERAL FOUNDATION COURSE (501)

Time: 3 Hours

Marks: 100

Part-I: (Compulsory to all Vocational Courses)

Marks: 50

A. Business Management and Entrepreneurship **30**

- (a) **Entrepreneurship Orientation** **5**
Importance and relevance in real life: Emphasis on self employment.
- (b) **Entrepreneurship Values and Attitudes** **5**
Innovativeness, Independence, Risk Taking, Analytical ability.
- (c) **Entrepreneurial Motivation** **5**
Achievement Planning, personal efficacy, entrepreneurial goal setting.

(d) Launching of a Business Venture	15
Identification of project, steps in setting up a business, information about various institutions providing assistance, project formulation.	
B. Computational Skills	10
(a) Percentage, ratio & proportion, profit & loss, discount, simple and compound interest, population growth and depreciation of value of articles using logarithm.	6
(b) Area and volume: rectangle, parallelogram, circle, cube, cone, cylinder & sphere.	4
C. Environmental Education	5
(a) Environment and the society.	
(b) Environment properties risks in different economic enterprises, in use of raw materials, in processing / manufacturing and designing.	
(c) Poverty and environment.	
D. Rural Development	5
(a) Agriculture, the back bone of Indian Economy.	
(b) Rural development projects in India including Integrated rural development programme.	
(c) Agro based rural industries.	
(d) Community approach to rural development.	

Part-II

Marks: 50

1. Definition of Tourism and Travel.
2. Linkages between Leisure, Recreation and Tourism.
3. Types of Tourists and their motivations.
4. Destination and supply areas and their relationship.
5. World's best destinations and magnitude of tourist flow: motivation, realization and satisfaction.
6. Types of Tourism. Domestic v/s International Tourism. Determinanants and Catalyst of development, Social change and peace, Impart Assessment and Future Trends.
7. Tourism promotion, organisation and impact.
8. India as a destination: India is not only Tajmahal but there are other hidden treasures of Tourist interests.
9. India's Tourism: Types and places of Tourist interest in India.
10. Steps to promote Tourism and form of concessions like Leave Travel Concession (LTC).
11. Cost and benefit of Tourism.
12. Tourism Marketing Practices in India and their impact.
13. Suggested strategies.
14. Write notes on WATA, UFTAA, UTDC, ITDC, TAAI, WTO, IATA, State Tourism, HPTDC, UTDC, PTDC, Indian Airlines, Air India, Airport Authority of India.
15. Private Agencies and promotion of Tourism and Travel facilities.

**CLASS XII
ELECTIVE
INTRODUCTION TO HOSPITALITY MANAGEMENT (756)
THEORY**

Time: 3 Hours

Marks: 60

Unit-1: Introduction to Hospitality Management	7
<ul style="list-style-type: none">• Meaning, concept, origin and development of hospitality industry. Importance of customer care in hospitality & Eco friendly practices in hospitality.• Concept of Ecotels. Famous hotel chains in India and worldwide. Role of hospitality industry in tourism.	
Unit-2: Organisational Structure of Hotel	6
<ul style="list-style-type: none">• The important functional departments of the hotel, their functions, Organizational chart of hotels (Large, Medium, Small) Facilities provided in hotels.	
Unit-3: Classification of Hotel	8
<ul style="list-style-type: none">• Room Types & Tariffs - Types of rooms, Food/Meal plans, Types of room rates. (Rack, FIT, crew, group, corporate, weekend etc.), Classification of hotels (based on various categories like size, location, clientele, length of stay, facilities, ownership) Registration and gradation of hotels.	
Unit-4: Distribution Channel	8
<ul style="list-style-type: none">• Meaning and definition of hospitality distribution channels, functions and levels of distribution channels, basics of major hospitality distribution channels-travel agents, tour operators, consortia and reservation system.	
Unit-5: Introduction to Front Office Division	8
<ul style="list-style-type: none">• Front Office department and its functions, Sections and layout of Front Office, Organizational chart of front office department (small, medium and large hotels), Duties and responsibilities of various staff, The guest cycle, Property management systems, Attributes of front office personnel, Co-ordination of front office with other departments of the hotel. The organization structure of rooms division.	
Unit-6: Front Office Services	8
<ul style="list-style-type: none">• Equipments used (Manual and Automated), Role of Front Office- Key control and key handling procedures, Mail and message handling , Paging and luggage handling, Rules of the house (for guest and staff) , Black list, Bell Desk and Concierge	
Unit-7: Front Office Communication and other Attributes	8
<ul style="list-style-type: none">• Communication Fundamentals- Telephone etiquettes, Important terminology used in hotels Professional Attributes- Attitude towards your job, Personal Hygiene, Uniforms, Care for your own health & safety.	
Unit-8: Front Office and Guest Safety and Security	7

- Safety practices & procedures- Accidents, types, nature, classification, Preventive measures for each type of accident, Reporting accidents, First aid - meaning, importance, and basic rules. Fire Prevention.

PRACTICAL

Time: 2 Hours

Marks: 40

Front Office (Identification of various vouchers): The students will have to draw one or two of the following vouchers and according to the case study fill up the vouchers (desk work).

10

- Registration Card.
 - Reservation Form.
 - Amendment Slip.
 - Cancellation Slip.
 - Arrival/departure notification slip.
 - VIP amenities voucher.
 - Miscellaneous charge voucher.
 - Allowance voucher.
 - Paid out voucher.
 - Message slip.
 - Guest Folio.
- (i) Telephone etiquettes and manners. **10**
- (ii) Front desk grooming and other essentials – body language, speech modulation which includes articulation, variation control of pitch and tonal quality. **10**
- (iii) Role play: Guest Check-in and check-out procedures for FIT's/GIT's/Crews etc. (The student should be able to handle the entire procedure independently), Luggage handling procedures on guest arrival/departure, Scanty Baggage procedures, Left Luggage procedures, Safety locker procedures, Calculation of various occupancies & revenue. **10**

CLASS–XII ELECTIVE

TRAVEL AGENCY AND TOUR OPERATIONS BUSINESS (757)

THEORY

Time: 3 Hours

Marks: 60

Unit–1: Introduction to Travel & Tourism Business

8

- 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.
 - (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

8

- 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.
 - Types of cost.
 - 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.

CLASS-XII
GENERAL FOUNDATION COURSE (501)

Time: 3 Hours

Marks: 100

Part–I: (Compulsory to all Vocational Courses)

Marks: 50

A. Business Management and Entrepreneurship **30**

Management of Business

Elementary treatment/exposure to basic conceptual frame work of the topic listed below:

- (a) Basic Function. **6**
- (b) Marketing Management. **6**
- (c) Financial Management. **6**
- (d) Production Management. **6**
- (e) Personnel Management. **6**

B. Computational Skills **10**

- 1. (a) Solution of linear equations and their application to problem of commercial mathematics. **5**
- (b) System of linear equations and in equation in two variables. Applications in formation of simple linear programming problems.
- 2. Statistics: Raw data, bar charts and Histogram; Frequency Tables; Frequency Polygon; Ogive; Menu, Median and Mode of ungrouped and grouped data; Standard Deviation; Introduction to Mortality tables; Price Index etc. Introduction to Computers. **5**

C. Environmental Education & Rural Development **10**

- 1. **Environmental Education** **5**
 - (a) Modernisation of agriculture and environment, irrigation, water logging, use of fertilisers, pesticides, soil erosion, land degradation (desertification and deforestation), silting and drying of water resources.
 - (b) Rational utilisation, conservation and regeneration of environmental resources (soil, air, water, plant, energy, minerals).
- 2. **Rural Development** **5**

Principles and goals of rural development, major problems/constraints in rural development in India.

Part–II

Marks: 50

Writing of a Project Report of 50 marks is compulsory. Selection of topics/themes for the project report should be such that the students apply and test their knowledge acquired through the courses which they have attended. The following themes are suggested. However, the teacher concerned has the freedom to modify the suggested themes.

- A.
 - 1. Tourist Products of India - anyone.
 - 2. National Parks and Wildlife Sanctuaries.
 - 3. Architecture of India.
 - 4. Visitor's service and amenities and tourism promotion.
 - 5. Packaging of Tourist Products of India.
 - 6. Role of Govt. and private agencies in tourism promotion.
 - 7. Tourism impact analysis.

- B.
1. Transport and tourism linkages.
 2. Indian Railways and tourism.
 3. Role of Air India and Indian Airlines.
 4. Road Transport and tourism development.
 5. Itinerary planning and development.
- C.
1. Marketing strategy for India as a tourist product.
 2. Tourism administration.
 3. Human resource development for tourism.

LIST OF RECOMMENDED BOOKS

1. Tourism Concepts and Practices, Class–XI, Published by CBSE.
2. Tourism Resources in India, Class–XI, Published by CBSE.
3. Travel Agency and Tour Operation Business, Class–XII, Published by CBSE.
4. Introduction to Hospitality Management, Class–XI, Published by CBSE.
5. Introduction to Tourism-II, Class–X, Published by CBSE.
6. Introduction to Tourism–I, Class–IX, Published by CBSE.
- 7.

LIST OF EQUIPMENTS

Quantity

1. Interior Designing

Wall Treatment.

Window Curtains / Blinds.

Carpets.

Light Fitting.

2. Furniture / Travel Desk

Tables

Chairs (Revolving).

Visitors Chairs.

Sofa set with Coffee Table.

Cup Board.

3. Monitor / CPU / UPS / Key Board / Mouse / Camera / Head Set / Printer

Television.

LCD Projector with Sound System.

Telephone.

4. Boards

Sign Board.

.
2
6
1 Set
2
1
1
1
5

Currency Exchange rate Board.	1
Notice Board.	1
Display Board (Country / Airline / Currency / Capital).	1
Laminated Maps, Foldable Map (World / India Political / Tourist Route)	3
Display of Currency Board.	1
Globe (Large).	1
Clock (for displaying various country times).	7
Poster Laminates.	4
Large Flower Vase with Flowers.	1

5. Material (Hard / Soft)

- Lonely planet of world and different major tourism based countries.
- Virtual tour of various states in CD format.
- Foreign Currency of Major Countries (to display only)

