

**SANT HIRDARAM GIRLS COLLEGE**  
**DEPARTMENT OF COMMERCE**  
**CERTIFICATE PROGRAMME IN TOURISM STUDIES**

**COURSE OBJECTIVES**

Certificate Program Tourism Studies, In association with Aakash Aviation Academy, get ready students in Travel, Tourism, and Hospitality and in Aviation Sector. The main content of the course are passport making, VISA Formalities, and E-Ticketing Software etc. The Program Furnish students for placements in TTHA (Travel, Tourism, Hospitality and in Aviation) Sectors.

**COURSE OUTCOME**

Learners would be able to: understand fundamentals of tourism from the management, marketing and financial perspectives. Understand the concepts of travel and tourism, the framework of the system, types and form of tourism as well as the impacts of tourism. There are jobs as Reservation and counter staff, Sales and marketing staff, Tour Planners and Tour guides. There is also the requirement of Information assistants at the office of the Tourism departments who are selected through competitive examinations held by the Staff Selection Commission.

**COURSE MODULE/CONTENT**

**SANT HIRDARAM GIRLS COLLEGE  
2019-20  
SYLLABUS OF CERTIFICATE COURSE  
TRAVEL AND TOURISM MANAGEMENT**

UNIT	CONTENTS
I	Tourism -meaning, definition, products, types, components. Meaning of Tourist, visitors, Excursionist Various forms and types of Tourism. Means of Transport-Road ways, Rail ways, Air ways, and Water ways .An introduction to Hospitality industry –various forms and types of accommodation and their importance, A basic outline of the composition of a Hotel, brief introduction to function of various constituents parts of a hotel. Hotel Products, Types of Hotel Product, Hotel facilities and services, Room types, Meal Plans. A broad and classified description of various career prospects available in TTHA.
II	An introductory description of Travel agency, Role and function of a Travel agency. Travel formalities Passport, VISA, Health requirements taxes customs, currency, travels insurance, baggage and airport information Travel documents - Passport, Types of Passport, VISA, Types of Visa, Taxes, Customs Currency, Other forms of payment. Definition, History, and Types of Tours, Custom-Designed Tours Independent Tours, Hosted Tours, Escorted Tours, Pre package Tour Components Transport Accommodation, Itineraries, Sightseeing, Meals
III	An Introduction of Aviation Industry Role of IATA, IATO, TAAI, etc, Availability, Booking, Baggage Baggage claim area, Billing and Settlement Plan(BSP), Boarding pass, Charter (flights), Code share Computer Reservation system(CRS), Connecting flight, Customs, Gateway, GDS, Infant, Itinerary Multiple Purpose Document (MPD) or Miscellaneous charges Order(MCO), Neutral unit o Construction (NUC), No-show, Open Ticket, Passengers Name Record (PNR), Revalidation, Stopover Transfer, Transit, Unaccompanied minor (UM), Sending Information to airlines and special Service codes, Special Service Requests (SSR), Other Service information messages (OSI), special passengers Types of Class, Baggage Allowance, world geography.
IV	Galileo GDS Air reservations- Introduction ,Course Objective ,Course content ,Introduction PC hardware &Terminology Important Key ,Use of Control Keys ,Printability ,Focal point ,Sign- on ,Work Areas Encode/Decode ,Scrolling Commands ,Time Table ,Availability ,Sell Agreement. Booking file Creation ,Mandatory Fields ,Phone Field .Received Field ,Itinerary ,Direct Sell Open Segment ,Segment Change ,Segment Cancel ,Name field ,Add Group Name ,Ticketing Arrangement ,Passing Ticket numbers ,Redisplay Record / End Transact / Ignore Transact Retrieval Booking File ,Special Service Requirement ,Meal Request ,Seat Request ,Mileage Membership ,Advanced Passengers Information ,Note Pad ,Vendor Remark ,Address field Delivery Address ,Review Booking file field ,Change Segment Status ,Action / Advice Codes Itinerary Remark Field ,Booking File listing ,Queues ,Divide Booking File ,GIS ,Stand Alone Entries ,Fares ,Galileo-360degree-Fares ,Fare display ,Focal point Shopping ,Fare Quote Itinerary ,Cancel File Fares ,Fare Quote-Status Codes ,Automated Plating Carrier Logic Travel Industry Phonetics.

V	Room master -Introduction ,Benefits of Room Master ,What is Room Master ,Participation Level Encode/Decode ,Hotel Function Identifiers ,Hotel Index ,Hotel Reference Point ,Hotel Availability Search Qualifiers ,Hotel Availability Update ,Hotel Description/Policies ,Hotel Complete Rates, Hotel Rules Validation, Sell, Reference Sell, Optional Sell Field Direct Selling Modification Cancellling a Hotel Segment, Negotiated Rates, The Five Step Process, Galileo Hotel Images. Car master- Introduction ,Participation Levels ,Encode / Decode ,Car Availability ,Search Qualifiers Ca Availability Update ,Car Index ,Car Description ,Car Reference Points ,Rules Display ,Car Sell Direct Sel ,Steps for Making a Car reservation ,Car Modify ,Cancel Car Segments Communication with Car Vendo
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**Practical and Field Exposure-**

- Visit to Air port, Travel agencies, Railway station Sanchi Bheem and Betika
- Projects on Habibganj Railway station, Bhopal Airport, on Road transport (Verma Agency), E - Ticketing, Travel agency business etc.
- Guest Lectures by renowned professionals

<u>Scheme of Examination</u>	
Theory	50
Practical	50
Project	100
<b>Total Marks</b>	<b>200</b>

<u>Pattern of External Evaluation</u>		
<b>Theory:</b>		<b>Practical:</b>
Sec. A: Objective 10 x1=10		Visit- 10x3 =30 (3 visits)
Sec. B: Short Answers -05 x3=15		Guest Lecture - 10x2 =20(2 guest lecture)
Sec. C: Long Answers - 05x5=25		

**References:**

1. International Tourism Management, Jagmohan Negi, S chand Publication
2. Tourism Management, Sudhendu Narayan Mishra,Excel Book
3. Hospitality & Tourism Management, Rajat Gupta, Nishant Singh, Ishita Khar, @Atabesh Kumar Bhatnagar S chand Publication
4. Introduction to Tourism and Hotel Industry, Mohammad Zulfikar, S Chand Publication
5. Tourism and Travel Management, Biswanath Ghosh,S chand Publication
6. Professional Hotel Management, Dr Jagmohan Negi, S chand Publication
7. Marketing for Hospitality, bulter, Bowen, Makins, PEARSON
8. Tourism, Cook Yale,Marquis, PEARSON

**COURSE FEES- INR 4000**

**DURATION OF COURSE- 3 MONTHS**