

**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)

<b>I.      Travel Agency:</b>	<b>12</b>
Definition & importance	
Function	
Organizational structure	
Departments	
Registration & documentation	
Staff requirement	
<b>II.     National &amp; International organization:</b>	<b>12</b>
(IATA, UFTA, WTO, PATA, UNESCO, ITDC, TAAI & IATO, OTHER STATE ORGANIZATION)	
Importance & functions	
Co-operation to the tourist industry	
<b>III.    Transportation:</b>	<b>2</b>
Air- various airlines and their codes Private air taxi	
Railway- National and International	
Road- Tourist cars and coaches	
Marine- Passenger ships	
- Cruises	
<b>IV     Travel Terminology:</b>	<b>6</b>
<b>V      International Tourism:</b>	<b>6</b>

<b>VI</b>	<b>Marketing:</b> Nature (definition, scope)/ Classification Characteristics & services Development of marketing strategies Linkage of tourism with other sectors (transport, tourism organization, Travel industries, accommodation, nutrition/ catering)	<b>12</b>
<b>VII</b>	<b>Tour packaging:</b> Nature (definition, meaning, importance) Pricing/ cost calculation Designing & printing of tour material (brochures, pamphlets etc) Itinerary (domestic & international)	<b>12</b>
<b>VIII</b>	<b>Travel formalities:</b> Passport (types & procedures) Visa & customs Health certificate & travel insurance Exchange rate/ concessions (road/ rail/ air)	<b>12</b>
<b>IX</b>	<b>Accommodation:</b> Introduction (definition, meaning, importance) Classification (grading system) Types Hotel vouchers	<b>12</b>

### **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
- Tourism Marketing
- Tourism Principles & Practices
- Marketing Management

Mohinder Chand  
Waheb S Grampter  
Cooper, Flether el all  
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 (5)  
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)
- Q.6. Long tour: report (10)  
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
- Marketing of services
- Marketing in Hospitality Industry

Merissen Jone  
Christopher Lovelock  
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.**