TRAVEL AND TOURISM
CLASS XII
TRAVEL AGENCY AND TOUR OPERATIONS BUSINESS (757)
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.
- Origins of travel agency.
  (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**

• 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**

• Meaning and Types of Cost.
• Concept of Tour Costing.
  (i) Types of cost.
  (ii) Preparation of Cost Sheet.
• Components of Tour Cost.
• Pricing package tour.
• Pricing strategies.

Unit–7: **Government and Professional Bodies**

• 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**

• 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.