

CBSE | DEPARTMENT OF SKILL EDUCATION

CURRICULUM FOR SESSION 2022-2023

TOURISM (SUBJECT CODE 806)

JOB ROLE: Tour Guide

CLASS-XI & XII

COURSE OVERVIEW:

In an increasingly globalized world with the changing paradigm of urbanized living the demand for Tourism has increased manifold the world over. India has emerged as an attractive tourism destination for all types of tourists around the year resulting in Travel & Tourism taking its place among the key industries in the economy. It employs large number of work forces and its contribution to the national income is very substantial.

This course will deepen the students understanding about tourism as an activity, how tourism industry is organized and developed, and how tourism influences society locally, nationally and globally. The tourism industry covers several sectors such as hotels, airlines, destination, attractions, transportation, cruises, events, activity providers, shopping centers, tourist services, travel agents, tour operators and many others.

Most jobs in the tourism industry are about creating experiences for the traveler. This is what makes this industry especially interesting. When studying tourism one needs to learn how to create these memorable experiences. Keeping these aspects in mind the course is a strong balance between the theoretical and the practical components of the industry.

This course meets the growing needs of the tourism industry to shape highly skilled and knowledgeable professionals, so that they can assume leading roles in the management of tourism organizations. The course blends the required operational knowledge and skills, with managerial competencies, in order to educate the new generation of tourism executives. It emphasizes the cross-cultural, moral, ethical, institutional and environmental issues in the management of tourism organizations, while covering all business and operational skills.

OBJECTIVES OF THE COURSE:

The course is a planned sequence of instructions that familiarizes students with the fundamental concepts of the tourism industry and aims at giving a comprehensive introduction of the tourism industry to encourage further study and stimulate interest in the subject area, employability and vocational competencies. The course aims at providing insight to the students regarding various aspects and sectors associated with the tourism industry.

Followings are the main objectives of this course.

- To familiarize the students regarding various dimensions of tourism industry and career opportunities available in this field.
- To develop practical understanding among the students associated with tourism business through classroom discussion/ participation and projects.
- To equip all students with knowledge, understandings, skills, attitudes and values needed for future success.
- To develop transferrable skills among the students for managing various operations efficiently so that they could be ready to join the tourism industry.
- To provide knowledge to students in concise and understandable format so that students could learn and apply these concepts in their career.
- To demonstrate an understanding of the impact of tourism at individual, local, national, regional and global levels.
- To demonstrate an understanding of the principles of good management and customer service.

SALIENT FEATURES:

- Tourism industry is a people based industry and is commonly referred to as Service Industry.
- In the tourism industry service is far more important than the product.
- Travel and tourism is the largest earner of foreign exchange around the world and employs a large number of people directly or indirectly through corresponding service industries
- Hoteliers, Transporters, Travel Agents, Tour Guide and many more jointly play a very key role in making the final product and delivering it to the customers.
- Tourism is the fastest growing industry in the world, with career opportunities in lodging, transportation, attraction, events, food services and many more.
- Tourism is related to broader economic and social issues including commoditization and globalization of culture, hospitality, friendship, pleasure, and places as well as their attractions.
- Travel business is an economic activity, which is related with continuous and regular buying and selling of travel related services.

LIST OF EQUIPMENT AND MATERIALS:

The list given below is suggestive and an exhaustive list should be prepared by the vocational teacher. Only basic tools, equipment and accessories should be procured by the Institution so that the routine tasks can be performed by the students regularly for practice and acquiring adequate practical experience.

Material Required:

1. Globe
2. Maps
3. Charts
4. Atlases
5. Models
6. Clocks
7. Travel itinerary samples
8. Brochures
9. Pamphlets
10. News Paper
11. Tariff of hotels
12. Travel
guidebooks
13. Travel
magazines
14. Travel
catalogues
15. Visa application forms
16. Passport application
forms
17. Advertising material
18. Basic art supplies for poster, pamphlets and brochure making.

Teaching/Training Aids:

1. Computer
2. Internet
3. LCD Projector
4. Projection Screen
5. White/Black Boards
6. Flip Charts
7. Video and audio recorders

CAREER OPPORTUNITIES:

Tourism sector provides huge career opportunities to all age group of people irrespective of qualification, gender, race and religion. The following career opportunities are available in the field of tourism. Students can choose any field based on their interest and suitability.

- Travel Blogger
- Airline Staff
- Hotelier
- Tourism manager
- Travel consultant
- Front office executive
- Travel executive
- Tourist guide
- Transport agent
- Tour operator

CURRICULUM:

This course is a planned sequence of instructions consisting of Units meant for developing employability and Skills competencies of students of Class XI and XII opting for Skills subject along with other subjects.

TOURISM (SUBJECT CODE 806)
CLASS – XI (SESSION 2022-2023)

Total Marks: 100 (Theory-60+Practical-40)

	UNITS	NO. OF HOURS for Theory and Practical	MAX. MARKS for Theory and Practical
Part A	Employability Skills		
	Unit 1 : Communication Skills-III	13	2
	Unit 2 : Self-Management Skills-III	07	2
	Unit 3 : ICT Skills-III	13	2
	Unit 4 : Entrepreneurial Skills-III	10	2
	Unit 5 : Green Skills-III	07	2
	Total	50	10
Part B	Subject Specific Skills		
	Unit 1: Introduction to Tourism	16	7
	Unit 2: Tourism: A Historical Account	17	6
	Unit 3: Concepts of Tourism	17	8
	Unit 4: Tourism Components – I	10	4
	Unit 5: Tourism Components – II	14	6
	Unit 6: Inter Linkage between Geography and Tourism Industry	12	4
	Unit-7: Inter Linkage between History and Tourism Industry	17	7
	Unit-8: Tourism Organizations and Trends	17	8
	Total	120	50
Part C	Practical Work		
	Project	90	20
	Viva		05
	Practical file/ Portfolio / Power Point presentation		10
	Demonstration of Skill competency via Lab Activities		05
	Total		90
	GRAND TOTAL	260	100

NOTE: The detailed Curriculum/ Topics to be covered under Part A: Employability Skills can be downloaded from CBSE website.

TOURISM (SUBJECT CODE 806)
CLASS – XII (SESSION 2022-2023)
Total Marks: 100 (Theory-60 + Practical-40)

	UNITS	NO. OF HOURS for Theory and Practical	MAX. MARKS for Theory and Practical
Part A	Employability Skills		
	Unit 1 : Communication Skills-IV*	13	-
	Unit 2 : Self-Management Skills-IV	07	3
	Unit 3 : ICT Skills-IV	13	3
	Unit 4 : Entrepreneurial Skills-IV	10	4
	Unit 5 : Green Skills-IV*	07	-
	Total	50	10
Part B	Subject Specific Skills		
	Unit 1 – Introduction to Travel & Tour Operations Business	15	9
	Unit 2 – Operations of Travel Agency	13	3
	Unit 3 – Transport Network	12	6
	Unit 4 – Itinerary Planning	17	7
	Unit 5 – Tour Packaging & Programming	16	6
	Unit 6 – Package Tour Costing	17	9
	Unit 7 – Government and Professional Bodies	20	8
	Unit 8 – Global Distribution System	10	2
	Total	120	50
Part C	Practical Work		
	Project	90	20
	Viva		05
	Practical file/Portfolio /Power Point presentation		10
	Demonstration of Skill competency via Lab Activities		05
	Total		90
GRAND TOTAL		260	100

Note: * marked units are to be assessed through Internal Assessment/ Student Activities. They are not to be assessed in Theory Exams.

DETAILED CURRICULUM/TOPICS:

Part-A: EMPLOYABILITY SKILLS

S. No.	Units	Duration in Hours
1.	Unit 1: Communication Skills-IV*	13
2.	Unit 2: Self-management Skills-IV	07
3.	Unit 3: Information and Communication Technology Skills-IV	13
4.	Unit 4: Entrepreneurial Skills-IV	10
5.	Unit 5: Green Skills-IV*	07
	TOTAL DURATION	50

Note: * marked units are to be assessed through Internal Assessment/ Student Activities. They are not to be assessed in Theory Exams.

The detailed Curriculum/ Topics to be covered under Part A: Employability Skills can be downloaded from CBSE website.

Part-B – SUBJECT SPECIFIC SKILLS

S. No.	Units	Duration in Hours
1.	Unit 1 – Introduction to Travel & Tour Operations Business	15
2.	Unit 2 – Operations of Travel Agency	13
3.	Unit 3 – Transport Network	12
4.	Unit 4 – Itinerary Planning	17
5.	Unit 5 – Tour Packaging & Programming	16
6.	Unit 6 – Package Tour Costing	17
7.	Unit 7 – Government and Professional Bodies	20
8.	Unit 8 – Global Distribution System	10
	TOTAL DURATION	120

UNIT	SUB-UNIT	SESSION/ ACTIVITY/ PRACTICAL
1. Introduction to Travel & Tour Operations Business	1.1 Evolution of Travel Business	Session: History of Travel Session: Travel Trade in India <ul style="list-style-type: none"> • Understanding the development of Travel Trade in India through the development of various organizations Session: Meaning & concepts of Travel Business
	1.2 Type and Organizational Structure of TA & TO:	Session: What is the Travel Agency? <ul style="list-style-type: none"> • Understanding the working of a Travel Agency • Learning about the different types of Travel Agencies
		Session: Who is a Tour Operator? <ul style="list-style-type: none"> • Understanding the working of a Tour Operator • Learning about the different types of Travel Agencies
		Session: Organizations Structure of Travel/Tour Company <ul style="list-style-type: none"> • Understanding the design of Organization Structure within a travel/ Tour Company
	1.3 Difference between Travel Agencies and Tour Operators	Session: A comparative Analysis between Roles, Functions & Working of a TA &TO
	1.4 Market Trends & Travel Agency Business scenario	Session: Understanding the reasons that led to changes in the Business Handling in the Travel Agencies <ul style="list-style-type: none"> • Change in commission system • Introduction of Internet
	1.5 Business Integration	Session: Understanding the chain of distributions within the Travel and Tourism Business <ul style="list-style-type: none"> • Horizontal Integration • Vertical Integration
2. Operations of Travel Agency	2.1 Agent	Session: Who is an Agent? How does an Agent Operate?
	2.2 Origins of Travel Agency	Session: Learning about the Origin of Travel Agencies <ul style="list-style-type: none"> • Cox & Kings • Thomas Cook
	2.3 Operations of Travel Agency	Session: How do Travel Agencies make Profits and Ensure safety against possible commercial failures
	2.4 Organization of Travel Agency	Session: Understanding the Principles, Characteristics and range of tasks undertaken by A Travel Agent
	2.5 Commissions	Session: What a commissions? How do they work?
	2.6 Travel Agencies in the 21 st Century	Session: Understanding the Development of GDS
3. Transport Network	3.1 Transportation	Session: Understanding the Importance of Transportations in Tourism Industry
	3.2 Tourism & Transport	Session: Learning about the relationship between Tourism & Transport

UNIT	SUB-UNIT	SESSION/ ACTIVITY/ PRACTICAL
	3.3 Air Transport*	Activity: <ul style="list-style-type: none"> Understanding the Evolution & Categories of Air Transport (PPT)*
	3.4 Rail Transport*	Activity: <ul style="list-style-type: none"> Understanding the Importance of Rail Transport & It's Challenges (PPT)*
	3.5 Road Transport*	Activity: <ul style="list-style-type: none"> Understanding the importance of Road Transport & Learning about the Phases of National Highway Development Projects (PPT)*
		Activity: <ul style="list-style-type: none"> Learning about Car Rental System & Coach Travelling (PPT)*
	3.6 Shipping	Activity: Understanding Cruise Business (PPT)
	3.7 Mass Transportation	Activity: Understanding the Definition and Significance of Mass Transportation system (PPT)
4. Itinerary Planning	4.1 Itinerary Planning	Session: Understanding meaning and Features of Itinerary
	4.2 Importance of Travel Itinerary	Session: Learning about the different type of Itineraries <ul style="list-style-type: none"> How they are differentiated from person to person Prerequisites of Itinerary Things to consider Step by Step procedure Dos/Don'ts
	4.3 Packages or Inclusive Tours	Session: What is the Package Tour? What does it entail?
5. Tour Packaging & Programming	5.1 Meaning and Classifications of Tour Packages	Session: Types of Tour Packages
	5.2 Components of Tour Package	Session: What are the Various Elements of the Package Tour?
	5.3 Customized or Tailor-Made Package and Group Inclusive Tours	Session: Learning about the methods of development customize and tailor-made packages
	5.4 Tour Formulation & Designing Process	Session: Learning about the process through which package Tour may be designed
	5.5 Tour Brochure Designing	Activity: Learning how to promote Tour Package through Tour Brochures(Create a Brochure)
	5.6 Tour Programming and Its Importance	Session: Understanding the role of Programming to add more value to the package
6. Package Tour Costing	6.1 Meaning of type of cost	Session: Understanding the definition of cost

Note: * marked units are to be assessed through Internal Assessment/ Student Activities. They are not to be assessed in Theory Exams.

UNIT	SUB-UNIT	SESSION/ ACTIVITY/ PRACTICAL
	6.2 Concept of Tour Costing	Session: Learning about the different type of cost used in a package Tour Session: How to prepare a cost sheet to workout costing systematically
	6.3 Components of Tour Cost	Session: Learning about the various components that are incorporated to create a cost sheet
	6.4 Pricing Package Tour	Session: Understanding how to price for package Tour
	6.5 Pricing Strategies	Session: Formulation of pricing strategies for greater sale <ul style="list-style-type: none"> • Traditional pricing strategies • Recent pricing strategies
7. Government and Professional Bodies	7.1 Integration between Government and Professional Bodies	Session: Understanding the importance of Integration <ul style="list-style-type: none"> • Characteristics • Significance
	7.2 Rules for setting up Travel Agency and Tour Operators	Session: Understanding the approval procedure for setting up TA &TO
	7.3 Department of Tourism (DoT) Different Schemes and Policies	Session: What are the different Government scheme and policy for establishing Travel Business
	7.4 Professional Bodies and their Activities	Session: Learning about the various national and international professional bodies <ul style="list-style-type: none"> • Roles • Functions • Objectives
8. Global Distribution System	8.1 Global Distribution System	Session: Defining and understanding GDS
	8.2 The Evolution of Global Distribution System	Session: History and development of GDS
	8.3 Amadeus and GDS*	Practical: <ul style="list-style-type: none"> • Understanding display fares, display airlines schedules and availability and display of online portals* • Amadeus* • Galileo International* • SABRE* • World span*
	8.4 Display Airlines Schedules and availability*	Practical: <ul style="list-style-type: none"> • Understanding Airlines inventories Through availability display*

Note: * marked units are to be assessed through Internal Assessment/ Student Activities. They are not to be assessed in Theory Exams.

PRACTICAL GUIDELINES FOR CLASS XI

Assessment of performance:

The two internal examiners, assigned for the conduct and assessment of Practical Examinations each in Senior Secondary School Curriculum (Under NSQF). Question for the viva examinations should be conducted by both the examiners. Question to be more of General nature, project work or the curriculum. Investigatory Project especially those that show considerable amount of effort and originality, on the part of the student, should get suitable high marks, while project of a routine or stereotyped nature should only receive MEDIOCRE marks.

Procedure for Record of Marks in the Practical answer-books:

The examiner will indicate separately marks of practical examination on the title page of the answer-books under the following heads:-

Project -10 marks

A 'project' can be an assessment task given to an individual student or a group of students on a topic related to the subject. The project results in a 'product' that is assessed. The project may involve both in-class and out-of class research and development. The project should be primarily a learning experience, not solely an assessment task. Because a great deal of time and effort goes into producing a quality product from a project assignment task, you should allow class time to work on the project. Projects options for the final practical are given below.

Field trips-

Field trips are an essential part of the study of Tourism Studies. They facilitate the understanding of the tourism and hospitality industry and provide opportunities for students to experience firsthand the potential of their local areas for tourism. Field trips enable students to:

- Acquire knowledge about local tourism by observing a variety of places.
- Explore the tourism attraction centers or information offices that make tourism possible.
- Identify various ways of promoting tourism, including promotion, information, and communication to help in interpreting, leading and decision making about tourism satisfaction • identify, select, organize and communicate tourism information.
- Explore a variety of tourism information, including statistics, data and promotional materials related to tourism.
- Understand the importance of cultural sensitivity.
- Participate in authentic learning experiences.
- Develop and communicate knowledge of their local environment.

Viva based on Project -05 marks

The teacher conducting the final practical examination may ask verbal questions related to the project, if any, done by the student. Alternatively, if no project has been assigned to the students, viva may be based on questions of practical nature from the field of subject as per the curriculum.

Practical File / Portfolio/ Power Point presentation -15 Marks

Portfolios provide evidence for judgments of student achievement in a range of contexts. A portfolio contains a specific collection of student work or evidence. This collection of work should provide a fair, valid and informative picture of the student's accomplishments. Instructor shall assign students any outlet to study the elements in tourism.

Suggested list of Projects –

1. Students will prepare tourism brochures/ posters advertising any one of the UNESCO World Heritage Sites in India. The report will highlight the main features, facilities, services and uniqueness of the chosen destination. Students will also write an advertising script promoting tourism of chosen the destination.
2. Students will create a report by investigating tourism marketing through linkages with event tourism such as a cultural show or event in their region. It shall include information collected from the show/event, photographs, advertising material used and highlights of the show/event.
3. Student will organize school cultural shows as a form of delivering tourism information to the communities and the province. The report shall include a detailed documentation of the process, the final product and feedback from the audience.
4. Students will compare items of information such as brochures obtained at travel agencies, pages downloaded from the internet, articles and advertisements in the general media. They will create a report on the objectives of each piece of information? What are the target audiences? And what are the various channels of distribution of information?
5. Students will demonstrate a broad knowledge and understanding of a range of issues which impact tourism at the local, national and international level by creating a report on any one tourism product in their region. The report shall include a detailed study of the tourism product, its potential and suggestions on its development to encourage tourism activity.
6. Students will enlist and explain the different types of career paths in tourism. Describe various jobs found in the tourism industry, including tour guide, tourism information officer, conference coordinator, tourism coordinator, inbound tourism coordinator, outbound

tourism coordinator, etc. The report shall include evidence of the research done to find jobs such as employment sections of newspapers and careers websites.

7. Students will document and explain skills and attributes of people who work in the tourism industry. The report shall include personal presentation and required work ethics.
8. Students will collect detailed information on other industries such as transport, accommodation, and other services. The report shall highlight how these industries are important and are linked to the tourism industry.
9. Students will write detailed information on the effects on infrastructural development, policy and government due to increases in tourism activities at a destination.
10. Students will create a portfolio of newspaper reports on the economics or business of tourism in the current environment. The report shall include evidence of the research done such as newspapers headlines, newspaper articles and information from tourism websites.

Demonstration of skill competency in Lab Activities -10 marks

Students should be asked to demonstrate acquired knowledge through in-lab activities such as Maps, Charts, Role-play, etc.

Guidelines for Project Preparation:

The final project work should encompass chapters on:

- a) Introduction,
- b) Identification of core and advance issues,
- c) Learning and understanding and
- d) Observation during the project period.

PRACTICAL GUIDELINES FOR CLASS XII

Assessment of performance:

In class XII-The two internal examiners, assigned for the conduct and assessment of Practical Examinations each in Senior Secondary School Curriculum (Under NSQF). Question for the viva examinations should be conducted by both the examiners. Question to be more of General nature, project work or the curriculum. Investigatory Project especially those that show considerable amount of effort and originality, on the part of the student, should get suitable high marks, while project of a routine or stereotyped nature should only receive MEDIOCRE marks.

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Field trips are an essential part of the study of Tourism Studies. They facilitate the understanding of the tourism and hospitality industry and provide opportunities for students to experience firsthand the potential of their local areas for tourism. Field trips enable students to:

- Acquire knowledge about local tourism by observing a variety of places.
- Explore the tourism attraction centers or information offices that make tourism possible.
- Identify various ways of promoting tourism, including promotion, information, and communication to help in interpreting, leading and decision making about tourism satisfaction • identify, select, organize and communicate tourism information.
- Explore a variety of tourism information, including statistics, data and promotional materials related to tourism.
- Understand the importance of cultural sensitivity.
- Participate in authentic learning experiences.
- Develop and communicate knowledge of their local environment.

Viva based on Project -05 marks

The teacher conducting the final practical examination may ask verbal questions related to the project, if any, done by the student. Alternatively, if no project has been assigned to the students, viva may be based on questions of practical nature from the field of subject as per the curriculum.

Practical File / Portfolio/ Power Point presentation -15 Marks

Portfolios provide evidence for judgments of student achievement in a range of contexts. A portfolio contains a specific collection of student work or evidence. This collection of work should provide a fair, valid and informative picture of the student's accomplishments. Instructor shall assign students any outlet to study the elements in tourism.

Suggested list of Projects –

1. Students will visit, Study, research and analyze any government tourism service in their region. The project shall include marketing strategy, strengths, scope for improvement and comparison with private services, if any.
2. Students will create a development plan for a tourism product in their area. It shall include a detailed study of the tourism product, its potential and suggestions on its development, to encourage tourism activity.

3. Students will visit and collect information about a tourism agency/organization and create a report on its working. It shall include information about its aims/objectives, services offered, marketing strategies and vision.
4. Students will study a Global Distribution System based online travel agency in detail and create a report on it. It shall highlight customer friendly features, easy navigation tips, distribution channels used, target market, tips to optimize search and available offers.
5. Students will visit a Travel Agency/ Tour Operator and find out information about its functioning. The report shall include target audience, tours offered, services offered, promotional and marketing strategy.
6. Students will study a local tourism product/ service and contrast tourism operations locally and internationally. The report shall include a detailed study of both services offered locally as well as internationally. The report will be a comparison of services offered and tourism mechanisms used.
7. Students will research and collect data in relation to travel documents, travel insurance, weather, currency, accommodation, attractions of any one destination within their country. It shall include possible itineraries, information brochures and marketing strategies. It shall highlight the strengths of the chosen destination.
8. Students will interview tourism-related organizations including hotels, resorts, tour operators, travel agencies to collect information on roles of employers and individual employees in the industry. The report shall highlight the required skills and attributes of a person engaged in the tourism industry.
9. Students will form a profile of any one destination from its past and present tourism statistics. The report shall include what do these statistics tell us about how the destination has changed over time? What implications does this have for the present state and future of the destination?
10. Students will research the latest trends in the tourism industry both locally and internationally and create a report on it. The report shall include new travel and tourism marketing strategies, upcoming tourism markets, target customer base for the recent trends and recent changes in promotion and marketing of tourism products.

Demonstration of skill competency in Lab Activities -10 marks

Students should be asked to demonstrate acquired knowledge through in-lab activities such as Maps, Charts, Role-play, etc.

Guidelines for Project Preparation:

The final project work should encompass chapters on:

- a) Introduction,
- b) Identification of core and advance issues,
- c) Learning and understanding, and
- d) Observation during the project.