

## STD XI VOC: TOURISM AND TRAVEL TECHNIQUES

### INTRODUCTION TO TOURISM (THEORY)

#### UNIT 1: BASIC CONCEPTS OF TOURISM (15)

- Definition of tourist, Types of tourist
- Definition of tourism, Types of tourism
- Motivation : Definition, Types and Factors influencing the growth and development of tourism
- Tourist Destination: Definition and Qualities
- Tourist Product: Definition ,Types and Features

#### UNIT 2: CUSTOMER SERVICE AND SELLING SKILLS (15)

- Definition of customer
- Definition of service
- Types of customer
- Needs and expectation of customers
- Importance of customers
- Creating good customer relations
- Selling process step by step

#### UNIT 3: BASIC INTRODUCTION TO THE HOSPITALITY INDUSTRY (20)

- Glossary of hotel terminology
- Classification of hotels
- Types of hotels
- Types of supplementary accommodation units
- Organisation of hotels
- Hotel chains: advantages and disadvantages
- Leading international and national hotel chains: Taj and Ashoka
- Different departments of an hotel

#### UNIT 4: INTERNATIONAL AND NATIONAL ORGANIZATIONS (15)

- IATA
- UFTAA
- ICAO
- PATA
- WTO
- TAAI
- FHRAI
- TATO

#### UNIT 5: TOURISM MARKETING AND PROMOTION (20)

- Definition of tourism marketing
- Market segmentation
- Market survey
- Definition of promotion
- Techniques of promotion: advertising, sales promotion and public relation
- Tourist publicity media

UNIT 6: STATISTICAL MEASUREMENT OF TOURISM

(15)

- Definition of statistics
- Importance of measurement
- Source for statistics
- Methods of measurement
- Problems in statistical measurement
- Types of statistics
- Positive and negative Impact of tourism

SYLLABUS: STD XI VOC: TOURISM AND TRAVEL TECHNIQUES

INTRODUCTION TO TOURISM (Practical)

First term

Unit 1: Project on my village highlighting the 5 A's (15)

Unit 2: Role Play: writing and reading a dialogue between a customer and a travel agent (steps in selling process) (15)

Unit 3: Rooms: Room type, Room rate, Room plan, sequence of service, cleaning procedure and equipment and food and Beverage equipment. (20)

Second term

Unit 4: Designing an advertisement for a destination (20)

Unit 5: Designing an hotel brochure (20)

Unit 6: Chart on negative or positive impact of tourism (10)