

SYLLABUS

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

UNIT6: 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

INTRODUCTION TO TOURISM (Practical)

First term

- Unit 1: Project on my village highlighting the 5A'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)

STD XII VOC- TOURISM AND TRAVEL TECHNIQUES

INTRODUCTION TO THE HOSPITALITY INDUSTRY (Theory)

Unit 1: BASICS OF FRONT OFFICE (15)

- Defination of front office
- Qualities of front office staff
- Layout of front office
- Organisation of front office
- Functions:
 - Reservation: meaning, advantages, features, types and sources
 - Registration: meaning, types and process
 - Arrival notification slip
 - Arrival departure register
 - Guest folio
 - Information
 - Message slip
 - Guest history record
 - Left luggage
 - Keys
 - Paging: meaning, types
 - Telephone: types, qualities
 - Complaint handling

Unit 2 BASICS OF HOUSEKEEPING (10)

- Meaning of housekeeping
- Qualities of housekeeping staff
- Layout of housekeeping department
- Organisation and functions of housekeeping department
- Coordination with other departments

Unit 3 BASICS OF FOOD AND BEVERAGE SERVICE (15)

- Meaning of food and beverage
- Qualities of a food and Beverage service personnel
- Types of catering establishment: transport and industry
- Restaurant: definition and types
- Service: types
- Banqueting: types
- Room service
- Bars

Unit 4 BASICS OF FOOD PRODUCTION (10)

- Hierarchy of the kitchen
- Culinary terms
- Types of cuisines
- Menu planning

INTRODUCTION TO THE HOSPITALITY INDUSTRY PRACTICALS

Unit I: FRONT OFFICE

1. Filling up forms used in the Hospitality Industry 15mks

- a) Reservation form
- b) Registration card
- c) C form
- d) Arrival departure register
- e) Guest history record
- f) Arrival notification slip
- g) Paid out vouchers
- h) Guest Receipts
- i) Amenities voucher

Unit II 15mks

1.a Role play

- Handling emergency situation
- Receiving guest booking rooms
- Handling request

b. Telephone handling etiquette

c. Oral examination on General Awareness and Hospitality Industry

Project: 10mks

Grooming: 5mks

Attendance: 5mks

II TERM

Unit III: Housekeeping 15mks

- a) Room status
- b) Housekeeping requisition slip
- c) Linen exchange procedure
- d) Lost & found procedure
- e) Cleaning procedures (sweeping, moping, vacuuming, polishing)
- f) Bed making
- g) Housekeeping equipments

Unit IV: F & B SERVICE 15mks

- a) Identification of F&B equipments
- b) Laying of table cloth
- c) A la carte & table d'hote set ups
- d) Napkin folding
- e) Sequence of service
- f) Order taking & writing a KOT&BOT

Project: 10mks

Grooming: 5mks

Attendance: 5mks