

Travel and Tourism

Grade: XI

Full Marks: 100 (75T+25P)

Teaching Hours: 150

I. Introduction

This is an introductory course on travel and tourism. Students completing this level will be prepared to attend the next level (XII) course. This is also theoretical -cum- practical course which consists of ten units.

II. General Objectives

The general objectives of this course are to:

- a. introduce students with the basics of travel and tourism including its structure, roles (at global, regional and national levels), functions, and acquaint them with different sectors of tourism;
- b. orient and induce the students to travel and tourism; and
- c. prepare students to attain the next level (XII) course.

III. Specific Objectives

On completion of this course, the students will be able to:

- a. explain basic concepts of travel and tourism;
- b. appreciate meaning, role and nature of travel and tourism;
- c. explain the positive and negative impacts of tourism and apprehend the solutions to minimize the negative impacts;
- d. appreciate the major tourism products of Nepal;
- e. acquaint with different organisations involved in tourism such as travel trekking, rafting agencies, etc including their operational structure and function; and
- f. appreciate the role of tourism organizations /agencies.

IV. Course Contents

Unit 1: Introduction

- 1.1. Concepts and meaning of tourism
- 1.2. Nature of tourism
- 1.3. Motivational factors of travel
- 1.4. Determining factors of tourism
- 1.5. Types of tourism

Unit 2: Meaning of Visitors, Tourists and Excursionists

- 2.1. Concepts and meaning of visitors
- 2.2. Concepts and meaning of tourist and tourist profiles
- 2.3. Excursionist

Unit 3: Evolution of Tourism

- 3.1. Evolution of tourism - global perspective
- 3.2. Evolution of tourism in the region (SAARC)
- 3.3. Evolution of tourism in Nepal

Unit 4: Components of Tourism

- 4.1. Attraction: Attraction in tourism and its types
- 4.2. Accessibility: Accessibility in tourism and means of transport
- 4.3. Accommodation: Accommodation in tourism and its types
- 4.4 Amenities: Amenities in tourism

Unit 5: Organizations and Associations Involved in Tourism

5.1. Introduction and need of organizations/ associations in tourism

5.2. International

- International Civil Aviation Organization (ICAO) and its function
- UN World Tourism Organization (UNWTO) and its functions
- Universal Federation of Travel Agent Association (UFTAA) and its functions
- Pacific Asia Travel Association (PATA) and its functions
- International Air Transport Association (IATA), its roles and functions

5.3. National

- National Tourism Council (NTC) and its functions
- Ministry of Tourism and Civil Aviation (MoTCA) and its functions
- Nepal Tourism Board (NTB); role and functions
- Nepal Association of Tour and Travel Agents (NATTA) and its functions
- Trekking Agents Association of Nepal (TAAN) and its functions
- Hotel Association of Nepal (HAN); role and functions
- Other major associations of Nepal, such as NARA, TURGAN, etc

Unit 6: Major Tourism Products of Nepal

6.1. Natural and cultural resources of Nepal

6.2. Tourism Geography of Nepal

6.3. Himalayan region - Natural and cultural resources

6.4. Mid Hilly region - Natural and cultural resources

6.5. Terai Region - Natural and cultural resources

6.6. National Parks, Wildlife Reserve and Conservation Areas of Nepal

6.7. Other attractions of Nepal, including new products of tourism magnitudes.

Unit 7: Tourism Sectoral Operation in Nepal

7.1. Tourism activities (Businesses) operating in Nepal

7.2. Travel agency, its operational structure and scope of operation

- Role of travel agencies
- Types of travel agencies
- Source of income of travel agency
- Functions of travel agency

7.3. Trekking Agency, its operational structure and scope of operation

- Basics of trekking operations
- Trekking in Nepal
- Trekking regions of Nepal
- Operational guidelines
- Altitude sickness.

7.4. Rafting in Nepal

- Rafting equipments
- Major rafting rivers and their special features.
- International classification of difficulties (Rivers and rapids)
- Operational guidelines

7.5. Basic information on other tourist services operations such as Mountaineering, Rock climbing, Wildlife safari, Bungee jumping, Para gliding, Ultra light aircraft, Canyoning, Mountain flight, Cable car, Wave running, Mountain Biking, Home stay or village tourism

Unit 8: Importance of Tourism

Importance of tourism from global, regional and national perspectives;

- Economic importance
- Social importance
- Educational importance

Unit 9: Impacts of Tourism

Positive and negative impacts and measures to minimize/eliminate negative impacts

- Economic impacts
- Social impacts
- Natural impacts
- Basics of sustainable development of tourism

Unit 10: Career Prospects and Attributes in Tourism

- Tourism occupation
- Why choose tourism carrier
- Is tourism for you
- Success factors
- Attributes

V. Breakdown of Theory, Practical and Demonstration Class Hours

S.N.	Subject	Demonstration	Total hours
1.	Introduction of Tourism		20
2.	Visitors, Tourist and Excursionist		6
3.	Evolution of Tourism		10
4.	Components of Tourism		16
5.	Organizations Involved in Tourism		21
6.	Tourism Products of Nepal		25
7.	Tourism Business (Sectoral) Operation in Nepal		25
8..	Importance of Tourism		9
9.	Impacts of Tourism		10
10	Career Prospects and Attributes in Tourism		8
	Total		150

VI. Evaluation Scheme/Marks Allocation

25 percent marks is allocated for practical activity which includes report writing on study tour of known tourist destination/place or product and presentation.

	To be asked	To be answered	Marks
Comprehensive Answer Questions	3	2	10 X 2 = 20
Short Answer Questions	9	7	7 X 5 = 35
Very Short Answer Questions	10	10	10 X 2 = 20
Practical – Study tour, report preparation and presentation			25
Total	22	19	100 marks

VII. Annual Practical Examination

Annual practical examination should be held under the supervision of the official deputed from HSEB. The official deputed from HSEB will be required to verify the report prepared and evaluate the presentation made by the student.

VIII. Reference books:

1. Ghimire, Ananda, *A Text Book on Tourism XI*, Kathmandu: Ekta Books distributors.
2. Ghimire, Ananda, *Travel and Tourism an Introduction*, Kathmandu: Ekta Books Distributors.
3. Ghimire, Ananda and Ghimire, Mohan, *Partayan Byabasthapan*, Kathmandu: Ekta Books Distributors.
4. Bhatia, A. K., *Tourism Development Principles and Practices*, Sterling Publishers Pvt. Ltd.
5. Nepal Tourism Board - *Various Publications*.
6. Collin, P.H., *Dictionary of Hotels, Tourism and Catering Management*.
7. Knowles, Peter *White Water Nepal*.
8. Kunwar, Ramesh Raj, *Tourism and Development Science and Industry Interface*.
9. Puri, Uddav (2065), *Travel and Tourism Management*, Kathmandu: Taleju Publication.
10. Puri, Uddav (2065), *Tourism Management*, Kathmandu: Taleju Publication.
11. Puri, Uddav (2065), *Tourism Development*, Kathmandu: Taleju Publication.
12. Satyal, Y.R., *Essentials of Tourism*.
13. Government of Nepal, *Nepal Tourism Statistics*.
14. Nepal in Maps.
15. Promotional materials developed by tourism enterprises.
16. Publications of associations and organizations (WTO, PATA, IATA, HAN, TAAN, etc).
17. Travel magazines and journals.
18. Government rules and regulations regarding tourism.
19. Bhattarai, Ghanashyam (2066), *Travel and Tourism*, Kathmandu: Pradhan Books House.

Travel and Tourism

Grade: XII

Full Marks: 100 (75T+25P)

Teaching Hours: 150

I. Introduction

The purpose of this course is to introduce and impart students with the entry level skills require in the tourist industry such as airlines ticketing, tour, trek and rafting operations. This is also a theoretical-cum- practical course which consists of fourteen units.

II. General Objectives

The general objectives of this course are to:

- a. motivate and prepare students to attain next (bachelor's) level of tourism management course;
- b. introduce students with the operational aspects of tourism industry in general and travel; trekking and rafting agencies in particular; and
- c. impart the students with entry level skill requirement of the travel, trekking and rafting agencies.

III. Specific Objectives

The students at the end of this course will be able to:

- a. refer schedules, tariff and other major travel/tourism related documents;
- b. receive and respond to the tourists need;
- c. suggest and prepare simple travel, tour, trek and rafting itinerary;
- d. prepare quotation of the simple itinerary prepared by them; and
- e. read, write and act on passenger ticket.

IV. Course Contents

Tour Trek and Raft (Part I)

Unit 1: Tourism Marketing

- Basic concepts of general marketing
- Concepts of tourism marketing
- Specific features of tourism marketing - tourism Marketing Mix

Unit 2: Tourism Product

- Meaning of product, Product concepts
- Itinerary Designing
 - Basic elements
 - Importance
 - Consideration
 - Simple tour itinerary designing
 - Simple trekking itinerary designing
 - Simple rafting itinerary designing

Unit 3: Tourism Product Pricing

- Meaning of pricing
- Concept of pricing (tariff) in tourism
- Referring tariffs
 - Hotel tariff
 - Trekking and Rafting tariff

- Transport tariff
- Refund

Unit 4: Tourism Channels of Distribution

- Meaning and aspects of distribution
- Concepts of channels of distribution in tourism
- Tourism distribution channel members

Unit 5: Tourism Promotion

- Meaning of promotion
- Concept of promotion in tourism
- Advertising
- Public relation
- Sales support

Unit 6: Salesmanship

- Desirable traits of salesman
- Meaning and importance of sale
- Customer relation technique
- Communication skill
- Understanding visitor's profile

Unit 7: Tourism Sales Process

- Reservation
 - Meaning, need, importance
 - Reservation process
 - Hotel Reservation
 - Transport reservation
 - Service order (charge/voucher)

Unit 8: Receptions and Transfers

- Arrival transfer - Importance and process
- Departure transfer - importance and process
- Reception and Briefing
- Do's and don'ts

Travel (Airlines) (Part II)

Unit 9: Travel Information

- Source of travel information
- tim (Travel Information Manual)
 - Role and importance
 - Passport
 - Visa
 - Health Regulation
 - Custom
 - Airport tax
 - Currency

Unit 10: OAG (World Airways) Flight Guide Book

- Meaning and its role in providing travel information
- Introduction to international coding and decoding system

- Baggage allowance
- International time calculation.
- How to refer published time table (schedules published by airlines)

Unit 11: Basics of Airfare

- General rules of airfare (basics of airfare)
- Deportees, inadmissible passengers, refusal to transfer
- Refund, No show
- Types of airfare

Unit 12: Passenger Air Ticket

- Meaning and importance
- IATA Ticketing
 - General rules regarding IATA ticketing
 - Composition of IATA ticketing
- Read write and act on passenger ticket

Unit 13: Dealing with Travel Related Documents

- PTA (Prepaid Ticket Advice)
- MCO (Miscellaneous Charge Order)
- BSP (Bank Settlement Plan)
- Credit Cards, Traveler's cheque

Unit 14: Computer Application in Tourism

- Computer application
- Computer Reservation System (CRS)

V. Breakdown of Classes Hours

S.N. Unit A	Subject	Theory	Demonstration / practical	Total hours
		Class room		
1.	Tourism Marketing	6		6
2.	Tourism Product	8	10	18
3.	Tourism Product Pricing	7	10	17
4.	Tourism Channel of Distribution	8		8
5.	Tourism Promotion	15		15
6.	Salesmanship	7	4	11
7.	Tourism Sales Process	5	5	10
8	Reception and Transfers	15		15
	Total	71	29	100
Unit B				
9	Travel Information	10	5	15
10	OAG (World Airways) Flight Guide Book	5	5	10
11	Basics of Airfare	10		10
11	Air Ticket	4	6	10
12	Travel Documents	5		5
	Computer Reservation	1	4	5
	Total	30	20	50
	Total	100	50	150

VI. Evaluation Guide/Marks Allocation

25 percent marks is allocated for practical activity as mentioned in section VII and VIII.

	To be asked	To be answered	Marks
Comprehensive Answer Questions	3	2	10 X 2 = 20
Short Answer Questions	9	7	7 X 5 = 35
Very Short Answer Questions	10	10	10 X 2 = 20
Practical – Study tour, report preparation and presentation			25
Total	22	19	100 marks

VII. Practical Activity

Students are involved in practical exercises as follows:

Classroom Practice

Students are required to prepare/ maintain files containing two parts

Part I: Participate in Tour and/or, trek and /or rafting programme etc and prepare itinerary, make bookings/reservation, refer/find out tariff and compute prices as per the itinerary

Part II: Travel /Airlines

1. Prepare flight detail of a passenger
2. Issue flight reservation as per the flight detail.
3. Collect related flight schedules and fare.
4. Issue air ticket as per the bookings and flight details.

VIII. Annual Practical Examination

Annual examination should be held under the supervision of the official deputed from HSEB. The official from HSEB has to verify the internal assessment marks with the student's performance and record maintained by the institution.

Out of 25 marks assigned for practical, 15 marks have been set aside for classroom performance and practical works to be evaluated by the concerned teacher. 10 marks have been set aside for the Annual Practical Examination to be held under the supervision of the official deputed from HSEB (External examiner).

Evaluation system should follow the followings. The official deputed from HSEB has to verify/ endorse the evaluation form and other supporting documents maintained by the teacher/institution. The official will fill in the Annual Evaluation Format being prescribed by HSEB, along with the Internal Evaluation Form and submit to Higher Secondary Education Board, Office of The Controller of Examination. For the evaluation purpose the external examiner deputed from HSEB will organize oral/ written and practical examinations within the framework prescribed by course and Teaching Manual.

Teachers/ institutions are requested to consider following points while evaluating student's performance.

1. **Attendance:** Teachers are advised to evaluate the regularity of students. It is expected to be minimum 75%.
2. **Classroom performance / Practical performance:** Teachers are advised to give home assignments and involve students in practical. The grading should be done on the basis of their participation and performance. Teachers should evaluate on their understanding of the subject matter. Short answer questions should be asked in the classroom to find out their level of understanding. Classroom/practical performance should also include homework and reports maintained in file. Each student needs to maintain a homework copy. The teachers are required to check/evaluate the file and home work on a regular basis.
3. **Tour and Travel File:** Each student is required to prepare a file as per the Teaching Manual.
4. **Grooming:** Students should be well groomed.

5. Marks obtained in different term/unit examinations should be filled up in the form as mentioned in the Teaching Manuals.

IX. Reference books:

1. Ghimire, Ananda (2007), *Travel and Tourism Practical Approach*, Kathmandu: Ekta Books Distributors.
2. Ghimire, Ananda (2009), *A Text book on Tourism- XI*, Kathmandu: Ekta Books distributors.
3. Bhatia, A. K. (1995), *Tourism Development Principles and Practices*, Sterling Publishers Pvt. Ltd.
4. Bista, Dor Bahadur, *People of Nepal*.
5. Thapa, Netra B. (1996), *A Short History of Nepal*.
6. Nepal Tourism Board - *Various Publications*.
7. Collin, P.H., *Dictionary of Hotels, Tourism and Catering Management*.
8. Knowles, Peter, *White Water Nepal*.
9. Kunwar, Ramesh Raj, *Tourism and Development Science and Industry Interface*.
10. Bezruchka, Stephen, *A Guide Trekking In Nepal*.
11. Puri, Uddav (2065), *Travel and Tourism Management*, Kathmandu: Taleju Publication.
12. Puri, Uddav (2065), *Tourism Management*, Kathmandu: Taleju Publication.
13. Puri, Uddav (2065), *Tourism Development*, Kathmandu: Taleju Publication.
14. Satyal, Y.R, *Essentials of Tourism*.
15. His Majesty's Government, *Nepal Tourism Statistics*.
16. Nepal in Maps.
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