

**Vocational Higher Secondary
Education (VHSE)**

Second Year

TRAVEL & TOURISM

Reference Book



Government of Kerala
Department of Education

State Council of Educational Research and Training (SCERT),
KERALA
2016

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Typesetting and Layout : SCERT

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Foreword

Dear Learners,

This book is intended to serve as a ready reference for learners of vocational higher secondary schools. It offers suggested guidelines for the transaction of the concepts highlighted in the course content. It is expected that the learners achieve significant learning outcomes at the end of the course as envisaged in the curriculum if it is followed properly.

In the context of the Right- based approach, quality education has to be ensured for all learners. The learner community of Vocational Higher Secondary Education in Kerala should be empowered by providing them with the best education that strengthens their competences to become innovative entrepreneurs who contribute to the knowledge society. The change of course names, modular approach adopted for the organisation of course content, work-based pedagogy and the outcome focused assessment approach paved the way for achieving the vision of Vocational Higher Secondary Education in Kerala. The revised curriculum helps to equip the learners with multiple skills matching technological advancements and to produce skilled workforce for meeting the demands of the emerging industries and service sectors with national and global orientation. The revised curriculum attempts to enhance knowledge, skills and attitudes by giving higher priority and space for the learners to make discussions in small groups, and activities requiring hands-on experience.

The SCERT appreciates the hard work and sincere co-operation of the contributors of this book that includes subject experts, industrialists and the teachers of Vocational Higher Secondary Schools. The development of this reference book has been a joint venture of the State Council of Educational Research and Training (SCERT) and the Directorate of Vocational Higher Secondary Education.

The SCERT welcomes constructive criticism and creative suggestions for the improvement of the book.

With regards,

Dr. P. A. Fathima
Director
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ABOUT THE COURSE

Travel And Tourism Course encourages learners to appreciate the scope and importance of travel and tourism industry in the world and to recognise the positive and negative impacts of the industry may have on environments, people and economies. Learners discover that the travel and tourism industry is dynamic in nature and how the industry responds to change. The course encourages learners to develop practical and technical skills relevant to the industry, enabling them to deal with a range of complex situations and problems with confidence. The course is also designed to help in meeting the need for skilled and knowledgeable individuals with right attitudes and aptitudes in this rapidly diversifying industry. This Course develops practical skills across a range of working roles, as well as providing a global and local perspective on travel and tourism. Learners gain an overview of the industry, and learn about popular destinations, customer care, and marketing. This course enables candidates to become effective learners and to provide a solid foundation for their continuing educational journey.

Mission & Vision

The Travel & Tourism industry is facing a crisis due to the lack of qualified and trained professionals even though the country's economic growth depends on this industry. So every citizen of our country is responsible to contribute a possible portion to this industry. Travel and Tourism course is a blessing to Kerala- "GOD'S OWN COUNTRY" to utilize manpower to the tourism sector

VHSE programmes and qualifications are designed to support learners to become

- Confident in working with information and ideas - their own and those of others
- Responsible for themselves, responsive and respectful to others
- Reflective as learners, developing their ability to learn
- Innovative and equipped for new and future challenges
- Engaged intellectually and socially, ready to make a difference.

Major skills attained after the course :

- o Work and communicate in English
- o Knows types and forms of tourism.
- o Knowledge of various tourism resources of India
- o Knows various national and international tourism organisations

- o Understanding the impacts of tourism
- o Application of ICT skills in tourism business
- o Good communication and interpersonal skills for effective communication at work place.
- o Knows various tourist transport systems
- o Can locate and collect travel and destination information
- o Can guide a tourist
- o Can prepare tour packages
- o Can do world wide reservations (Air, Rail, Hotels etc)
- o Communicate in French and German
- o Knows about Hospitality industry
- o Can know about the functions of various departments of a hotel industry
- o Familiarise with online ticketing
- o Knows own company's products and services
- o Maintain customer profile
- o Knowledge about the various events, and its management .
- o Can work in a socially diverse and competitive environment
- o Knowledge of promotional techniques
- o Understanding of signage

Syllabus

Moudle 3 Tour And Hospitality Assistant

Unit 3.1. Tour Handling

- 3.1.1 Itineraries
- 3.1.2 Tour costing and Pricing
- 3.1.3 Tour Brochure
- 3.1.4 Etiquettes of Tour Guides
- 3.1.5 Approval of tour guides in India region wise
- 3.1.6 Basic phrases in foreign languages [French& German].

Practicals

- Construct tour itineraries
- Construct tour costing
- Prepare chart of foreign language phrases

- Role plays using basic phrases in foreign languages.
- Field visits to museums, heritage sites, etc.
- Introduction to Photoshop
- Usage of basic tools and edge refinement, isolate and edit parts of an image
- Manipulate layers through positioning, scaling, rotation and adjustments
- Prepare images for web and printout with appropriate sizing and resolution
- Apply painted masks, selection based masks, and blend modes to create image effect.
- Prepare a tour brochure

Unit 3.2. Hospitality Management

- 3.2.1 Hospitality industry
- 3.2.2 Major hotel chains in India and world (familiarisation level).
- 3.2.3 Departments in hotel
- 3.2.4 Front Office
- 3.2.5 Lay out of Front Office
- 3.2.6 Types of reservation
- 3.2.7 House Keeping
- 3.2.8 Functions of House keeping
- 3.2.9 Types of Room
- 3.2.10 Types of Bed
- 3.2.11 Food and Beverage Production
- 3.2.12 Food and Beverage Service
- 3.2.13 Equipments used in kitchen
- 3.2.14 Co-operation with other Depts.
- 3.2.15 Terms used in hotel industry.

Practical

- Preparation of organizational charts
- Picture albums of different kinds of hotels and resorts
- Field visits to hotels/resorts
- Table setting in a hotel/ restaurant
- Introduction to Coral draw
- Drawing lines, shapes, inserting pictures, objects, tables and tinplates.
- Creation of visiting cards and Id cards.
- Creation of outline map of (India/Kerala) using coral draw

Unit 3.3. Event Management

- 3.3.1 Event
- 3.3.2 Event Management
- 3.3.3 Characteristics of event management
- 3.3.4 Five C's of event management (Conceptualization, Costing, Canvassing, Customization, Carrying out)
- 3.3.5 Categories of event
- 3.3.6 Process of event management
- 3.3.7 Key elements of events
- 3.3.8 MICE
- 3.3.9 ICCA.
- 3.3.10 ICPB
- 3.3.11 Major travel fairs in the world ITB Berlin, Arabian Travel Market (ATM), WTM, KTM.

Practical

- Organize a event in connection with World and National Tourism Day celebration at school
- Prepare a sample event budgeting/ expenditure in excel format
- Prepare a chart and PPT of C's of events and categories of events
- Prepare a picture album of major tourism events in the world
- Visit to any major event like KTM/TTF /exhibition /fairs etc
- Logo Creation on any aspect of tourism(e.g. organizations, airlines, car rentals

Moudle 4 Online Travel Services and Computer Reservation Systems

Unit 4.1 Air Travel and Airport Management

- 4.1.1 Air Travel Organizations-ICAO,IATA -UFTAA-PATA,ASTA TAAI [familiarization level]
- 4.1.2 International Conventions Warsaw,Chicago, Montreal
- 4.1.3 Freedoms of Air
- 4.1.4 Major continents of the world
- 4.1.5 TC Areas
- 4.1.6 Major countries, capitals, cities, airports with codes
- 4.1.7 Airline codes
- 4.1.8 Currency codes

- 4.1.9 Airport procedures
- 4.1.10 Various class of services in a flight
- 4.1.11 Arrival formalities
- 4.1.12 World Time Zones and Flying Time Calculation
- 4.1.13 Journey
- 4.1.14 Global indicators
- 4.1.15 Familiarization of (Manual)Fare calculation (One way- Mileage principle HIP,BHC,ec)-
- 4.1.16 Air cargo and logistics

Practical

- PPT - type of journey with examples
- Field visit to Airports
- Visit Tourist Reception Centre of KTDC and CRS
- PPT presentation of air travel organizations
- Role play of check-in formalities
- Preparation of chart showing World Time Zones
- Introduction to internet usage
- Networking, browsing skill and fundamentals of web designing
- Website creation of a tourism firm.

Unit 4.2 Global Distribution System

- 4.2.1 Introduction to Galileo
- 4.2.2 Functions of Galileo
- 4.2.3 Types of screens
- 4.2.4 Working with GDS
- 4.2.5 Phonetic alphabets
- 4.2.6 SSR and OSI codes
- 4.2.7 Billing and Settlement Plan [BSP]

Practicals

- Map work - IATA Codes for cities and Airports, Routing
- Visit Seva Kendra/Passport Seva Kendra and familiarize with the amenities at the Airports.
- Practicing in GDS
- Practicing PNR creation in GDS (AMADEUS/GALILEO)
- Travel portals: Make my trip, Yatra.com, Travel advisor.

Unit 4.3. Marketing & Recent Trends in Tourism

- 4.3.1 Tourism Marketing
- 4.3.2 Unique features of Tourism Product
- 4.3.3 Major steps in Tourism marketing
- 4.3.4 Marketing Mix-7 P's of marketing
- 4.3.5 Tourism Market segmentation
- 4.3.6 Benefits of market segmentation
- 4.3.7 Criteria used for dividing market segmentation
- 4.3.8 Tourism promotion and sales promotion tools
- 4.3.9 Major travel portals and travel apps

Practical

- Prepare a chart of Marketing Mix
- Prepare PPT/Chart - features of tourism products
- Prepare international tourist arrivals in excel format-graphs.pie diagram etc.
- Prepare individual Blogs of Students on tourism.
- Familiar with Apps .used in travel industry.
- Practice in online travel web sites like IRCTC, yatra, clear trip, etc.

Name of Module: Tour And Hospitality Assistant

[Total Period 340]

30% theory 70% practical

Name Of Module: Online Travel Services and Computer Rservation System

[Total Period 340]

30% theory 70% practical

Overview of Module 3

Tour and Hospitality Assistant

This module will give learners an idea about Tour handling. The students study about the preparation of itineraries--tour costing and pricing. They also learn about the approval of tour guides in India in region wise. This module also gives them an idea about the etiquettes of Tour Guides. The students also acquire knowledge about brochure preparation. The basic greeting phrases in foreign languages (French& German) enables the learners to have a very basic idea about the needy phrases and words used for communication in these languages.

This module also imparts the learners to know about the hospitality industry, role of accommodation in tourism, hotel-definition, major hotel chains in the world (familiarisaion level), departments in hotel.The learners can know about the -Front office operations, layout of front office department- functions of front office dept- and types of reservations. The students are introduced to the house keeping department, functions of house keeping-layout of house keeping dept.-types of room and types of bed. This module gives an introduction to the -food and beverages production, introduction of cookery, equipments used in kitchen,-co-operations with other departments, food and beverages organisation, meal plans. Some terms used in hotel industry are also introduced.

This module will again give an idea about events and event management. It will enable the learners to know about the characteristics, Five C's of event management (Conceptualization, Costing, Canvassing, Customization, Carrying out), categories of events, process of event managent, key elements. This module gives an idea about MICE, ICCA, ICPB, the major travel fairs in the world and India-ITB Berlin, Arabian Travel market, WTM, KTM.

Unit - 1

TOUR HANDLING

Introduction

This topic covers the following areas in tour handling to enable students to prepare tour itinerary, to calculate tour costing and tour pricing, prepare tour brochures with all the necessary information. It also prepares students to know about various types of tour guides, their approval formalities by the government and etiquettes of tour guide. The topic also enables the students to learn basic greetings and phrases in foreign languages (French and German).

Learning Outcomes

The learner:

- Develops skill in tour itinerary preparation.
- Develops skill to prepare a tour itinerary
- Develops skill to prepare tour costing and pricing
- Understands tour co-ordination and controlling
- Develops skill to prepare a brochure
- Understands the etiquettes of a tour guide
- Understands formal greeting phrases in foreign languages (French/German etc)

Detailing of concepts

3.1.1. Itinerary

An itinerary is a key and significant component of a tour package. It is designed to identify the origin, destination and all the enroute stopping points along with transportation, accommodation and other services on traveller's trip. It is the designing of a programme which one wants to sell

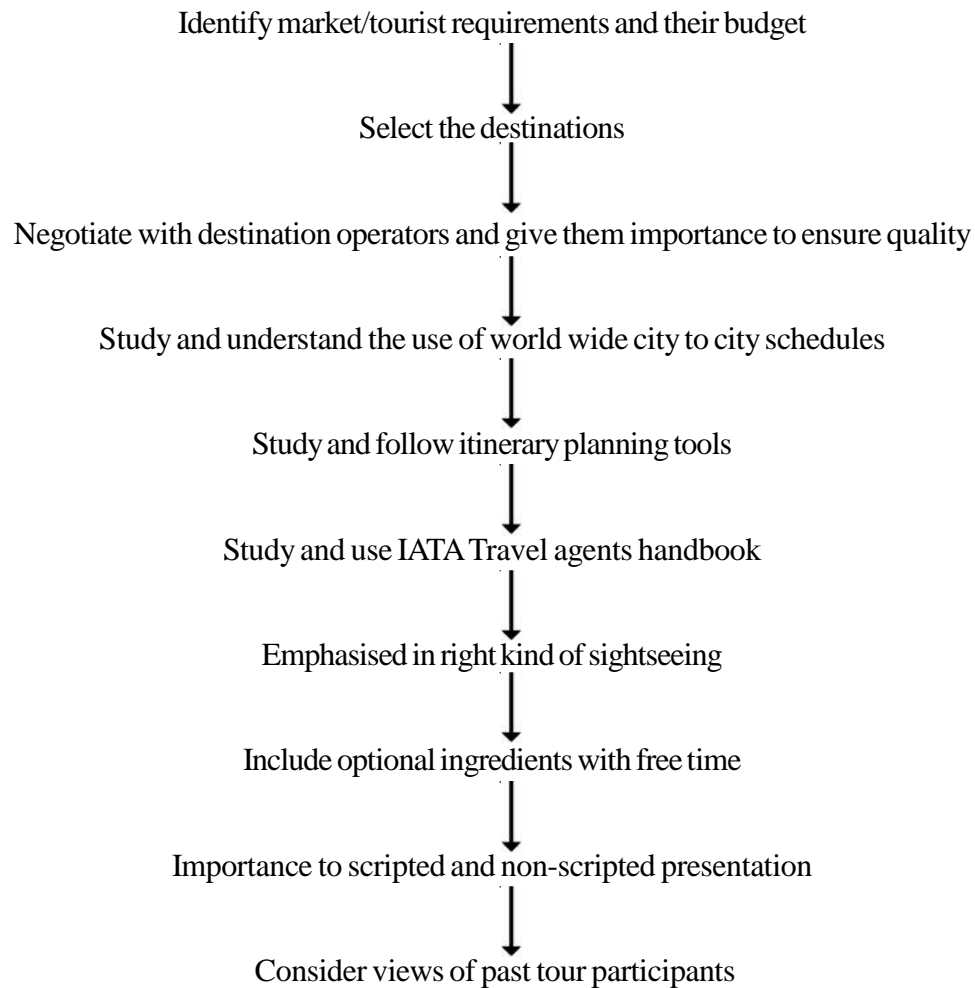
The main itineraries

1. Tourist itinerary
2. Tour manager's itinerary
3. The vendor's itinerary
4. The bus driver's itinerary
5. Tour escort/country step-on guide itineraries

The following are some of the itinerary planning tools:

- Timetables
- The official Airline guide
- Travel Information Manual
- Air tour Manual
- World wide cruise and shipline guide
- ABC travel guide
- World Hotel guide
- The official rail guide

A tour planner should adopt the following step by step procedure:



Sample inbound itinerary

Delhi-Jaipur-Agra-Delhi

Date/day	Time	Sector	Tour programme
01	4.45pm	Delhi	Arrival at international airport and transfer to Hotel Ashoka, overnight stay
02	8.30 am	Delhi	Breakfast full day city tour by deluxe coach. Overnight at hotel
03	6.30 am	Delhi-Jaipur	Leave Delhi by road for Jaipur. Afternoon at leisure, overnight stay

04	8.30 am	Jaipur	Breakfast, full city tour afternoon visit Amber, overnight at hotel Jai Mahal Palace
05	6.30 am	Jaipur-Agra	Leave Jaipur for Agra, visit Fatehpur Sikri stay at Taj
06	8.30 am	Agra	Breakfast, city tour, overnight at Ashoka Hotel
07	8.30 am	Agra-Delhi	Breakfast at hotel, leave for Delhi via Sikandra, overnight at Ashoka Hotel
08	8.30 am	----- End of tour	After breakfast transfer to airport to leave for America by American Airlines

3.1.2. Tour Costing and Tour Pricing

Tour costing

Tour cost means the total cost incurred or attributed to a tour product service or tour costing is the sum total of costs incurred to create or formulate a tour package. Generally a package tour includes two components - travel and ground services. Thus the cost components of a package tour are:

- Research and development cost
- Travel cost-air,road,rail or sea
- Accommodation costs
- Transfer costs
- Food and beverage costs
- Sightseeing and activity costs
- Marketing costs
- Administrative costs
- Miscellaneous costs

Let's discuss, how to prepare a cost sheet of FIT, GIT and other tours.

COST SHEET OF XY TRAVEL COMPANY

New Delhi for the Year _____

Name of Tour _____ GIT/FIT		No. of Pax _____								
Tour Code _____		Period _____								
Rate of Exchange _____										
Day/ Date	Sector	Transportation				Hotels				
		Transfer		Sightseeing		Single	Double	Meal Plan	Extra	Or. Services
		Car		Coach						
		AC	Non AC	AC	Non AC	AC	Non AC	AC	Non AC	
Total tour cost										

FIGURE 5.2. A Specimen of Tour Cost Sheet

Tour cost sheet is a statement designed to show the total costs alongwith the break

Tour Pricing

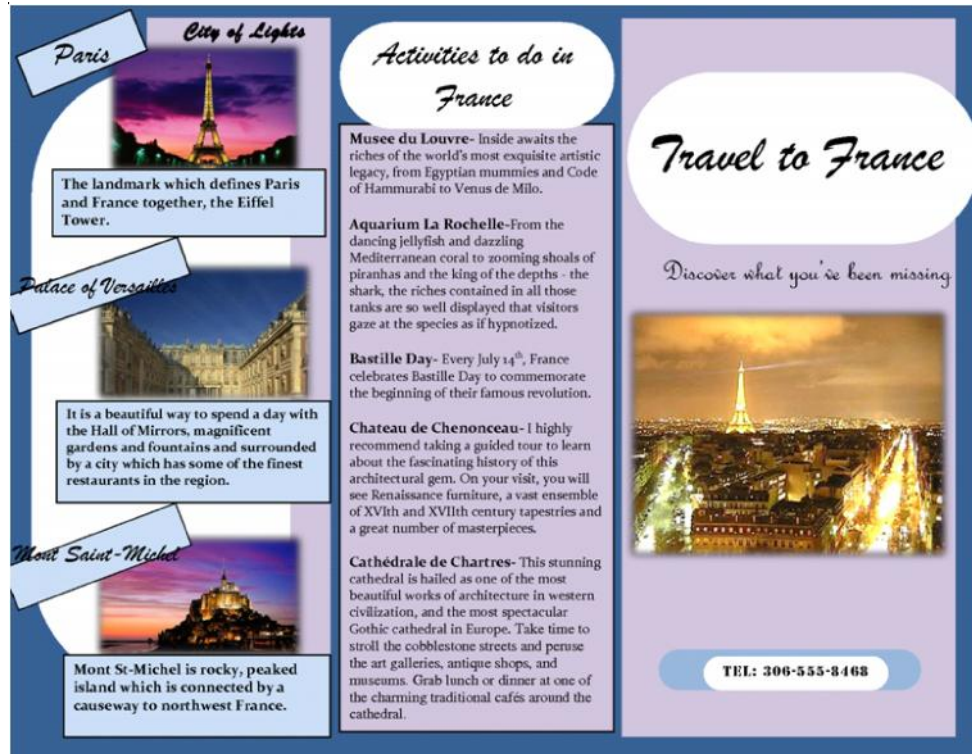
Tour pricing is the process of determining what the agency will charge the customer for the tour, whereas tour costing is the actual laborious job of analyzing what each item on the tour will really cost the travel agency out of its pocket. The difference between what the client pays (what comes in) and what the tour costs the travel agency (what goes out) is earnings or profit.

Tour Price Structure

Items	Percentage
Assumed price = Rs100	
Direct costs	
• Accomodation	40
• Air seat	36
• Other transport costs	2
• Agent commission	8
Total	86
Gross margin	14
Indirect costs	
• Administrative	3
• Promotion	5
• Others	1
Total	9
Net Income/profit	
• Trading	5
• Interest on deposits and others	2
Total	7

3.1.3 Tour Operator's Brochure

Brochure is a vital marketing tool and means of informing the customers/tourists about the product and persuading the potential tourist to purchase the tour.



Design and format

The design and format of the brochure will be decided on the basis of its purpose. There are various designs to reinforce an operator's image of quality and reliability which should be achieved by the following:

1. Attraction
2. Accuracy
3. Easy comprehensive text and layout
4. Photography of paper of a matching quality

Depending upon the purpose one may select any of the following brochure:

1. Leaflets
2. Folders:
 - Centre fold: folded to produce
 - Simple: four page sheet
 - Gate fold: an off centre fold providing a front sheet smaller than the second

- Six Page: regular fold
 - Six page: concertina fold
3. Booklets: Eight or more printed units of four sheets which require binding such as:
 - Small booklet: machine bound by saddle
 - Stitching (stamp through the spine)
 - Large one: side stitched by a glue on cover or bound as a book

There are a few useful guidelines:

1. Always use international sizes A4, A5 or one third A4
2. It is preferable to use one good picture on the cover unless there are compelling reasons for a multi-picture approach.
3. Include a map or maps showing the location of the facility in relation to town or other major tourist centres.
4. Feature your address and telephone number (including the international dialing code)
5. If appropriate the address of your overseas office or representative
6. Maintain a good editorial advertising balance so that the publication is not swamped by the advertising.

Package Tour Brochure

There could be three types of package tour brochure:

- a. Shell folders: These are blank folders intercepted with printed photographs. These are provided at low cost by airlines or national tourist offices
- b. Umbrella brochures: These are produced by travel agents for selling inclusive tours for destinations overseas
- c. Regular tour brochures: These are purpose designed brochures for operators regular package tour services and comprise all holiday tours

Contents of Brochure

1. The name of the firm responsible for the inclusive tour
2. The names of transport
 - Name of the carrier

- Types and class of aircraft
 - Schedule or chartered aircraft
3. Details of destination and time of travel
 4. Duration of each tour: Number of days/number of night days.
 5. Description of the location and type of accommodation including meals
 6. Services of overseas representative if provided
 7. Price for each tour with an extra charge clearly shown.
 8. Details of special arrangements.
 9. Contents of booking including details of cancellation conditions.
 10. Details of any optional or compulsory increase coverage.
 11. Details of documentation required for travel to the destinations featured and any health hazards or insulations recommended.
 12. Booking form: It is printed within the brochure for completing reservations. The terms and conditions of booking should appear in full in the brochure but should not be printed on the back of the booking form as they should be retained by the customer.

3.1.4 Etiquettes of tour guides

The Tourist Guide shall always be aware of projecting a good and positive image of India adhering to the ancient Indian concept of " Athithi Devo Bhava " .

The Tourist Guide shall consider himself/herself a friend of the tourists, be courteous and helpful and never betray the trust placed in them by the tourists and carry out his ethical and moral responsibilities with dignity.

The Tourist Guide , will ,therefore , bear in mind that" word of mouth " publicity and comments have a tremendous impact on the creation of an image for the country. This is several times more valuable than the most expensive advertisements that can be put out .

The Tourist Guide will always be efficient, tactful, kind , understanding and project the warm and hospitable nature of Indians.

The Tourist Guide will ensure that he/she will give correct and all possible information of the latest developments in the country and keep himself/herself up to date. He/she will understand and convey the positive aspects of his/her culture and tradition, and

be well versed with matters relating to local customs , habits and traditions to ensure that both the tourists and the local people respect each other.

The Tourist Guide will always be punctual, well groomed , presentably dressed, well mannered, sober and cultured. His dedication and conduct should ensure that, the image of the profession or that of the country is never spoiled.

The Tourist Guide shall at all times be reliable with the entrusted duties and be of exemplary conduct, not only dealing with tourists but also with others such as Government officers, and members of the public.

The Tourist Guide shall refrain from unethical or discriminatory conduct and deal with proprietary and impeccable honesty. He will refrain from entering into shoddy deals for monetary and other gains nor will he intentionally mislead the tourists.

The Tourist Guide shall refrain himself from all possible arguments and remember that the 'Customer is Always Right.'

The Tourist Guide shall uphold his/ her status and reputation with a view to foment closer co-operation , understanding and collaboration with his/her counterparts throughout India.

The Tourist Guide will respect and safeguard our heritage, monuments and ecology.

3.1.5 Approval of tour guides in India

Lack of proper training is the biggest handicap in the field of tourism. Specialized training in tourism is available in various colleges and universities. Command over one or more language is a must.

The Tourist Guides can be divided into three different categories.

- 1 'A' Class Tourist Guides
- 2 'B' Class Tourist Guides
- 3 'C' Class Tourist Guides

The department of tourism and its tourist offices select "A" grade tourist guides according to their requirements. At present graduates having history as one of the subjects in the degree course and the knowledge of one or more modern foreign languages are preferred. Candidates selected have to undergo three months training. On successful completion of three months training candidates have to appear in an examination. Those who qualify are kept on permanent panel of approved guides. They are awarded certificates and issued identity cards and badges. Grade 'B' and 'C' guides are approved by the department of archaeology, Govt of India. These

guides are stationed at the monuments. They are not allowed to take the tourists around the country.

3.1.6 Foreign language proficiency (basic communication phrases)

French language (basic phrases for communication)

Bonjour -Hello (Formal)- ബോൺഷാ

Bonsoir- good evening - ബോൺസ

Bonne nuit - good night- ബോൺനയി

Bienvenue - welcome- ബിയാൻവെന

Monsieur- മോൻസ Sir Madame-Madam- മദാ

Salut- Hi- സല

Merci. - Thank you - മെർസി

Merci beaucoup. -Thank you very much - മെർസിബെകാപ്

S'ilvousplaît. -Please.- സിൽവാപേ

Comment vousappelez-vous- what's your name- കമോവാസ്അപലേവാ

Je m'appelle -my name is... ഷമപൽ

Quell estvotre nationality- what's your nationality- കെലെവോത്രനാസത്രാലിരി

Je suis- I am _- ഷെസ

Comment Cava -how are you കൊമോസവാ

Cavabien merci- fine thank you- സവബിയാൻമെർസി

oui -yes ഉയി non -no

Je suisdésolé -- I'm sorry- ഷെസദിസോലെ

Excusez-moi.-Excuse me.- ഹക്സ്കസേമാവ

aller à droite-go right അലേദ്രാത്

aller à gauche -go left- അലേഅഗാചേ

Aller tout droit-go straight അലേതാത്ദ്രാത്

Combien?-How much is this- കോബിയാൻ

Ici-here- ഇസി

Oùest... ?- ഹെ Where is...D'accord- ok - ദക്കൊർദ്

ouvert / fermé- open / closed- ഉവർത് / ഫെർമെ

Au revoir-Goodbye- അറെവോ

Voulezvousquelque chose- do you want something- വാലെവാകൽക്കഷോസ്

Je peuxvous aider- may I help you- ഷെപാഹയിദെ

Entrez- come in- ഓത്തുവരിക

Quelleheureest -il- what time is it.- കൈമുറുക്കുമ്പോൾ

Il estit is - ഇപ്പോൾ

Bon voyage- happy journey - സന്തോഷപരമായയാത്ര

German language (basic phrases for communication)

Yes - / no ja / nein (yah/nine)

please/thanks - bitte/danke (BIT-tuh/DAH-kuh)

Excuse me! - EntschuldigenSie! (ent-SHOOL-de-gen zee)

left / right - links / rechts (linx/rechts)

How are you? (formal) - Wiegehtesihnen? [Vee gate esseenen?]

I'm doing well. -Mir geht's gut.[mere gate es gut]

Hello!/Good day! -Guten Tag! (GOO-ten tahk)

Good-bye! -Auf Wiedersehen! (owf VEE-der-zane)

Good morning!- GutenMorgen! (GOO-ten morgen)

Good night! - GuteNacht! (GOO-tuhnahdt)

"What is your name?-"WieheißenSie?" (vee hi-sehn zee),

My name is...- Ichheisse... (ich HYE-suh)

I am... - Ich bin... (ich bin)

Do you have...? HabenSie...? (HAH-ben zee)

Where is....? -Woist...? [Vohist...?]

May I help you? (formal)- KannichIhnenhelfen? [kahnikhee-nen hell-fen]

Would you like...(formal)-MöchtenSie... [moshton see]

What are you looking for? - Was suchenSie?

Do you speak English? --SprechenSieEnglisch? [shprexh-en zee eng-lish]

Detailing of Practicals

- Construct tour itineraries
- Construct tour costing
- Prepare chart of foreign language phrases
- Role plays using basic phrases in foreign languages.
- Field visits to museums, heritage sites.

Computer

Photoshop

Photoshop is a computer graphics and image editing software and print programme.

Students will gain a working knowledge of Photoshop and develop their skills in editing and altering the photos through a basic understanding of tool bars, layers and the adjustment panel.

- Mastering the effects of the clone and healing brush tools.
- Understanding and working with layers and the adjustment panel.
- Basics of Masking.
- Transferring and maximizing smart objects.
- Employing smart filters to create interesting effects.
- Colour correction.
- File formats, resizing and saving
- Cropping.
- Actions and batch processing.
- Usage of basic tools and edge refinement, isolate and edit parts of an image
- Manipulate layers through positioning, scaling, rotation and adjustments
- Apply painted masks, selection based masks, and blend modes to create image effect.
- Prepare a tour brochure using Photoshop.

Assessment Activity

- Short note preparation on tour itinerary process
- Sample preparation of tour itinerary
- Tour costing on the prepared itinerary
- PPT on a package tour with all the attractions
- Record work
- Brochure preparation on a major tourist destination/ tour package etc

T E Questions

- Prepare a tour itinerary for 3days/2nights (suggested routes TRV-COK-TRV, DEL-JAI-AGR)
- List out the cost components of a tour itinerary
- What is tour pricing? Give rough structure of tour price
- What are the different types of tour brochures? List out the details to be included in preparing a tour brochure
- What are the different types of tour guides and the formalities required for their approval?
- List out 5 phrases for communicating with a foreign guest (German or French).

Unit - 2

HOSPITALITY MANAGEMENT

Introduction

This unit deals with the emergence of hotels, definition of hotel and departments in hotel. It will enable the learners to understand the procedures undergone in front office, layout of the front office, types of reservation in hotel industry, house keeping operations, types of rooms, types of bed, food and beverage productions, cookery, equipments used in kitchen, lay out of F&B production, service outlets, organization of western production department, table setting, some of the terms used in the industry and cooperation with other departments so that the learners can understand the functioning of hotel industry

Learning outcome of the unit

The learner:

- Explains importance of accommodation in tourism industry
- Lists about hotel concept/hotel chains
- Identifies departments in a hotel & its functions
- Familiarises of front office department
- Understands the lay out of front office
- Familiarises the functioning of reservations
- Familiarises the functioning of house keeping.
- Understands the lay out of house keeping
- Familiarises about cookery
- Familiarises the functioning of food and beverages production /service operations
- Familiarises the service outlets of food and beverages service department
- Lists the equipments used in production and service
- Understands about a table setting
- Explains the function of food and beverages department in cooperation with other department
- Lists the terms used in hotel industry

Detailing of the concepts

3.2.1 Hospitality industry

Hospitality is treating people like you would want to be treated when you are travelling. It means making a tourist feel totally welcome not only as your guest but also as the guest of the complete family of the hotel.

As per the Oxford dictionary hospitality is defined as "reception and entertainment of guests ,visitors or strangers with liberality and goodwill." The word hospitality is derived from the Latin word "Hospitalitias". Hospitality industry provides services which are need oriented and services vary with needs.

The term 'hotel' was used in England in about 1760. Hotel or inn is defined by British law as a "place where a bonafide traveller can receive food and shelter, provided he is in a position to pay for and is in a fit condition to be received."

3.2.2 Major Hotel chains

Some hotel chains in India

Taj group of hotels: In 1903 JRD Tata constructed the Tajmahal Hotel in Mumbai. it was the first hotel of international standards and repute built by an Indian for Indians.

ITDC- India Tourism Development Corporation.

Started in 1966 the flagship hotel of ITDC is Ashok Hotel ,New Delhi

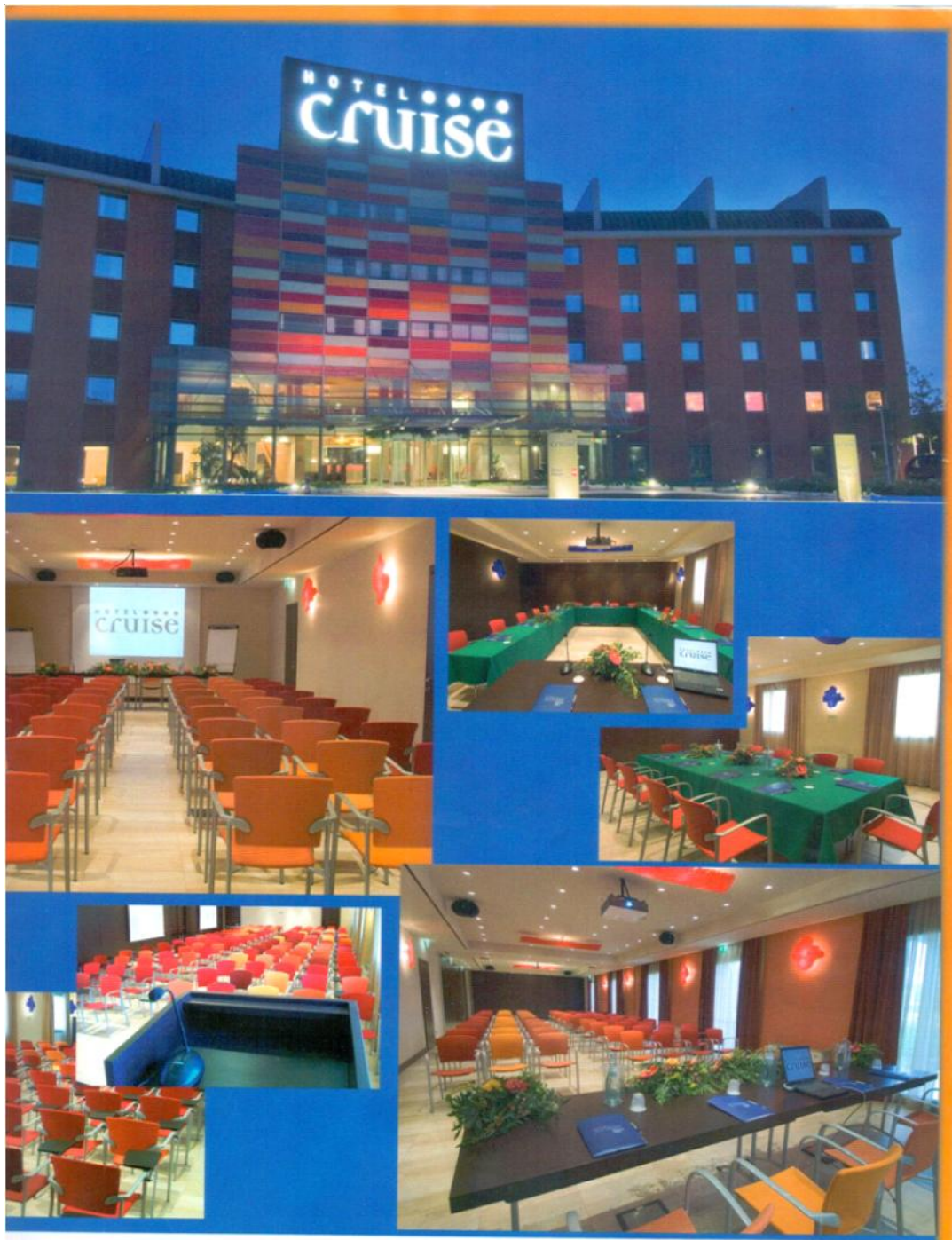
Welcome group; it is the hotel division of ITC Ltd ITC entered into Hotel business in 1975 with the opening of Chola Sheraton , Chennai.

Oberoi Hotels; RaiBahadur M S Oberoi started the Oberoi group of hotels

Leela chain of hotels; the chain is owned by Capt CP Krishnan Nair of Kerala

International Hotel Chains;

Sheraton	leMeridian
Hilton	Hyatt
Ramada	Mariot



A major International Hotel with some of its amenities

3.2.3 Departments in a Hotel

The hotel's different departments and their functions all play a crucial role in ensuring the successful run of the business, while providing a positive experience to its guests.

The major departments are:

Front office

Housekeeping

Food & Beverage production & service

Auxiliary departments

Administration

Marketing

Accounts

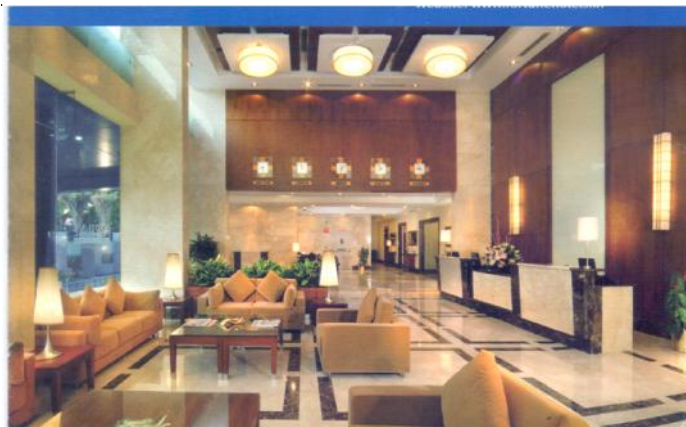
Maintenance

Security

3.2.3 Front office

Front office is like a show window of the business organization. Front office coordinates as a link between the hotel and the guest and at times is the only area which comes in contact with the guest and the guest knows the hotel by the front desk of the hotel only.

The FRONT OFFICE is the nerve center of a hotel. Members of the front office staff welcome the guests, carry their luggage, help them register, give them their room keys and mail, answer questions about the activities in the hotel and surrounding area, and finally check them out.



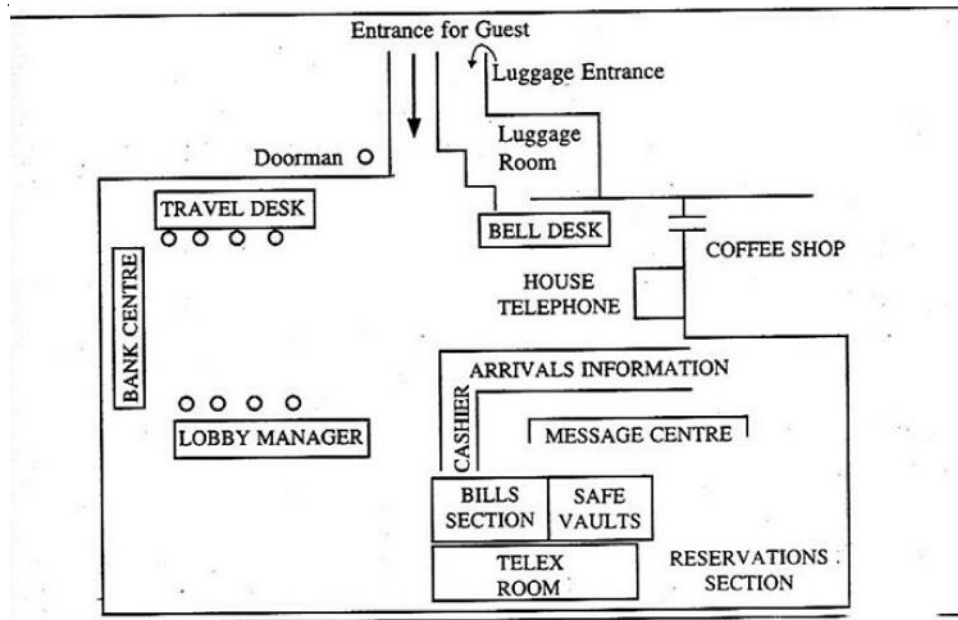
Front office and lobby of a five star hotel

Various sections of Front office department.

Usually the front office department of a hotel comprises of subsections such as

- a. reservation -responsible for booking of rooms in advance
- b. check-in- responsible for receiving the guest, allocating and assigning rooms and registering of a guest.
- c. information-the main function of this subsection is to provide information about the hotel, services and amenities, city, travel and transport, banks, etc.
- d. bell desk - responsible for luggage handling
- e. cash and bills -responsible for maintain and recording guest accounts and bills.

3.2.5 Lay out of front office department in a hotel industry



3.2.6 Types of reservation

1. Tentative/Provisional
2. Guranteed
3. Confirmed

Tentative

This is when a request prospective guest is recived for some future day arrival and hotle blocks the room for this guest provisionally in the hotel records.

2. Guaranteed reservation

The hotel will take the credit card number of the guest to ensure the payment of the room. The guest who chooses to have guaranteed reservation has the promise from the hotel to provide room even if the guest arrives late.

3. Confirmed reservation

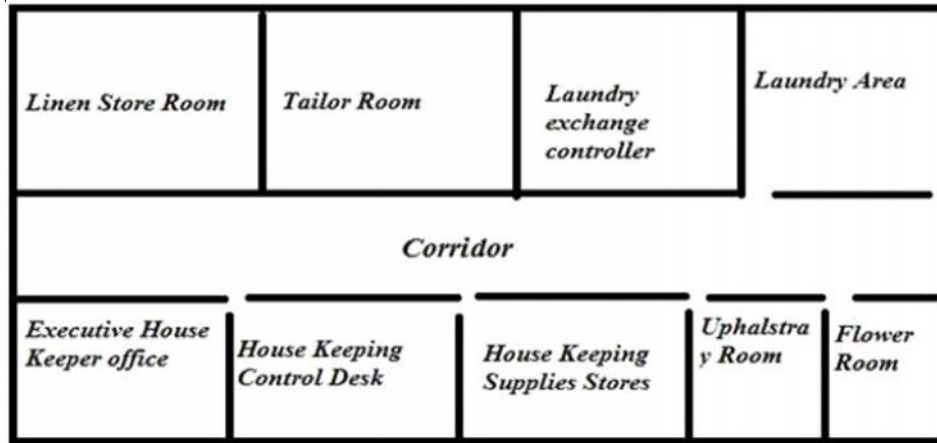
It is a reservation made with sufficient time for a confirmation slip including confirmed dates, types of room booked, number of guests and so on.

RESERVATION FORM

NAME	NUMBER OF PERSONS	ARRIVAL	DATE
ADDRESS/COMPANY			FLT. NO
TYPE OF ACCOMMODATION			TIME
BOOKED BY		DEPARTURE	DATE
ADDRESS			TIME
DATE OF BOOKING			
LETTER/TEL/TELEX/NO.		PHONE NO.	
PHONE	PERSONAL	CONFIRMED	W.L.
DEPOSIT RECD : CASH		CHEQUE NO.	
SPL. REMARKS			
BILLING INSTRUCTIONS			
INITIAL (Reservation Assistant)	No. R. (J)	ARRIVAL G.R. NO. (Optional)	

3.2.7 Housekeeping

The primary function of the housekeeping department is keeping the venue clean and sanitary as part of customer service. Maids and cleaners vacuum rugs and furniture in hallways, rooms and public areas. They collect trash and empty wastebaskets, change the sheets and make the beds. They refill soap and toilet paper dispensers in public restrooms and put toiletries and supplies in guest rooms. They dust and polish furniture. In some hotels, they bring requested items, such as infant cribs, to guest rooms. These hands-on tasks fall to the actual cleaning staff.



House Keeping Department Layout

3.2.8 Functions of house keeping

1. Cleaning rooms and public area
2. Bed making
3. Linen Management
4. Laundry services
5. Pest control
6. Key control
7. Safety and security
8. Interior decoration
9. Room maintenance

3.2.9 Types of Rooms

Single Room:

A room with two single beds meant for two persons.

Double Room:

A room with double bed meant for two persons.

Twin Room :

A room with two single beds meant for two persons.

Twin Double Room:

Commonly known as family room having two double beds separated from each other.

Parlour

A sitting or living room not used as bed room. Studio Room: A parlour setup with one or two studio beds or couches which can be converted into beds.

Suite

A connecting one or more bed room. It is the most expensive type of room Main feelings of a suite:-

- (i) Larger size: more rooms and more privacy.
- (ii) More facilities like refrigerator, T.V., etc.
- (iii) Elaborate furnishings and may be particular view eg. Sunset view suite.

Junior Suite

A large room with a partition separating the living room furnishings from the bed room.

Duplex

A set of rooms not on the same level connected by an internal stairway generally parlour at the lower and bed room at the upper level.

Efficiency Room

A room having some kitchen facilities prominent in motels, resorts and residential hotels.

Hospitality Rooms

A room used by a guest for entertaining his guest, charged on hourly basis.

Inter Connecting Rooms

Two rooms adjacent to each other having an interconnecting doors allowing entry to other room, may be locked from either end and discontinue use of interconnecting doors.

Pent House Suite

A set of room situated on terrace level, a part of which may be open to sky-

Adjoining Room

Two or more rooms with or without interconnecting doors and are on the same level.

3.2.10 Types of Bed

Single bed-approx.39×81 can accommodate single person only.

Double bed-approx 57×81 and accommodate 2 persons.

King size bed -an extra long,extra wide double bed [78×82]

Queen bed- double bed of 60×80 size.next to king size bed.

Twin bed -one of the twins is approximately 37×81 in dimension .

Murphy bed- also called wall bed,is a bed that is hanged at one end to store vertically against the wall or inside of a cabinet.

3.2.11 Food and Beverage Department (F&B)

The food and beverage is one of the integral part and important operational department in a hotel which is divided into food production and food and beverage service department. Food production or kitchen department is responsible for the actual preparation of food items where as the F & B service department is responsible for the systematic service of food from the hot or cold plates of kitchen to the customer's tables as per their choices or order.

The term kitchen is derived from the French word "Cuisine" which literally means Art of cooking or food preparation in the kitchen.

Definition of cookery

Cookery is defined as a chemical process ,the mixing of ingredients ,application and withdrawal of heat,decision making ,technical knowledge and manipulative skills.cookery is considered to be both an art and technology.

3.2.12 Food and Beverage Service

Food and Beverage Service is the service of Food made in the Kitchen and Drinks prepared in the Bar to the Customers (Guest) at the Food & Beverage premises, which can be:

Restaurants, Bars, Hotels, Airlines, Cruise Ships, Trains, Companies, Schools, Colleges, Hospitals, Prisons, Takeaway, etc

Food & Beverage Outlets are divided in to the following categories:

1. Restaurants: Restaurants are places where Food & Drink is served.



Zodiac - The 24 hrs Coffee Shop

FOOD & BEVERAGE

- Zodiac - The 24 hrs coffee shop
- Nostradamus - Lounge & Bar
- Roof Top Aqua Grill - Open Air Pool side Restaurant

There are various types of Restaurants:

All Day Dining Restaurants: They are usually called as Coffee Shop or Cafe in Hotels. They are usually big in size with many Covers (seats), compared to other Restaurants in the same Hotel. The main reason why they are called All Day Dining Restaurant is because of their hours of operation, as they are open for breakfast in the morning, lunch in the afternoon to dinner in the evening.

Fine Dining Restaurants: Fine Dining Restaurants are characterized by their elaborate and exclusive menu with special emphasis on the very high quality food they serve. The emphasis being on fresh ingredients and natural flavors or on the type of Cuisine served, or both. Usually the operation of this restaurant revolves around the Head Chef or Chef De Cuisine of this Outlet.

1. Speciality Restaurants:

These are Restaurants which usually have a type of National or Regional Character or Cuisine attached to them, for example: Italian Specialty Restaurant, Chinese Specialty Restaurant etc. In some Hotels they do also sometimes have Multi Cuisine Specialty Restaurant, which literally means that Restaurant serves cuisine from more than one country, or the dishes on the Menu at that Restaurant has Food Specialties from different countries.

2. Lounge:

Lounges can be found in different hotels. Their main purpose is to offer Food & Drinks in comfortable and cozy seating in relaxed surroundings. There are many kinds of Lounges ranging from a Lounge in a Lobby, Cocktail Lounge and Cigar Lounge to Executive and Club Lounge on special Floors.

3. Bar:

Bar is a place where drinks are served. There is usually a small Snacks Menu too. The service is fast and quick. There are various kinds of Bars ranging from Formal bars to Club Bars, Pubs, PoolBars, Wine Bars, Cocktail Bars, Beach Bar to Juice Bars and many more.

4. Discotheque/Nightclub:

They are outlets where Music and Entertainment takes priority with the Food & Drink. The operation is very fast and the guest numbers are large. Security is an important aspect in these operations. Music and entertainment can range from DJ to live bands playing.

5. Room Service/In Room Dining

Room Service also known as In Room Dining .It is the service of Food & Drink in Guest Rooms in a Hotel or a Resort.

6. Meeting and Conference Rooms

Meeting and Conference rooms together with Ball Rooms come under the Banquets & Conference section. They are a great source of Revenue in Food & Beverage Department usually in Corporate and City Hotels. MICE (Meetings, Incentives, and Conferences & Exhibitions) can alone bring much revenue in some hotels in comparison to other outlets in Hotel.

7. Ball Rooms

These are large Function Rooms which are primarily used for Functions and Weddings. The Staffing ratio of Full Time Staff in this section is very less as the Function and Wedding Business can sometimes be seasonal and extra staff is usually filled in by the use of Casual Staff. This Section is the most Dynamic section in Food & Beverage with the Conference Section, which is more physically demanding and creatively oriented.

7. Delicatessen

Delicatessen or Deli is a place where guests can buy fresh produce ranging from Freshly Baked Bread, Cold Meat, Fresh Salads, Cakes, Home Made Ice creams and light and healthy drinks.

9. Stewarding

The Stewarding Department in a hotel or foodservice operation is responsible for the back of the house cleanliness in the food and beverage areas; the cleanliness of the chinaware, cutlery, glassware; and the custody of related food and beverage equipment.

Organization of a Western Food Production Department

The following outlines of the work of western kitchen staff organized on traditional kitchen brigade

Executive Chef

The Executive Chef controls all the sections and the cooks in charge of them; supervises preparation, cooking and service of food from the kitchen to all the dining outlets; arranges the menus; plans the timing for completing food production for the beginning of restaurant service; checks food for flavour and seasoning by tasting;

supervises the server giving dishes a final inspection before service, with attention to correct garnish and appearance.

Sous Chef

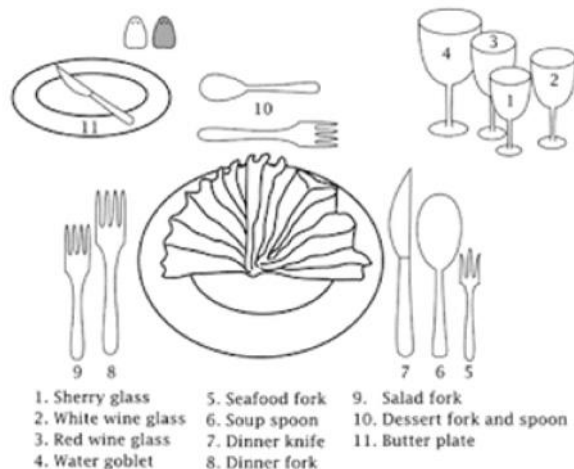
Sous means "under" in French and the Sous Chef is the second chef in command of a kitchen. In large hotels, the Sous Chef's position is also mostly administrative and supervisory, helping the Executive Chef run the kitchen.

Chef de Partie

Chef de Partie is a chef supervisor in charge of a kitchen or a specific area. In some cases, they call out the orders during service time, inspect the meals going out, and supervise the general traffic flow in the kitchen.

A model of Table setting

The Formal Table Setting



3.2.13 Some of the equipments used in Kitchen

Kitchen equipments may be divided into 3 categories

1. Large equipments
Ranges, steamers, boiling pan, fish fryers, sink and table
2. Mechanical equipments
Peelers, mincers, mixers, refirgreators, dishwahsers
3. Utensils and small equipments
Pots, pans, bowls, spoons, plate knife, greaters.

Some of the equipments used

Wooden Spoon - Used for mixing and when cooking and stirring hot foods

Slotted Spoon - Used to stir foods that are in liquids and to separate the solid foods from the liquids when serving

Wire Wisk - To whip eggs or cream or add air to a batter. Not used with thick mixtures

Peeler - Tool to remove the outer layer of fruits and veg

Chef's knife - All purpose large knife used to slice, mince, chop, cube and dice.

Paring knife - All purpose small knife used as an extension of the hand for small cuts, garnishes, paring or Coring

Butcher's knife - Specialty knife used when cutting meats because of its thicker broad blade

Rolling Pin - Tool used to flatten dough for rolls, pizza, cookies or crusts

Pizza Cutter - Cutting tool useful for cutting noodles, doughs, cooked pizza, etc

2 or 3 tined fork or Barbeque Fork - Large fork with a heavy handle used for skewering meats or large pieces of food while they are hot

Metal Spatula - Small utensil like a knife but used often to spread frosting, level dry ingredients when measuring or slice butter

Strainer or Sieve - Wire mesh container that is used to strain liquids away from solid ingredients or to separate and aerate dry ingredients like flour and powdered sugar

Colander - A bowl with holes to allow liquids to pass through. Used for separating solid materials from liquids and washing veg and fruits

Cookie Scoop - Size of scoop used for making drop cookies, mini muffins or cupcakes.

Pastry Brush - Tool used for basting baked goods with melted butter or brushing on glazes

Measuring spoons - Utensils for measuring small amounts of both dry and liquid ingredients accurately

Dry Measuring Cups - Utensils for measuring various amounts of dry or sticky ingredients accurately. They must be filled to the top and leveled off.

Kitchen Shears - Tool used to cut foods and materials used in the kitchen

Liquid or Glass Measuring Cup - Utensil to accurately measure liquid volume of ingredients. Often in both metric and American units

Custard Cup - Small glass bowl handy in the kitchen for breaking an egg, holding small amounts of ingredients or for small mixing jobs

Grater - A cutting tool used to shred or grate foods like potatoes, cabbage, cheese or if the surface is fine, to zest lemons or ginger

Blender - Electric piece of cooking equipment used for fine chopping, grinding and liquefying ingredients

Potato masher - Manual tool used to smash cooked fruits or vegetables into a puree, as for mashed potatoes, pumpkin, apples, etc.

Tongs - Utensil used to lift and hold foods while they are being cooked or served

Meat Tenderizer - Hammer-like device used to pound thick portions of meat till they are thinner and more tender

Pastry Wheel - Utensil used to both cut and or seal edges of pastry foods

Cheese Slicer - Simple device to create evenly sliced pieces

Melon Baller - Spoon-like utensil to make circular shapes from melons of all kinds as well as scooping and forming balls of various foods

Egg Slicer - Handy slicing device for hard cooked eggs, mushrooms, strawberries, etc. to ensure even slicing

Cookie Cutter - Metal or plastic tool created to cut all sorts of shapes of doughs for interesting presentations

Mixer - Electric device that can vary the speed at which ingredients are mixed. Some models have specialized attachments for other tasks such as making pasta, grinding meat and freezing ice creams

Mixing Bowls - These basic kitchen utensils have varying sizes and can be in metal, plastic or glass/ceramic

Cookie Sheets - Thin, flat metal pan with no or only shallow sides used to bake a variety of foods.

Cake Pan - Pan with taller sides which can be round, square, rectangular or have special shapes primarily used for preparing cakes and other desserts

Pie Plate - Metal or glass or ceramic pan shaped slightly larger at the top than the bottom for easier removal of a fruit filled pastry

Wok - Traditional oriental cooking pot with sloping sides and wide top for easy stirring while frying, steaming etc. Can be electric or stove-top models.

Double Boiler - Pan used to gently cook foods in an upper pan while it sits above another pan of hot to boiling water.

Electric Skillet - Useful appliance when space is not available for a stove top, or to give another cooking area in a kitchen. Can come with non-stick coating inside for easy clean up. Use for frying, steaming, warming and baking.

Saute Pan - Smaller skillet used for cooking onions, garlic, peppers, mushrooms, etc in butter or oil or for making omlets

Loaf Pan - Baking pan traditionally used for breadbaking, but also useful for meatloaf, loaf cakes and banana bread. Can be metal, glass or ceramic

Sauce Pan - Basic cooking pan with one handle and can come in many sizes and materials such as stainless steel, aluminum, cast iron, glass and glass ceramic

Pot - Larger sized cooking container for stove top and oven. Usually has two smaller handles and a heavy lid. Great for "pot roast"

Tea Kettle- Vessel used to hold hot water for making and pouring tea. Can be of metals, ceramic or glass

Cutting Board - Protective tool for cutting. This way counter tops are not marred. It can be sanitized and stored in a dry place.

Pot Holder or oven mitt - Keeps the cook's hands safe from hot pots and pans.

Casserole Dish - Glass or ceramic baking container, often with a matching lid

Pizza Pan - Specialty pan used for baking larger round dough creations.

Skewer or Kebab Stick - Long cooking rods used for impaling meats, veg and fruits

Funnel - Device useful for pouring a liquid into a narrow opening etc.

Juicer - Device for easy extraction of juice from citrus

Ladle - Large deep spoon used to serve soups, stews, punch and sauce

Pastry Cloth - Cotton woven cloth used when rolling out pastry as it is used under the dough and rubbed with flour to prevent sticking. It can be used to help move or roll dough.

Piping Bag - Cloth or plastic container for whipped cream, meringue, frosting or other soft ingredients that enables the cook to gently squeeze the ingredients through a tip and control the rate of flow plus the position of the food when garnishing, decorating cakes and pastries and filling containers.

3.2.14 Cooperation of Kitchen with other Departments

Cooperation with front office

- o Front office will communicate arrival and departure list which will help to forecast about the quantities to cook.
- o With the association assistance of front office kitchen people promote sales by explaining the guest as to what is available and where it is available.
- o Front office gives the list of V.I.P. arrivals in order to increase the reputation of the establishment.

Cooperation with house-keeping

It is mainly for the supply of linen i.e. Aprons, kitchen towels, dusters etc and to keep the kitchen clean.

Cooperation with F & B service

There should be a close liaison b/w F & B service and the kitchen staff because F & B personnel are involved in the selling of the products made by the kitchen department. It is the duty of the F & B personnel to give the intimation about the various parties to be hosted in future and in turn it is the duty of the kitchen people to provide food at right time in hygiene condition. Also F & B personnel must be aware as to how much time does a dish require to get ready because they are the ones who are directly associated with the guests.

Cooperation with maintenance

Maintenance will keep the equipment in working condition. Further this department maintains all the electrical fittings. Also they introduce as well instruct about the use of new equipment.

Cooperation with store / purchase

This department will provide all the raw materials as required by the chef. The chef must indent in time to insure that the purchase personnel get sufficient time to procure the raw materials. The chef also gives purchase specification from time to time depending upon the recipe requirement.

Cooperation with management: Department must cooperate with the management and should provide the things results which the management want to have i.e., as per the menu requirements. Further the department should in-cooperate the new changes, which the management suggests so a good cooperation b/w the kitchen staff and the management should be promoted.

3.2.15 Terms used in Hospitality industry

Back of the house: the area of the hotel not accessible to the public . This includes accounting, kitchens, personnel, housekeeping and engineering.

Check in: system of registration upon arrival at hotel. Also 'check-in time' the designated hour in which hotels receive guests into a room.

Check-out: system of payment upon departure from hotel. Also the designated hour in which hotels expect guests to vacate their rooms.

Concierge (USA): a staff member who provides assistance for guest such as help in obtaining theatre tickets, renting a car, arranging sightseeing, sending flowers, etc (in some countries hall porter)

Property: another word for hotel or accommodation facility.

Rook block: a group of rooms or meeting space usually reserved through travel agents or wholesalers. These are held with a deposit.

Shuttle-service: transport provided free of charge - often to the airport.

Turn down: provided free of charge at some hotels. This service includes removing the bed spread, turning down the bedlines, fluffing the pillows, drawing the curtains and often supplying a chocolate or other sweet dessert items.

Walking: sending a guest to another property when the hotel is fully occupied.

Detailing of Practicals

- Preparation of organizational charts
- Picture albums of different kinds of hotels and resorts
- Field visits to Hotels/resorts
- Table setting in a hotel restaurant

Computer

Coral Draw

Coral draw is designed to provide students with essential graphics and visual communication skills, that they can use to enhance almost every aspect of their school works and later apply to their carriers.

Getting to know the work space and fonts

Familiarize themselves with the basics of coral draw such as creating and saving documents, using fonts, resizing, rotating and moving documents.

Usage of tool box, using colour

To identify tools in tool box and use several common tools to create a half page card. Colour usage and discover several ways to apply colour to an object and outline.

Drawing and editing objects/Creating a visiting card

Familiarize the basics of using vector graphics node editing for graphics and text while creating a visiting or business card. In the process work with multipage layouts and the print view dialogue and import and edit clipart.

- Drawing lines, shapes, inserting pictures, objects, tables and tinplates.
- Creation of Visiting cards and Id cards.
- Creation of outline map of (India/Kerala) using coral draw

Assessment activities

- Assingments on departments
- Flow chart of the hierarchy of the departments
- Preparation of glossary of terms
- Creating picture album on various types of hotels/resorts/departments.
- Table setting using the given practical equipments
- Role play on the front office procedures

TE questions

1. Explain the role of hospitality in tourism industry.
2. What are the various departments in a hotel and draw a flow chart?
3. List out the functions of front office.
4. Draw a chart representing the lay out of house keeping department.
5. What are the service outlets of F&B department?
6. Prepare a table on different types of equipments used in a kitchen with examples.

Unit - 3

EVENT MANAGEMENT

Introduction

This unit will give an idea about events and event management. It will enable the learners to know about the characteristics, Five C's of event management (Conceptualization, Costing, Canvassing, Customization, Carrying out), categories of events and key elements. This module gives an idea about the major tourism events in the world and India-ITB Berlin, Arabian Travel mart, WTM, KTM- ICPB and ICCA.

Learning outcomes

The learner:

- Understands the event.
- Understands the concept of event management.
- Identifies the key elements of events.
- Identifies the C's of event management.
- Identifies categories of events.
- Understands the process of event management.
- Familiarises with major travel events around the world.
- Lists the major tourism events in the world

Detailing of Concepts

3.3.1 Event

An event is a live multimedia package carried out with a preconceived concept, customized or modified to achieve the clients objectives or reaching out and suitably influencing the sharply defined, specially gathered target audience by providing a complete sensual experience and an avenue for two way interaction.

3.3.2 Event Management

Management of an event includes all activities involved in planning, organizing, staffing, leading and evaluation of an event. All operational tasks for an event such as the ground work, viz. venue selection and stage design, arranging the infrastructural facilities required, liaison with artists/performers and networking with other activities such as advertising, PR, ticket sales, etc., fall under the concept of event management.

It is a different way of promoting a product, service or idea. If an event is managed effectively and efficiently, it can be used as a very powerful promotional tool to launch or market a product or service.

3.3.3 Characteristic of Event Management:

1. **Creative Process:** -Event Management is a creative process. The event management team must be creative or dynamic. It must come up with new ideas to manage and deal with the event. Creative ideas will enable the success of the event.
2. **Objective Oriented:** - Event Management focuses on objectives. Every event has certain goals or objectives to be achieved. Therefore, all the activities will be directed to achieve the objectives. Unwanted activities or unnecessary formalities may be done away with.
3. **Requires effective Leadership:** - Event Management requires effective leadership on the part of event managers. The Event Managers have to influence and motivate the employees in order to undertake the event successfully. Therefore, there is a need to have effective leadership skills on the part of Event Managers to manage the event successfully.
4. **Requires effective Promotion:** - Event Management requires effective promotion. The event promotion involves:
 - Publicity of the event.
 - Advertising of the event.
 - Maintaining good public relations
5. **Planning and Control:** -The event management team has to plan and control the activities relating to the event, the planning and controlling activities involve:
 - Developing a mission statement for the event.
 - Establishing the objectives of the event.
 - Preparation of event proposal.
 - Evaluating the performance of the event.
 - Taking corrective measures for the future event
6. **Deals with different event:**
 - Mega-events such as Olympics or World-Cup Football.
 - Local events such as Carnival in Goa or Boat-race in Kerala.
 - Organisational events such as launch of a new product, etc.
7. **Requires Professionalism:** -To manage an event successfully, there is a need for professionalism on the part of event management. Professionalism involves:

Systematic planning and control of activities

Proper training of manpower

Proper compensation to the employees.

3.3.4 Five Cs of Event Management

The activities required for marketing and managing events require certain steps to be followed that can be called five C's of events.

- Conceptualization of the creative idea and ambience
- Costing involves calculation of the cost of production and safety margins
- Canvassing for sponsors, customers and networking components
- Customization of the event according to brand personality, budgets, etc.
- Carrying - out involves execution of the events according to the final concepts.

3.3.5 Categories of events

- Competitive events, artistic expressions [music concerts, dance programmes], cultural celebrations, exhibitions, tradeshow, charitable events, product launch, conferences, seminars, award ceremonies, family events [wedding, anniversaries, birthdays].



An International conference

3.3.6 Process of event management

1. Brand building/ image building
2. Smooth execution:

Event management firms engage in smooth execution of ideas as planned. They have personnel with a wide range of experience which they bring in onto the

scenario to ensure that only the best be delivered. It is a multi-faced profession and often demands specialists that cater to different aspects.

2. Save time, money & effort

By outsourcing event management to companies who deal with them, a company/individual saves time, money and effort.

3. Inflow of creative ideas:

Event organizers come up with new and exciting ideas for holding events. Depending on the requirements of the clients, event managers can do a lot of things with any event to bring it alive.

4. Instant feedback

Being a live media, it is possible to feel and deduce the reactions of the audience to the aim or objective that the event was conceived for.



A hall for conducting an event

3.3.7 Key elements of events

No event can be successfully completed without interaction and inputs from the six key elements of events, viz., event infrastructure, target audience, clients, event organizers, venue and the media.

1. Event Infrastructure

As the name indicates, event infrastructure includes those essential elements without which there cannot be any event. These essential elements are core concept, core people, core talent, and core structure. The nature of this infrastructure varies with the event categories and variations in events.

Core Concept: Core concept is a term that can be used to define the fundamental underlying ethos and evolution of the various major categories of events. That is, what differentiates and demarcates the boundaries between the various categories amongst themselves.

Core People: These are the people who are performing, acting or participating in the process of influencing the audience to create a desired impact in terms of a favourable position for the clients' brand in the audience's mind.

The audience comes to experience the expertise, charisma or knowledge of such core people and to have an opportunity to interact with them. The personality of the core people being used in an event should match the brand personality

Core Talent: With every event category, the core people are required to have a specific expertise, reputation, or knowledge. It is the core talent that attracts and influences the audience.

Core Structure: The presence of a formal or informal organization to manage the event category as a whole is important to make it lucrative from its marketing point of view.

Depending upon the degree to which the event category is structured the requirements of management and marketing of events may vary.

2. Target Audience

Target audience is the customer groups who form the focus of events. The actual event design varies with the demographic profile of the target audience as well as the number of targeted audience.

3. Clients

Clients are the people or organizations who act as sponsors at any event. They sponsor the events because they use events as a more effective marketing communication tool to create for themselves a desired position in the minds of the target audience.

4. Event organisers

Event organising is a business proposition as any other. Event organisers could be a division of an advertising agency/media house or a professional event organising company or a team of people within the organisation given the responsibility for carrying out the event.

5. Venue

A venue is the site at a desired location with the required audience capacity and available for a specific time period where the event concept shall be carried out. Venues are usually created not for core concepts but actually for a specific variation of a core concept.

6. Media

Any venue over which neither the client nor the professional event organisers have any ownership rights. These are open for the general public and anyone can rent these venues for organising events. Usually, hotels have halls and rooms specifically meant for specific occasions and events that can be utilized either by corporates, individuals, families, etc. Stadiums are a good example of this type of venue.

3.3.8 Mice

Meetings, incentives, conferences, and exhibitions, or Meetings, Incentives, Conferences, and Events (MICE) is a type of tourism in which large groups, usually planned well in advance, are brought together for a particular purpose. Recently, there has been an industry trend towards using the term 'meetings industry' to avoid confusion from the acronym. Other industry educators are recommending the use of "events industry" to be an umbrella term for the vast scope of the meeting and events profession. Most components of MICE are well understood, perhaps with the exception of incentives. Incentive tourism is usually undertaken as a type of employee reward by a company or institution for targets met or exceeded, or a job well done. Unlike the other types of MICE tourism, incentive tourism is usually conducted purely for entertainment, rather than professional or education purposes. MICE events are usually centered on a theme or topic and are aimed at a professional, academic or trade organization or other special interest group.

3.3.9 ICCA

The International Congress and Convention Association (ICCA) was founded in 1963 by a group of travel agents to exchange information on international congresses and conventions.

Headquartered in Amsterdam, the Netherlands, the ICCA is a nonprofit trade organisation whose primary purpose is to be the global community for the meetings industry, enabling its members to generate and maintain significant competitive advantage. It has almost 1,000 members in over 90 different countries. The members are divided by the type of the company into different sectors which include: destination marketing, meetings management, meetings support, transport, venues and honorary members. The member companies and organisations situated in the same geographical area are divided into chapters. The divided chapters include: African, Asia Pacific, Central European, France-BeneLux, Iberian, Latin American, Mediterranean, Middle East, North American, Scandinavian and UK/Ireland Chapter. The purpose of dividing the members into sectors and chapters is to enable networking between those members which have certain aspects in common in order to enhance their business activities in the industry. The ICCA is a member of the following global organisations: Convention Industry Council (CIC), Joint Meetings Industry Council (JMIC), World Tourism Organization (UNWTO) and the Union of International Associations (UIA). The association now has an international network of suppliers which is in service for the international meetings industry.

3.3.10 ICPB

India Convention Promotion Bureau (ICPB) is a management oriented organization that has been promoting and establishing India as a preferred MICE (Meetings, Incentives, Conventions and Exhibitions) destination. It draws its membership from the length and breadth of the hospitality industry as well as other private and government organizations involved directly and indirectly in MICE tourism.

Under the direction of ministry of tourism, government of India, ICPB has been providing free information and infrastructural assistance to its members in organizing and hosting many successful international conferences and conventions, and bringing MICE business from around the world to the country.

3.3.11 Major travel fairs around the world (KTM, ATM, WTM, ITB)

Kerala Travel Mart (KTM), Kochi

Kerala Travel Mart (KTM) is a trade fair for the promotion of tourism in Kerala and is held in Kochi. Exhibitors are owners and operators of hotels, resorts, houseboats, Ayurveda centers, specialty hospitals, as well as host families and tour operators. Visitors also come from the region, India and around the world. This exhibition is communication and information platform in the industry and offers the exhibiting companies the opportunity to present themselves to a professional audience. The visitor can learn in depth and comprehensive about the latest developments, trends, services and products from different areas.

The Kerala Travel Mart (KTM) will take place on 4 days from Tuesday, 27. September to Friday, 30. September 2016 in Kochi.

Arabian Travel Mart (ATM), Dubai

ATM is a travel and tourism event, organized annually in Dubai to provide a platform for inbound and outbound tourism professionals in the Middle East and gives information on tourism destinations, accommodation options, tourism attractions and aviation industry in the Middle East and around the world. The event is organized by Reed Exhibitions. The event, inaugurated in 1995 and hosted at Dubai International Convention and Exhibition Centre, is aimed at industry and government decision-makers and provides industry news, products and educational content. 2,700 exhibitors from 83 countries, 68 national pavilions and about 21,000 trade visitors from 157 countries participated in the 2014 event. It covered about 25,000 sq. metres of exhibition space and is widely regarded as the largest international tourism and hospitality event in the region. The event has been noticed by global companies like Google, Mövenpick, both sponsors of the 2013 edition of the event, Emirates, Lazio and Alitalia. It has also featured on the World Tourism Organization UNWTO calendar.

World Travel Mart (WTM), London

The global meeting place for the travel trade

World Travel Mart (WTM) is the leading global event for the travel industry to meet industry professionals and conduct business deals. Through its industry networks, unrivalled global reach, WTM creates personal and business opportunities, providing customers with quality contacts, content and communities. World Travel Mart (WTM) is a UK event for the global travel industry, launched at London's Olympia in 1980 before moving to Earl's Court in 1992 and then to ExCeL London in 2002. Almost 46,000 senior travel industry professionals, government ministers and representatives of international media, converge on ExCeL London each year in November to attend WTM. World Travel Mart is administered by events organiser Reed Exhibitions, which also organises other travel industry events including Arabian Travel Market and International Luxury Travel Market

International Tourism Borse, Berlin

The ITB Berlin (Internationale Tourismus-Börse Berlin) is the world's largest tourism trade fair. The companies represented at the fair include hotels, tourist boards, tour operators, system providers, airlines and car rental companies. The thematically ordered market segments help visitors and exhibitors to quickly find their way through the wide product range of ITB Berlin: Book World, Business Travel Days, Cruises, Cultural Tourism, Economy Accommodation, eTravel World, Adventure & Responsible Tourism, Gay & Lesbian Travel, ITB Mobile Travel Services, Training and Employment (CareerCenter), Travel Technology, Trends & Events, Wellness, Youth Travel.

In 2012, about 7,000 journalists attended the ITB Berlin, of whom about 1,500 came from abroad. In addition to the industry's leading trade magazines, business and travel journalists from 94 countries report on the latest travel trends and products. 11,000 exhibitors from 180 countries welcomed 170,000 visitors, among these 113,000 were trade visitors. The ITB Berlin takes place annually in March at the Messe Berlin.

Detailing of Practicals

- Organize an event in connection with World and National Tourism Day celebration at school
- Prepare a sample event budgeting/ expenditure in excel format
- Prepare a chart and PPT of C's of events and categories of events
- Prepare a picture album of Major tourism events in the world
- Visit to any major event like KTM/TTF/Exhibition/Fairs etc
- Logo Creation on any aspect of tourism (e.g. organizations, airlines, car rentals using coral draw).

Assessment Activities

- Organize an event or exhibition in connection with world/national tourism day celebration

- Prepare a chart and PPTs of C's of events and categories of events
- Prepare a picture album of major tourism events in the world
- Visit to any major events like KTM/TTF/Exhibitions/fairs etc

TE Questions

1. What is an event? Mention the different categories of event?
2. Mention the C's of event?
3. Explain the characteristics of events.

Extended Activities

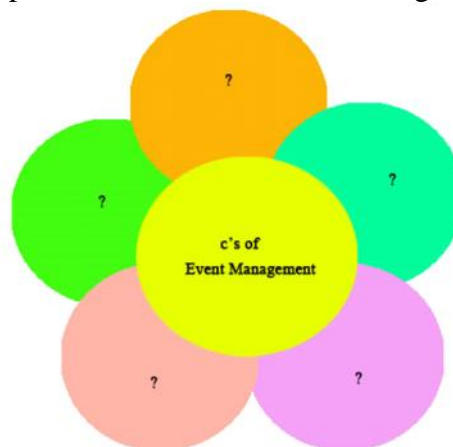
1. Create an itinerary in the following model for 2 nights/3 days for a south Indian sector with a proper route map

Date/day	Time	Sector	Tour programme
01		transfer to	Arrival at international airport and
02			
03			

2. Complete the following chart of departments in a hotel industry

Category of departments	Name of departments
1. Primary Departments	1. 2. 3.
2. Supporting Departments	1. 2. 3. 4.

3. Complete the picture with the C's of event management



List of Practicals

- Construct tour itineraries
- Construct tour costing
- Prepare chart of foreign language phrases
- Role plays using basic phrases in foreign languages.
- Field visits to museums, heritage sites.
- Usage of basic tools and edge refinement, isolate and edit parts of an image
- Manipulate layers through positioning, scaling, rotation and adjustments
- Prepare images for web and printout with appropriate sizing and resolution
- Apply painted masks, selection based masks, and blend modes to create image effect.
- Prepare a tour brochure
- Preparation of organizational charts
- Picture albums of different kinds of hotels and resorts
- Field visits to hotels/resorts
- Table setting in a hotel restaurant
- Introduction to Coral draw
- Drawing lines, shapes, inserting pictures, objects, tables and tinplates.
- Creation of visiting cards and Id cards.
- Creation of outline map of (India/Kerala) using coral draw
- Organize an event in connection with World and National Tourism Day celebration at school
- Prepare a sample event budgeting/ expenditure in excel format
- Prepare a chart and PPT of C's of events and categories of events
- Prepare a picture album of Major tourism events in the world
- Visit to any major event like KTM/TTF /Exhibition /Fairs etc
- Logo Creation on any aspect of tourism(e.g. organizations, airlines, car rentals)

Overview of Module 4

Online Travel Services and Computer Reservation System

This module gives an introduction to air travel. The students learn about Air Travel Organizations-ICAO,IATA -UFTAA-PATA,ASTA [familiarization level]-International Conventions Warsaw,Chicago, Freedoms of Air,They get an awareness about Airport Facilities-Check-in Formalities-Class of service-In flight services-World Time Zone and Flying Time Calculation. The module creates an awareness about anatomy of a journey, Types of Journey, familiarization of (Manual)Fare calculation (One way- Mileage principle HIP,BHC,ec),

This module gives the learners an idea about GDS/CRS- major GDS-advantages of GDS, Encoding and De coding of major cities and Airports around the World, Encoding and Decoding of Airlines ,currencies,capitals and countries ,Airline timetables and schedules. This module imparts the learners to create PNR in GDS (AMADEUS/GALILEO). Also this unit enables the student to know about SSR and OSI Codes . They also get an idea about Billing and Settlement Plan [BSP]

This module is intended to Introduce students to Tourism Marketing, Tourism Products and characteristics . It also gives an idea about Marketing Mix, 7 P's of Marketing and Market segmentation. This also enables the students to know about recent Trends in Tourism, influence of Social media in tourism, travel Blogs, online travel websites, IRCTC-yatra.com, holidayIQ ,tripadvisor, makemytrip, Cleartrip, etc,Travel & Tourism apps.

Unit - 1

AIR TRAVEL AND AIRPORT MANAGEMENT

Introduction

This unit covers the topics such as Air travel organizations, international conventions, requirements of travel agency to get IATA approval, freedoms of Air,TC Areas, capitals, cities, flight codes, Airport Procedures, world time zones, flying time calculations, journey, familiarization of fare calculation, mileage principle, and billing and settlement plan.

Learning outcomes

The learner:

- Understands the importance of air travel.
- Familiarises about IATA & ICAO.

- Identifies the importance of UFTAA, PATA, ASTA.
- Lists the requirements of a travel agency to get IATA approval
- Explains International Conventions (Warsaw, Chicago)
- Understands the concept of Freedoms of Air
- Familiarises with Airport Management, in flight services, check in formalities
- Identifies the World Time Zones, develop skills in Flying Time Calculation
- Identifies the anatomy of a journey
- Lists the Type of Journey- type of flight
- Develops the skill for Manual Fare calculation [familiarization level]

Detailing of the concepts

4.1.1 Air travel Organisations

International Civil Aviation Organisation (ICAO)

The International Civil Aviation Organization (ICAO) is a specialized agency of the United Nations. It codifies the principles and techniques of international air navigation and fosters the planning and development of international air transport to ensure safe and orderly growth. Its headquarters is located in the Quartier International of Montreal, Canada.

Fifty-two countries signed the Convention on International Civil Aviation, also known as the Chicago Convention, in Chicago, Illinois, on 7 December 1944. In October 1947, ICAO became an agency of the United Nations linked to the United Nations Economic and Social Council (ECOSOC).

Objectives

1. Strengthening Civil Aviation Institutions
 - Administrative organization and establishment of Civil Aviation Authority
 - Civil aviation regulatory framework
 - Economic and financial studies
 - Support for the implementation of ICAO standards
 - Development of civil aviation/airport master plans
2. Technology Transfer and Human Resources Development

International Air Transport Association (IATA)

The International Air Transport Association (IATA) is a trade association of the world's airlines. Consisting of around 260 airlines, primarily major carriers,

representing 117 countries, the IATA's member airlines account for carrying approximately 83% of total Available Seat Kilometers air traffic.[2] IATA supports airline activity and helps formulate industry policy and standards. IATA was founded in Havana, Cuba, in April 1945. It is the prime vehicle for inter-airline cooperation in promoting the standards, practices and procedures developed within IATA.

Today it has some 260 members from 117 nations in every part of the globe. Its headquarters is in Montreal, Canada with Executive Offices in Geneva and Switzerland.



As per the Articles of Association of IATA, the main objectives are:

- i. To promote safe, regular and economical air transport for the benefit of the people of the world, to foster air commerce and, to study the problems connected therewith;
- ii. To provide means for collaboration among the air transport enterprises engaged directly or indirectly in international air transport services;
- iii. To cooperate with the International Civil Aviation Organization and other international organizations;
- iv. To provide a common platform for travel agencies/tour operators'
- v. To promote and develop international tourism.

Universal Federation of Travel Agents Association (UFTAA)

The Universal Federation of Travel Agents Association (UFTAA) is a federation of national associations of travel agents and tour operators and is the largest world body representing the travel industry. It was founded in Rome in November 1966. Its headquarters is in Monaco.

The Universal Federation of Travel Agents Association represents 114 national associations and additional affiliate members in a total of 121 countries. UFTAA has consultative status with the UN/NGO/ECOSOC, and works closely with other world bodies such as UNESCO, WHO for a sustainable development and responsible tourism.

The main objective is to improve the professional status and business standards of travel agents.

American Society of Travel Agents (ASTA)

American Society of Travel Agents (ASTA) was established in New York in 1991. The membership of ASTA consists of travel agents, carriers, hotels, etc. It has now over 16000 members world-wide.

The principal aim of ASTA is the promotion of travel agency set-up and safeguarding of the travellers against fraud.

Pacific Area Travel Association (PATA)

Pacific Area Travel Association was founded in the year 1951. It is an organisation which facilitates travel through and within the Pacific Area and South East Asian region including India.

The association was started with the main objective of stimulating interest in the Pacific region and to promote travel to all important Pacific destinations.

Being a PATA member, certain advantages are given like marketing, training programmes and development of services. PATA publication 'Pacific Travel News' is an authentic periodical which contains all relevant information.

Travel Agents Association of India (TAAI)

Travel Agents Association of India was established in the year 1952. By the end of nineteen fifties TAAI had members in almost all parts of the country. Today TAAI has over 1000 members and many of them have been approved by the department of tourism. The registered office of TAAI is located in Mumbai. The regional offices of TAAI are located in Delhi, Kolkata, and Chennai.

The main objective of TAAI is to protect the interests of its members and to help them to improve their performance.

The annual convention of the Association provides an excellent opportunity to its members to have close contact with a number of reputed travel agents and with several representatives from the travel trade, both government and non-government. TAAI has a monthly magazine called 'Travel News'.

4.1.2 International conventions on Civil Aviation

The Chicago convention

It regulates international air transport. It was concluded at an international meeting in Chicago in 1941.

The Chicago convention governs relations between states on a wide range of subjects, both technical and commercial. The International Civil Aviation Organization [ICAO] whose headquarters is in Montreal was founded in this convention.

The Chicago convention draws distinction between scheduled and non scheduled services. Scheduled international services may be operated by the agreement between two countries concerned. Numerous agreements of this kind known as Bilateral agreements have been entered into between two states. These are the instruments which authorize scheduled services and define the right of the airline which operate such services.

Warsaw Convention

The liability of the Airlines for death or injury to passengers and for loss, damage or delay to baggage and cargo is governed in most international carriage by an intergovernmental agreement called Warsaw convention. This was concluded in 1929. The broad principle set forth in the Warsaw convention is that the carrier is liable to the passenger, unless it can prove that it has taken all necessary measures to avoid damage.

The Montreal Convention

The Montreal Convention (1999), titled the Convention for the Unification of Certain Rules for International Carriage by Air amended the Warsaw System. It re-established uniformity and predictability of the rules relating to the international carriage of passengers, luggage and cargo. It provides, among other things, for:

Unlimited liability in the event of death or injury of passengers

Advanced payments to meet immediate needs

The possibility of bringing a law suit before the courts in the passenger's principal place of residence

Increased liability limits in the event of delay

The obligation for air carriers to maintain adequate insurance

Under the Montreal Convention the liability limits are set in Special Drawing Rights (SDR) which are a mix of currency values established by the International Monetary Fund (IMF).

4.1.3 Freedoms of Air

The freedoms of Air are international commercial aviation agreements [traffic rights] that grants a country's airline the privilege to enter and land in another country's airspace.

They were formulated in Chicago convention held in 1944. There are generally considered to be 9 freedoms of air.

ICAO characterizes all "freedoms" beyond the Fifth as "so-called" because only the first five "freedoms" have been officially recognized as such by international treaty.

1st Freedom - the right of an Airline of country to fly over a foreign country without landing

Eg:-Air Canada [AC] carrying Passengers from YTO to MEX , overflying the US.

2nd Freedom - the right to refuel or carry out maintenance in a foreign country without embarking or disembarking passengers or cargo

Eg: Delta [DL] carries passenger from - LAX to GUA , en route landing at MEX for refueling .

3rd Freedom - the right to fly from Airlines Home country to another Foreign country.

Eg: Air India [AI] carries Passenger and cargo from TRV to DXB

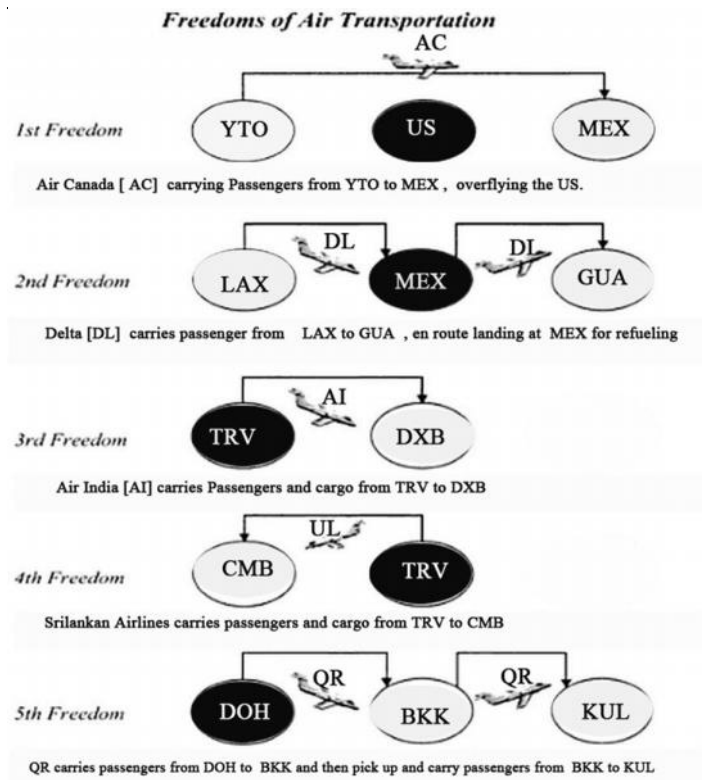
4th Freedom - the right to fly from another country to Airlines Home country

Eg:Srilankan Airlines carries passengers and cargo from TRV to CMB

5th Freedom - the right to fly between two foreign countries on a flight originating or ending in one's own country

Eg: QR carries passengers from DOH to BKK and then pick up and carry passengers from BKK to KUL

The freedoms are illustrated in the following figure



4.1.4 Major continents of the world

The major land masses of the world are known as continents.

The seven continents typically described by the geographers are:

1. Europe
2. Asia
3. Africa
4. North America
5. South America
6. Australia
7. Antarctica

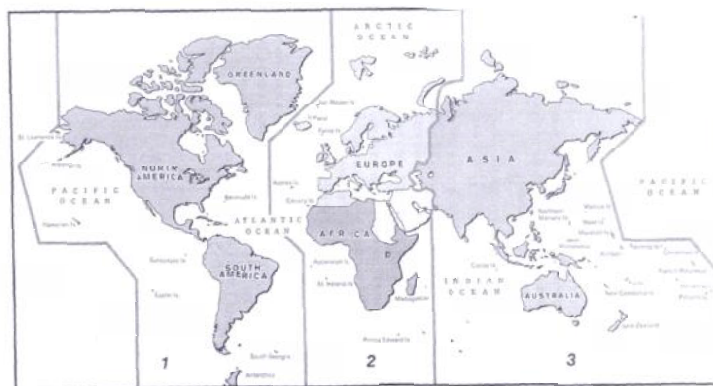
Sub continents include Central America, Austral Asia and the Pacific islands and the middle east.

71% of the earth surface is covered by water. Water also offers a variety of adventure travel opportunity including, rafting, canoeing, skiing etc.

Major oceans are

1. Pacific Ocean
2. Atlantic Ocean
3. Indian Ocean
4. Arctic Ocean

4.1.5 TC areas



TC1

All of the North and South American Continents and adjacent islands, Greenland, Bermuda, the West Indies and Islands of the Caribbean, the Hawaiian Islands
(© 1998, A. H. Thomas and Palmyra)

TC2

All of Europe (including that part of Russia in Europe) and adjacent islands, Iceland, the Azores, all of Africa and adjacent islands, Ascension Island, that part of Asia lying west of and including Iran.

TC3

All of Asia and adjacent islands, except the portion included in Area 2, all of the East Indies, Australia, New Zealand and adjacent islands, the Islands of the Pacific Ocean except those included in Area 1.

IATA Areas of the world

Traffic Conference Area 1 (TC1)

In its entirety, Area 1 or TC1 is composed of the western hemisphere but has several classifications of the sub areas for fare construction purposes, two of which are listed below.

The first classification divides TC1 into the following sub areas

1. North America

Canada (CA)

USA(US)

Mexico (MX)

St.Pierre & Miquelon (PM)

2. Central America

Belize (BZ) Guatemala (GT)

Costa Rica(CR) Honduras (HN)

EL Salvador (SV) Nicaragua (NI)

3. Carribean Area

Bahamas (BS) Guyana (GY)

Bermuda (BM) French Guiana (GF)

Carribean Islands Suriname (SR)

4. South America

For travelling wholly within South American sub area the following countries shall also be considered as part of South America

Argentina (AR) Panama (PA)

Bolivia (BO) Paraguay(PY)

Brazil (BZ) Peru (PE)

Chile (CL) Uruguay (UY)

Colombia (CO) Venezuela (VE)

Ecuador (EC)

The second classification of TC1 sub areas include the following

1. North Atlantic sub area covers Canada, Greenland (GL) Mexico, and the USA which includes Alaska Hawaii, Puerto Rico and US Virgin Islands
2. Mid Atlantic Sub Area includes only Argentina, Brazil, Chile, Paraguay and Uruguay
3. South Atlantic sub area includes only Argentina, Brazil, Chile, Paraguay and Uruguay

Area 2 is divided into only three main sub areas

Traffic conference area 2 (TC2)

1. Europe

Albania (AL)	Algeria (DZ)
Andorra (AD)	Lithuania(LT)
Armenia (AM)	Luxembourg (LU)
Austria (AT)	Macedonia (MK)
Azerbaijan(AZ)	Malta (MT)
Belarus (BY)	Maldova Rep of (MD)
Belgium (BE)	Monaco (MC)
Bonsia Herzegovina (BA)	Morocco (MA)
Bulgaria (BG)	Montenegro
Croatia (HR)	Netherlands (NL)
Czech Republic (CZ)	Norway (NO)
Denmark (DK)	Poland (PL)
Estonia (EE)	Portugal (PT) including Azores and Madeira
Faroe Islands (FO)	Romania (RO)
Finland (FI)	Russia in Europe (RU)
France (FR)	San marino (SM)
Georgia (GE)	Serbia (CS)
Germany (DE)	Slovakia (SK)
Gibraltar (GI)	Slovenia (SI)
Greece (GR)	Spain including Balearic and Canary islands (ES)
Hungary (HU)	Sweden (SE)
Iceland (IS)	Switzerland (CH)

Ireland , Rep of (IE)	Tunisia (TN)
Italy (IT)	Turkey (TR)
Latvia (LV)	Ukraine (UA)
Liechtenstien(LI)	United kingdom (GB)

Within Europe you will also find other commonly used sub groups such as

- European Aviation Area (ECAA) and related states (37)
- European Economic Monetary Union (EMU) (17)
- Scandinavia: Denmark, Norway and Sweden

2. Africa

Africa is sub divided into regions such as

- Central Africa composed of Malawi (MW), Zambia (ZM) and Zimbabwe (ZW)
- Eastern Africa is composed of Burundi (BI), Djibouti (DJ), Eritrea (ER), Ethiopia (ET) , Kenya (KE), Rwanda (RW), Somalia (SO), Tanzania (TZ), and Uganda (UG)
- Southern Africa is composed of Botswana (BW), Lesotho (LS), Mozambique (MZ), south Africa (ZA), Namibia(NA) and Swaziland (SZ)
- Libya or Libyan Arab Jamahiriya (LY)
- Indian Ocean islands consists of the Comoros (KM), Madagascar(MG), Mauritius (MU), Mayotte (YT), Reunion (RE) and Seychelles (SC)
- Western Africa consists of Angola (AO), Benin(BJ), Burkina Faso (BF), Cameroon (CM), Cape Verde (CV), Central African Republic (CF), Chad (TD), Congo (CG), Cote d' Ivoire(CI), Democratic Republic of Congo (CD), Equatorial Guinea (GQ), Gabon (GA), Gambia(GM), Ghana(GH), Guinea Bissau (GW), Liberia (LR), Mali (ML), Mauritiana (MR), Niger (NE), Nigeria (NG), Principe and Sao Tome (ST), Senegal (SN), Sierra Leone (SL), and Togo (TG)

3. Middle East

Bahrain (BH)	Lebanon (LB)
Egypt (EG)	Oman, Sultanate of (OM)
Iran (IR)	Qatar (QA)
Iraq (IQ)	Saudi Arabia (SA)
Israel (IL)	Sudan (SD)
Jordan (JO)	United Arab Emirates (AE)

Kuwait (KW)

Syrian Arab Republic (SY)

Yemen , Republic of (YE)

Traffic conference Area 3 (TC3)

Area 3 is composed of the whole of Asia and the adjacent islands except the part already included in Area 2 , the East Indies, Australia, Newzealand and the neighboring islands in the Pacific Ocean except those in TC1

1. South East Asia Sub Area (SEA)

Brunei Darussalam (BN)	Marshall Islands (MH)
Cambodia (KH)	Micronesia (FM)
China Excluding Hong Kong SAR and macau SAR (CN)	Mongolia (MN)
Chinese Taipei (formerly Taiwan)(TW)	Myanmar (MM)
Christmas Island (CX)	Northern Mariana Islands(MP)
Cocos (Keeling) Island (CC)	Palau (PW)
Guam (GU)	Philippines (PH)
Hong Kong Special Administrative Region China (HK)	Russia in Asia (XU)
Indonesia (ID)	Singapore (SG)
Kazakhstan (KZ)	Thajikistan (TJ)
Kyrgyzstan (KG)	Thailand (TH)
Laos (LA)	Timor leste (TL)
Macao SpecialAdministrative region, China (MO)	Turkmenistan (TM)
Malaysia (MY)	Uzbekistan (UZ)
	Vietnam (VN)
2. South Asian sub-continent sub-area (SASC)
 - Afghanistan (AF)
 - Bangladesh (BD)
 - Bhutan (BT)
 - India (IN)
 - Maldives (MV)
 - Nepal (NP)
 - Pakistan (PK)
 - Srilanka (LK)

3. Japan, Korea sub-area
 Japan (JP)
 Korea Democratic Republic of (KP)
 Korea Republic of (KR)
4. South West Pacific sub-area
 American Samoa (AS) Niue (NU)
 Australia (AU) Papua New Guinea (PG)
 Cook Islands (CK) Samoa (WS)
 Fiji (FJ) Solomon Islands (SB)
 French Polonesia (PF) Tonga (TO)
 Kiribiti (KI) Tuvalu (TV)
 Nauru (NR) Vanautu (VU)
 New Caledonia (NC) Wallis and Futuna Islands (WF)
 and intermediate island
 New Zealand (NZ)

4.1.6 Major countries - capitals, cities (3 letter codes)

Three letter cities and airport codes for Europe

Country	City	City code	Airport name	Airport code
Austria	vienna	VIE		
Belgium	Brussels	BRU		
Bulgaria	Sofia	SOF		
Cyprus	Nicosia Larnaca	NIC LCA		
Czech Rep	Prague	PRG		
Denmark	Copenhagen	CPH		
Finland	Helsinki	HEL		
France	Paris Marseille	PAR MRS	Charls de Gualle Orly	CDG
Germany	Berlin Frankfurt	BER FRA	Tegel Tempelh of Schoenefeld	TXL THF, SXF

Greece	Athens	ATH		
Hungary	Budapest	BUD		
Iceland	Reykjavik	REK	Keflavik	KEF
Ireland	Dublin	DUB		
Italy	Rome Milan	ROM MIL	Leonardo da vinci (Flumicino) Malpensa	FCO LIN MXP
Malta	Valletta	MLA		
Netherland	Amsterdam Rotterdam	AMS RTM		
Norway	Oslo	OSL		
Poland	Warsaw	WAW		
Portugal	Lisbon	LIS		
Romania	Bucharest	BUH	Otopeni	OTP
Russia (West of Urals)	Moscow St.Petersburg	MOW LED	Scheremetyevo	SVO
Spain	Madrid Barcelano	MAD		
		BCN		
Sweden	Stockholm	STO	Arlanda	ARN
Switzerland	Berne Zurich Geneva	BRN ZRH GVA		
Turkey	Istanbul	IST		
United kingdom	London Edinburgh	LON EDI	Heathrow Gatwic	LHR LGW

Three letter cities and airport codes for Africa

Country	City	City Code	Airport Name	Airport Code
Algeria	Algiers	ALG		
Angola	Luanda	LAD		
Cameroon	Yaounde Douala	YAO DLA		

Congo	Brazzaville	BZV		
Cote d'Ivoire	Yamoussoukro Abidjan	ASK ABJ		
Djibouti	Djibouti	JIB		
Egypt	Cairo	CAI		
Ethiopia	Addis Ababa	ADD		
Gabon	Libreville	LBV		
Kenya	Nairobi Mombasa	NBO MBA		
Liberia	Monrovia	MLW		
Libya	Tripoli	TIP		
Mauritius	Port Louis	MRU		
Morocco	Rabat Casablanca	RBA CAS		
Mozambique	Maputo	MPM		
Namibia	Windhoek	WDH		
Nigeria	Abuja Lagos	ABV LOS		
Rwanda	Kigali	KGL		
Senegal	Dakar	DKR		
Sierra Leone	Freetown	FNA		
South Africa	Pretoria Cape town Johannesburg	PRY CPT JNB		
Sudan	Khartoum	KRT		
Tanzania	Dadoma Dar es Salaam	DOD DAR		
Tunisia	Tunis	TUN		
Zambia	Lusaka	LUN		
Zimbabwe	Harare	HRE		

Three letter city and Airport codes for Asia

Country	City	City Code	Airport Name	Airport Code
Bahrain	Manama	BAH		
Bangladesh	Dhaka	DAC		
Cambodia	PhnomPenh	PNH		
China	Beijing Shanghai Hongkong	BJS SHA HKG	Beijing capital	PEK
Chinese Taipei	Taipei	TPE		
India	Delhi	DEL		
Indonesia	Jakarta	JKT		
Iran	Tehran	THR		
Iraq	Baghdad	BGW		
Israel	Jerusalem TelAviv	JRS TLV		
Japan	Tokyo Osaka	TYO OSA	Narita Haneda	NRT HND
Jordan	Amman	AMM		
Korea South	Seoul	SEL		
Kuwait	kuwait	KWI		
Lebanon	Beirut	BEY		
Malaysia	Kuala lumpur	KUL		
Nepal	Kathmandu	KTM		
Oman	Muscat	MCT		
Pakistan	Islamabad Karachi	ISB KHI		
Philippines	Manila	MNL		
Qatar	Doha	DOH		
Russia (East of Urals)	Khabarovsk	KHV		

Saudi Arabia	Riyadh Jeddah	RUH JED		
Singapore	Singapore	SIN		
Sri Lanka	Colombo	CMB		
Syria	Damascus	DAM		
Thailand	Bangkok	BKK		
Turkey	Ankara	ANK	Esenboga	ESB
United Arab Emirates	Abu Dhabi Dubai	AUH DXB		
Vietnam	Hanoi	HAN		

Three letter city and airport codes for Australia and Pacific

Country	City	City Code	Airport Name	Airport Code
Australia	Canberra Sydney Melbourne Perth	CBR SYD MEL PER		
Fiji	Suva Nadi	SUV NAN		
French Polynesia	Papeete	PPT		
Newzealand	Wellington Auckland Christchurch	WLG AKL CHC		
Papua New Guinea	Port Moresby	POM		

Three letter city and Airport Codes for North America

Country	City	City Code	Airport Name	Airport Code
Canada	Ottawa Montreal Toronto Vancouver	YOW YMQ YTO YVR	Mirabel P-E-Trudeau Pearson Int	YMX YUL YYZ
Greenland	Nuuk	GOH		

United States of America	Atlanta	ATL	Harts field International	
	Boston	BOS	Logan international	
	Chicago	CHI	O'Hare	ORD
	Dallas	DFW	Dallas/ Fort worth International	
	Detroit	DTT	Wayne county	DTW
	Los Angeles	LAX		
	Miami	MIA		
	New York	NYC	John F Kennedy	JFK
			La Guardia	LGA
			Newark	EWR
	San Francisco	SFO		
	Washington D.C	WAS	Dallas international	IAD
			R. Reagan national	DCA

Three letter City and Airport codes for Central America

Country	City	City Code	Airport Name	Airport Code
Bahamas	Nassau	NAS		
Barbados	Bridge town	BGI		
Costa Rica	San Jose	SJO		
Cuba	Havana	HAV		
Guatemala	Guatemala city	GUA		
Haiti	Port au Prince	PAP		
Honduras	Tegucigalpa	TGU		
Jamaica	Kingston	KIN		
Mexico	Mexico city Acapulco	MEX ACA	Jaurez international	
Nicaragua	Managua	MGA		
Panama	Panama city	PTY		
Trinidad & Tobago	Port of Spain	POS		

Three letter city and Airport codes for South America

Country	City	City Code	Airport Name	Airport Code
Argentina	Buenos Aires	BUE	Ministro Pistarini	EZE
Bolivia	La Paz	LPB		
Brazil	Brasilia Rio de Janerio Sao Paulo	BSB RIO SAO	Galeo	GIG
Chile	Santiago de chile	SCL		
Colombia	Bogota	BOG		
Ecuador	Quito	UIO		
French Guiana	Cayenne	CAY		
Paraguay	Asuncion	ASU		
Peru	Lima	LIM		
Suriname	Paramaribo	PBM		
Uruguay	Montevideo	MVD		
Venezuala	Caraccus	CCS		

4.1.7 Airline codes:

Airline Name	Code	Headquarters
Aer Lingus	EI	Dublin, Ireland
Aerolineas Argentinas	AR	Buenos Aires, Argentina
Aeroflot Sovetairline	SU	Moscow, Russia
Air lanka Ltd	UL	Colombo, Sri Lanka
Air New Zealand Ltd	NZ/TE	Auckland, New Zealand
Air Canada	AC	Montreal, Canada
Air India	AI	Bombay, India
Air France	AF	Paris, France
Alitalia	AZ	Rome, Italy
American Airlines	AA	Dallas, Texas (USA)
AirNippon Airways co. ltd	NH	Tokyo, Japan
British Airways	BA	London, UK
Canadian airlines Intl Ltd	CP	Calgary, Alberta

Cathay Pacific Ltd	CX	Hong Kong
Deutsche Lufthansa A.G	LH	Cologne, Germany
Egypt Air	MS	Cairo, Egypt
Emirates	EK	Dubai, UAE
Finnair OY	AY	Helsinki
Garuda Indonesia	GA	Jakarta, Indonesia
Gulf Air Company GSC	GF	Manama, Bahrain
Iberia	IB	Madrid, Spain
Indian Airlines	IC	New Delhi, India
Japan Airlines	JL	Tokyo, Japan
KLM Royal Dutch Airlines	KL	Amsterdam, Netherland
Korean Airlines	KE	Seoul, Korea
Kuwait Airways	KU	Kuwait
Malaysian Airline System	MH	Kuala Lumpur, Malaysia
Olympic Airways	OA	Athens, Greece
Philippine Airline	PR	Manila, Philippines
Pakistan Intl Airlines	PK	Karachi, Pakistan
Qantas Airways ltd	GF	Sydney, Australia
Qatar Airways	QR	Doha, Qatar
Sabena	SN	Brussels, Belgium
Saudi Arabian Airlines	SV	Jeddah, Saudi Arabia
SAS Scandinavian Airlines System	SK	Stockholm, Sweden
Singapore	SQ	Singapore
South African Airways	SA	Johannesburg, South Africa
Swiss Air	SR	Zurich, Switzerland
TAP Air Portugal	TP	Lisbon, Portugal
Thai Airways	TG	Bangkok, Thailand
United Airlines	UA	Chicago, USA

4.1.8 Major Currencies of The World and Their Codes:

Name of Currency	Country	Code
Australian Dollar	Australia	AUD
Bahrain Dinar	Bahrain	BHD
Taka	Bangladesh	BOT
Belgian Franc	Belgium	BEF
Nguitrum	Bhutan	BTN
US Dollar	Brazil	USD
Brunei Dollar	Brunei Darussalam	BND
Canadian Dollar	Canada	CAD
Chilean Peso	Chile	CLP
Yuan Renminbi	China excluding Hongkong	CNY SAR
US Dollar	Costa Rica	USD
Danish Krone	Denmark	DKK
Egyptian Pound	Egypt	EGP
Nakfa	Eritrea	ERN
Ethiopean Birr	Ethiopea	ETB
Euro	France	EUR
Euro	Germany	EUR
Hongkong SAR Dollar	HongkongSAR	HKD
Forint	Hungary	HUF
Indian Rupee	India	INR
Rupiah	Indonesia	IDR
Euro	Italy	EUR
Yen	Japan	JPY
Kuwaiti Dinar	Kuwait	KWD
Naira	Nigeria	NGN
Rial Omani	Oman	OMR
Swiss Franc	Switzerland	CHF
Baht	Thailand	THB
Dirham	United Arab Emirates	AED
Pound Sterling	United Kingdom	GBP
US Dollar	USA	USD
Yemen	Yemeni Rial	YER
US Dollar	Zimbabwe	USD

4.1.9 Airport Procedures

1. Departure Formalities

These formalities are as follows

1. Screening of baggage
2. Check in counter; -check the tickets- to know the class, seat number, issuing boarding pass, checking baggage
3. Immigration control; - check the passport and visa, police personnel does this
4. Security check;- Body check
5. Lounge; - waiting for the flight (2 areas -VIP area, Normal area)
6. Gate area;- Last check in area before boarding the flight

Aero bridge: Pathway to the flight

Baggage

Free Baggage Allowance	Economy Class	20
	Business class	30
	First Class	40

Instead of MPD and MCO EMD (Electronics Miscellaneous Document) is used

EMD is 2 types EMD A (associated)

EMD S (unassociated)

Excess baggage

For Air India the excess baggage rate is Rs 585/extra kg

Inflight Service

1. Cold towel: it is issued to make the temperature cooler for the passengers just before entering the flight
2. Chocolates, welcome drinks : to stabilize the pressure during take off
3. Utensils: First Class: silver cutlerys, crystal glasses for long haul journey the menu is usually ala -carte

Business Class: Silver Cutlerys, glasswares menu passengers choice no onboard preparation

Economy class: Plastic cutlery, menu choice only veg or nonveg special meals will be prepared before 72 hours

4. Beverages -according to the flight /sectors
5. Hot Towel : at the time of landing

Galley- This is the Kitchen area where food is stored which is brought from the sky chef (ground production unit where food for the flight passengers is prepared) galley is located between the toilet areas

4.1.10 Various class of services: Economy, business and first class.



On board Activities: Televisions on the back side of the seats, films, and other audio equipments

Cabin -hold baggage :

- a. cabin baggage - 5 kg normally
- b. luggage (hold)

Pet transportation such as birds and dogs needs extra seat ticket and hold area in the cage or kennel provided by the airlines. Formalities such as medical certificates, vaccinations etc should be done for the pet transportation in the airlines. Seeing eye dog can be allowed in cabin along with the pax. All dead bodies are now transported only in the cargo flight along with the other bulky baggages.

4.1.11 Arrival formalities

1. Immigration check: VISA validity is checked
2. Baggage Claim - collecting the baggage
3. Customs : there are three channels
 - a. Blue channel: passengers with shenghen visa and European Union travelers are directed here. Easier formalities are followed here and thus promotes tourism.

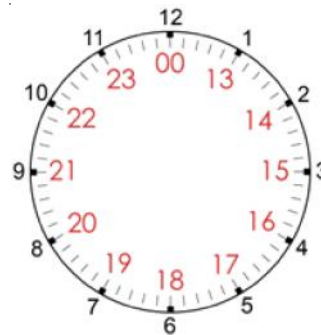
- b. Green Channel : Passengers are allowed through when there is no customs to declare
- c. Red Channel: when there will be declaration on certain items.

4. Public areas: Exit or waiting area , outside the terminal.

4.1.12 World Time Zones

24 hours clock system

The conventional time clock express time as a function of 12 hour intervals with corresponding a.m. and p.m. designations. Although this method of telling time is used commonly throughout the world, it has significant shortcomings, particularly when applied to travel itineraries.



The 24 hour clock begins each day at 00:00 [mid night] and progress through each our of the day from 01:00 (1.00am) to 23:00 (11.000pm).

The world is now divided in to 24 time zones beginning with the prime meridian in Greenwich, England. The prime meridian is an imaginary line running through Greenwich that connects the north and south poles. The time at Greenwich and all other countries in this Zone is called Greenwich Mean Time (GMT) and is also referred to as Universal Time Cordinated (UTC)

West -----Rotation of the earth from west to east-----east

GMT/UTC

-12_-11_-10_-9_-8_-7_-6_-5_-4_-3_-2_-1_0_+1_+2_+3_+4_+5_+6_+7_+8_+9_+10_+11_+12_

HNL

BUE

Difference 7 hours

Each of the blocks represents one hour. To find out the difference between two points on the scale find the number of hours between them.

In certain cases in order to maintain the same local time with national boundaries or group of islands a theoretical system has to be adopted . Such local time fixed by law is called standard clock time or standard time

Certain countries modify their standard time during the summer by advancing one hour or a fraction of hour. This temporary change is called Day Light Saving Time

Time difference between two points can be determined as follows:

- a. If the local time at both points is ahead of GMT [GMT+] or behind GMT [GMT-], deduct the smaller from the larger figure.

Example: GMT+2 and GMT +10

$10 - 2 = 8$ hours time difference.

If the local time is ahead of GMT [GMT+] at one point and behind GMT [GMT-] at the other, add both figures together.

Example:

GMT +2 and GMT -5

$2 + 5 = 7$ hours time difference.

The local time in TYO is 18:30 hours on 1st March. What is the local time and date in SYD?

TYO GMT +9

SYD GMT+11

The local time at both points is ahead of GMT [GMT+], so deduct the smaller from the larger figure.

$11 - 9 = 2$ hours. The local time in SYD is 2 hours ahead of TYO

$18:30 + 2 = 20:30$ hours on the same day [1st March].

The local time in MAD is 05:00 hours on 30th October. What is the local time and date in YVR?

MAD GMT+1

YVR GMT-7

As the local time is ahead of GMT [GMT +] at one point and behind GMT [GMT-] at the other, we add both figures together.

$1 + 7 = 8$ hours.

The local time in VYR is 8 hours behind MAD

0500-

0800

Since we cannot deduct 0800 hours from 0500 hours we add 24 hours to the smaller figure.

2900

0800

2100 hours on the previous day.

International date line

The international date line is an imaginary north south line through the Pacific Ocean, east of which the date differs. [east being one day earlier].

Crossing international date line makes matters more complicated, because travellers either gain or lose a day during the process. When a traveller crosses the international date line travelling west, the day changes to the following day and a traveller crossing the international date line travelling east gains a day.

Transport time

The transport time is the number of hours and minutes from the time of departure at the airport of origin until the time of arrival at the airport of final destination. This includes eventual transits and or transfer times.

Formula for calculating Total transporting time.

Total transporting time = Arrival GMT - Departure GMT.

Flight AF033 leaves PAR at 1230 on Tuesday 12th December and arrives in YMQ at 13:55 on the same day. What is the total transporting time ?.

1st step

Ascertain the local time applicable at departure and arrival cities.

PAR = GMT+1 YMQ = GMT-5

2nd step

Convert arrival and departure times on GMT

- Deduct the number of hours from the local time when it is ahead of GMT [+]
- Add the number of hours from the local time when it is behind GMT [-].

Local time in PAR = 12:30

Local time GMT = 12:30 - 0100 = 11:30 hours

Local time YMQ = 13:55

Local time GMT = 13:55 + 0500 = 18:55 hours

3rd step

Calculate the difference.

Total transporting time = Arrival GMT - Departure GMT

= 18:55 - 11:30 = 07:25 hours.

Jetlag

Jetlag can be defined as the fatigue and related symptoms travellers experience when taking long airline trips and crossing multiple time zones. The travellers experience jet lag because the traveller's "internal clock" becomes confused when they change time zones rapidly.

4.1.13 Journey

Anatomy of a journey

A journey consists of entire routing included on a ticket or group of conjunction tickets.

1. Origin

This initial starting point and the first ticketed point in the routing.

2. Destination

The ultimate stopping place of a journey and as a terminal point in the routing and also considered as FCP

3. Intermediate Point (s)

Ticketed via points between consecutive fare construction point also called transfer points

a. Intermediate stop over point which is a point where a psgr arrives at an intermediate point and is scheduled to depart later than 24 hours after arrival.

b. Intermediate no stop over point which is a point where a psgr arrives and departs within 24 hours.

4. Fare component

A component or a portion of the itinerary between two consecutive fare components

5. Pricing Unit

A journey or part of a journey which is priced as a separate unit.

6. Sectors

A portion of the journey comprised of legs or segments.

Types of journey

1. One way trip (OW): A simple OW journey is travel using OW fares and the origin and the final destination are in different countries
2. Round trip (RT): A round trip is travel entirely by air from a point to another and return to the original point
 - A RT has two fare components I/B & O/B
 - I/B fare need not be equal to O/B fare
 - Unit origin and unit destination are same
3. Circle Trip (CT): A circle trip involves travel from a point and return there by a continuous, circuitous air route
4. Open Jaw (OJ): OJ journey may have only two international fare components and may contain domestic surface sector
 - Single open jaw (SOJ)
 - (a) Turn around single open jaw (TSOJ): the outward point of arrival and the inward point departure are different
 - (b) Origin single open jaw (OSOJ): the outward point of departure and the inward point of arrival are different
 - Double open jaw (DOJ): contains two surface sectors one at the origin point the and other at the turnaround point

4.1.14 Global Indicators (GI):

- i) TC1 GI: WH western hemisphere
- ii) TC2 GI: EH eastern hemisphere
- iii) TC3 GI: EH eastern hemisphere
- iv) TC 1,2 GI: AT via Atlantic Ocean

4.1.15 One way through fare construction

STEP	OW application
FCP	Identify the fare construction points
NUC	Quote the fare i.e., in NUC, following GI, Fare type, Carrier code
Rule	Identify the rule number if any
MPM	Maximum permitted mileage

TPM	Ticketed Point mileage
EMA	Extra mileage allowance
EMS	Extra mileage surcharge
HIP	Highest intermediate point
AF	Determine the applicable fare
Check	
Total	
IROE	Multiply NUC by IROE
LCF	Round the resulting LCF

FCP	Identify Fare construction point-The terminal points of the itinerary
NUC	Quote the Neutral unit of fare construction with its type of journey, global indicator, class of service.
Rule	Follow rule and check for specified routings.
MPM	Note the Maximum permitted mileage between the origin and destination
TPM	Add up the Ticketed point mileage and compare the sum with MPM
EMA	If the TPM exceeds MPM, look for an extra mileage allowance .
EMS	If the EMA is nil or insufficient ,determine the Excess Mileage surcharge by dividing TPM by MPM
HIP	Look for Higher Intermediate Point fare from 1.origin to intermediate stopover 2.intermediate stopover to another 3.intermediate stopover to destination. If there is a higher fare replace the origin destination NUC with this HIP fare and apply EMS if any.
RULE	If there is any rule applicable to finding HIP it should be written against rule.
AF	Determining the resulting applicable fare in NUC
CHECK BHC	Apply Black Haul Check formula from origin to higher rated stopover point if any.
Total	Get the result of all of the above steps in NUC
IROE	Multiply the Total NUC by the IATA rate of exchange
LCF	Round the resulting Local currency fare

Example:1

ISI:SITI

LIM

2626 WH MIA TA

1021 WH MGA LR LIM MEX Y1 OW [WH] 799.00

993 WH MEX CM MPM WH 3765 IROE 1.00 USD

FCP LIM MEX

NUC Y1 OW [WH] 799.00

RULE

MPM WH 3765

TPM 4640

EMA NIL

EMS 25M

HIP Y1 OW [WH] NUC 836.00 LIM MGA

RULE

AF 1045.00

CHECK

TOTAL NUC 1045.00

IROE 1.00

LCF 1045.00

EMS SurchargeTable

Getting a ratio between 1.0000 to 1.2500 divided as

1.0000 - 1.0500	5%
1.0501 - 1.1000	10%
1.1001 - 1.1500	15%
1.1501 - 1.2000	20%
1.2001 - 1.2500	25%

Back haul check formula

HI [origin -higher stopover point] -

LO [origin-destination point]

= BHD [Back haul difference] +

HI [origin -higher stopover point]

= OWM [one way minimum]-

AF[applicable fare]

OW backhaul adjustment [plus up]

Quote OWM if greater than applicable fare.

Types of transactions: SITL,SOTO,SITO SOTI

4.1.16 Air Cargo and logistics:

This is the bulky baggage carried on an airline. It is loaded and unloaded in the area called ramp area. It includes baggage, animals, vegetables and mails. It is carried on the carrier under an Air way bill. Cargo is usually taken on freighters or passenger flights.

For a cargo professional he or she has to know the following basic things:

- Basic cargo knowledge (booking,acceptance, etc)
- Airport and aircraft
- Different types of cargo
- Cargo rating
- ULD
- Cargo systems

We can classify the cargo into two:

- General cargo
- Special cargo

Almost 14 different types of special cargo are there. Dangerous goods is one of the special cargo type. For an air cargo professional DGR (dangerous good regulation) is mandatory.

A certified air cargo professional works in

1. Airlines

2. Ground handling companies in airports
3. Air cargo integrators
4. 3PL - third party logistics
5. Cargo pricing staff in airlines
6. Cargo trainers/learning and developments

Logistics:

These type of companies use their own assets and resources on behalf of another company for services like warehousing, packaging, etc. In logistics industry there is a combination of air cargo, sea cargo and road cargo.

Terms used in cargo handling

- Logistic Mangement System (LMS) - preparation of cargo list
- Dangerous goods regulation Licence (DGR) -is needed for exporting Dangerous goods
- Load control system - is the minimum and maximum load needed for a flight to take off and land. There is a qualified person who regulates it.

Detailing of Practicals

- PPT - type of journey with examples
- Field visit to airports, Tourist Reception Centres of KTDC and CRS
- PPT presentation of air travel organizations
- Role play of Check-in formalities
- Preparation of chart showing World Time Zones
- Introduction to Internet usage
- Networking, browsing skill and fundamentals of web designing

Computer

HTML

Hypertext markup language is the most commonly used markup language for creating web pages. A markup language describes the structure of text based information on a web page. The basic task of HTML is to create the structure of a web page. This unit describes basic HTML tags which are essential for creating static web. HTML includes a lot of tags for web creation such as Structure tags, line drawing tags, page breaking tags, formatting tags, image tags, link tags, table tags, frame tags, form tags, etc.

- Creating and saving an external document
- Opening the HTML document and modifying the background colour, adding back ground image to the web.
- Work with text
- Working with list, tables and frames.
- Working with hyperlinks, images.
- Working with forms and controls.
- Website creation of a tourism firm.

Assessment activity:

- Prepare a PPT on different types of journeys.
- Prepare a chart on arrival formalities.
- Field visit report to an airport.
- Fare calculation
- Time calculation

TE questions:

- 1) Construct an one way journey with three sectors
- 2) Give a detailed report on the airport procedures
- 3) When the local time in Paris is 0500 hrs. What will be the time at Sydney?
(SCT PAR + 0100, SCT SYD + 1100)
- 4) Give a brief outline of the areas where a cargo professional can work

Unit - 2

GLOBAL DISTRIBUTION SYSTEM

Introduction

This unit includes familiarizing with air line time tables and schedules, PNR creation in GDS (Galileo), SSR, OSI codes, Billing and settlement plan

Learning outcomes

The learner:

- Develops skill -working in GDS
- Understands Encoding and De coding in GDS
- Develops awareness about Airline timetables and schedules in GDS
- Develops skills in PNR creation in GDS (AMADEUS/GALILEO)
- Lists SSR and OSICodes
- Understands billing and settlement plan

Detailing of The Concepts

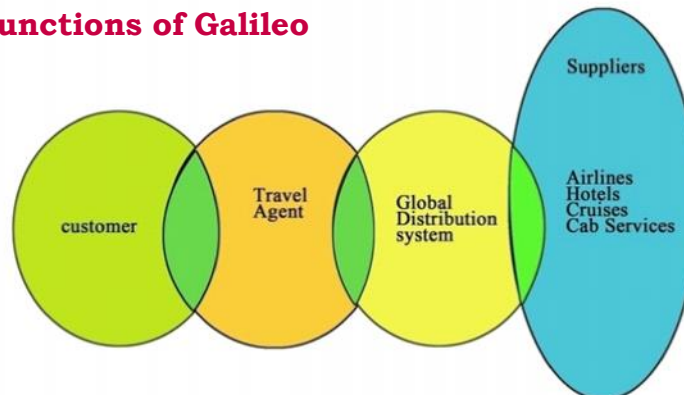
4.2.1 Introduction to Galileo

CRS brought a revolution in the way travel agents used to book and construct itineraries. It started with airline reservations and got into hotels, cruises car rentals etc giving it the terminology of global reservation system which acted as a consolidating agency among the various services on a single platform

GDS's were among the first e-commerce company in the world facilitating B2B e-commerce in mid 1970's GALILEO (under the Apollo reservation system name) was founded in 1971 by united airlines to cater to the needs of travelers by providing access to their reservation systems to travel agencies.

GDS enables the reservation and selling of hotel rooms, car rental services, cruise CRS (computerized reservation system deals only with the reservation and selling of airline tickets. eg; SITA

4.2.2 Functions of Galileo



4.2.3 Types of screens

- Focal point screen
- Point and click
- View point
- Smart point

Focal point

Focal point is the core product of travel port Galileo. It combines the advanced technology of Microsoft windows based PC software with the power of Travel port Galileo central system

Features

Focal point provides 9 windows with 5 work areas for different functions edited and personalised

Configurable tool bar

Provides online help

4.2.4 Working with Galileo

SIGN -ON

As part of a system security it is necessary to identify an authorized user to the system. This is done by signing on to the system. Each agency location using Travelport Galileo is assigned a unique three or four character code, called a Pseudo City Code (PCC)

The entry to sign on is:

SON/Z71T6/AB or SON/ZAB or SON/12345

Where:

SON	Mandatory
/	Separator
Z	indicates travel agent
71T6	pseudo city code or PCC
AB	used id, basically initials of the person using the system
12345	is a numeric sign-on

PASSWORD

In response to the sign-on entry, user will be prompted for his password. Access to Travelport Galileo Host is permitted only on entering the correct password

The password may be set as per user's choice but has to be minimum of seven characters & maximum of 110 characters and has to be alphanumeric. A password is valid for 90 days.

Eg.,

>SON/Z71T6/AB

>PASSWORD

SIGN OFF

To sign off or exit the system the entry is:

SOF

Eg.,

>SOF

SIGN-OFF COMPLETE/16DEC - GALILEO

>

Availability

There are two types of availability displays .Alpha availability and Numeric availability

Alpha availability:

- A - Seats are available
- L - wait list
- R - On request
- C - waitlist closed
- X - class cancelled

Entry : A DATE CITYPAIR/AIRLINE

EXAMPLE: A 30AUGBOMDXB/AI

Numeric availability:

- 1 - 9 - Seats are available
- Max - 9 seats are displayed
- O - Waitlist
- R - On request
- C - waitlist closed
- X - Class cancelled

Entry: A DATE CITYPAIR*AIRLINE

Example: A 30AUGBOMDXB*AI

Sell agreement

A sell agreement is the agreement that the airlines have with Tavelport Galileo. This level of agreement determines the access the airlines give to travelport Galileo. The highest level of agreement will provide more access to the airline inventory from a travel port Galileo system. The agreements also determine whether the airline will return a vendor locator (Airline PNR) or not.

Agreement	Secured Sell	Super Sell Sell	Guaranteed Guaranteed	Standard Sell
INDICATOR	O /O* & W/W* (for waitlist on certain carriers)	S/ S*	G	BLANK
CODES	HS/HK	SS/HK	SS/HK	NN/PN
LL/HL	LL/HL	LL/HL		
VENDOR LOCATOR	YES (Airline PNR returned)	YES (Airline PNR returned)	NO(Airline PNR not returned)	NO(Airline PNR not returned)
DESCRIPTION	Highest level, direct link into carrier system, inventory depleted instantly	Link to airline inventory on END	Link to airline inventory on END	No link. Teletype message generated to Airline on END Segment status to be changed to NN Before END. Reply from airline system could take upto 12 hours

An O, S or G indicator would display at the end of the line for confirmed flights. In case the O, S or G does not display for the confirmed flight it is important the user changes the status of the segment to NN before END, by making the entry @ (line number) NN eg., @1NN for segment one.

Booking File Creation

A Passengers Name Record (PNR) is also referred to as a booking file. A booking file has to be created for any kind of reservation to be made. It contains the records

of any bookings made through the Travelport Galileo system and can contain air, hotel and car reservations.

A booking file comprises of some mandatory fields and some optional fields. As the name suggests, mandatory fields are fields without which a booking file cannot be saved. Optional fields may or may not exist in the booking file.

Mandatory elements: For creating a booking file may be remembered as

" P R I N T "

- P - Phone field
- R - received from field
- I - Itinerary
- N - Name field
- T - ticketing time limit field

Some of the optional elements that can be entered in a booking file.

- Meal
- Seat
- Mileage membership
- Passport information
- Address

Phone Field P

- P. Function Identifier to enter Phone items
- *P Display all Phone items

The Phone field is a multiple item field which contains contact information. At least one phone item must be included in the Booking File. Each Phone item can contain a maximum of 69 characters

Once a Booking File is created, only the first phone field reflects in the vendor's system. Therefore the first phone field should consist of the travel agent's number. This will enable the airline to contain the agent to advise changes or to convey any information related to the booking.

As a response to the Phone Field entry, a * is displayed against it indicating the field has been accepted and will reflect in the Booking File.

The following codes are used in the Phone field to indicate the type of number one enters.

- T* - TRAVEL AGENCY
- H* - HOME
- B* - BUSINESS PHONE
- A* - ACCOMODATION
- E* - EMAIL ADDRESS

The entry starts with P. the three letter city code, then one of the codes mentioned above followed by a * and free text which should include the telephone number.

Examples:

P.CCUT*ABC TRAVELS 3723535 REF SIMRAN to add Agency Phone number

P.CCUH*27484647 to add Home number

P.CCUB*23235461/23235462 ext 21 to add Business number

HELP: H/EMAIL

P.DELE* JOHN--GEORGEIIGALILEO.COM Add Email address

(Use - in place of _ ' II in place of @)

Change I Delete

P.2@CCUH*23234587 to modify the 2nd phone number

- P.2@ deletes the 2nd phone number

Received from R. HELP: H/R.

R. Function Identifier to enter Received from information

*RV Display Received from field(before ending the booking file)

The Received from field identifies the person who contacted the agent to make the booking. A Received from input is required both in a new booking file and everytime any amendment is made to an existing Booking File. It is a single item field and it is not transmitted to the airline

ee booking. It can contain a maximum of 61 characters. It is recorded in the history and thus it is advisable to put the name/reference of the person who calls to create or amend the booking file

The entry begins o e cal er's name.

R.P Booking Received from passenger

R.SM ITA I SECRETARY Booking Received from passenger's secretary

Change I Delete

R.@SONAL Change the Received from information

R.@ Delete the Received from item

Itinerary

Itinerary is the journey the passenger is booked for. Passengers itineraries can include one or more air segment. Selling segments can be done by two methods. Seats can be sold with reference to a displayed availability known as Reference Sell or directly without displaying the availability known as Direct Sell.

Reference Sell

After having displayed availability, one can sell the seat referring to a particular line number on the availability.

N2Y1 Need 2 seats in Y class from line 1 of the availability

N2M3* or Need 2 seats in M class from line 3 & line 4

N2M3M4

N3M1Y2H3 Need 3 seats in M class from line 1, Y class from line 2, H class from line 3

If required class is open for Waitlisting

N2Y1LL Need 2 seats in Y class from line 1 to be waitlisted

N2M3M4LL Need 2 seats in M class from lines 3 & 4 as waitlisted

Direct Sell

Instead of checking the availability & then selling, a direct sell entry can be used, when the flight details are already known.

The entry begins with 0 (zero) followed by the flight number, class, date, city pair, NN and the no. of seats required

0 AI111 K 1 MAY 80M LHR NN3

Need 3 seats for AI 111 in K class for travel on the 1st May from BOM to LHR (airport codes to be used)

In case the flight is only open for Waitlisting

0 AI11 K 1 MAY 80M LHR LL2

Open Segments

Open segments are segments for which the date of travel is not known; however we require the details in the Booking File for ticketing purpose.

The entry begins with 0 (zero) followed by flight number, class, city pair, NO and the no. of seats.

0 AI OPEN Y FRA 80M N01 Open dated & closed on a particular carrier

0 YY OPEN Y 80M DEL N01 Open dated & open carrier

Segment	Carrier	Flight	Class	Date	Origin	Destination	Time	Duration	Passengers	Day
1.	LH	763	M	12APR	DELMUC	HS1	0900	1340	0	E MO
2.	ARNK									
3.	LH	1612	M	20APR	FRADEL	HS1	0945	2200	0	E TU

Segment Change

@ 1 / 2	Change segment 1 to 2 passengers on the same flight as already booked
@ A / 2	Change entire itinerary to 2 passengers on the same flights as already booked
@ 2 / Y	Rebook segment 2 to Y class & cancel original segment
@ A / Y	Rebook the entire air itinerary to Y class & cancel original segments

All the segment change entries to rebook the Flight. Dates, Class & Number of passengers, should be done only BEFORE end transact.

Cancel Segments

X1	Cancel segment 1
X3-5	Cancel segments 3, 4 & 5
X1-3.5	Cancel segments 1, 2, 3 & 5
XI	Cancel entire Itinerary

Name Field N.

HELP: H/N.

N.	Function Identifier to enter Names
*N	Display all Names

The Name Field contains passengers' surnames, first names or initials, titles and name remarks. Name Field can have 2-55 characters.

Names may be entered for a single passenger, multiple passengers having same surname and multiple passengers having different surnames. Special name codes are used to identify infants and group passengers.

There are five IATA approved name titles. They are Mr. / Mrs. / Ms. / Miss. / Mstr. If you need to specify any other title, they must be entered after the * as free flow text.

Entry: N. Surname followed by / and first name followed by the Title * remarks

Remarks however are optional, except in the case of infant and a child passengers. Remarks are not transmitted to the Airline.

N.GUPTA/PRAKASHMR to add adult name
N.GUPTA/VICKYMSTR*P-C07 to add child name with the correct PTC

Note: The Passenger Type Code (PTC) can be input in the name remark field; this will then be used during Fare Quote processing.

N.2SINGH/SMR/AMRS to add two names with common surname
N.GUPTA/RMR+N.SHARMA/TMR to add two names with different surname

Adding Infant name
N.I/SHARMA/GMAST*02DEC08 (date of birth to be input in DDMMYY format e.g. 10DEC08)

- An Infant name cannot be the first name in the Booking File
- An Infant name cannot be the only name in a Booking File
- Number of Infants cannot exceed the number of adults in the Booking File
- Infant names can be added or deleted even after end transact
- An SSR is automatically generated to all airlines containing the infant details

ADD GROUP NAME

When creating a Group booking the Group name is entered first & the individual names are entered only after ending the booking, using the normal entries to add names. Maximum names per group are 98.

N.G/30REDONDOTOUR - Group Name

Name change / Delete

Before end transact, the Name items can be amended any number of times. In cases when a name change is to be carried out after end transact, the same needs to be verified with the airline.

N.P1@ to delete passenger one before saving the Booking File
N.P1-2@ to delete passenger one through two in the Booking File
N.P1@SONI/SMR to delete and replace a new name as passenger one

Ticketing Arrangement T.

HELP: H/T.

Ticketing Arrangement entry for the agent begins with T.

The ticketing arrangement field shows the ticketing status of each Booking File. The Ticket number is entered in this field if a ticket has been issued. A Booking File can be placed on a time limit or a ticket number can be entered according to the requirement. The time limit will have to be later on changed to a ticket number once the ticket is issued. The time limit or ticket numbers are entered by the agent to the respective airlines. The Ticketing Arrangement Field is a single item field, i.e. it can contain only one T. field at a time. This field can have a maximum of 69 characters

The data in the T. entry is not sent to the Airline. Separate formats have to be entered to send the same to the Airline.

Time Limit for Agent

Format: T.TAU/date*time
Example: T.TAU/03MAR*1800HRS

Time Limit to the Airline

Format: SI.YY*TKTL date time
(where YY means all carriers booked. YY can also be replaced by a specific carrier.)

Example: SI.YY*TKTL 03MAR 1800HRS or
SI.AI*TKTL 03MAR 1800HRS

Change / Delete

T.@TAU/5JAN	Change date when booking will be placed on Q 10 for ticketing
T.@T*098123456456	Change time limit date to ticketed information
T. @	Delete time limit / ticket information

Once all the PRINT fields are added, this is how a Booking File will then look:

```

Window 1
Z34HGA/SR DELNH N256303 AG 99999992 21DEC
1.1GUPTA/PRAKASHMR 2.I/1SHARMA/GMAST*02DEC08
3.1GUPTA/VICKYMSTR*P-C07
1. SQ 405 K 13APR DELSIN HK2 0800 1610 0* E TII
2. SQ 406 K 20APR SINDEL HK2 0215 0520 0* E TU
** VENDOR LOCATOR DATA EXISTS ** >*VL
** SERVICE INFORMATION EXISTS ** >*SI
FONE-DELT*ABC TRAVELS REF TINA 895412563/PAX CTC 214587456
TKTG-TAU/TH01APR*1800HRS
>
  
```

Explanation:

- 1) Z34HGA is the Travelport Galileo PNR followed by the sign on details and the creation date of this Booking File.
- 2) Names of the passengers

- 3) Itinerary of the passengers
- 4) *VL will display the airline PNR against this Travelport Galileo PNR and *SI will display all the Service information data entered in the Booking File
- 5) Phone Field of the Booking File
- 6) The time limit entered in the Booking File

SENDING TICKET NUMBER TO THE AIRLINES

For sending the ticket numbers to the airlines either SSR or OSI ticket formats are used depending on the bilateral agreement with the carrier. To check the SSR/OSI TKNM format for each airline make the following entry:

Format: GC*200/5/carrier code
 Example: GC*200/5/BA



Special Service Requirement - SSR Format:

Adding Ticket numbers in SSR format

Example: SI.S1-4P1/TKNM*12512341234561

Where,
 S1- 4 segments one through four
 P 1 passenger one
 /TKNM* mandatory separator and code
 1251234123456 ticket number for passenger one
 1 check digit number of the ticket

Note: The check digit number is mandatory to be added in the SSR TKNM format. If segment numbers are not specified the ticket number is sent to all carriers in the itinerary which require the SSR notification.

Adding Conjunction ticket numbers, using the SSR format, to all airlines for more than one passenger

Examples: SI.S1-2P1/TKNM*12512341234561/57/58

Where,

S1- 2 segments 1 and 2
 P 1 passenger one

1251234123456 ticket number of passenger one
 1 check digit number
 /57/58 conjunction ticket numbers for passenger one

It is very important to send the ticket numbers to the Airline in the correct format.

Other Service Information - OSI Format:

Adding ticket numbers to the airline for one passenger in OSI TKNM format:

Example: **SI.9W*TKNM 1251234123456**

For adding conjunction ticket numbers for more than one passenger and multiple airlines using OSI TKNM format

Example: **SI.9W*TKNM12512341234561/57/58/59/60/61**

Note: In OSI TKNM format we give the check digit number with the first ticket number of the first passenger only, with the rest it is not required. Check digit numbers are required in SSR TKNM format and in OSI TKNM format when there is a combination of domestic and international bookings or in purely international bookings. In purely domestic bookings, Check Digit number is not required.

Check digit number is required with the first ticket number of each passenger and not with the conjunction ticket numbers.

Few carriers require ticket number notification in both TKNO as well as the regular formats. For these, the ticket numbers must be notified in both the formats.

Example: **SI.P1S1-4/TKNM*22054542001754**
 SI.LH*TKNO 22054542001754

Delete SSR Ticket Numbers

SI.S1-3P1@ Delete ticket numbers from segment one to three for passenger one

Delete OSI Ticket Number

SI.1@ Delete ticket number on line number one

OSI formats do not get deleted from the airline system even if we delete them from the Travelport Galileo system.

Redisplay Record

The data entered into a Booking File can be re-displayed on the screen by using this format:

*R

END TRANSACTION**HELP: H/ET**

It is mandatory to end the transaction in order to create and save a Booking File. End Transact means saving the data entered. In response to the End Transact entry the Travelport Galileo PNR is displayed.

Format: E End the Booking File.
 ER End Transact and redisplay the Booking File.

IGNORE TRANSACTION

Ignore transaction is used if some data entered in the Booking File has been incorrectly entered and needs to be ignored or if the Booking File is completed and a new one needs to be accessed or created. With ignore transactions; all the actions taken in the present transaction will be lost.

Format: I Ignore

The format IR can be used to Ignore Transaction and redisplay the Booking File. This entry is used only in a saved Booking File.

RETRIEVING BOOKING FILE

Although there are various methods of retrieving Booking Files, the two most common methods are given below:

Using the Record Locator (Travelport Galileo PNR)

Format: *followed by Record Locator
Example: *MJ3PS1

Using the Name of the Passenger

Format: *- followed by Surname Name of the passenger
Example *-GUPTA

If more than one booking exists with the specified surname, the list will be displayed with the travel dates. The following entry can be used to display the required Booking File.

*7 to display the 7th Booking File in the name list
*L to redisplay the name list

Other methods

*24JUL-GUPTA to retrieve by date and surname of passenger
*9w454/24JUL-GUPTA by flight number, travel date and surname of passenger

Special Service requirement (SSR)

The function identifier is **SI**.

Special service requirements are used to send requests to the airlines for meals, excess baggage, pet in cabin, cargo, wheelchair request etc. The standard codes are used to specify the kind of service required on a flight. A few Service Request codes require free flow text to enable the airline to take appropriate action.

All SSR request formats begin with SI. SSR codes are four character codes.

A meal request can be made for selected passengers using P in the format and a request can be made for selected segments by using S in the format.

MEAL REQUEST**HELP: H/MEAL**

The entry to access meal descriptions is: **GC*200/9**

```

Window 1
CHAP 200-AIRLINE INFO      PAGE      9-MEAL CODES
-----
          *** MEAL DEFINITIONS AND CODES ***

TO OBTAIN SPECIFIC DETAILS ON REQUIRED MEAL. TAB TO CODE
AND ENTER.

INFANT/BABY FOOD. >GP*9/BBML  KOSHER MEAL..... >GP*9/KSML
BLAND/SOFT MEAL. >GP*9/BLML  LOW CALORIE MEAL >GP*9/LCML
CHILD MEAL..... >GP*9/CHML  LOW FAT/CHOLEST. >GP*9/LFML
DIABETIC MEAL.... >GP*9/DBML  FRUIT PLATTER... >GP*9/FPML
LOW SODIUM(SALT). >GP*9/LSML  GLUTON FREE MEAL >GP*9/GFML
}>

```

The characteristics of a meal can be checked by tabbing to that option and pressing enter.

For example:

To check characteristics for Infant/Baby Meal tab to the option and press enter:



Format: SI, followed by meal codes
 Example: SI.VGML This entry would request VGML for all passengers for all segments.

Passenger specific meal request

Format: SI,P followed by passenger number and meal code

Examples

SI.P1/ VGML : To request VGML for passenger number 1
 SI.P2,4/ CHML : To request CHML for passenger numbers 2 and 4.

Segment and passenger specific meal request

SI.P1S1/ AVML : To request AVML for passenger 1 for segment 1
 SI.P1S2-4/FPML: To request FPML for passenger 1 for segment 2, 3 and 4

Special Meals (SPML) and Infant Meals

Special Meal (SPML) request requires free flow text.

Example SI.P3/SPML*NO ONIONS AND NO GARLIC

Meal request for the infant:

SSR request for infant passenger is always requested for the accompanying adult because Infant passengers do not hold a seat.

Example SI.P1S1-2/BBML

Other Special Requests

To access the AIRIMP codes GC*200/7

Some Important AIRIMP codes are given below.

BSCT	Baby Bassinet	
FQTV	Frequent Traveler	
LANG	Language	
MAAS	Meet and Assist	
MEDA	Medical Case	
STCR	Stretcher	
TKNM	Ticket Number	
UMNR	Unaccompanied Minor	
WCHR	Wheel Chair	
Requesting Baby Bassinet.		
SI.P1/BSCT		requests a bassinet seat (BSCT) for passenger 1
Any special request from passenger		
SI.P3/LANG*BENGLI ONLY		language notification for passenger 3
Request for Wheelchair		
SI.P2S1-2/WCHR		wheelchair (WCHR) request for passenger 2 for segments 1, 2
Request for Meet and Assist		
SI.P1S1/MAAS		MAAS request for Passenger 1 for segment 1
<u>Change / Delete SSR</u>		
SI.P1@		deletes all SSR requests for passenger 1
SI.S1@		deletes all SSR requests for segment 1
SI.P2S1-4@		deletes SSR requests of passenger 2 for segment 1 till 4
SI.P2S2/VGML@		deletes VGML request of passenger 2 for segment 2

SEAT REQUEST**HELP: H/S.**

The Function Identifier is **S**.

The seat data field of a Booking File contains details of airline seats reserved in advance for passengers. There are two types of seat requests, Generic seat request and Advance seat reservation.

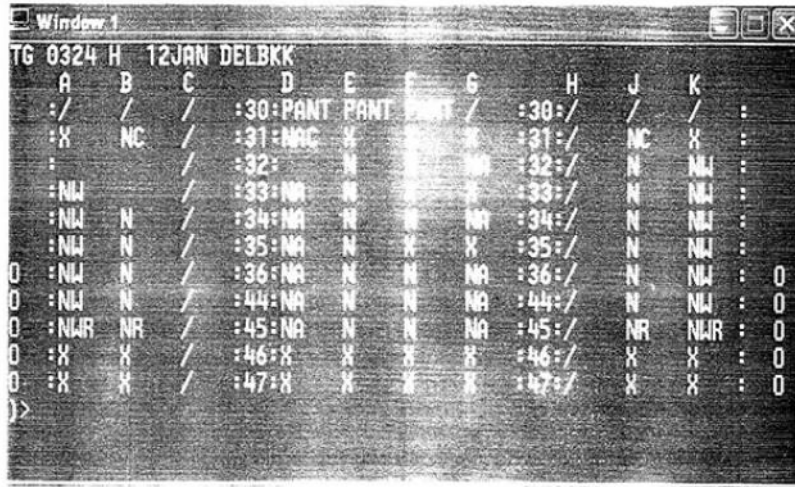
Advance Seat Reservation involves viewing the seat map and requesting a selected seat for the passengers in the Booking File.

45

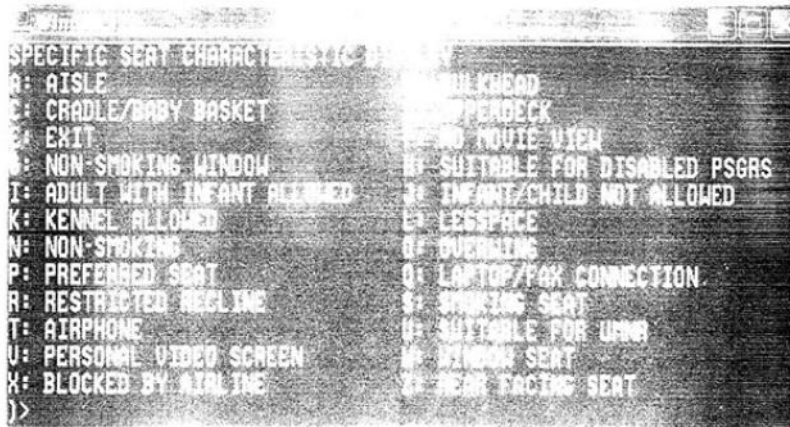
To view the seat map for segment 1 of the booking, type **SEAT**, or
 The entry to redisplay the seat map is

SA'S1
 SA*

Screenshot of a seat map:



To view the seat characteristics:



```

Window 1
*: SEAT HAS MORE THAN 4 CHARACTERISTICS
/: SEAT DOES NOT EXIST AT THIS LOCATION
@: SEAT ALLOCATED ON A CONDITIONAL BASIS
>

```

SC*NW
NW is the seat characteristic code displayed in the Seat map

```

Window 1
>SC*NW
SPECIFIC SEAT CHARACTERISTIC DISPLAY
N: NON-SMOKING           W: WINDOW
>

```

Generic seat request

Generic	seats are reserved for airlines, which do not provide seat maps.
S.NW	non-smoking window seats
S.NA	non-smoking aisle seats
S.SW	smoking window seats
S.SA	smoking aisle seats

The above formats reserve seats for all passengers and for confirmed segments in the Booking File.

Passenger specific seat request

S.P2/NW	requests NW seat for Passenger 2
S.P1.3-5/NA	requests NA seat for Passenger 1, 3, 4 and 5

Segment and passenger specific seat request

S.P1S1/NW	requests NW seat for Passenger 1 for Segment 1
S.P2S1/NA	requests NA seat for Passenger 2 for Segment 1
S.S1/5E-F	Allot adjacent seats (5E and 5F) for segment 1 for both passengers
S.S1/5E/2K	Sell separate seats (5E and 2K) for segment 1 for both passengers

Delete / Change Seats

S. @	delete all seat requests
S.P1S1@	delete seat request for passenger 1, segment 1
S.P1-2S1-4@	delete seat request for passenger 1 and 2, segment 1 till 4.

0 YY OPEN Y 1 MAR DEL JAI N01 Close dated & open carrier

Segment (ARNK- Arrival unknown)

4.2.5 Phonetic Alphabets

Phonetic alphabets are also called
Telephony spelling Alphabets

A - Alfa

B - Bravo

C - Charlie

D - Delta

E - Echo

F - Foxtrot (father)

G - Golf (Gold)

H - Hotel (Harry)

I - India

J - Juliette

K - Kilo

L - Lima

0 - Number zero

1 - Number one

2 - Number t

M - Mike

N - November(Navy)

O - Oscar

P - Papa

Q - Quebec

R - Romeo (Rojer)

S - Sierra (Sugar)

T - Tango

U - Uniform

V - Victor

W - Whisky

X - X - ray

Y - Yanky

Z - Zulu

4.2.6 SSR and OSI

Special Service Request (SSR)

SSR's are messages which include a 4 letter code and which make request for a specific service or facility. This type of message includes requests such as one for a vegetarian meal message includes (VGML). SSR messages require confirmation from and preparation by the airline.

Other Service information Message (OSI)

An OSI message differs from an SSR in that it simply provides miscellaneous information related to the passenger that may be of interest to the airline. Therefore no action or confirmation is required.

SSR codes

AVML - Asian Vegetarian Meal

BSCT - Baby cot/ bassinet

BBML	-	Baby Meal		
BULK	-	Bulky Baggage		
BLND	-	Blind Passenger		
CBBG	-	Cabin Baggage		
CHML	-	Child Meal		
DEPA	-	Deportee		
DEPU	-	Unaccompanied Deportee		
DEAF	-	Deaf Passenger		
DBML	-	Diabetic meal		
FQTV	-	Frequent traveler information		
FRAG	-	Fragile Baggage		
MAAS	-	Meet and Assist		
NSSA	-	Non Smoking aisle seat request		
NSSW	-	Non smoking window seat request		
PETC	-	Passenger Travelling with a pet in the cabin		
RQST	-	Specific seat request		
SMSA	-	Smoking Aisle seat		
SMSW	-	Smoking window seat		
LANG	-	Language Assistance required by Passenger		
STCR	-	Stretcher Passenger		
SPML	-	Special meal requested		
TWOV	-	Passenger in transit without a visa		
UMNR	-	Unaccompanied Minor		
VGML	-	Vegetarian meal requested		
WCHS	-	Wheelchair required	ASAP	- As soon as Possible
XBAG	-	Excess baggage	AUTH	- Authority, authorize
Other Airline terminologies			CHG	- Change
ADT	-	adult	CHD	- Child
ACK	-	Acknowledge	CFY	- Clarify
ADV	-	Advised, Advising	CONX	- Connection, connecting
AGT	-	Agent, Travel Agent	DEP	- Depart, departed, departure
ALTRN	-	Alternative	DAPO	- Do all possible
ARR	-	Arrive	FRAV	- First available

INAD	- Inadmissible passenger	Record	
INF	- Infant	RPT	- Repeat
KK	- Confirm	REQ	- Request
NN	- Need	REASSASPO	- Reservation as soon as possible
NTBA	- Names to be advised	STVR	- Stopover
NOSH	- No Show	TKNO	- Ticket Number
ORIG	- Origin, Originating	TRAV	- Travelling
PSGR or PAX	- Passenger	UM	- Unaccompanied Minor
PNR	- Passenger Name		
VIP	- Very Important		Passenger
WL	- Waitlisted		

4.2.7 BSP (Billing and Settlement Plan)

BSP aims to simplifying the selling, reporting and remitting procedures to IATA Accredited Passenger Sales Agents

The key feature of the BSP is the neutral standard Traffic Document which is used by IATA Accredited Travel Agents on behalf of all participating BSP airlines represented

BSP uses the services of electronic Data Processing Centres (DPC) to compute:

- Billings and monetary amounts which agents remit to the appointed clearing Bank;
- The division of these amounts by the clearing bank for settlement amongst the airlines

By using BSP procedures, both airlines and agents improve service standards while saving time, effort and costs

IATA has been providing settlement systems services to the travel industry since 1971. The IATA Settlement Systems (ISS) provide cost effective settlement services to both the airline industry and other travel, transportation and tourism industry sectors.

The ISS network is made up of Billing and Settlement Plans (BSP) on the passenger side and Cargo Accounts Settlement Systems (CASS) on the cargo side. The BSPs and CASSes provide simplified selling, reporting and settlement of sales made by IATA Agents and certain other sales intermediaries, as well as improved financial control and cash flow for participating airlines.

The BSP was formerly called the bank Settlement Plan because of the introduction of an appointed clearing Bank for each BSP country.

Advantages of BSP

- A centralized source from which these traffic documents are supplied which automates their provision
- Simplified paper work and less overhead costs by the replacement of multiple sales reports by a single Agency Sales Transmittal (AST) submitted to a central BSP Data Processing Facility (DPC)
- Single set of Standard Administrative forms to be used on behalf of all BSP Airlines
- One central point (processing centre) to which reports and remittances are sent
- The use of most modern automated ticketing systems, thereby economizing in time and money while presenting the passenger with a clear and legible ticket
- Greater document security. A single stock of traffic documents facilitates safe-keeping for agents, i.e., less space is needed for storage and inventory becomes simpler and more secure
- Significantly improved cash flow
- Better financial controls and reduced exposure to losses from agency failures
- Better sales and marketing intelligence
- More targeted sales efforts
- Easier introduction of new technologies such as the new EARS (Electronic Agent Reporting System)

Detailing of Practicals

- Map work - IATA Codes for cities and Airports, Routing
- Visit Seva Kendra/Passport Seva Kendra and familiarize with the Amenities at the Airports.
- Practicing in GDS
- Practicing PNR creation in GDS (AMADEUS/GALILEO)
- Travel portals: Make my trip, Yatra.com, Travel advisor.

Assessment Activities

Reservation in online portals/GDS

Creation of profile in IRCTC website

Record work

Map work

Field visit report on online services

TE Questions

1. List out the steps in PNR creation using GALILEO system
2. Comment about BSP and its advantages

Unit - 3

MARKETING AND RECENT TRENDS IN TOURISM

Introduction

This topic enables the students to know about tourism marketing, tourism products and characteristics, marketing mix, 7 P's of marketing, market segmentation, promotion, and promotional tours, recent trends in tourism, social media, blogs, virtual tourism - deals and discounts - green friendly travel

Learning outcomes

The learner:

- Understands the concept of Tourism Marketing
- Distinguishes Tourism Products from other products
- Understands Marketing Mix and 7 P's of Marketing
- Understands the Market segmentation methods
- Lists the promotional tools
- Understands about the recent trends in tourism

Detailing of concepts

4.3.1 Tourism Marketing

Marketing tourism products is different from most other products because what is being sold is consumption of an experience rather than a tangible product. The product is primarily service based.

Krippendorff defines tourism marketing "as the systematic and coordinated execution of business policies by both private and public sector tourism organizations operated at local, regional, national or international level to achieve the optimal satisfaction of the needs of identifiable tourist groups and in doing so to achieve an appropriate return"

4.3.2 Unique features of tourism product

- Intangibility
- Inseparability
- Perishability
- Heterogeneity

4.3.3 Major steps in Tourism Marketing

- o Market research
- o Product formulation
- o Product development
- o Product distribution

4.3.4 Marketing Mix

Marketing mix is one of the major components of marketing.

7 P's Marketing

Product, Price, Place, Promotion, People, Process, Physical evidence.

4.3.5 Tourism Market segmentation

Identifying tourism customers and deciding on how to meet their wants and needs, learn more about the customers, making the heterogeneous market into a homogenous market. It is the process through which potential customers with similar needs and characteristics are grouped together so that a tourism organization can apply marketing strategies for the selected market segment efficiently.

Why Market is Segmented-

- Travel market is too large to reach efficiently
- Travel market is too diverse to communicate
- Breaking up the market will make it easier to manage

4.3.6 Benefits of Market Segmentation

- o Understand the needs and wants of customers
- o Allocate marketing expenses efficiently
- o Further development of products or services
- o Develop marketing strategies more precisely

4.3.7 Criteria used for Dividing Market Segments

- o Geographic Segmentation - grouping potential customers based on their location; oldest and simplest basis for market segmentation
- o Psychographic Segmentation - grouping on how they live, their priorities, their opinions, their attitudes and their interests
- o Personality - introvert/extrovert, cognition, innovativeness
- o Demographic Segmentation - gender, age, ethnicity, occupation, educational level, income, household size and family situation
- o Socio-Cultural Segmentation - religion, social class, family lifestyle, status
- o Product-Related Segmentation - benefits people seek in the good or service, the amount of good or service used and degree of company loyalty

4.3.8 Tourism promotion

One of the four elements of marketing, that is, price, product, promotion and place, promotion refers to the means or communication established between the buyers

and the sellers so as to influence, inform or persuade the purchasing decision of potential buyer.

Promotion can be two types.

Above the line promotion: This type of promotion basically refers to mass media, that is new paper, television, radio mobilephones, internet etc.

Below line promotion: Rest of the measures of promotion include in this category. These type of promotion measures are quite subtle and consumer does not come to know that the promotion is taking place.

A promotion mix is created by the specification of five elements. These are

Personal selling

Sales promotion

Public relation

Direct mail

Trade fares and exhibitions

Advertising

Sponsorship

Personal selling

To manage personal customer relationship, personal selling is an effective way. The sales person acts on behalf of the organization. In the approaches and techniques of personal selling they tend to be well trained

Sales promotion tools

The following are some of the sales promotion tools.

Public relations: It is a deliberate, planned, and sustained effort to establish and maintain mutual understanding between an organization and the public.

Direct mail: Based upon a data base direct mail is a highly focused approach on targeting consumers.

Trade fares and exhibitions: For making new contacts and renewing old one such approaches are very effective. At such events companies will seldom sell much but the purpose of these events enhance awareness to encourage trail.

Advertisement: A "Paid for" communication advertising is a medium that is used to develop attitudes, creation of awareness and transmission of information so as to gain response from the target market. A wide array of advertising media such as newspapers magazines and journals television, cinema, outdoor advertising are included in advertising.

Sponsorship: Where an organization pays to be associated with a particular event, cause or image is referred to as sponsorship.

Tourist information documents: The primary role of tourism advertising is to have tourist information documents like brochures, leaflets and catalogues in term of usefulness. Degree of use and effectiveness. All of them are designed and distributed by agencies, unit accommodation, resorts tourist areas, transport companies, tourists offices etc.

Brochures: Brochures is a standard communication to and currently the most popular way to promote tourism products through advertising. Advantages of brochures: Brochures are easily accessible to prospective clients in terms of content and transmission. Brochures are convenient to study and they can be examined by the customer along with their family or friends when ever they have free times to do so. Brochures may be interesting when presented along with photos and descriptions of various attractive destinations. Compared to other media brochures are quite advantageous in terms of costs and they can easily distributed in various parts of the world.

Travel catalogues: Travel catalogues are also designed in the same manner of brochures. The structure of these travel catalogues wherein each leaflet of the catalogue is designed in such a way that complete information about a tourist destination, its location amenities facilities offered, way to reach other shopping facilities, tourists attractions, etc.

Guides: Guides play a major role in dissemination of information about destination and its plus points. They are the people who can offer authentic and relevant information to the tourists about various sites, routes to reach there destination including maps, etc.

Eg. Rough guides, lonely planet.

Leaflet or Flyer: A flyer is a form of paper advertisement intended for wide distribution and typically posted or distributed in a public place, handed out to individuals or sent through the mail. The leaflet is designed in such a way to explain a particular event, trip organization opening up of a travel agency restaurant, hotel, etc. It may be designed such that it appears to be publicity release.

Display advertising: In the field of tourism display advertising is one of the oldest tourism promotion tools. These giant hoardings attracts attention of people readily and these can be displayed in variety of ways.

Tourist maps: Their utility in guiding tourist is the, major advantage of these tools wherein information is offered for accommodation and meals choosing a particular routes of travel to certain places. They provides all information about type of terrain, routes and transport routes whether there are roads, rail, sea, etc.

Sign posts: To try potential customers and make it possible to sell holidays. Sign posts fulfill a major role for tour operators and providers, and provide direction.

4.3.9 Familiarise with some of the major Travel Ports and Travel Apps:

- a. Major Travel portals:
 - Travelocity
 - Tripadvisor
 - Cleartrip
 - Makemytrip
 - Expedia
 - Ixigo
 - Yatra
- b. Travel and Tourism Apps:
 - Flighttrack - for tracking international flights
 - weatherPro - for weather reports
 - XE Currency - for currency conversions
 - Skyscanner - for worldmate
 - Uber taxi
 - Tripit

Detailing Practicals

- Prepare a chart of Marketing Mix
- Prepare PPT/Chart - features of tourism products
- Prepare international tourist arrivals in excel format-graphs.pie diagram etc.
- Introduction to Html
- Web page creation
- Prepare individual Blogs of Students on tourism.
- Familiarise with Apps .used in travel industry.
- Practice in online travel web sites like IRCTC, yatra, clear trip, etc.

Assessment Activities

- Prepare a chart relating to marketing mix
- Features of tourism products
- PPT of promotional tours

- Prepare excel based on international tourist arrivals
- Prepare brochures in photoshop
- Prepare individual blogs of students on tourism
- Familiarise with APPs used in travel industry

TE Questions

1. Draw a wheel diagram showing the 7 P's of Marketing
2. Mention the various market segmentations in Tourism
3. What is a tourism product? Represent the characteristics in a chart

Extended Activities

1. Calculate the total transporting time using the given datas

Departure - DEL	SCT (+0530)	Date 29 March	Local time 0745
Arrival - PAR	SCT (+0100)	Date 29 March	Local time 1300

2. Give the commands used in GDS to create a PNR for Mr. Sachin Tendulkar who wishes to travel in the following itinerary

Travel date - 28 May

Travel sector - DEL -BOM

Travel Agent - Mr. Mohan

Akbar travels Mumbai

IATA code 2345567

Phone no 9445666780

3. Distinguish a tourism product from other products with its peculiarities in table format

Tourism product	Other products
Ownership of the product remains with the producers	Ownership of the product remains with the buyer

List of Practicals

- PPT - type of journey with examples
- Field visit to Airports
- Visit Tourist Reception Centre of KTDC and CRS
- PPT presentation of air travel organizations
- Role play of Check-in formalities
- Preparation of chart showing World Time Zones
- Introduction to Internet usage
- Networking, Browsing skill and fundamentals of Web designing
- Website creation of a tourism firm.
- Map work - IATA Codes for cities and Airports, Routing
- Visit Seva Kendra/Passport Seva Kendra and familiarize with the Amenities at the Airports.
- Practicing GDS
- Practicing PNR creation in GDS (AMADEUS/GALILEO)
- Travel portals: Make my trip, Yatra.com, Travel advisor.
- Prepare a chart of Marketing Mix
- Prepare PPT/Chart - features of tourism products
- Prepare international tourist arrivals in excel format-graphs, pie diagram etc.
- Prepare individual Blogs of Students on tourism.
- Familiar with Apps .used in travel industry.
- Practice in online travel web sites like IRCTC, yatra, clear trip, etc.

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