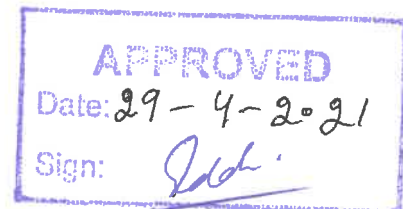


GOVERNMENT OF THE PUNJAB

TECHNICAL EDUCATION & VOCATIONAL  
TRAINING AUTHORITY



CURRICULUM FOR  
DIPLOMA IN TOURISM & AIRPORT OPERATIONS - DTAO  
(2 – Years Course)  
Evaluated March 2021



CURRICULUM SECTION  
**ACADEMICS DEPARTMENT**

96-H, GULBERG-II, LAHORE

Ph # 042-99263055-9, 99263064

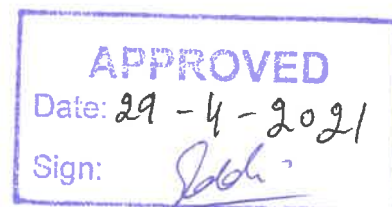
[gm.acad@tevta.gop.pk](mailto:gm.acad@tevta.gop.pk), [manager.cur@tevta.gop.pk](mailto:manager.cur@tevta.gop.pk)

## TRAINING OBJECTIVES


The Diploma in Tourism & Airport Operations (DTAO) has been designed to meet the needs of applicants considering entry into operational positions within the Tourism & Airline industry. This comprehensive program provides the students with a broad practical understanding of travel, tourism & airport operations. This training program offers an all-round introduction for newcomers to Travel and Tourism Industry. A combination of theory and practical, DTAO equips the students with the skills and knowledge to undertake initial and mid-level positions in the Travel & Tourism Industry. It also provides an opportunity for industry practitioners to up skill and or refresh their knowledge base. Opportunities exist in supervisory and managerial roles across the tourism sector internationally, including ticketing and reservations and tour operation office. The demand of the supervisory level professionals is multiplying day by day due to the ever-expanding travel & tourism industry across the world. Successful students are likely to find the best employment opportunities in important roles in the Travel Management companies (TMC), Travel Agencies, Tour Management operations, Ticketing & Reservation offices, Travel Call Centers, Customer Sales Offices, Travel desk of Multinational Companies, Passenger handling services at airports.

## CURRICULUM SALIENTS

Name of Course	Diploma in Tourism & Airport Operations
Duration of Course	2 Years
Training methodology	Practical 40 % Theory 60 %
Days per Week	5 Days
Entry level	Matriculation
Medium of Instruction:	English and Urdu



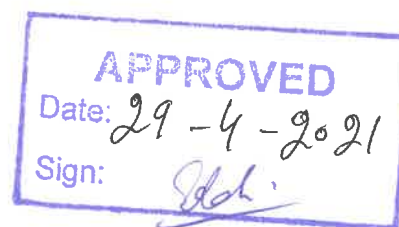
# 1<sup>st</sup> Year

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Date: 29-4-2021  
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## SKILL PROFICIENCY DETAILS

On successful completion of this course, trainee should **be able to**:

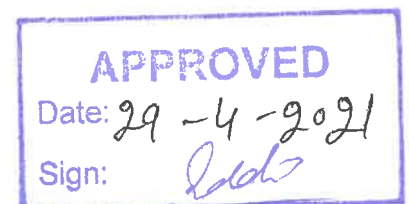
1. Identify the guidelines of service excellence in the Travel Industry.
2. Provide a brief overview of Travel-related Organizations and Associations.
3. Differentiate of Aircraft Types.
4. Identify the history of time zones.
5. Define the twenty-four hour clock system and International Time Calculations.
6. Calculate Elapsed Flying Times and Transportation Time.
7. Practice Personal Development Skills, Selling Skills & Communication Skill.
8. Use Telephone & Interview Techniques.
9. Locate actual location of a country in world map
10. Identify the place each country in the correct continent
11. Identify the locations of oceans and seas in the world
12. Match capital city with its own country
13. Demonstrate good Customer Service in the Travel industry
14. Respond To an Upset Customer
15. Keep Self-Control
16. Identify the Sources of Stress in the Workplace
17. Cope up with Stress
18. Apply Verbal and non-verbal communication
19. Recommend travel apps for use with mobile device to travel customers
20. Use closed-ended and open ended questions.
21. Calculate the time difference between countries.
22. Execute Automated Reservation Command.



## KNOWLEDGE PROFICIENCY DETAILS

On successful completion of this course, trainee should **be able to** :

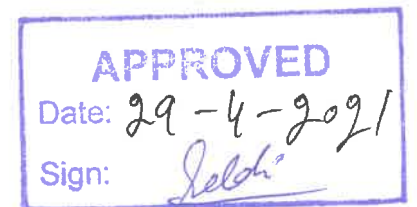
1. Describe the Introduction to Travel Industry.
2. Explain Travel Industry Terms & Definitions.
3. Describe of Travel-related Organizations and Associations.
4. Define of twenty-four hour clock system and International Time Calculations.
5. Calculate the time difference between one country to another through world time zone.
6. Define the Types of Flight (Nonstop, Direct and Connecting flights)
7. Define the Types of Journey (One way, round trip with examples)
8. Competent in Automated Reservation Command.
9. Define Types of Automating Customer Communication.
10. Describe the benefits of providing follow-up service and support
11. Describe Solution to customers need.
12. Explain how to protect the customers investment
13. Explain GDS as solution provider of travel industry
14. Describe the how travel professional can compete with the internet
15. Describe the World geography according to Hemisphere.
16. State the benefits of developing customer loyalty and strategies
17. Describe good Customer Service in the Travel Industry
18. Explain the Importance of Customer Service Skills
19. Explain Customer Expectations
20. Explain the Sources of Stress in the Workplace.



**SCHEME OF STUDIES****Diploma in Tourism & Airport Operations (DTAO)  
(2 – Years Course)****1<sup>st</sup> Year**

S. No.	Main Topic	T	P	C
1	English (I)	2	0	2
2	Urdu (I)	2	0	2
3	Islamic Studies / Civics (For Non-Muslims)	1	0	1
4	Introduction To Travel & Tourism Industry	1	3	2
5	Geography In Travel Planning	1	6	3
6	Serving the Travel & Tourism Customers	1	3	2
7	Computer Reservation System(CRS)	1	6	3
<b>Total</b>		<b>9</b>	<b>18</b>	<b>15</b>

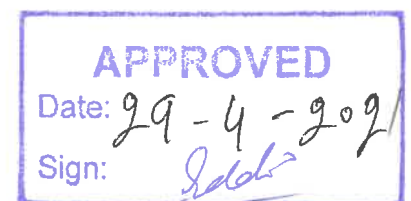
**\*Note:** 1) 32 Hour for Theory = 1 Credit = 50 Marks  
96 Hour for Practical = 1 Credit = 50 Marks



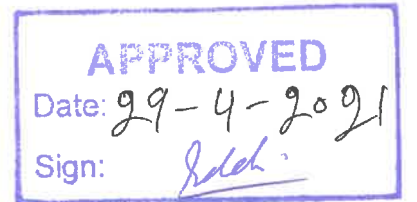
**DETAIL OF COURSE CONTENTS**  
**Diploma in Tourism & Airport Operations (DTAO)**  
**(2-Year Course)**

**(1st Year)**

SR. NO.	Detail of Topics	Theory Hours	Practical Hours
1.	<b>English (I)</b> The detail course outline of the subject of English will be the same as of the Board of Intermediate and Secondary Education	64	0



SR. NO.	Detail of Topics	Theory Hours	Practical Hours
2.	<b>Urdu (I)</b> The detail course outline of the subject of Urdu will be the same as of the Board of Intermediate and Secondary Education	64	0





SR. NO.	Detail of Topics	Theory Hours	Practical Hours
3.	<b>Islamic Studies/Civics for Non-Muslims</b> The detail course outline of the subject of Islamic Studies / Civics for Non-Muslims will be the same as of the Board of Intermediate and Secondary Education	32	0



S. No	Detail of Topics	Theory Hours	Practical Hours
4.	<b>INTRODUCTION TO TRAVEL &amp; TOURISM INDUSTRY</b>		
	<b>4.1. Identify the Guidelines of Service Excellence in the Travel Industry</b>	03	12
	4.1.1 Customer Services		
	4.1.2 Team Work		
	4.1.3 Flexibility		
	4.1.4 Passion		
	4.1.5 Self-Motivation		
	4.1.6 Organization.		
	4.1.7 Habits		
	4.1.8 Positive Attitude.		
	<b>4.2 Introduction to the Global Travel Industry</b>	01	
	4.2.1 History of Aviation		
	4.2.2 The Founder of Aviation	03	
	<b>4.3 International Air Transport Association – (IATA)</b>		
	4.3.1 Early Days of IATA		
	4.3.2 Mission & Goals of IATA		
	4.3.3 A Two Tier IATA		
4.3.3.1 Trade Association (Technical, Legal, Financial, Traffic Services and most agency matters) ·			
4.3.3.2 Tariff Coordination (Passenger Fares, Cargo rates, ...			
<b>4.4 IATA by Region</b>	03	12	
4.4.1 Airline Name			
4.4.2 Three Digit Code			
4.4.3 IATA Designator Code.			
4.4.4 IATA by Region Airline Name, IATA 3 Digits & Designator Code Designator Code.			

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<b>4.5</b>	<b>United Federation of Travel Agents Association- (UFTAA)</b>	02	
4.5.1	About UFTAA		06
4.5.2	Mission Statement of UFTAA		
4.5.3	Members and Affiliates of UFTAA		
<b>4.6</b>	<b>International Civil Aviation Organization (ICAO)</b>	02	
4.6.1	Brief Introduction to ICAO.		06
4.6.2	Vision & Mission of ICAO		
4.6.3	Responsibility of ICAO to Safety & Security		
4.6.4	Environmental Protection (Protecting the natural environment)		
<b>4.7</b>	<b>Pakistan Civil Aviation Authority : PCAA</b>	03	
4.7.1	Brief introduction of CAA Pakistan.		
4.7.2	Core values CAA		06
	4.7.2.1 Infrastructure,		
	4.7.2.2 Safety & Security of Airport.		
	4.7.2.3 Facilitate and authorized.		
	4.7.2.4 Airworthiness of Aircrafts ( Aircraft fitness certificate )		
	4.7.2.5 Bilateral Air Services Agreements		
	4.7.2.6 Schedule & Non schedule flight operations.		
4.7.3	Pakistan International Gateway North and South Zone		
<b>4.8</b>	<b>Freedoms of the Air (e.g. Open Sky policy )</b>	01	
4.8.1	Explanation of Freedoms of the air		
4.8.2	Rights of freedoms		
4.8.3	Most Practicable freedoms of the air		06
<b>4.9</b>	<b>IATA Terms &amp; Definitions for Travel Industry.</b>	01	
4.9.1	IATA General Rules of Travel Industry		
4.9.2	IATA Terminology and Keys Tools of Travel industry)		
<b>4.10</b>	<b>Commercial Aircraft Manufacturers.</b>	03	
4.10.1	Type of Airbus And Boeing		12

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Date: 29-4-2021

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4.10.2 Seating Configuration of different type of <b>Airbus</b>		
4.10.2.1 Total Seating Capacity		09
4.10.2.2 Cabin wise Seating Capacity		
4.10.2.3 Pitch of Seats		
4.10.3 Seating Configuration of different type of <b>Boeing</b>		
4.10.3.1 Total Seating Capacity		
4.10.3.2 Cabin wise Seating Capacity		
4.10.3.3 Pitch of Seats		
<b>4.11 Universal Time coordinated (UTC)</b>	02	
4.11.1 Difference between UTC & GMT		15
4.11.2 Day light Saving Time (DST)		
4.11.3 Understanding of Time (AM/PM & 24 Hours)		
4.11.4 International Time Calculations		
4.11.5 Standard Clock Time (SCT)		
4.11.6 Types of Calculations (Local City to GMT & GMT to local City)		
<b>4.12 Flying Time</b>		06
4.12.1 Actual Flying Time (AFT) ( Only Point to Point )	03	
4.12.2 Actual Transportation Time (ATT) (With Transit point)		
4.12.3 Types of Flight ( Direct, Indirect flight )		
4.12.4 Types of journey ( One Way, Return )		
<b>4.13 Types of Air fares</b>		
4.13.1 What is a Fare?	05	
4.13.2 Published (System Fare ) Versus Un published (Negotiated Fares)		06
4.13.3 Type of Air fares (Special, Conditional & and Discounted Fare)		

5.	<b>GEOGRAPHY IN TRAVEL PLANNING</b>		
	<b>5.1 World Map</b>	12	70
	5.1.1 World Information		
	5.1.2 North & South Pole		
	5.1.3 Eastern & Western Hemisphere		
	5.1.4 South, North & Central America		
	5.1.5 Europe, Africa & Asia		
	5.1.6 South West Pacific		
	5.1.7 Major Sea & Ocean of the World		
	5.1.8 Iceland & Island of the World		
	<b>5.2 World Geography</b>		
	5.2.1 Equator		70
	5.2.2 Tropic of Capricorn	12	
	5.2.3 Tropic of Cancer		
	5.2.4 Artic Circle		
	5.2.5 Antarctic Circle		
	5.2.6 Longitudinal / Vertical line		
	5.2.7 Latitudinal / Horizontal line		
	5.2.8 0 Degree Prime Meridian (GMT)		
	5.2.9 180 Degree International Date Line (DST)		
	5.2.10 World Time Zone		
	5.2.11 Cultures		
	5.2.12 Climates		
	<b>5.3 IATA Traffic Conference Area</b>		
	5.3.1 Traffic Conference Area 1		52
	5.3.1.1 Sub Area of Traffic Conference Area 1	08	
	5.3.2 Traffic Conference Area 2		
	5.3.2.1 Sub Area of Traffic Conference Area 2		
	5.3.3 Traffic Conference Area 3		
	5.3.2.1 Sub Area of Traffic Conference Area 3		
	5.3.4 Route Map and Connectivity		

6	<p><b>SERVING THE TRAVEL &amp; TOURISM CUSTOMERS</b></p> <p><b>6.1 Customer Service In The Travel Industry</b></p> <p>6.1.1 Overview</p> <p>6.1.2 The Role Of The Travel Professional</p> <p>6.1.3 What Do We Mean By Customer Service?</p> <p>6.1.4 The Importance Of Customer Service Skills</p> <p>6.1.5 The Influence Of The Internet</p> <p><b>6.2 Communicating With Customers</b></p> <p>6.2.1 Overview</p> <p>6.2.2 Verbal Communication</p> <p>6.2.3 Non-Verbal Communication</p> <p>6.2.4 Communicating By Telephone</p> <p><b>6.3 Customer Service through Technology</b></p> <p>6.3.1 Overview</p> <p>6.3.2 Customer Expectations</p> <p>6.3.3 Available Modes Of Communication</p> <p>6.3.4 Automating Customer Communication</p> <p>6.3.5 Embracing New Technology To Serve Travel Customers</p> <p><b>6.4 Winning Customer Loyalty</b></p> <p>6.4.1 Overview</p> <p>6.4.2 Four Steps In Delivering Exceptional Service</p> <p>6.4.2.1 Acknowledge The Customer</p> <p>6.4.2.2 Determine the need of the customer</p> <p>6.4.2.3. Identify A Solution</p> <p>6.4.2.4. Deliver The Service</p> <p>6.4.3 Provide After Sales Service And Support</p> <p>6.4.3.1 Relationship building</p> <p>6.4.3.2 Repeat Sales</p> <p>6.4.3.3 Referrals</p>	<p></p> <p>03</p> <p></p> <p>03</p> <p>04</p> <p></p> <p>04</p> <p></p> <p>04</p> <p></p> <p>04</p> <p></p> <p>04</p>	<p>15</p> <p></p> <p>18</p> <p></p> <p>15</p> <p></p> <p>18</p>
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6.4.4	Protect Customer Interests		
6.4.4.1	Be Honest		
6.4.4.2	Provide real Value		
6.4.4.3	Protect the customer's investment		
6.4.5	Maintaining Customer Loyalty	06	
6.4.5.1	Making Connection with the customer		
6.4.5.2	Remembering the importance of a sincere Thank You		
6.4.5.3	Sending gift to most loyal customer		
6.4.5.4	Offering referral incentives.		
6.4.5.5	Customer feedback		
6.4.5.6	Sending new offer		
<b>6.5</b>	<b>Handling Difficult Customers</b>		
6.5.1	Overview		16
6.5.2	Why Customers Get Upset		
6.5.2.1	Customer do not like how they have been treated.	04	
6.5.2.2	Customer believe that their service expectation have not been met and/or		
6.5.3	Responding To An Upset Customer		
6.5.4	Calming Customers On The Telephone		
6.5.5	Calming The Customer: Do's And Don'ts		
6.5.6	Dealing With Unreasonable Demands		
6.5.7	Keeping Self-Control		
<b>6.6</b>	<b>Coping With Work Stress</b>		14
6.6.1	Overview		
6.6.2	Sources Of Stress In The Workplace	04	
	Coping With Stress		

7.	<b>COMPUTER RESERVATION SYSTEM (CRS)</b>		
7.1	<b>What are a CRS / GDS?</b>	02	03
	7.1.1 Solution Provider		
7.2	<b>Different Types of CRS / GDS</b>		
	7.2.1 Amadeus	03	
	7.2.2 Saber		21
	7.2.3 Galileo		
	7.2.4 World Span		
7.3	<b>Sale able products through GDS / CRS.</b>		
	7.3.1 Airline Tickets		
	7.3.2 Hotels Room		24
	7.3.3 Euro Rail		
	7.3.4 Cruise	03	
	7.3.5 Ferries		
	7.3.6 Rent A Car		
	7.3.7 Travel Insurance		
7.4	<b>Official Airline Guide OAG</b>		36
	7.4.1 What is OAG	06	
	7.4.2 OAG for Cargo		
	7.4.3 OAG for Travel		
	7.4.4 Active & Non Active IATA accredited Airline Schedule.		30
7.5	<b>Currency Conversion</b>		
	7.5.1 Neutral Unit of Construction (NUC)	06	
	7.5.2 Rounding Unit		
	7.5.3 IATA exchange rate ( IER )		
	7.5.4 How to convert a currency to another currency.		
7.6	<b>Basic Functionality of (Amadeus &amp; Galileo)</b>		36
	7.6.1 Signing In and Signing Out	06	
	7.6.2 Encoding and Decoding of City & Airport		
	7.6.3 Availability Displays		



	7.6.4 Timetable Displays		
7.7	<b>TIMATIC (Travel Information Manual Automatic)</b>		24
	7.7.1 Kind of Passport information	03	
	7.7.2 Kind of Visa information		
	7.7.3 Health information		
	7.7.4 Weather information		18
7.8	<b>Basic Concept Hotels Reservation</b>		
	7.8.1 Type of property (* Star)	03	
	7.8.2 Room Type (Single, Double, Luxury, Suite )		
	7.8.3 Check In / Check out, Information		
	7.8.4 Room booking		

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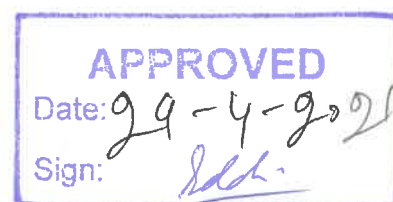
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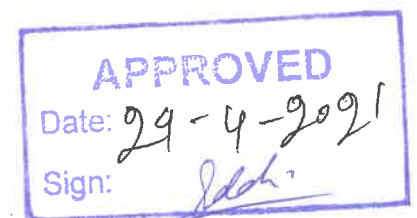
## LIST OF PRACTICALS

### 1<sup>st</sup> Year

1. Choose any renowned airline of the world and create most practicable Freedoms of Air
2. Demonstrate good skills in customer service Excellency
3. Calculate the time conversion of Local city to GMT & GMT to Local City.
4. Convert a currency to another currency
5. Describe the related International organization & highest awarding bodies of Aviation Industry.
6. Describe commercial aircraft configuration & cabin according to type of service.
7. Identify the Pakistan International Gateways
8. Identify and search the Traffic Conference Areas (TC Area)
9. Find out the actual locations of various countries and cities of the world
10. Make Route Map and best connectivity with IATA by Region
11. Guide the customers about world cultures & climate.
12. Use of Global Atlas and Political Map
13. Identify and search the world's oceans, seas and mountains
14. Elaborate International Air Transport Association (IATA) term & condition
15. Handle the customer in good & bad situation
16. Enlist commands to find the availability of flights
17. Use of Travel Information Manual Automatic – (TIMATIC)  
e.g. Health, Type of Visa & passport.
18. Define different type of Global Distribution System (GDS) & why its call solution provider
19. Make reservation of flight using working entries and commands
20. Finalize the complete itinerary of passenger

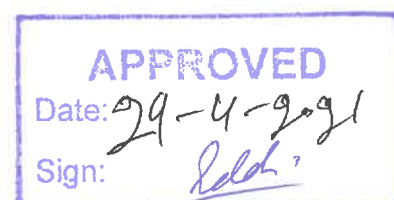


# 2<sup>nd</sup> Year



**SKILL PROFICIENCY DETAILS**

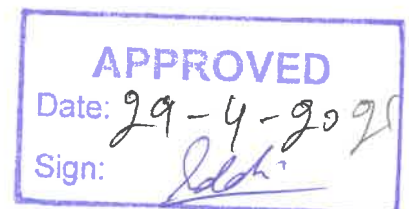
1. Define about Prohibited & Restricted Items on Checked & Un-checked Baggage
2. Identify Job task of Passenger Service Agent (PSA) at Airport
3. Identify job task of Ground Handling Agent (GHA) at Airport
4. Prepare Passenger Irregularity Report (PIR), of lost baggage
5. Draw and prepare seat plan chart and seat map
6. Identify the Airline Tags and Airline Cards
7. Identify best Tour components & Five A's.
8. Prepare Tour packages according to customer requirement
9. Describe the types of touristic attractions and destinations
10. Use of Digital Technology in tourism
11. Define the Travel formalities (Type of Visa & Passport)
12. Apply frequent flyer program & Special Services of inflight services on system.
13. Calculate the fare of Hotel, Rail, Cruise, Ferries, and Car & Camper.
14. Calculate the Taxes, Custom & Currency conversion.
15. Identify how the Computer Reservation Concept (CRC) works
16. Create a Passenger Name Record (PNR) with the help of working commands.
17. Put the Special Services messages & frequent flyer number in Passenger Name Record (PNR)
18. Conduct Customer Support survey to Improve Service.



**KNOWLEDGE PROFICIENCY DETAILS**

On successful completion of this course, trainee should be able to:

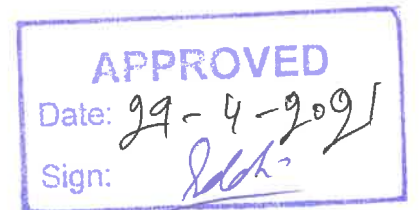
1. Explain different type of Baggage Tags.
2. Describe Registered Ground Handling Agents (GHA) in Pakistan.
3. Define the Aviation Industry Terms & Definitions.
4. Describe the Prohibited & Restricted Items on Checked & Un-checked Baggage.
5. Define lost and found Baggage and Irregularity Reports
6. Describe Role of Passenger Services Agent (PSA).
7. Define the Airline Agreements
8. Define Airport Environment & Passenger Facilitation department.
9. Define Airside Safety & driving.
10. Enlist Types of Tourism.
11. Define the Steps of Tourism Product Development.
12. Digital Technology in Tourism.
13. Define 5 A's.
14. Define 7 P's.



**SCHEME OF STUDIES****Diploma in Tourism & Airport Operations (DTAO)  
(2 – Years Course)****2<sup>nd</sup> Year**

Sr. No.	Main Topic	T	P	C
1	English (II)	2	0	2
2	Urdu (II)	2	0	2
3	Pakistan Studies	1	0	1
4	Airport Management	1	3	2
5	Tourism Management	1	6	3
6	Online Booking Solution	1	6	3
<b>Total</b>		<b>8</b>	<b>15</b>	<b>13</b>

**\*Note:** 1) 32 Hour for Theory = 1 Credit = 50 Marks  
96 Hour for Practical = 1 Credit = 50 Marks

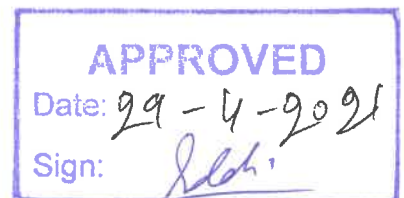


**DETAIL OF COURSE CONTENTS**  
**Diploma in Tourism & Airport Operations (DTAO)**  
**(2 – Years Course)**


**Detail of Contents**

**(2<sup>nd</sup> Year)**

<b>SR. NO.</b>	<b>Detail of Topics</b>	<b>Theory Hours</b>	<b>Practical Hours</b>
1.	<b>English (II)</b> The detail course outline of the subject of English will be the same as of the Board of Intermediate and Secondary Education	64	0



SR. NO.	Detail of Topics	Theory Hours	Practical Hours
2.	<b>Urdu (II)</b> The detail course outline of the subject of Urdu will be the same as of the Board of Intermediate and Secondary Education	64	0

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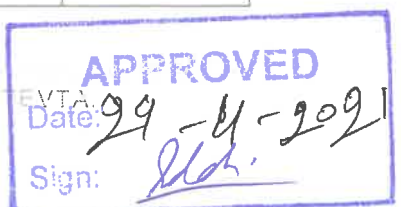


SR. NO.	Detail of Topics	Theory Hours	Practical Hours
3.	<b>Pakistan Studies</b> The detail course outline of the subject of Pakistan Studies will be the same as of the Board of Intermediate and Secondary Education	32	0

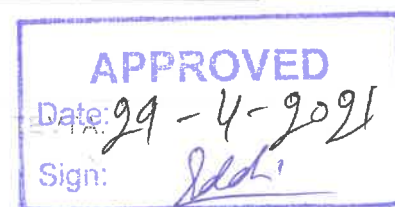
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Date: 29-4-2021  
Sign: *[Signature]*

SR. NO.	Detail of Topics	Theory Hours	Practical Hours
4.	<p><b>AIRPORT MANAGEMENT</b></p> <p><b>4.1 Introduction to Aviation</b></p> <p>4.1.1 Elaborate about International Air Transport Association (<b>IATA</b>)</p> <p>4.1.2 Elaborate about International Civil Aviation Organization (<b>ICAO</b>)</p> <p>4.1.3 Registered Ground Handling Agents in Pakistan</p> <p>4.1.4 Exceptional Customers Service Special Service (Disable, Pregnant female etc)</p> <p>4.1.5 Airport Terminal</p> <p>4.1.6 Airport Planning <b>(Slot of aircraft arrangement in different gate of terminal)</b></p> <p>4.1.7 Administrative Formalities <b>(Airport security, Facilitation)</b></p> <p>4.1.8 Airline Agreements</p> <p>4.1.9 Key Open Skies Provisions</p> <p>4.1.10 Aviation Industry Terms &amp; Definitions</p> <p>4.1.11 Prohibited &amp; Restricted Items on Checked Baggage</p> <p>4.1.12 Prohibited &amp; Restricted Items on Un-Checked/Cabin Baggage</p> <p>4.1.13 Duties of Passenger Services Agent (PSA)</p>	12	30

	<p><b>4.2 The Airport Environment</b></p> <p>4.2.1 Passenger Management</p> <p>4.2.2 Outwards Control Point</p> <p>4.2.3 Passenger Facilitation</p> <p>4.2.4 Passenger Facilitation Measures</p> <p>4.2.5 Passenger Service System <b>(Check In system)</b></p> <p>4.2.6 Characteristics of Good Passenger Services</p> <p>4.2.7 Differences between Skills &amp; Characteristics</p> <p>4.2.8 An Excellent Airport Customer Service meets successful Branding Strategy</p> <p>4.2.9 The Role of Airport standard in providing excellent customer services</p> <p>4.2.10 Managing Customer Expectations to Improve Satisfaction <b>(Coast, Product Quality, Service Quality)</b></p> <p>4.2.11 Skills Required for Delivering Good Passenger Services</p> <p>4.2.12 The Total Quality Management (TQM) Programs (6' C)</p> <p><b>Customer Focus</b></p> <p><b>Commitment</b></p> <p><b>Control</b></p> <p><b>Culture</b></p> <p><b>Cooperation</b></p> <p><b>Continuous Improvement</b></p>	12	36
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	<p><b>4.3 Airport Safety</b></p> <p>4.3.1 Airside Safety</p> <p>4.3.2 Airside Driving</p> <p>4.3.3 Rules of Airside Driving</p> <p>4.3.4 Low Visibility Operations: <b>(Foggy weather)</b></p> <p>4.3.5 Boarding Gate Agents (<b>Staff</b>)</p> <p>4.3.6 Unaccompanied Minors (<b>UM</b>)</p> <p>4.3.7 Travelling with Infants (Accompanied)</p> <p>4.3.8 IATA general Rules for Carrying Live Animals</p> <p>4.3.9 Baggage at Departure Time <b>(Arranging time As per baggage TAG at Departure )</b></p> <p>4.3.10 Baggage at Arrival Time <b>(Arranging time As per baggage TAG at Arrival)</b></p> <p>4.3.11 Baggage is Delayed or Lost Property Irregularity Report (<b>PIR</b>)</p> <p>4.3.12 World Tracer Services <b>(System of Lost Baggage Tracer)</b></p> <p>4.3.13 Types of Airline Tags(<b>Baggage</b>) &amp; Card (<b>Passenger</b>)</p> <p>4.3.14 Types of Airline Airport Access Cards</p> <p>4.3.15 IATA/ Airline Prohibited Meal Codes</p>	08	30
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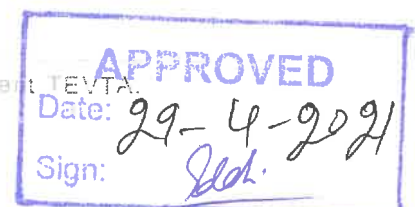


5.	<p><b>TOURISM MANAGEMENT</b></p> <p><b>5.1 Introduction of Tourism</b></p> <p><b>5.1.1 Knowing the meaning and definition of Tourism</b></p> <p>5.1.1.1 Define the tourism</p> <p>5.1.1.2 Explain the WTO (World Tourism Organization)</p> <p>5.1.1.3. Distinguish between a tourist, traveler, visitors and excursionist</p> <p><b>5.1.2 History of tourism</b></p> <p>5.1.2.1 Beginning of tourism</p> <p>5.1.2.2 Growth of tourism during ages of coal and steam engine</p> <p>5.1.2..3 Development of tourism in the modern age</p> <p><b>5.1.3 Understand the basic tourism terminology.</b></p> <p>5.1.3.1 Tourist Product</p> <p>5.1.3.2 Tourist Service</p> <p>5.1.3.3. Tourist Market</p> <p>5.1.3.4 Tourist Destination</p> <p>5.1.3.5 Tourist Attraction</p> <p>5.1.3.6 Tourist Resources</p> <p><b>5.1.4 Understand the major types of tourism.</b></p> <p>5.1.4.1 Form of Tourism</p> <ul style="list-style-type: none"> <li>● Adventure Tourism</li> <li>● Beach Tourism</li> <li>● Cultural Tourism</li> <li>● Medical Tourism</li> <li>● Religious Tourism</li> <li>● Sports Tourism</li> </ul>	6	42
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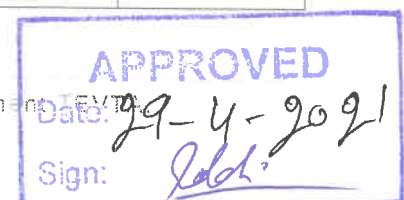
	<ul style="list-style-type: none"> <li>• Virtual Tourism</li> <li>• Wildlife Tourism</li> </ul> <p><b>5.1.5 Main factors for the growth and trends in tourism.</b> (Tourism demand factors, Individual interest, Economic, &amp; Political Destination )</p> <p><b>5.1.6 Factors responsible for the enhancement of tourism demand in modern time.</b> (Information Technology, Portable Income Annual Holidays &amp; Global Village)</p> <p><b>5.2 Transportation</b></p> <p><b>5.2.1 Transportation as public utility service</b></p> <p><b>Define transport</b></p> <p>5.2.1.1. Characterizes of routes, 5.2.1. 2 Vehicles terminals 5.2.1.3 Growth and development of Transportation before, During and after industrial revolution.</p> <p><b>5.2.2 Nature of transport and investment</b></p> <p>5.2.2.1 The Purpose of transportation 5.2.2.2 Public and private sector investment in transport.</p> <p><b>5.2.3 Different type of transport operations and operators</b></p> <p>5.2.3.1 Difference between public and private operator 5.2.3.2 Distinguish between charter and non-charter operation 5.2.3.3 Distinguish between scheduled</p>	9	36
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	<p>and non-scheduled services</p> <p><b>5.2.4 Growth and development of international transportation</b></p> <p>5.2.4.1 Growth of shipping industry</p> <p>5.2.4.2 Growth of land transport, especially roads and railways.</p> <p>5.2.4.3 Advantages and disadvantages of each mode of transportation</p> <p><b>5.3 GEOGRAPHY OF TOURISM</b></p> <p><b>5.3.1 Know the various kind of map</b></p> <p>5.3.1.1 Flat maps</p> <p>5.3.1.2 Route maps</p> <p>Globes</p> <p>5.3.1.3 Locator maps</p> <p>5.3.1.4 Identify the map consideration i.e. International date line, elapsed flying time, and 24 hours' clock</p> <p><b>5.3.2 Various land form types</b></p> <p>5.3.2.1 Land form types</p> <p>5.3.2.2 Identify the seven continents in the world</p> <p><b>5.3.3 Travel destination in the world</b></p> <p>5.3.3.1 List the travel destination in Asia and Central Asia</p> <p>5.3.3.2 Identify the travel destination in Europe, Africa, Middle East countries</p> <p>5.3.3.3 List the travel destination in North and South America.</p> <p>5.3.4.3 Identify the religious attractions in the Pakistan</p>	06	42
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	<p><b>5.4 Tourism – Marketing MIX</b></p> <p><b>5.4.1 Basic concept of marketing</b></p> <p>5.4.1.1 What is marketing</p> <p>5.4.1.2 Evaluation of marketing</p> <p>5.4.1.3 Marketing concept in tourism sector and its importance</p> <p>5.4.1.4 Marketing mix</p> <p><b>7ps</b> (Product, Place, Price, people, physical process and Promotion)</p> <p><b>5.4.2 Marketing environment</b></p> <p>5.4.2.1 Marketing Dynamics Pilgrims, Business &amp; Leisure</p> <p>5.4.2.2 Uncontrollable variables of marketing i.e. Economic, political / legal, cultural.</p> <p><b>5.4.3 Role of marketing in the society</b></p> <p>5.4.3.1 Relate marketing to social groups.</p> <p>5.4.3.3 Marketing ethics. Cultural Values Gender Discrimination Social Status</p> <p><b>5.4.4 Niche marketing for niche tourism</b></p> <p>Special Interest Tourism Special Education Seeking new places and Exploration Product life cycle (Package validity, Seasonality, Time frame )</p> <p><b>5.4.5 Method and type of pricing</b></p> <p>5.4.5.1 Explain pricing</p>	6	36
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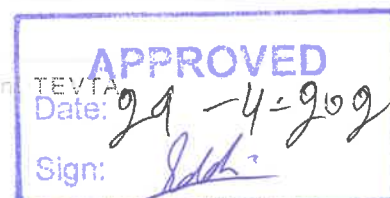
	<p>5.4.5.2 Pricing objective in tourism Customer Purchasing Power Area wise Pricing</p> <p>5.4.5.3 Factors effect on pricing in tourism. Transportation, Hotel, Food Cost etc</p> <p><b>5.4.6 Promotional activities in marketing and their importance</b></p> <p>5.4.6.1 Various element of promotional mix Adverting Public relations Direct Marketing Personal Selling Sales Promotion</p> <p>5.4.6.2 Adverting in tourism and Personal selling in tourism</p> <p><b>5.4.7 Different type of provider.</b></p> <p>Airlines Companies Tour Operators Transportation companies Online Websites Third Party websites (Booking.com , Trip Advisor , 24/7 ) Hotels</p> <p><b>5.5 TOURISM IMPACTS</b></p> <p><b>5.5.1 Economic Impacts of Tourism</b></p> <p>5.5.1.1 Negative economic impact of tourism. Economic leakage Increase in price</p>	<p>05</p>	<p>36</p>
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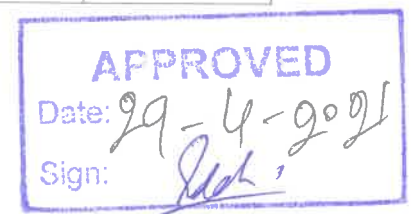
	<p>Seasonal charter jobs                  Infrastructure cost</p> <p>5.5.1.2 Positive economic impact of tourism.                  Improve of local economy                  Increase tax revenue                  Create new Business opportunities</p> <p><b>5.5.2. Environmental Impacts of Tourism</b></p> <p>5.5.2.1 Trampling effect i.e. (Grass trampling)                  5.5.2.2 Negative environmental impact of tourism                  Pollution i.e. Water, Air and Noise                  Loss of natural land escape                  Loss of open space</p> <p>5.5.2.3 Positive environmental impact of tourism                  Protection of selected natural areas                  Preservation of historical buildings and mountains i.e. (Walled City Authority)</p> <p><b>5.5.3 Social Impacts of Tourism</b></p> <p>5.5.3.1 Negative Social impact of tourism                  language and cultural effect                  Unwanted life style change                  Displacement of residents for tourism development</p> <p>5.5.3.2 Positive Social impact of tourism                  Improve quality of life                  Positive change in value and customs</p>		
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 Date: 29-4-2021  
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6.	<b>ONLINE BOOKING SOLUTION</b>		
	<b>6.1 Visa Data Entry (VDE) &amp; Travel Formalities</b>		
	6.1.1 Travel Documents (Passport & Visa)		
	6.1.2 Taxes, Custom & Currencies	06	
	6.1.3 TIMATIC Solution		30
	6.1.4 Travel Insurance		
	<b>6.2 Land Transportation(Rail, Car &amp; Camper)</b>		
	6.2.1 Why take the train?		
	6.2.2 Rail product around the world	06	36
	6.2.3 Finding train time online		
	6.2.4 Onboard the train		
	6.2.5 Train Fares & Tickets		
	6. 2.6 The car rental industry		
	6. 2.7 The car rental procedure		
	6. 2.8 Camper van rentals		
	<b>6.3 Water Transportation (Ferries &amp; Cruises)</b>		
	6. 3.1 History and Type of Maritime Services		
	6.3.2 History of water Transportation		
	6.3.3 Water linking a world of transport	04	30
	6.3.4 Origin of cruising		
	6.3.5 Type of ferries & Cruise Ship		
	6.3.6 Cruise product features & benefits		
	6.3.6 Selling a Cruise		
	<b>6.4 Hotels Reservation Concept (HRC)</b>		
	6.4.1 Know your customer		



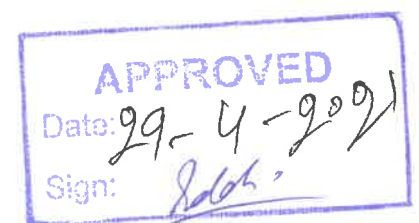
6.4.2 Hotel Accommodation		
6.4.3 Hotel Room Rates	03	
6.4.4 Hotel Reservation Terms & Condition		36
<b>6.5 Advance Functionality of CRS (Amadeus &amp; Galileo)</b>	06	
6.5.1 Frequent traveler information, other service information, and special service requests		
6.5.2 Ticketing Information		
6.5.3 Ending transactions		30
6.5.4 Inserting Itinerary segments		
6.5.5 Passenger Name Record (PNR)		
6.5.6 Create a new segment & re-display the Passenger Name Record (PNR)		
6.5.7 Itinerary Elements		
6.5.8 Special Service Request		
<b>6.6 Airline Reservation Officer</b>	07	
6.6.1 Selling Skills		
6.6.2 Passenger Service Agents		
6.6.3 Command regarding Computer Reservation System (CRS) e.g. Amadeus & Galileo		
6.6.4 Entrance Requirement and Training		
6.6.5 Tele-Sales, Call Center Sales		30
6.6.6 Telephone techniques		
6.6.7 Interview Techniques for Airline/ Travel Reservation Officer		



## LIST OF PRACTICALS

### 2<sup>nd</sup> Year

1. Describe about Prohibited & Restricted Items on Checked / Un Checked Baggage
2. Demonstrate Job task of Passenger Service Agent (**PSA**)
3. Define the responsibility of Ground Handling Agent (**GHA**)
4. Prepare Passenger Irregularity Report (**PIR**) of lost baggage
5. Draw and prepare seat plan chart and seat map
6. Describe about Airline Tags and Airline Cards
7. Define Tour components (e.g. Hotels, sightseeing & transportation etc.)
8. Define the types of touristic attractions and destinations
9. Define about Travel formalities (Type of Visa & Passport)
10. Explain about frequent flyer program & Special Services of inflight services.
11. Booked & Sell skill in Hotel rooms.
12. Reserve & Sell skill in Rail, Cruise, Ferries, and Car & Camper.
13. Calculate about the Taxes, Custom & Currency conversion.
14. Find the availability of flights
15. Reserve & sell flight seats
16. Create a Passenger Name Record (PNR) with the help of working commands
17. End of transaction of Passenger Name Record (PNR)



**LIST OF LAB**

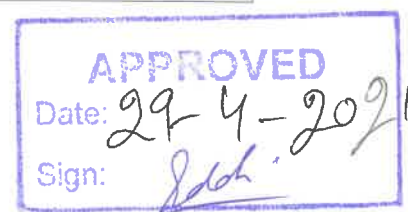
➤ Computer Lab

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Date: 29-4-2021  
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**LIST OF TOOLS AND EQUIPMENT**  
**(FOR CLASS OF 25 Students)**

<b>Name of Trade</b>	<b>Diploma in Tourism &amp; Airport Operations</b>
<b>Duration of Course</b>	<b>2 - Years</b>

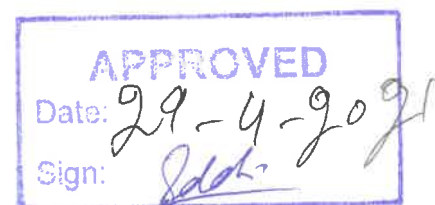
S. No.	Tools/Equipment	Quantity/No.
1	Latest Computer set complete with all accessories (as per TEVTA MIS notification)	25
2	Computer Lab	1 As per Airline/Travel Agency
3	Geo Political World Map	1 Per Student
4	Training Stationary	1 Set Per Student which contains Led Pencils, HB 2.5, Sharpener, Eraser, Highlighter, 6 Inch Scales, Notebooks, Magnifying Glass and 8 Digit simple calculator
5	Internet Connection	As per requirement
6	World Map Atlas	1 Per Student
7	CRS AMADEUS, GALILEO for Air Ticketing & Reservation System	1 Per Student
8	Portal www.24x7rooms for hotel booking	1 Per Student



### EMPLOYABILITY OF PASS-OUTS

The successful students of this course may find employment in the following areas.

1. Self-Employed
2. Travel Management Companies (TMC).
3. Travel Agencies.
4. Holiday Resorts.
5. Tour Management Offices.
6. Tour Operator
7. Direct Airlines Offices
8. General Sales Agents (GSA) of Airline offices.
9. Travel Desk of Multinational Companies & Hotel's
10. Customer Service Offices.
11. Travel Call Centre.
12. Passenger service area at airport.
13. Ground Handling Agent.
14. Help desk staff of Computer Reservation System (CRS) in Office of Amadeus, Galileo & Saber etc)





### **MINIMUM QUALIFICATION OF INSTRUCTOR**

- **Master in Tourism & Hospitality Management with (02Years) Travel Industry Experience**

**OR**

- **Associate Degree (14 years of qualification) in Tourism & Hospitality Management with (04Years) Travel Industry Experience**

**OR**

- **Intermediate & IATA Certification in relevant subject with (05Years) Travel Industry & (01Years) teaching Experience of relevant course.**

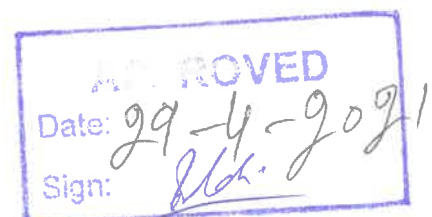
**OR**

- **Diploma in Travel & Tourism with (07Years) Travel Industry**



**REFERENCE BOOKS**

S. No.	Name of Book	Author Name
1	The Business of Tourism	A.K. BHATIA
2	Travel & Tourism	LORAIN LYALL
3	Tourism Concepts & Practices	PEARSON
4	Tourism Policy & Planning	DAVID L. EDGELL GINGER SMITH
5	Tourism- The Business of Travel	PEARSON
6	Hospitality and Tourism Marketing	WILLIAM LAZER
7	Tourism Operations & Management	RODAY, SUNETERA
8	Tourism	ROB DAVIDSON
9	Travel Agency & Tour Operators-Concepts & Principles	NEGI J.M
10	Tourism Marketing & Management	STEPHEN F.WITT
11	Travel & Tourism Marketing	OELKERS, DB THOMSON USA
12	Retail Travel Practice	BEAVER & GORDON LAND
13	Marketing of Services	DONNELLEY & GEORGE
14	Introduction to Travel & Tourism	FOSTER, L.D
15	Professional Travel Agency Management	GEE Y, BOBERY K & MAKENS
16	The ABC World Airways Guide	OAG Official Airways Guide
17	Airline Passenger Ticketing & Tariff	Airline Passenger Tariff use as per IATA content
18	Airport Operation	Airport Operation Course content use by IATA.
19	Online Booking Use Portal <a href="http://www.24x7rooms.com">www.24x7rooms.com</a>	By True zone
20	Computer Reservation System	AMADEUS & GALILEO



**CURRICULUM EVALUATION COMMITTEE**

1. **Mr. Tauqeer Ul Islam,** **Convener**  
Sr. Instructor,  
Institute of Tourism & Hotel Management,  
Tourism Development Corporation of Punjab
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New Garden Town, Lahore.
3. **Mr. M. Waseem Shaikh,** **Member**  
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4. **Muhammad Jamil,** **Coordinator**  
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Lahore.

