

ACADEMIC PLANNER OF TOURISM FOR CLASS XII FOR 2024-25

Month	No of Working Days	Content	Teaching Pedagogy	Interdisciplinary Aspects
April 1 st to 15 th	7	<p>History of Travel Travel Trade in India</p> <ul style="list-style-type: none"> • Understanding the development of Travel Trade in India through the development of various organizations. • Meaning & concepts of Travel Business • What is the Travel Agency? Who is a Tour Operator? • Organizations Structure of Travel/Tour Company 	Constructivist and Integrative Methods	<p>Evolution of Travel Business</p> <p>TA & TO</p>
April 16 st to 30 th	7	<p>Business Integration Market Trends & Travel Agency Business scenario</p> <ul style="list-style-type: none"> • Difference between Travel Agencies and Tour Operators • A comparative Analysis between Roles, Functions & Working of a TA & TO Understanding the reasons that led to changes in the Business Handling in the Travel Agencies • Understanding the chain of distributions within the Travel and Tourism Business 	<p>Constructivist and Integrative Methods</p> <p>Practical Based</p>	<p>Introduction of Internet</p> <p>Horizontal Integration</p> <p>Vertical Integration</p>

<p>May 1st to 15th</p>	<p>7</p>	<p>Operations of Travel Agency</p> <ul style="list-style-type: none"> • Who is an Agent? How does an Agent Operate? • Learning about the Origin of Travel Agencies • Well known of Tour Operators 	<p>Constructivist and Integrative Methods Practical Based</p>	<p>About Cox & Kings and Thomas Cook</p>
<p>May 16st to 25th</p>	<p>4</p>	<p>Organization of Travel Agency Commissions</p> <ul style="list-style-type: none"> • How do Travel Agencies make Profits and ensure safety • What is commission? How does it work? 	<p>Constructivist and Integrative Methods Practical Based</p>	<p>Principles, Characteristics of Travel Agent</p>
<p>25th May to 30th June</p>		<p>HOLIDAY HOMEWORK (PROJECT WORK FOR 2024-25)</p>		
<p>July 1st to 15th</p>	<p>7</p>	<p>Transport Network</p> <ul style="list-style-type: none"> • Understanding the Importance of Transportations in Tourism Industry relationship between Tourism & Transport • Understanding the Evolution & Categories of Air Transport 	<p>Integrative Methods Practical Based</p>	<p>Understanding of Transport Network and types</p>
<p>July 16st to 31st</p>	<p>7</p>	<p>Transport Network (Contt...)</p> <ul style="list-style-type: none"> • Rail Transport & It's Challenges Road • Transport & Learning about the Phases of NHDP • Understanding evolution of Cruise business. • Information about Indian waterways. 	<p>Integrative Methods Practical Based</p>	<p>Projects of NHDP and NHAI and Cruise business</p>

<p>August 1st to 15th</p>	<p>7</p>	<p>Itinerary Planning</p> <ul style="list-style-type: none"> • Importance of Travel Itinerary • How they are differentiated from person to person • Prerequisites of Itinerary • Things to consider • Packages or Inclusive Tours • Step by Step procedure • Dos/Don'ts 	<p>Integrative Methods</p> <p>Practical Based</p>	<p>Importance of Travel Itinerary</p> <p>Packages or Inclusive Tours</p>
<p>August 16st to 31st</p>	<p>7</p>	<p>Tour Packaging & Programming</p> <ul style="list-style-type: none"> • Meaning and Classifications of Tour Packages • Components of Tour Package • Customized or Tailor- Made Package and Group Inclusive Tours 	<p>Integrative Methods</p> <p>Practical Based</p>	<p>Meaning and Classifications of Tour Packages</p>
<p>September 1st to 15th</p>	<p>7</p>	<p>Tour Packaging & Programming (Contt...)</p> <ul style="list-style-type: none"> • Tour Formulation & Designing Process • Tour Brochure Designing • Tour Programming and Its Importance 	<p>Integrative Methods</p> <p>Practical Based</p>	<p>Tour Brochure Designing, Programming And Importance</p>
<p>September 16st to 30th</p>	<p>7</p>	<p>Package Tour Costing</p> <ul style="list-style-type: none"> • Meaning of type of cost • Concept of Tour Costing • Components of Tour Cost 	<p>Integrative Methods</p> <p>Practical Based</p>	<p>Concept of Tour Costing</p>
<p>October 1st to 15th</p>	<p>7</p>	<p>Package Tour Costing (contt..)</p> <ul style="list-style-type: none"> • Pricing Package Tour • Pricing Strategies • Traditional pricing strategies • Recent pricing strategies 	<p>Integrative Methods</p> <p>Practical Based</p>	<p>Tour Packages and Pricing Strategies</p>

October 16st to 31st	7	Government and Professional Bodies <ul style="list-style-type: none"> • Integration between Government and Professional Bodies • Rules for setting up Travel Agency and Tour Operators • Department of Tourism (DoT) 	Integrative Methods Practical Based	Integration with Government
November 1st to 15th	7	Government and Professional Bodies <ul style="list-style-type: none"> • UNWTO • IATA 	Integrative Methods Practical Based	About Professional bodies
November 16st to 30th	7	Government and Professional Bodies <ul style="list-style-type: none"> • TAAI • Other Professional Bodies and their Activities 	Integrative Methods Practical Based	Functions and Working
December 1st to 15th	7	Global Distribution System The Evolution of Global Distribution System <ul style="list-style-type: none"> • Understanding GDS • Learning about the various interfaces of Amadeus and GDS • Display Airlines Schedules and availability 	Integrative Methods Practical Based	About GDS History and Development Amadeus, Galileo International, SABRE, World Span
December 16st to 31st	7	Revision of Work		
January 1st to 15th	7	Revision of Work		
January 16st to 31st	7	Revision of Work		