

Certificate/Diploma Programmes



GOVERNMENT COLLEGE NEDUMANGAD

UNDER GOVERNMENT OF KERALA
NEDUMANGAD, THIRUVANANTHAPURAM, KERALA- 695541
Accredited by NAAC with 'B' Grade



CENTRE FOR CONTINUING EDUCATION KERALA

Charachira, Kowdiar PO., Thiruvananthapuram, PIN - 695003 Phone/ Fax: 0471-2313065/2311654 e-mail: directorccek@gmail.com, web: www.ccek.org

PROCEEDINGS OF THE DIRECTOR

Centre for Continuing Education Kerala - extending the DCA programme to new sub-centres approval of new sub-centres and allotment of registration number- intimation - regarding.

CE(C) SECTION

No: CE/C/3666/2013

Thiruvananthapuram, Dated: 01/01/2014

Read: 1) This office letter of even no. dated 04/11/2013

2) Request from the Colleges concerned

3) Decision of the Scrutiny Committee dated 1/1/2014

ORDER

Considering the vide spread demand from the students, CCEK decided to offer its DCA course approved by Government of Kerala vide GO(Ms)No.37/2012/P&ARD dated 16/7/2012, across the state by establishing new sub-centers among the Arts & Science Colleges. Accordingly vide read cited as (1) above, CCEK addressed the arts and science colleges requesting for registration of the sub-centres.

The applications received from the Arts & Science Colleges were scrutinized by a Committee and the Committee submitted its recommendations to approve 42 Colleges, as per the list attached, as the sub-centres of the Centre for Continuing Education Kerala for conducting the DCA Programme.

In the circumstances sanction is hereby accorded approving the 42 colleges as the subcentres of the Centre for Continuing Education Kerala for conducting the DCA Programme.

Registration number is allotted for the sub-centres as indicated in the list against their names. The institutions shall quote their registration number in all their future correspondence. The admission to the DCA course in the above institutions shall be made according to the

instructions by CCEK only.

KOWDIAR P.O. THIRUVANANTHAPURAM PIN - 695003

To

1) The Principals of the Colleges concerned HIRA

2) The Controller of Examination, CCEK

3) The State Coordinator for the CE Programmes, CCEK

4) Stock File / Office Copy

List of Colleges approved as sub-centres for conducting DCA Programme

Sl. No.	Name of the Institution	Registration No allotted
1	All Saints College, Thiruvananthapuram	CE/A/332/13
2	Amal College of Advanced Studies, Nilambur	CE/A/333/13
3	Anvarul Islam Arabic College, Kizhuparamba	CE/A/334/13
4	Baselios Poulose II Catholicos College, Piravom	CE/A/335/13
5	Bishop Kurialacherry College for Women, Amalagiri	CE/A/336/13
6	CKG Memorial Govt. College, Perambra	CE/A/337/13
7	Darul Uloom Arabic College, Vazhakkad	CE/A/338/13
8	Deva Matha College, Kuruvilangad	CE/A/339/13
9	Farook College, Kozhikkode	CE/A/340/13
10	Govt. College, Nedumangad, Thiruvananthapuram	CE/A/341/13
11	Govt. College, Chittur	CE/A/342/13
12	Govt. College, Kattappana	CE/A/343/13
13	Malabar Christian College, Kozhikode	CE/A/344/13
14	MAMO College, Manasserry, Mukkom	CE/A/345/13
15	Marthoma College, Chungathara	CE/A/346/13
16	MES College, Marampally,	CE/A/347/13
17	MES Asmabi College, Kodungallur	CE/A/348/13
18	MES College, Nedumkandam	CE/A/349/13
19	MES Kalladi College, Mannarkkad	CE/A/350/13
20	MES Keeveeyam College, Valanchery	CE/A/351/13
21	MES Ponnani College, Ponnani	CE/A/352/13
22	Newman College, Thodupuzha	CE/A/353/13

23	NSS College, Manjeri	CE/A/354/13
24	Providence Women's College, Malaparamba	CE/A/355/13
25	PSMO College, Thirurangadi	CE/A/356/13
26	Sahodaran Ayyappan Smaraka SNDP Yogam College, Konni	CE/A/357/13
27	Sir Syed College, Taliparamba	CE/A/358/13
28	Sree Vivekananda College, Kunnamkulam	CE/A/359/13
29	St. Aloysius College, Edathua,	CE/A/360/13
30	St. Cyril's College, Adoor	CE/A/361/13
31 -	St. Paul's College, Kalamassery	CE/A/362/13
32	St. Thomas College, Palai	CE/A/363/13
33	St. Mary's College, SulthanBathery,	CE/A/364/13
- 34	St. Pius X College' Rajapuram	CE/A/365/13
35	St. Xavier's College for Women, Aluva	CE/A/366/13
36	Sullamussalam Science College, Areacode	CE/A/367/13
37	Titius II Teachers College, Thiruvalla	CE/A/368/13
38	TKM College of Arts & Science, Kollam	CE/A/369/13
39	Tunchan Memorial Govt. College, Tirur	CE/A/370/13
40	Vimala College, Thrissur	CE/A/371/13
41	Govt. College, Kottayam	Existing Centre CE/A/301/99
42	Govt. Sanskrit College, Thiruvananthapuram	Existing Centre CE/A/320/03



DIRECTOR

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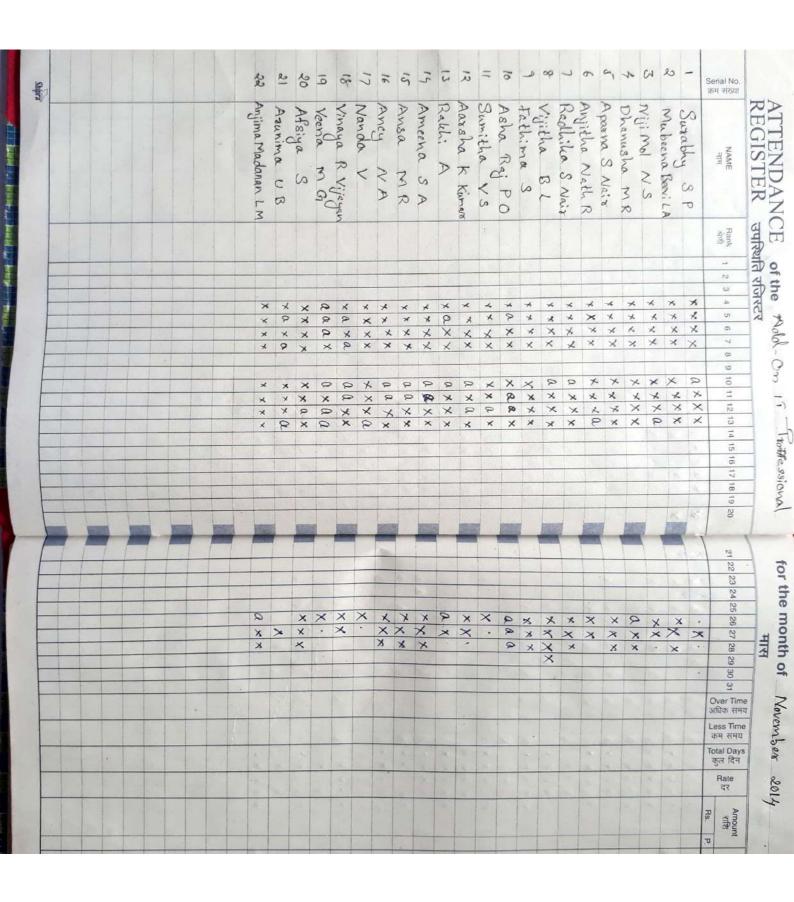
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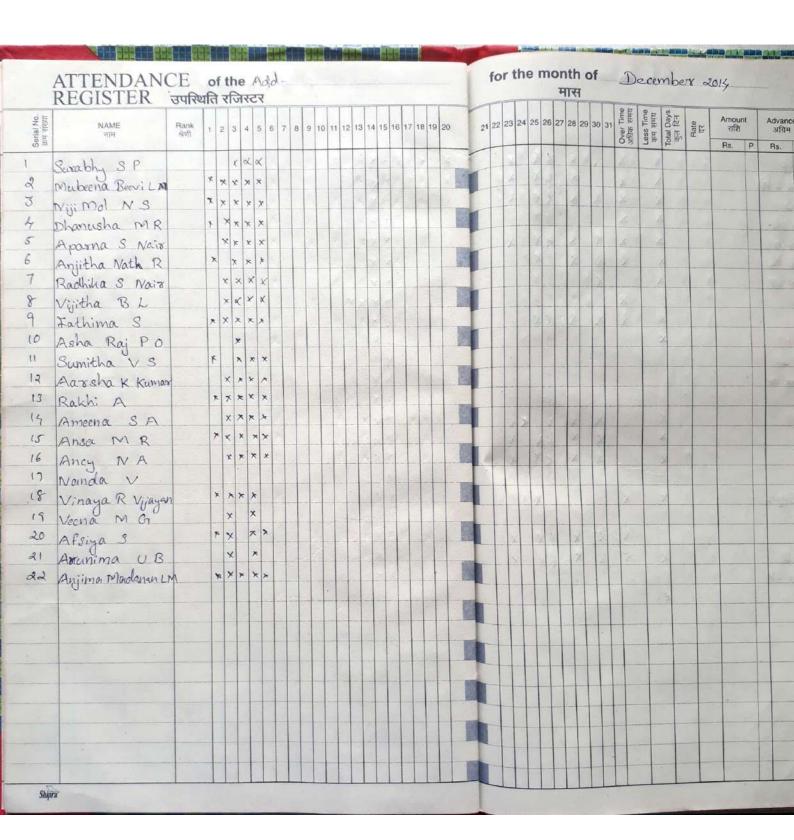
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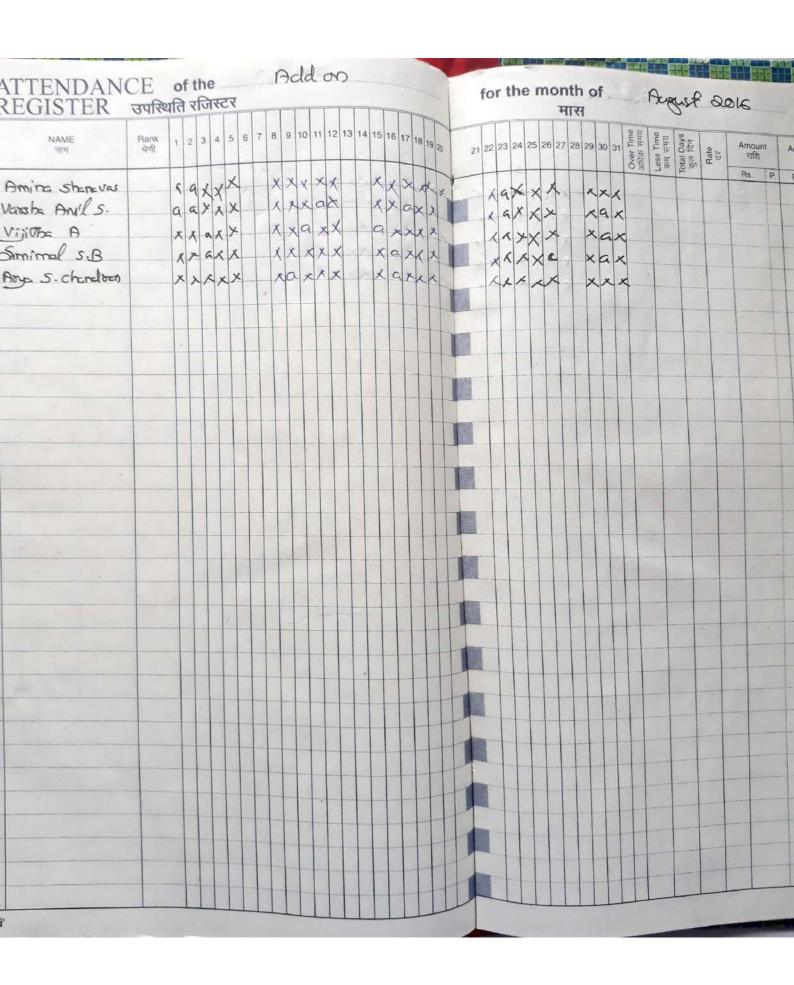






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GOVERNMENT COLLEGE NEDUMANGAD

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Diploma in Tourism Marketing and E-ticketing

PROPOSAL
SUBMITTED TO
THE UNIVERSITY GRANTS COMMISSION
UNDER THE SCHEME
"CAREER ORIENTED COURSES"

Academic Year 2011-12

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Government College, Nedumangad, A brief Profile

Along cherished dream of the people of Nedumangad Taluk came true when in response to the request by the popular college sponsoring committee, the Government accorded sanction for starting a government college as per G.O.(Rt.)1760/81H. Edn dated 26-8-1981. The area, which the college is meant to serve, has a very high economic potential but is educationally backward. The University sanctioned affiliation to two batches of P D C, one with world history, Indian history & Economics as optional subjects and the other with full commerce.

The college started functioning on 28-8-1981. Prof.K.Sreedharan Nair took charge as principal on the F.N. of 28-8-1981 The College was inaugurated by the then chief minister of Kerala Sri E. K. Nayanar on the 16th September 1981 at a colourful function in which a large number of students, parents & the public participated. Classes were started on 22nd September 1981.

During the thirty years of its existence the college has won distinctions in the field of sports & cultural activities. As a result of the co-operation from all quarters, the sponsoring committee has succeeded in procuring land and constructing buildings for the college at *Akkottupara*, a nearby place of Nedumangad, in Thiruvananthapuram District. The college started functioning in the new site from the 3rd term of 1989-90 and the buildings were formally inaugurated by the chief minister of Kerala on 14-2-1990.

In 1991-92 after prolonged request from PTA, students & staff, University sanctioned B.Com course with 50 students to our college. This changed the standards of the college. The high success in conducting B.Com classes, University had no hesitation to sanction other degree classes.

During 1991-92 a batch of B.A. History and in the next year a batch of B.A. Economics has been sanctioned. These years witnessed a lot of changes in curricular & extra curricular activities. N.S.S & N.C.C functioned very effectively. In interuniversity level the college makes its own name in arts & sports. The high success rate of graduate courses & the delinking of pre-degree forced the Government to sanction the post-graduate courses. In 1998-99 one batch of M Com and M.A. History and in 1999-2000 one batch of Physics with Computer Application has been started in this college.

A well equipped Physics Lab; Internet Lab & Computer Lab will fulfill adequate facilities to students. Edusat facility and a totally computerized Library is also available for the students.

During the year 2011 the college completed the construction of a three storied building with a total built up area of 28000 sq.ft. wholly financed by the Government of Kerala. This modern building accommodates 10 class rooms, a seminar hall, 3 staff rooms, 2 lab rooms and an administrative block.

12-B of the UGC

This college has been included in the list of colleges prepared under section 2-(f) of the UGC Act, 1956 and is eligible to receive assistance in terms of the rules formed under section 12-B of the UGC Act per letter No. F-8-7 (07) CPPT dated 25-6-1997.

PRESENT COURSES OF STUDY

The college imparts instructions in the following courses:

- (1) B.Com.
 - Part I -English
 - Part II -Malayalam/Hindi
 - Part III
- (2) B. A.
 - Part I English
 - Part II -Malayalam/Hindi
 - Part III -(a) History main with politics and Eonomics Subsidiaries.
 - (b) Economics main with Indian History and Political Science as subsidiaries.
- (3) B. Sc (Six semester course)in Physics with Computer Applications(PCA)
- (4) M. A. (Two year P.G. Degree Course) History Main
- (5) M. Com (Tow year P. G. Degree Course) Finance main.

Total enrolment of Students in Degree Courses during the last Academic Year

BA	T	110						Grand	Total
DA	I year	110	BSc	I year	27	BCom	I vear	61	198
	IIyear	159		IIyear	31		IIyear	88	278
	III year	105		III year	26		III year	61	192
	Total	374		Total	84		Total	210	668

STATUS OF STUDENTS

More than 80% of the present strength of students belongs to backward communities such as SC/ST/OBC. These students dwell in the most financially and socially backward rural regions of Thiruvanthapuram district.

Faculty Strength

Faculty	Sanct	ioned Str	ength		Now i	in positio	n	
	UG	PG ·	Others	Total	UG	PG	Others	Total
Full time	12	17		29	8	16	Others	24
Part time								
Visiting								

Details of the infrastructure related profile

1. Class rooms/Laboratories/Workshops

There are 25 class rooms and 4 laboratories

2. No of books/ Journals/Magazines

There are more than 16000 books in our library and we are subscribing more than 50 journals

3. Equipment (Laboratory/Audio-visual Aids/Teaching aids

Edusat facility, Smart Class Rooms, Internet Lab, Public Addressing System (2 Nos), Multimedia Projector (3 Nos)

Career Oriented course proposed to be introduced

Discipline	Courses/Subject	Coordinating Department
Commerce	Diploma in Tourism Marketing and	Post Graduate Department of
	E-ticketing	Commerce

Indicate clearly the existing facilities to support your proposal for introduction of Career Oriented Courses.

- Computer Lab: The Post Graduate Department of Commerce is having a separate well equipped Computer Lab with more than 10 computers along with broadband internet connection.
- ii) Library: College is having a centralised library with a separate section for Commerce consisting of more than 5000 books and 14 Journals on commerce related subjects.

Core (permanent) faculty for teaching the career oriented Courses

Career oriented specialisation courses	Name and Designation	Qualification	Subjects
Interning Chipper	Dr.Suresh Kumar K.S. Asst.Professor (HOD)	M.Com.,MPhil.,B.Ed. Ph.D.,NET-JRF.	Finance
	Mr.Roosevelt.M Asst.Professor	M.Com.,MPhil.,B.Ed. ,NET. Ph.D.(Doing)	Finance
	Dr.Gracious. J Asst.Professor	M.Com.,B.Ed.,PGDBM., Ph.D(in tourism marketing)	Tourism
Diploma in Tourism	Mrs. Krisna Veni. S Asst.Professor	M.Com.,M.Ed.,PGDCA, Ph.D(Doing)	Finance
Marketing and E- ticketing	Anitha.S Asst.Professor	M.Com.,M.Phil.,NET-JRF Ph.D.(Doing)	Marketing
	Nimi Dev Asst.Professor	M.Com.,NET,Ph.D.(Doing in Tourism Management)	Finance
	Rema Devi Asst.Professor	M.Com.,M.Phil.,NET Ph.D.(Doing in Eco Tourism)	Finance
	Pratheep Kumar.K Asst.Professor	M.Com.,M.Phil.,NET Ph.D.(Doing) On FDP	Finance

SCHEME AND SYLLABUS OF THE PROPOSED COURSE

Target group

The target group for this course shall include the undergraduate students of the Commerce, Economics and History stream.

Learning Objectives

The growth of Internet can only be described as breathtaking, if not revolutionary. The Internet brings about an exciting new means of communication that promises to change the way we live, entertain, shop and do business in the years to come. The purpose of this course is to introduce students to this medium of marketing communication and to examine how tourism businesses are using this medium as a means of marketing communication.

- This course is intended to prepare the students to enter a travel agency/tour operator
 where he/she will be required to be well-versed with the modalities of online tourism
 marketing.
- The course includes the operation techniques of tourism marketing. The students are expected to attain a basic knowledge of online marketing principles.
- 3. The course is prescribed to inform the students about the following specific aspects:-
 - Why Internet Marketing is a great tool for tourism businesses
 - How Internet Marketing is applied by tourism businesses
 - > The principles of Marketing Tourism online
 - > Procedure of Electronic Ticketing
 - The impact of the Internet on hospitality and tourism industry
 - How to design and use Website for tourism marketing
 - > How to book travel tickets electronically.
 - How is technology changing the way we market in the Internet?
 - The trends and future of E Tourism Marketing.

Outline of the topics to be covered

A brief outline of the various topics that can be included in this course is presented here:-

- Service characteristics of tourism unique features of tourist demand and tourism product.
- ➤ Tourism marketing mix marketing of tourism services: Marketing of Airlines, Hotel, Resort, Travel Agencies and other tourism related services-Challenges and strategies.
- Online tourism marketing Information and Communication Technology (ICT) devices used in tourism businesses - Online tourism marketing principles.
- Internet: Management information systems Internet as marketing tool role of internet in tourism business - Online tourism transactions - Impact of internet on hospitality and tourism industry.
- Office automation E-mail and electronic highway Web Page Designing
 methods of designing tourism websites.
- New strategies in online tourism bookings What is CRS How it functions - CRS for Rail Transport, Hotel Bookings, Airlines: Different packages used: Abacus, Fantasia, Amadeus, Apollo-Galileo, Sabre etc.

Relevance of the course

Tourism is the fastest growing industry in the world and therefore the need for effectively marketing it becomes imperative. In the modern business world, it is not only sufficient that an organisation protects its existence, but also takes care of its growth and expansion. In addition to the safeguarding of its existence, it is also essential that an organisation thrives, succeeds in projecting its fair image and ultimately becomes successful in establishing leadership in the market. This naturally requires professionalism and excellence which cannot be possible unless the services are aligned with marketing and technologies.

Developments in Information and Communication Technologies (ICTs) revolutionize both economies and enterprises. ICTs prevail in all functions of strategic and operational management. Its importance in the travel and tourism industry, especially the World Wide Web, has increased tremendously in the past decade. As information is the lifeblood of tourism, ICTs provide both opportunities and challenges for the industry. The key to successful tourism marketing efforts depends primarily on the representation and provision of timely and accurate information relevant to the consumers' needs. Advances in Information Technology in the last few decades have had tremendous impact on businesses and have transformed marketing function. Information Technology has been playing a fundamental role in the tourism industry for a long time. The Internet particularly is increasingly emerging as a perfect platform to bring tourism products directly to the customer.

The tourism industry has been transformed by information and communication technologies (ICT). The Internet has dramatically changed the way in which consumers plan and buy their holidays. It has also affected how tourism providers promote and sell their products and services. The market for tourism relies on information. Using ICT to exchange information about products and services enables all actors involved in tourism to be aware of what services are on offer. The course presented here aims to equip the students the modalities of different uses of information and communication technologies in tourism sector.

Nedumangad is one of the four taluks of Thiruvananthapuram District. Nedumangad is a municipal town located around 20 kms. to the north-east of Thiruvananthapuram city on the Thiruvananthapuram — Thenmala State Highway. It is blessed with rich vegetation and flora and fauna. Nedumangad is an important centre for trade and is abundant in hill and forest resources like pepper and rubber. Nearby Nedumangad town, is the Koyikkal Palace which is an excellent specimen of the traditional architecture of Kerala. Agasthyarkoodam, famous for its abundant ayurvedic herbs and medicinal plants is around 50 kms from Nedumangad. About 32 kms from Nedumangad enroute to Ponmudi lies the Peppara Wildlife Sanctuary which is a big attraction to wildlife enthusiasts and ornithologists. The most striking feature of this area is the proximity to the State's capital, where numerous tourism units are successfully operating. Since tourism marketing and E- ticketing has a wide potential nowadays as a means for gaining employment, this course would be of much use for the upcoming generation.

Course transactions/ proposed activities

This course proposes the following activities to equip the students:-

- Lectures to build a base of conceptual knowledge.
- Practical dummy online tourism product booking.
- Discussion of business examples and illustrations.
- > Assignments related to the topics.
- Discussions, debates etc.
- Seminar presentations related to the topic etc

The Method of Assessment/ Evaluation

course is expected to be interactive and, in order for students to participate effectively, they must have read the materials in advance whenever applicable.

The students shall be evaluated through a process of the following pattern:-

Internal Assessment

20%

Practical Evaluation

20%

(This include the evaluation of practical knowledge of the subject matter through dummy bookings of tourism products)

External assessment (written) 60%

Duration and Time Schedule

- 1. The One Year Diploma course shall be divisible into 2 Semesters and a student will be required to score 40 Credits to complete the Course.
- 2. Each semester shall be of 90 working days. Each course will be covered in Total 100 hours in which 75 hours are allotted for regular teaching and 25 hours for internal tests, seminars, assignments, tutorials, field visit etc.

Course Structure				
	Course	Paper Name	Credit	
Semester I	I	Tourism Concepts and Principles	08	
Semester I	II	Tourism Marketing	08	
Semester II	III	Travel Agency Management	08	
Semester II	IV	E - Ticketing	08	
Semester II	V	Project Work	08	
		Total	40	

- Duration of the course One Year
- Eligibility (Plus Two) /Ongoing first degree programme students
- The Course may be conducted for a period of Five Years

SYLABUSS

Paper I: TOURISM CONCEPTS & PRINCIPLES

Objective: This will be an introductory module giving the basis of tourism studies. This will give an overview of tourism industry and various organisations.

Course Contents:

- Unit I Introduction: What is Tourism? Definitions and Concepts, tourist destination, services and industry, definition and historical development, Past to 2nd world war, recent and current 1945–2002, Future from 2002 onwards. General Tourism Trends. Types of Tourists, Visitor, Traveller, and Excursionist-Definition and differentiation. Tourism, recreation and leisure, their inter-relationships.
- Unit II Tourism Products & Attraction: Nature, Characteristics and Components of Tourism Industry. Why it is different from other types of consumer product? Elements and characteristics of tourism products. Tourism product production system, Tourism Product Life Cycle, typology of tourism products.
- Unit -III Types and Forms of Tourism: Inter-regional and intra-regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or 'roots' tourism and VFR.
- Unit IV Tourist Transportation: Air transportation: The airline industry present policies, practices. Functioning of Indian carriers. Air Corporation Act, Air charters.

Surface Transport: Rent-a-car Scheme and Coach-Bus Tour, Fare Calculation. Transport & Insurance documents, All-India Permits

Rail Transport: Major Railway Systems of World, (Euro Rail and Amtrak) General information about Indian Railways, Types of rail tours in India:, Place-on-Wheels and Royal Orient, Deccan Odessy, Toy Trains. Indrail Pass.

Water Transport: Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise.

Unit - V A study of International Tourism Organisations: Origin, location and functions of WTO, IATA, PATA, ASTA, UFTAA, and ICAO.

Suggested Readings:

- Mill and Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall.
- · Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
- Burkart and Medlik, (1981), Tourism: Past, Present and Future, Heinemann, ELBS.
- Mill, R.C., (1990), Tourism: The International Business, Pretience Hall, New Jersey.
- Bhatia, A.K., International Tourism
- Seth, P.N., (1999) Successful Tourism Management (Vol. 1 & 2)

Paper II. TOURISM MARKETING

Objectives: The course includes the operation techniques of tourism marketing. The students are expected to attain a basic knowledge of marketing principles study to suitability of alternative promotional approaches to and formulate marketing plans and promotional approaches to tourism and other related organizations.

Course Content:

- Unit I Marketing: Core concepts in marketing; Needs, Wants, Demands, Products markets. Marketing management philosophies-Production, Product, Selling, Marketing and societal perspectives. Economic importance of marketing.
- Unit II Analysis and selection of market: Measuring and forecasting tourism demand;
 Forecasting methods, Managing capacity and demand. Market segmentation and positioning (STP)
- Marketing Strategies: Developing marketing environment, Consumer buying behaviour, Competitive differentiation and competitive marketing strategies. New product development, product life cycle, Customer satisfaction and related strategies in internal and' external marketing; Interactive and relationship marketing.
 - Unit IV Planning marketing programmes: Product and product strategies; Product line, Product mix Branding and packaging. Pricing considerations. Approaches and strategies. Distribution channels and strategies.
 - Unit V Tourism Marketing: Service characteristics of tourism. Unique features of tourist demand and tourism product, Tourism marketing mix. Marketing of Tourism. Services: Marketing of Airlines, Hotel, Resort, Travel Agencies and other tourism related services-Challenges and strategies..

Suggested readings:

- · Kotler, Philip: Marketing Management & Hospitality and Tourism Marketing
- · Sinha, P.C: Tourism marketing
- · Vearne, Morrisson Alison: Hospitality marketing
- Kotler, Philip and Armstrong Philip, Principle of Marketing, 1999, Prentice-Hall India, 1999
- Assael H., Consumer Behavior and Marketing Action (2nd edn. 1985) kent, Boston.
- Crough, Marketing Research for Managers.
- Singh Raghubir, Marketing and Consumer Behaviour.
- Patel, S.G., Modern Market Research, Himalaya Publishing.

Paper III: TRAVEL AGENCY MANAGEMENT

Objective: The students will understand the conceptual meaning and differentiation between Travel agency and Tour operation. Further they will understand formalities and documentation needed to set up these units.

Course Contents:

- Unit I Travel formalities: Travel Formalities: Passport, Visa, Health requirements, taxes, customs, currency, travel insurance, baggage and airport information. Travel Agency and Tour Operation Business: History, Growth, and present status of Travel Agency. Definition of Travel Agency and differentiation between Travel Agency and Tour Operation business. Travel Agency and Tour Operators: Linkages and arrangements with hotels, airlines and transport agencies and other segments of tourism sector.
- Unit II Approval of Travel Agents and Tour Operators: Approval by Department of Tourism, Government of India. IATA rules and regulations for approval of a travel agency, Approval by Airlines and Railways.
 Study of various Fiscal and Non Fiscal incentives available to Travel agencies and Tour Operations business.
- Unit—III Functions of a Travel Agent: Understanding the functions of a travel agency travel information and counselling to the tourists, Itinerary preparation, reservation, ticketing, preparation and marketing of Tour packages, handling business/corporate clients including conference and conventions. Sources of income: Commission, Service Charges. Travel Terminology: Current and popular travel trade abbreviations and other terms used in preparing itineraries.
- Unit-IV Functions of a Tour Operator: Market research and tour package formulation, assembling, processing and disseminating information on destinations, Liasioning with principles, preparation of Itineraries, tour operation and post tour Management. Sources of income for tour operation.
- Unit-V Public and Private sector in Travel Agency Business and Tour Operation Business: Organisational Structure and various Departments of a Travel Agency. Case study of ITDC. Case study of SITA, Cox & Kings, TCI and Thomas Cook. The Indian Travel Agents and Tour Operators an overview. National Trade Associations: IATO and TAAI.

Suggested Reading:

- Holloway, J.C., (1983), The Business of Tourism, McDonald and Evans, Plymounth.
- Syratt Gwenda, (1995). Manual of Travel Agency Practice, Butterworth Heinmann, London
- Stevens Laurence, (1990). Guide to Starting and Operating Successful Travel Agency, Delmar Publishers Inc., New York.
- · Chand, Mohinder, Travel Agency Management, Anmol Publication
- Seth, P. N., (1992), Successful Tourism Management Vol. 1 & 2, Sterling Publications, Delhi
- Foster, Douglas (1983), Travel and Tourism Management, McMillan, London

Paper IV- E - Ticketing

Objectives: This module is intended to prepare the students to enter a travel agency where he will be required to be well-versed with the modalities of air ticketing.

Course Contents:

- Unit-I Aviation Geography: Time Difference, Division of World by IATA. Important Airlines, Airports of World, Minimum connecting time, Coding & Decoding of Country, City, Airport, Airline, Domestic Ticketing.
- Unit-II Passengers Documentation/Travel Formalities (TIM), Familiarisation of Air Tariff, Introduction to Fare Construction, Mileage Principles, Fare Construction with Extra Mileage Allowance (EMA) & Extra Mileage Principle, Highest Intermediates Point (HIP), Circle Trip Minimum (CTM), Back-haul Check.
- Unit-III Special Fares (Excursion, Students & Seaman), Passenger Ticket & Baggage check (with issuance of ticket with itineraries One way (OW), Return (RT), Circle Trip (CT), Mixed Class Special Fares, Passengers Expenses en route, Credit Cards, Universal Air Travel Plan (UATP), Baggage Rules.
- Unit IV Computer Networking: What is CRS, How it functions. CRS for Rail Transport, Hotel Bookings, Airlines: Different packages used: Abacus, Fantasia, Amadeus, Apollo-Galileo, Sabre etc.

Unit - V Practical: E - ticketing

Use dummy of one for the CRS packages (if available). Practical of CRS.

GDS Electronic Booking Tools (CD-ROM*) Global Distribution Systems training. Choose between Amadeus, Galileo, Sabre or Abacus.

*Minimum system requirements: Windows 95, Internet Explorer 5.5, 16MB memory.

Students should be able to use the following functions of Sabre/Abacus/Amadeus/Galileo

- · Electronic Ticketing introduction
- Designate and Undesignate the ticket printer
- Phase 3 ticketing
- Phase 3.5 ticketing
- Phase 3.75 ticketing
- Phase IV ticketing
- Void tickets
- Revalidation
- Regenerate non-flight coupons
- Daily Sales Report
- · Create Future Pricing lines / Price Quote Record
- Issue tickets from Price Quote Record

Suggested Readings :

- ABC World wide Airways Guide (Red & Blue)
- Air Tariff Book 1, World wide Fares.
- Air Tariff Book 1, World wide Rules, IT Fares etc.
- Air Tariff Book 1, World Wide Maximum Permitted Mileage
- Travel Information Manual (TIM)
- IATA Ticketing Hand Book.
- Chand, Mohinder, Travel Agency Management

Paper V

Project Report

CERTIFICATE

It is certified that the information given above is correct and that we have gone through the details of the UGC scheme of Career Oriented Courses of First Degree Education. i.e. guidelines, criteria, eligibility conditions, syllabus of subjects proposed to be introduced, procedures to be followed including monitoring and evaluation etc. circulated by the UGC on the subject and undertake to abide by the same to implement the scheme within the prescribed time frame, if approved by the UGC.

Seal and Signature Registrar/Dean College Development Council of the University

Seal and Signature
Principal of College/
Head of Concerned
Department of University

GOVERNMENT COLLEGE NEDUMANGAD



(Only for colleges catering to the needs of SC/ST students)

It is certified that Government College, Nedumangad is catering to the needs of Scheduled Cast and Scheduled Tribe students and has the required number of students belonging to SC/ST in the degree classed and fulfills the conditions laid down for receiving the UGC assistance under this programme. The educational developments proposed by the College are such as would help the SC/ST Students in their higher education. The college has the necessary motivation and managerial ability to successfully implement the development programmes, as per conditions laid down and submit all necessary accounts, documents etc.as may be required by UGC.

Place:

118

Principal

GOVERNMENT COLLEGE

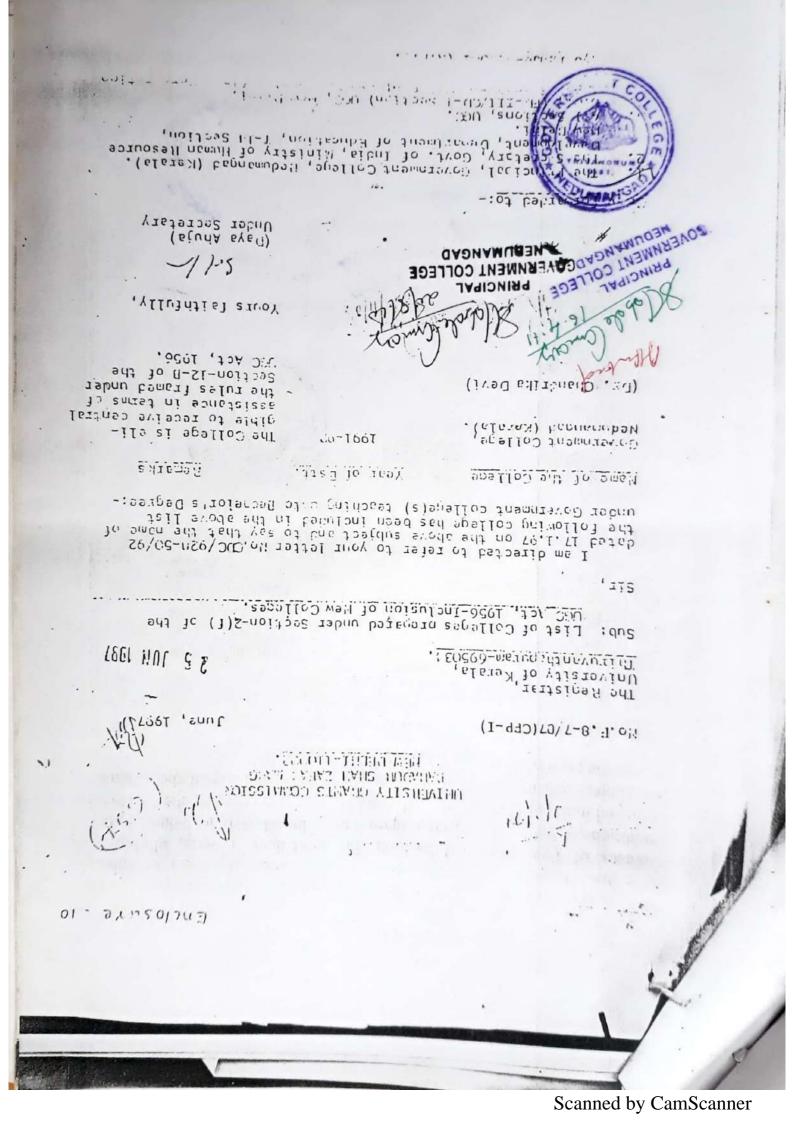
NEDUMANGAD

Registrar

Director (CDC)

Seal.

Date:





GOVT. COLLEGE NEDUMANGAD

NEDUMANGAD.P.O PIN 695541

Phone: 0472 2812287 Website: www.nedumangadgovtcollege.in email: govt.collegenedumangad@yahoo.com

No.B2-310/10-11

Dated 20.8.2010

From

The Principal

To

The Director Director College Development Council University of Kerala

Sir,

Sub: Government College Nedumangad - Proposal for Career Oriented Courses - forwarding or reg. Ref: Your letter no.CDC/2010 dated 5.8.2010

With reference to the above I am forwarding herewith the proposal for the introduction of Career Oriented Course in this college for necessary action.

Yours faithfully,

Clabelo Comor Principal

PRINCIPAL GOVERNMENT COLLEGE NEDUMANGAD



UNIVERSITY OF KERALA

(Abstract)

Add-on-course-Diploma in Tourism Marketing and E-Ticketing to be offered at Government College, Nedumangad-Syllabus Approved-Orders Issued.

ACADEMIC A IV SECTION

No.Ac.A IV /1/022115/2012

Dated, Thiruvananthapuram, 21.05.2012.

Read:- 1) U.O. No. Ac. AIV/1/2005 dated 30.08.2005

 Letter No. B2/Misc/2012 dated 24.03.2012 and B2/Misc/2012 dated 31.03.2012 from the Principal, Government College, Nedumangad.

ORDER

The Regulations for the Add-on-courses has been approved vide University Orders read as (1) above. The Principal, Govt. College, Nedumangad has forwarded the syllabus for the Add-on-course- "Diploma in Tourism Marketing and E-Ticketing" vide paper read as (2) above. The same has been recommended by the Chairman, Board of Studies in Commerce (Pass) and endorsed by the Dean, Faculty of Commerce.

The Vice-Chancellor has approved the syllabus for the Add-on-course "Diploma in Tourism Marketing and E-Ticketing", submitted by the Principal, Govt. College, Nedumangad, as recommended by the Chairman, Board of Studies in Commerce (Pass) and endorsed by the Dean, Faculty of Commerce.

Orders are issued accordingly

Sd/-V.N. LATHA DEPUTY REGISTRAR (Acad.II) For **REGISTRAR**

To

- 1. The Principal, Govt. College, Nedumangad
- 2. P.S. to VC/PVC
- 3. P.A to Registrar
- 4. JR II (Examinations), JR (Academic)
- 5. DR I (Examinations)
- 6. Ac. A II/Ac. AIII/ Ac B & Ac.L sections
- 7. PRO/RO /Enquiry
- 8. Stock file/File copy

SKID

Forwarded/By Order

Section Officer.

sk/tp2



University Grants Commission

ommission
ensuring quality higher education for all







- Financial Support
- Tenth Plan
- Guidelines

Financial Support

Guidelines for Introduction of Career Oriented Programmes at First Degree Level in Universities and Colleges

Preamble | Introduction | Objective | Target Group & Eligibility | Nature of Assistance Available under the Scheme | Procedure for Applying for the Scheme | Procedure for Approval by the UGC | Procedure of Release of Grants by the UGC | Procedure for Monitoring the Progress of the Scheme | Proforma for Applying under the Scheme Submitting Utilization certificate, etc. |

Preamble

Globalisation of education and economy has led the University Grants Commission (UGC) to reorient and reshape its policies and programmes to make the current Indian Higher Education System more relevant and careeroriented with focus on quality and excellence. It is envisaged that professionally qualified graduates with a sound knowledge of their core disciplines and expertise in a concerned skill will have more openings in service, industry and self-employment sectors. Demand and scope for such professionally trained graduates are visible in the applied fields of almost all basic/core disciplines and faculties in the current changing global scenario and is likely to increase in the future. To meet this challenge, during the Xth Plan, UGC would like to encourage incorporation of skill oriented & value added, add-on courses in colleges/universities to be opted by students as a parallel sub-discipline while pursuing their degree level education.

^TOP

1. Introduction

The UGC initiated a major programme of vocationalisation at undergraduate level during VIIIth Plan (1994-95). The scheme was designed to ensure that graduates who pass out after completing these courses would have knowledge, skills and aptitude for gainful employment in the wage sector in general and self-employment in particular.

Since the inception of the scheme and until the end of the IX Plan, 2,124 Colleges and 38 Universities have been provided assistance for the introduction of Vocational Subjects involving a total grant of more than Rs. 200 crore during this period (1994-2003).

The UGC has decided to recast the vocationlisation programme at undergraduate level under a modified scheme of CAREER ORIENTATION PROGRAMME. The UGC would like to introduce a flexible system of certificate/diploma/advanced diploma programme, which will run parallel to the conventional B.A., B.Com. and B.Sc. degrees. The Universities/Colleges may formulate their own, 'Need-Based', career-oriented courses based on the guidelines suggested by the UGC. The course content of the identified subjects has to be framed by the Universities on the pattern suggested by the UGC.

^TOP

2. Objectives

The objective of this scheme is to introduce career and market-oriented, skill enhancing add-on courses that have utility for job, self-employment and empowerment of the students. At the end of three years, the students will be equipped with a Certificate/Diploma/Advanced Diploma in an add-on orientation course along with a conventional degree in Science/Arts/Commerce. The institutions should offer a wide range of career-oriented subjects in various related areas.

Some of the indicative courses for Science stream could be Information and Computer Technology, Refrigeration, Biotechnology; Hospital Waste Disposal Management and Sericulture, etc. For the Social Sciences and Humanities streams, the courses could be of inter-disciplinary nature viz. Applied Sociology, Applied Psychology, Tourism, Fashion Designing, Translation

http://www.ugc.ac.in/financialsupport/guideline_19.html http://www.ugc.ac.in/financialsupport/guideline_19.html

12-04-2012

12-04-2012

No.B2/Misc/2012

Govt. College, Nedumangad Dated: 31.3.2012 Ph: 0472 2812287

E-mail: govt.collegenedumangad@yahoo.com

From

The Principal

To

The Registrar, University of Kerala, Thiruvananthapuram.

Sir,

Sub: GC, NDD. "Course Details and Syllabus of Diploma in Tourism

Marketing and E-Ticketing, under the scheme of Career

Oriented Add on Courses of UGC"- Forwarding of- reg

Ref: Letter No.F.No.B2/Misc/2012 dated 24.03.2012

As per the letter cited I have forwarded the Proposal for approval of Course Details and Syllabus of Diploma in Tourism Marketing and E-Ticketing', under the scheme of Career Oriented Add on Courses of UGC. Other important details of the course are given below.

Sl. No.	Particulars	Details
1	Duration	One Year divisible in to 2 semester (February 2012 to January 2013) [The Add on Course will be continued for Five Years]
2	Time Schedule	Working Days- 9 am to 10 am 4 pm to 5 pm Saturdays - 10 am to 4 pm Other convenient holidays
3	Syllabus	The course has four papers and one project work
4	Credits	Each paper carries 8 credit, Total 40 credit (5x8)
5	Eligibility	Plus Two

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Yours faithfully,

Asha A Principal

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		To I	1	- CONTRACTOR	tion	1		B	9				i.							Į.	
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1	TOUKIS	2004	1	2	3	4	5	8	To	В	9	10	33	12	881	7.1	25	5	17	10	10
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55	I A M		K	K	K	K	9		K	K	×		8ª		1	K	×	x	K	×	×
-k	MAY MOHAN A.M		x	9	K	*	×		a	K	8	100	30		X	×	×	×	×	K	×
2.	AMRITHA CHANDS		K	*	*	×	K		K	K	×	2	×		a.	a	*	K	×	x	a
	NO ARNA M.S.		×	a	×	×	2		8	*	a		N.		×	×	K	X	K	a	×
A	DIVYA: A.S		K	K	K	de	×		a	K	1100	K	×		K	K	X				1000
-6-	FOUSIYA:S		DK.	x	×	K	a		ok.	4	24	K	M		K	2		-	TE	×	K
6	GANGIA TS		K	K	· ·	a	K		×	K	100		×		M.	X	100	3 00	8		a
4.	GEETHU: G		K	K	a	K	×		K	64	×	100	06		KK	X		15			
7	CARPLIKA 9		×	K	K	K	K		and a	a		K	×		K	X	593			7	-
10-	HARITHA VINOD.S		00	K	K	K	ox		a	ox	M	K	*		K	X	K				-
1111	SAMEERA . R.S.		K a	10	ol	K	×		K	1×	2 84	R	×		×	X				-	K
12	SANDHYA: D.S.		M	a	K	×	2000		N.	. 10	0	C M	8	9	0	100	×	0 3			
12:	SANDRA.M.S		64	786	K	100	1		×	0	K	ot	×		K					10	21 00
14.	SHABANA.S.A			H	PC.	×	04		6	- 14	a	×	,	0	*	0		Same	17/		× ×
15	AJAY B.S		K	K	K	×	100		K	170		7	-		a		30 110	K X		2019	1000 100
16:	ARUM KUMAR . A.S		K	K	K	K		2	0	170	0		1	100	4				-		× 11
13.	ASWATHY.Y		K	1000	K	×			ox	-	2 0	C 4	3	ė.		×			e or		X P
	ATHIRA . R.S.		00	K	0	0 00	- 10	9	4	100		× ×		C		2	S 17	1310	53 2	250	a r
	FATHIMA-R		K	K					79		100	× ,		r.					221 7	100	× 6
	GIORUL W.L		×	K	X			4	100	18	9	K O		*		0	2	Street, or	min in	2	00
	NIMISHA-O-R		×	100	×	0	an Die		0.00			30 10		×		50		K	82	9	×
22.	MODELYA W		K	1112	×			i i			0 1	×c		×		4			20 AN	×	×
23	VEENA . M.GI	-	×	. 2	*				-10	State 2	20,11	X .	1	-					a ,		200
24:	VECNA VINAIR		×		×			K	1 7/4	201	-	W)	1000	0		200			X		~
25.	VINAYAKIV		×		1111	2 00		*		100	X.	OX.	30116						a		X
26:	AKHILA .A.S		a		K	-0	2	n		12	×						X	X	-	×	×
24	ARVA.A.S	-	K	*	- 2		-	M		-	K	×				1000	×		×		100
100 mg 100 mg	HEFSIBA JOSEPH MIL		×		0 !	K		~		K	-	×			-	X			a		×
	MAHIMA:M·S		K	*	0	200	-	4	-	×	×	×	-	1000	-	0	Total Control	TO SHE	X	_	X
(8)	PREMCHAND S.B		×	2 1	6	4	×	×		K	X	K	×	9	-	1	K	×	×	oc	a
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2	Name	Designation	10	. 2	9	-									3	4	15	18	17	185	10)
60			×	K	*	R	9		K	K	×	×	16		A						
	AJAY MOHAN A.M				K	×	×		×	×	a	d	36		X			X	K	To the same	×
	AND THE CHANGE		K	K	R	×	×		a	×	×	×	×		. 1		×	X		4	
	ANJIMAMADHANAN LM		×	a	ox	(60)	be		×	K	×					a .	×	K	×	K	
3	APARNA.M.S		×	K	×	K	K		×	R	a	×	a			×	×	X		a	K
A -	DIVYA.A.S		15	K	K	×	*		a	K	1	K	×		K	K	×		K		×
Ď:-	FOUSIYA . S		×	×	×	×	a		K	24	DK.	K			K	×	X		a	×	25
6.	GANGA TS		K	-			×		K	K	1000		1		*	×	X		05	×	3
1	GLEETHU CH		×	K	K		*		K	-	77	17 18	5 9		K	x	X	×	K	×	N
8	GIORIKA T		K	×	9	18	100		K	0					8	×	9	K	3	×	*
9-	HARITHA VINOR.S		×	K	×	×	K	-		×		100	2 3		K	K	×	×	×	*	1
10-	HAKLIDA . P. S.		K	×	K	65	PK.		a	300					1	×	X	K	*	×	0
11:	SAMEERA . R. S		a	95	of	×	×		5	1	0	6 14	**		K	x	K	0	X	×	3 3
12-	SANDHYA.D.S		K	a	K	04	K		0	5 4	0		5 37	90	K	d	×	×	0	K	
13:	SANDRA.M.S		ot	×	*	(N	14		×	G		8 6	\$ 77	9	1	K	K	×	×	1	9
14-	SHABANA S.A.		R	*	R	×	64		0	5 14	a	D P	()	0	×	0	4	K	2 4	× ×	
15:	AJAY B.S.		×	K	K	K			- K	5 0		6 3	× 1	8	a	100		100	8	20	4
16	ARUNI KUMAR . A.S		K	K	×	K	a		0	< 6	. 0		0 1	0	K	×			×		
14-	ASWATHY.V		ic.	×	K	K	0		of	0 8	2 1	K 1	4 3			×					
	ATHIRA · R·S	-	1000		0				194	6 8	e :	00 3	K	4		X				200	a
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	VEENA -M-CI		×	(6	1	c 0	4 5	(*			2		*	7		×	a	K	K
	VECNA V. NAIR		×	100	0	6 0	¢ 3	NO.		K	K	K	9	K	. 7	0	2 /	× .	R	pe .	*
			×	-	×		e l	*	1	×	K	×	×	a	1	4,	<	× ·	2	ĸ	×
	VINAYAKIV		a			0	<	70		×	×	ox	×	×		*			K	10.00	×
	AKHILA . A.S		1	1/12				×		a	K	oc	×	*		X	-			×	
	ARVA:A.S		*			86		×		K	K	_	×			X			a		
8.	HEFSIBA JOSEPH MIL		8		2		-			1/03		×		8					X		X
a.	MAHIMA:M.S		K			100	-	*		×			-			1000/2	=	_		=	-
	PREMCHAND. S.B		×		6 6	K.	×	×		K	×	×	- CX	a		X.	pe	×	×	×	a
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