- Fare calculations
  Use of and retrieval of information from Air tariff & APT. IATA traffic conference areas & definitions, Normal one way, return way published fares/mileage system/intermediate points, fare construction NUC & ROE way back haul, check rule, round and circle trip journeys, travel with different class of service, special fares, fares for children and infants, taxes and surcharges, Baggage Rules.

- Ticketing
  Manual ticketing procedure as per IATA guidelines, use of MCO/PTA and credit cards.

- Travel documentation
  Passports, Visas, currency limitations, custom regulations and vaccinations.

- Selling techniques
  Attending a customer - types of customers, telephone sales, offering counseling service, selling skills, personal grooming and communication skills, sale of ancillary services.

- Post sales paperwork
  Invoicing, writing reservation requests, making daily sales report, etc.

- Miscellaneous information on passengers facilitation and staff perquisites
  Airport and inflight facilities, facilities available for passengers requiring special handling, free baggage allowance, excess baggage charges, types of baggage and limitations on its carriage; FAM trips, training, workshops, concessional tickets, incentives and commissions.

Eligibility:
- Executives working with Travel Agencies/Airlines/GSA etc.
- All those who have attended previous programmes of the Institute.
- Executives working with Tourism Development Organizations like DOT, ITDC, DTDC, JKTDC and other State Tourism Corporations.
- Graduates and Undergraduates

Course Information

**Course Fee:** Rs. 20000/- per participant.

**Duration:** 24 weeks

**Timing:** 10:00 AM - 12:30 PM & 2:00 PM - 4:30 PM

2 hrs a day - 4 days in week Monday to Thursday

**Venue:** Delhi Institute of Tourism and Travel Management

**Telephone:** 011-27312418

**Registration:** Candidates desiring to register for the above course may fill in the prescribed admission form and submit it along with the prescribed FEE PAYABLE TO: DELHI TOURISM AND TRANSPORTATION DEVELOPMENT CORPORATION LTD. Limited seats and will be offered on First Cum First Serve basis.

For details contact:
Sr. Programme Officer
Delhi Institute of Tourism and Travel Management

Telephone: 011 - 27312418
24 Weeks Programme on Travel & Tourism

INTRODUCTION:
In continuation of its efforts to provide excellence in education and vocational training in Travel & Tourism management, the Institute now offers a practical vocational-oriented programme on Travel Counselling, a programme based on IATA / UFTAA certificate courses. On completion of this programme, the participant will be able to:

- Attend to a customer and offer advice on Travel.
- Make necessary travel arrangements & reservations.
- Assist clients to complete all travel documents required for his travel—nationally or internationally.
- Help the traveler with supplementary services.
- Calculate fares for one way, round trip, circle trip and mixed class journeys for full fare and discounted fares.

OBJECTIVES:
The programme is developed primarily for:

- Executives already working with Travel Agencies, Airlines etc., with a view to provide them a detailed exposure of Travel Agency & Airline operations and to systematize their technical knowledge and skills needed to perform efficiently effectively in their jobs.
- To provide vocational training to those who have been participating in other MDP (Management Development Programmes) of the Institute.
- To provide general understanding of Travel Agency and airline operations to executives of Tourism Development Corporations who deal with such agencies on daily basis and need to know the technical knowledge for proper coordination and joint operations.

DIPLOMA:
A Diploma in Travel will be awarded to successful participants. The evaluation will be based on regular attendance (min. 85%), class performance / discussions, home assignments and written examination (minimum passing marks 50%).

DIPLOMA IN TOURISM MANAGEMENT (DTM)

CONTENTS:

I. TOURISM CONCEPT AND IMPACTS
   Unit — I
   Concepts, definitions and historical development of tourism.
   Types of tourist: tourist, traveler, excursionist
   Forms of tourism: inbound, outbound, domestic, international

   Tourism system: Nature, characteristic and components of tourism industry, viz., attraction, accommodation, Transportation, F&B, shopping, entertainment infrastructure and hospitality (types and characteristics of components)

   Unit — II
   Introduction to tourism Demand: Motivation of tourism demand

   Unit — III
   Elements of tourist destination. Influences of elements on tourist flows and patterns of tourist destination views. Objectives and respective role of state govt. undertaking ASI, Ministries of Railways and Civil Aviation in development. An overview of National and International organizations and associations: IATO, TAAI FHRAI, WTO, ICAA and IATA

   Unit — IV
   Tourist developments vis-à-vis impacts. Range of impacts. Costs and benefits of tourism (i.e., Socio-cultural, economic and physical)

   Unit — V
   Concept of carrying capacity, sustainable and eco-tourism. Steps taken by Ministry of Tourism, Govt. of India to ensure Eco-tourism development.

   Unit — VI
   Tourism products—Definition, concepts and classification.

   Unit — VII
   Fairs and Festivals, Social religious and commercial fairs of touristic significance, Indian cuisine, regional variations. Important wildlife sanctuaries, national parks, adventure & eco tourism destinations

   Unit — VIII
   Importance of Geography in Tourism

II. Tour Package Operations Management and Event Management
   Unit — I

   Unit — II
   Confidential tariffs. Dos and don'ts of an itinerary preparation.

   Unit — III
   Introduction of MICE, Evolution of meetings Convention and Expositions, Components of MICE, Major players in the industry. Associate meeting planner,

Corporate meeting planner, independent meeting planning, tour operations trade shows and expositions, site selection techniques.

Unit — IV
Latest meeting technologies — video conferencing, factors affecting future of MICE. Incentive tour and special requirements for its organization. Major conference facilities in India. History and growth of travel agency business, emergence of Thomas Cook and American Express, Emergence of Travel Intermediaries, Indian travel agents and tour operator— an overview. Definition of travel agent and tour operator.

III. Air Fares and Ticketing
- Travel agency operation
  Definition, type and functions, sources of income, range of services offered, operational boundaries, agency recognition, keeping travel agency records and agency sales aids.
- Role and functions of IATA
  History and organization, wide range of activities, aims and objectives.
- Role and function of TAAI
  What is TAAI, aims and objectives. Brief talk on other associations like UFTAA
- Use of Travel Manuals and Guides
  Reading Maps and Time tables / schedules, use of ABC and DAG airline guides, use of TIM, use of FHRAI guide / Indian Railway time — table / Airlines, schedules and use of city guides.
- World geography and terminologies
  World geography, IATA traffic conference area, current codes and abbreviations, global indicators, time difference and IATA general conditions of carriage.

IV. Information Systems and Computerized Reservation Systems
- Reservations systems and procedures
  Manual / computerized reservation system, how to make a reservation with an airline / hotel / rail and domestic airlines, AIR IMP.