

**OBE based Teaching Lesson Plan 2020-21**

**Program: B.Com Travel and Tourism**

**Course Name: : TRANSPORT MANAGEMENT**

**Course Code: C2 15 AR 403**

**Semester: IV**

**Lecture hours: 60**

**Faculty in-charge: Ms. Nikhath Asrar**

<b>Course Outcome No.</b>	<b>Course Outcomes</b>	<b>T level Indicator</b>
1	Compare and contrast the benefits and challenges of Rail, Road, Water and Air means of Transportation and its indispensable role in tourism industry	T2
2	Illustrate all type of services rendered in connection with Airport transportation right from handling to check in counters to Baggage services.	T1
3	Relate the key components of the air transport Industry such as types of Aircraft, processes governing bodies, International Air transport regulations, Ancillary services, types of cruise, cruise products, selling tools and terms and conditions and the procedure of availing the same.	T4
4	Evaluate the key components of the Land and Railway transport Industry such as types of Car, Camper, Van, Buses and Coaches, Railway products, European	T4
5	Devise a plan for rendering a comprehensive professional service to customers by travel professional.	T1
6	Illustrate the procedures in	T3

	compliance with all Visa Regulations formalities of selected countries.	
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Module No. & Topics Covered	Course Outcome No.	No. of Lecture Hours	Pre-Class Activity	Instructional techniques	Assessment	Level
<b>Module 1:</b> <b>An Introduction -Transport Industry</b> <b>4 hrs</b> History/Origin of Aviation and other means of transport (Rail, Car, Sea) Industry - Key Historical Milestones - Benefits and Challenges in this profession Various Job Opportunities - .	CO1	04hrs	References videos and Iata text book	Lecture and Interaction along with PPT	Discussion, Questions & Answers	T2
<b>Module 2: Air transportation</b> <b>16 hrs</b> Air Transport industry terminology- List of top 25 Airlines and Airports 2 letter and 3 letter code - Objective and roles of IATA and ICAO - Introduction to Airport Handling-Component of Aviation (Airline,	CO2	16 Hrs	Videos and References  And IATA text book	<ul style="list-style-type: none"> <li>• Lecture</li> <li>• Discussions</li> <li>• Video Presentation</li> </ul>	Discussion, Questions & Answers	T1

<p>Airport, ATC, ICAO)  - Passenger services  Different types and procedures of check in (Manual/off-terminal/online/Self-Kiosk)- Departure procedures- Security/Immigration/Boarding gate-Arrival procedure (Immigration/baggage claim/Customs)- Baggage Services, types of labels- Baggage Concept (weight &amp; Piece)- Excess and lost Baggage handling- Special passenger handling, Ramp Services - - Co-ordination with various Departments – Airline alliance- Frequent flyer program- Fast Travel Program</p>						
<p><b>Module 3 – Water Transport Industry</b>  <b>8 Hrs</b></p> <p>Water Transport- Famous ferries services – Origin of Cruise Industry – Growth and expansion of cruise Industry – Entertainment and recreation in Cruise – Famous cruise operators and their specialty – Cruise</p>	<p>CO3</p>	<p>08 Hrs</p>	<p>IATA Text book</p>	<p>Lecture /Interaction and PPT</p>	<p>Quizzes  Cross word puzzles  Q&amp;A  Preparation of Infographics</p>	<p>T4</p>

<p>famous itineraries  – Importance of Brochure in selling cruise - reading – Terms and conditions – Facilities &amp; services (accommodation/food/dress code/activities/amenities) – Specialty cruise.</p>						
<p><b>Module 4 – The Land and Rail transport Industry</b></p> <p><b>12 Hrs</b>  Road Transportation- Car Rentals schemes &amp; procedures – Amenities &amp; Services- Rental eligibility and payment procedures – Camper van rental – famous destination for Camper van – Camper van rentals schemes, amenities and services - Buses and Coaches – difference between buses and coaches – famous buses/coaches services in US, Europe and Africa. Rail Products- Luxury/ Fast train – Special Trains – Tourist/Scenic trains- Night trains</p>	<p>CO4</p>	<p>12 Hrs</p>	<p>References in Text Books and IATA Book</p>	<p>Lecture /Video/ Interaction and PPT</p>	<p>Evaluation through assignments .</p>	<p>T4</p>

<p>– car carrying trains – famous trains around the world – Advantages of rail passes – different type of passes</p>						
<p><b>Module 5 – Customer Service in travel Industry</b></p> <p><b>12Hrs</b></p> <p>Role of Travel Professional in understanding the need and expectation of the customer – Adopting professionalism in different modes of communication – provide after sales and service support – Maintain customer loyalty – Handling customer complaint – Telephonic skills. Case study</p>	CO5	12 Hrs	References – Text books, practices adopted by Travel professionals	Lecture /Interaction and PPT	Evaluation through MCQ's and Descriptive test.	T1
<p><b>Module 6 – Visa Regulations</b></p> <p><b>8 Hrs</b></p> <p>Filling VISA forms – documents required for tourist visa – procedure for USA, Canada,</p>	CO6	8 Hrs	Referring TIMATIC	Lecture /Interaction and PPT	. Quizzes Cross word puzzles Q&A	T6

Schengen, U.K, Singapore and Australia						
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**Continuous Internal Assessment -**

SI No	Nature of CIA Evaluation	Probable dates
1	Video Preparation	Feb 2021
2	Maintaining Record book	1feb- Apr 2021

**Books for Reference:**

1. *Travel and Tourism Management from IATA*
2. *Travel & Tourism management from WTO*
3. *Travel & Tourism management from west wind Aviation Academy, Arizona, USA.*
4. *Chawla, Romila – Transport and Tourism*
5. *Dhar, PremNath – International Touri*

**Approved by:**