CURRICULUM

FOR THE TRADE OF

TRAVEL CONSULTANT

UNDER

APPRENTICESHIP TRAINING SCHEME



GOVERNMENT OF INDIA MINISTRY OF SKILL DEVELOPMENT& ENTREPRENEURSHIP DIRECTORATE GENERAL OF TRAINING

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1. BACKGROUND

1.1 Apprenticeship Training Scheme under Apprentice Act 1961

The Apprentices Act, 1961 was enacted with the objective of regulating the programme of training of apprentices in the industry by utilizing the facilities available therein for imparting on-the-job training. The Act makes it obligatory for employers in specified industries to engage apprentices in designated trades to impart Apprenticeship Training on the job in industry to school leavers and person having National Trade Certificate (ITI pass-outs) issued by National Council for Vocational Training (NCVT) to develop skilled manpower for the industry. There are five categories of apprentices namely; trade apprentice, optional trade apprentice, graduate, technician and technician (vocational) apprentices.

Qualifications and period of apprenticeship training of trade apprentices and optional trade apprentices vary from trade to trade. The apprenticeship training consists of basic training followed by practical training. At the end of the training, the apprentices are required to appear in a trade test conducted by NCVT and those successful in the trade tests are awarded the National Apprenticeship Certificate.

The period of apprenticeship training for graduate (engineers), technician (diploma holders and technician (vocational) apprentices is one year. Certificates are awarded on completion of training by the Department of Education, Ministry of Human Resource Development.

1.2 Changes in Industrial Scenario

Recently we have seen huge changes in the Indian industry. The Indian Industry registered an impressive growth during the last decade and half. The number of industries in India have increased manifold in the last fifteen years especially in services and manufacturing sectors. It has been realized that India would become a prosperous and a modern state by raising skill levels, including by engaging a larger proportion of apprentices, will be critical to success; as will stronger collaboration between industry and the trainees to ensure the supply of skilled workforce and drive development through employment. Various initiatives to build up an adequate infrastructure for rapid industrialization and improve the industrial scenario in India have been taken.

1.3 Reformation

The Apprentices Act, 1961 has been amended and brought into effect from 22nd December, 2014 to make it more responsive to industry and youth. Key amendments are as given below:

- Prescription of number of apprentices to be engaged at establishment level instead of trade-wise.
- Establishment can also engage apprentices in optional trades which are not designated, with the discretion of entry level qualification and syllabus.
- Scope has been extended also to non-engineering occupations.
- Establishments have been permitted to outsource basic training in an institute of their choice.
- The burden of compliance on industry has been reduced significantly.

2. LEARNING OUTCOMES

- 1 Understand the tour packaging requirements of the customers
- 2 Plan itinerary as per customer's requirement
- 3 Arrange and monitor tour package
- 4 Maintain IPR of the customers
- 5 Exhibit proper etiquette and conduct
- 6 Follow age and gender sensitive practices
- 7 Follow Health, hygiene and safety practices in the industry
- 8 Welcome and/or greet the customer (walk-in, online or agent referred)
- 9 Interact with the customer to understand their travel and holiday plan and specific requirements
- 10 Attend to bookings enquiries and seek confirmation and provide holiay advisory
- 11 Co-ordinate with transport operators (airlines, railways, cab, cruise and bus/coach), hotels and suppliers, etc.
- 12 Gather all required documents
- 13 Process for tickets and hotels booking as per itinerary
- 14 Follow-up with the customer to handover the tickets, travel vouchers, booking confirmations, etc.
- 15 Assist the customers with postponing or cancellation requests
- 16 Achieve customer satisfaction and fulfil customer requirements
- 17 Effective communication with superiors, colleagues, guests and customers
- 18 Follow behavioural, personal and telephone etiquettes
- 19 Treat customers with high degree of respect and professionalism
- 20 Educate customer on specific facilities and services available for different categories of customers
- 21 Provide gender and age specific services as per their unique and collective requirements
- 22 Follow standard etiquette with women at workplace
- 23 Respect customers copyright
- 24 Ensure cleanliness around workplace in hospitality and tourist areas
- 25 Take precautionary health measures

3. GENERAL INFORMATION

1.	Name	e of the Trade	:	Travel Consultant
2.	Durat	ion of Apprenticeship Training	:	14 Months
	(i)	Basic Training	:	2 Months/300 hrs.
	(ii)	Practical Training	:	12 Months
3.	Entry	Qualification	:	Passed 12 th class examination under 10+2 of education or its equivalent.
4.	Selec	ction of Apprentices	:	The apprentices will be selected as per the Apprentices Act amended time to time

Note: Industry may impart training as per above time schedule, however this is not fixed. The industry may adjust the duration of training considering the fact that all the components under the syllabus must be covered. However the flexibility should be given keeping in view that no safety aspect is compromised and duration of industry training to be remains as 1 year.

4. COURSE STRUCTURE

Training duration details: -

Time	1-2	3-14
(in months)		
Basic Training	Block-I	
Practical Training		Block – II
(On - job training)		

Components of Training	Duration of Training in Months													
₽	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Basic Training Block - I														
Practical Training Block - II														

5. SYLLABUS

5.1 <u>BASIC TRAINING</u> (BLOCK – I)

GENERAL INFORMATION

Name of the Trade	:	Travel Consultant
Hours of Instruction	:	2 months/300 hours of basic training including employability skill
Batch Size	:	25 apprentices
Space Norms	:	56 Sq.m.

Trainer Qualification : Graduate in any discipline

5.1 DETAIL SYLLABUS OF BASIC TRAINING

5.1.1 DETAIL SYLLABUS OF TRADE THEORY AND PRACTICAL

SI.No.	Trade Practical	Trade Theory
1	Welcoming the customer	 Receive customer with a smile or welcoming mail/telephone response Ensure all walk-in customers are attended to Offer refreshments to walk-in customers Make customers comfortable and be accessible to them for queries Inform them about any outgoing promotions
2	Engaging with customers and identifying their needs	 Understanding the type of tour customer is looking for Understanding the needs of the customer Understand other details such as duration of travel, number of people, budget, etc. Understand an appropriate destination based on their preferences Identify the type of group Analyze the type of package that can be offered Suggest some best place options and things to do there for customers who haven't planned anything in particular Ensure to be polite and attentive Send mails or stay in touch through phone if customers have not decided across the counter Be updated on current prices of accommodation, transport etc. Keep the customer informed about any new product

Basic Training Syllabus for Travel Consultant

3	Gathering resources	1.	Collect resources such as brochures, travel
		2	books, etc.
		Ζ.	Ensure to have the railway and airline timetable for the destination
		3	Gather travel magazines related to destination
			Co-ordinate with government tourist offices of
			the destination
		5.	Update information on various facilities and
			services at the destination
		_	Compile the customer's needs
4	Estimating tour cost	1.	Analyse the cost of travel through various
			modes
		2.	Understand the costs of different
		2	accommodations
		5.	Understand the package rates from different travels
		4	Browse through entrance fees of places of
		.	interest
		5.	Plan on cost of meals, shopping, guides as
			per customer's cost of living
		6.	Gather all costs and include any
			miscellaneous expenses that may occur
		7.	Estimate total cost of tour along with mark-up
5	Preparing Itinerary	1.	Decide on route map and ensure routing is
			planned with nearby locations packed together
		2.	Plan in a way that all places of attraction are
		2	efficiently covered within the time available
		з.	Consider details like interest of tourist and their energy levels
		4	Prepare itinerary from beginning of journey till
		[¹ .	the end
		5.	Ensure to add all important tourist destinations
			into it
		6.	Mention the opening and closing time of places
			of interest and background information of that
			place too
		7.	Include the distance between the various locations
		8.	Mention the various restaurant options around
			Include time taken for every activity

		10. Ensure the tour package is tailored according
		to the customer's interest
6.	Handing over the final package	 Provide relevant travel information to the customer Ensure to update the customer with destination information Notify the customer on luggage limits, insurance, medical, travel documents currency, etc. Advice the customers on the issues that can be faced during travel
7	Co-ordinating with industry partners and departments	 Co-ordinate for booking of tickets, hotels, visa, etc. Confirm the customer's name at the hotel and airline once the booking is made Ensure the necessary processing in case the customer cancels the tour Co-ordinate for transportation Arrange for a tour escort or guide who is well versed in the preferred language of the customer Co-ordinate with appropriate departments on events, entertainment etc. arranged during the travel
8	Informing of any mishaps to customers and assist the customers	 Inform the customers if there is any alteration required to the planning, cancellations, postponement etc. Convince the customer politely if there is any discrepancy in planned itinerary Compensate them with a better option Process refunds timely, if any Assist customers quickly and conveniently if they plan to have a change or upgrade while on tour Ensure the altered service offered matches customer expectations

9	Seeking customer feedback	 Get in touch with the customer after tour and understand how they feel about the package Collect the feedback from customers Provide questionnaire and get a rating for services Attend to customer dissatisfaction and complaints Ensure to rectify if there was some negative feedback
10	Recording, documentation customer dissatisfaction	 and 1. Record customer details 2. Document monthly status report of walk-ins and turn-outs 3. Ensure to maintain privacy of customer details 4. Ensure to maintain trust and reliability 5. Ensure all needs of customers are met 6. Ensure to maintain long term relations with customers
11	Interacting with superiors colleagues	 and 1. Receive job order and instructions from reporting superior 2. Escalate unresolved problems or complaints the relevant superior 3. Understand work output requirements, targets performance indicators and incentives 4. Deliver quality work and report anticipated delays with reason 5. Communicate maintenance and repair schedule to superior 6. Receive feedback on work standards 7. Document the completed work 8. Show trust, support and respect to all colleagues and assist them with information and knowledge 9. Try to achieve smooth overflow 10. Identify the potential and existing conflicts with colleagues and resolve them 11. Seek assistance from colleagues when required 12. Pass on essential information to colleagues in a timely manner

		13. Behave responsibly and use polite language
		with colleagues
		14. Interact with colleagues from different functions
		to understand their nature of work
		15. To understand teamwork , multi-tasking, co-
		operation, co-ordination and collaboration
		16. Lookout for any errors and help colleagues to
		rectify them
12	Communication with customers	1. Identify customer needs by asking questions
		2. Have good knowledge on product and
		services and brief the customer clearly on
		them in a polite and professional manner
		3. Build friendly but impersonal relationship with
		the customers
		 Use appropriate language and tone and listen actively
		5. Show sensitivity to gender/cultural and social
		differences
		6. Understand customer expectations and
		provide appropriate product/services
		7. Understand customer dissatisfaction and
		address their complaints
		8. Maintain proper body language and dress
		code
		9. Communicate clearly and effectively with the
		guest
		10. Inform the customers on any issues and
		developments involving them
		11. Respond back to the customer immediately
		12. Upselling/promoting suitable products and
		services
		13. Seek feedback from customers
		14. Explain terms and conditions clearly

13	Service quality requirements	1.	Understand target customers, their profiles and needs
		2	Build good rapport with the customer
			Understand the market trends and customer
		0.	expectations by discussing the same with
			frequent customers
		4	Seek feedback and rating from customer
			Use customer oriented behaviour to gain
		Ŭ.	loyalty and satisfaction
		6.	Be friendly but not familiar with guest
14	Achieving customer satisfactior	-	Ensure fair and honest treatments to
	through customer-centric service		customers
	5	2.	Enhance company's brand value
			Read customer expectations and ensure
			they are met
		4.	Readily accept and implement new ideas to
			improve customer satisfaction
		5.	Communicate customer feedback to superior
			Offer promotions to improve product
			satisfaction
		7.	Consult with senior on unscheduled
			customer requests
15	Etiquettes	1.	Greet, welcome and address the customer
			appropriately
		2.	Maintain pitch and tone of voice while
			speaking to customers
		3.	Maintain high standards of practice and
			transparency in pricing
			Answer the telephone
		5.	Communicate appropriately with the
			Dress professionally
		1.	Maintain personal integrity and ethical
			behaviour
		ŏ.	Maintain personal grooming and positive
			body language
		9.	Demonstrate responsible and disciplined
		10	behaviour
		10	. Escalate grievances to appropriate authority

being professional	2. 3. 4. 5. 6.	Use appropriate titles and terms of respect Handle customer grievances professionally Offer friendly, courteous and hospitable service to the customers Provide assistance with sincere attitude Achieve 100% customer satisfaction Understand customer loyalty and brand value
Services and facilities specific age/gender/special needs	2. 3. 4. 5. 6.	Ensure that the customer feels safe Understand procedures to be followed during terrorist attacks Know the facilities and services specific to gender and age Co-ordinate with team to meet these needs Educate customers about entertainment programs for children, basic safeguard procedures for senior citizens Arrange for transport and equipment as required by senior citizens Understand availability of medical facilities/doctor
How to behave with women workplace?	2. 3. 4. 5.	Understand women rights and company's policies regarding them Know special facilities available for women colleagues and customers Inform about methods to ensure safety and security of women Provide comfortable and safe environment for female customers Maintain compliant behaviour etiquette while dealing with women Treat women equally and avoid discrimination Ensure safety and security of female colleagues and customers at all levels

19	IPR and Copyright	 Make sure new initiatives of Company and Hotels, Suppliers are not leaked out Report IPR violations Read copyright clause Protect infringement upon customer's interests Know which aspect of customer information can be used Report any infringement
20	Cleanliness	 Keep the workplace clean Identify waste and ensure its disposal Ensure waste bins are cleared everyday Point out requirements for pest control Ensure work place has fresh air supply and sufficient lighting Ensure maintenance check of air conditioners and other mechanical equipment in the department Know safe and clean handling of linen, laundry and work area Ensure adequate supply of cleaning consumables
21	Hygiene	 Hand wash procedure Understand personal hygiene Understand dental hygiene Understand cross contamination and how to prevent it Report on personal health issues Ensure procedures such as covering the mouth and turning away from people while coughing and sneezing Maintain availability of clean drinking water Get appropriate vaccinations regularly Undergo preventive health check-up and treat all illnesses promptly.

5.1.2 EMPLOYABILITY SKILLS

GENERAL INFORMATION

Name of the subject : EMPLOYABILITY SKILLS 1) Applicability : ATS - Mandatory for fresher only 2) Duration of 3) : 55 hours

Instructor's Qualification

Instruction

Any graduate industry experience. Knowledge i) with of English/Communication skills and basic computer skills will be an added advantage.

5.1.2.1 SYLLABUS OF EMPLOYABILITY SKILLS

A. Block – I

Basic Training: 55 hours

Topic No.	Торіс			
	English Literacy			
1	Pronunciation : Accentuation (mode of pronunciation) on simple words, Diction (use of word and speech)			
2	Functional Grammar Transformation of sentences, Voice change, Change of tense, Spellings.			
3	Reading Reading and understanding simple sentences about self, work and environment			
4	Writing Construction of simple sentences Writing simple English			
5	Speaking / Spoken English Speaking with preparation on self, on family, on friends/ classmates, on know, picture reading gain confidence through role-playing and discussions on current happening job description, asking about someone's job habitual actions. Cardinal (fundamental) numbers ordinal numbers. Taking messages, passing messages on and filling in message forms Greeting and introductions office hospitality, Resumes or curriculum vita essential parts, letters of application reference to previous communication.			
	I.T. Literacy			
1	Basics of Computer Introduction, Computer and its applications, Hardware and peripherals, Switching on- Starting and shutting down of computer.			
	Communication Skill			
1	Introduction to Communication Skills Communication and its importance Principles of Effective communication Types of communication - verbal, non-verbal, written, email, talking on phone. Nonverbal communication -characteristics, components-Para-language Body - language Barriers to communication and dealing with barriers. Handling nervousness/ discomfort. Case study/Exercise			
2	Listening Skills Listening-hearing and listening, effective listening, barriers to effective listening guidelines for effective listening. Triple- A Listening - Attitude, Attention & Adjustment. Active Listening Skills.			

3	Motivational Training		
	Characteristics Essential to Achieving Success		
	The Power of Positive Attitude		
	Self-awareness		
	Importance of Commitment		
	Ethics and Values		
	Ways to Motivate Oneself		
	Personal Goal setting and Employability Planning.		
	Case study/Exercise		
4	Facing Interviews		
	Manners, Etiquettes, Dress code for an interview		
	Do's & Don'ts for an interview		
5	Behavioral Skills		
_	Organizational Behavior		
	Problem Solving		
	Confidence Building		
	Attitude		
	Decision making		
	Case study/Exercise		
	Productivity		
1	Productivity		
	Definition, Necessity, Meaning of GDP.		
2	Affecting Factors		
	Skills, Working Aids, Automation, Environment, Motivation		
	How improves or slows down.		
3	Comparison with developed countries		
	Comparative productivity in developed countries (viz. USA, Germany, Japan and		
	Australia) in selected industries e.g. Travel & Tourism, Services sector etc. Living		
	standards of those countries, wages.		
4	Personal Finance Management		
	Banking processes, Handling ATM, KYC registration, safe cash handling, Personal risk		
	and Insurance.		
	Occupational Safety, Health & Environment Education		
1	Safety & Health		
	Introduction to Occupational Safety and Health importance of safety and health at		
	workplace.		
2	Occupational Hazards		
	Basic Hazards, Chemical Hazards, Vibro-acoustic Hazards, Mechanical Hazards,		
	Electrical Hazards, Thermal Hazards. Occupational health, Occupational hygienic,		
	Occupational Diseases/ Disorders & its prevention.		
3	Accident & safety		
_	Basic principles for protective equipment.		
	Accident Prevention techniques - control of accidents and safety measures.		
4	First Aid		
	Care of injured & Sick at the workplaces, First-Aid & Transportation of sick person		
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5	Basic Provisions					
	Idea of basic provision of safety, health, welfare under legislation of India.					
6	Ecosystem					
	Introduction to Environment. Relationship between Society and Environment,					
	Ecosystem and Factors causing imbalance.					
7	Pollution					
	Pollution and pollutants including liquid, gaseous, solid and hazardous waste.					
8	Energy Conservation					
	Conservation of Energy, re-use and recycle.					
9	Global warming					
	Global warming, climate change and Ozone layer depletion.					
10	Ground Water					
	Hydrological cycle, ground and surface water, Conservation and Harvesting of water					
11	Environment					
	Right attitude towards environment, Maintenance of in -house environment					
	Labour Welfare Legislation					
1	Welfare Acts					
	Benefits guaranteed under various acts- Factories Act, Apprenticeship Act, Employees					
	State Insurance Act (ESI), Payment Wages Act, Employees Provident Fund Act, The					
	Workmen's compensation Act.					

5.2 PRACTICAL TRAINING (ON-JOB TRAINING) (BLOCK – II)

DURATION: 12 MONTHS

S. No.	Practical Training (On-Job Training)
1	Understand the tour packaging requirements of the customers
2	Plan itinerary as per customer's requirement
3	Arrange and monitor tour package
4	Maintain IPR of the customers
5	Exhibit proper etiquette and conduct
6	Follow age and gender sensitive practices
7	Follow Health, hygiene and safety practices in the industry
8	Welcome and/or greet the customer (walk-in, online or agent referred)
9	Interact with the customer to understand their travel and holiday plan and specific requirements
10	Attend to bookings enquiries and seek confirmation and provide holiay advisory
11	Co-ordinate with transport operators (airlines, railways, cab, cruise and bus/coach), hotels and suppliers, etc.
12	Gather all required documents
13	Process for tickets and hotels booking as per itinerary
14	Follow-up with the customer to handover the tickets, travel vouchers, booking confirmations, etc.
15	Assist the customers with postponing or cancellation requests
16	Achieve customer satisfaction and fulfil customer requirements
17	Effective communication with superiors, colleagues, guests and customers
18	Follow behavioural, personal and telephone etiquettes
19	Treat customers with high degree of respect and professionalism
20	Educate customer on specific facilities and services available for different categories of customers
21	Provide gender and age specific services as per their unique and collective requirements
22	Follow standard etiquette with women at workplace
23	Respect customers copyright
24	Ensure cleanliness around workplace in hospitality and tourist areas
25	Take precautionary health measures

6. ASSESSMENT STANDARD

6.1 Assessment Guideline:

Appropriate arrangements should be made to ensure that there will be no artificial barriers to assessment. The nature of special needs should be taken into account while undertaking assessment. Due consideration to be given while assessing for team work, behavioral attitude and regularity in training.

The following marking pattern to be adopted while assessing:

a) Weightage in the range of 60-75% to be allotted during assessment under following performance level:

For this grade, the candidate with occasional guidance and showing due regard for safety procedures and practices, has produced work which demonstrates attainment of an acceptable standard of trade related skills.

In this work there is evidence of:

- Trade related skill can be easy to understand.
- Overcome of Critical situation it will increase confident level.
- Good level of neatness will give more confident while working.
- Co-ordination of team effort would be useful for completing a project/job easily.
- **b)** Weight age in the range of above75%- 90% to be allotted during assessment underfollowing performance level:

For this grade, the candidate, with little guidance and showing due regard for safety procedures and practices, has produced work which demonstrates attainment of a reasonable standard of trade related skills.

In this work there is evidence of:

- Trade related skill can be easy to understand.
- Overcome of critical situation will increase confident level.
- Good level of neatness will give more confident while working.

- Co-ordination of team effort would be useful for completing a project/job easily.
- c) Weight age in the range of above 90% to be allotted during assessment under following performance level:

For performance in this grade, the candidate, with minimal or no support in organization and execution and with due regard for safety procedures and practices, has produced work which demonstrates attainment of a very high standard of trade related skills.

In this work there is evidence of:

- Trade related skill can be easy to understand.
- Overcome of Critical situation it will increase the confident level.
- Good level of neatness will give more confident while working.
- Co-ordination of team effort would be useful for completing a project/job easily.

<u>ANNEXURE – I</u>

TOOLS & EQUIPMENT FOR BASIC TRAINING& OJT

TRADE: TRAVEL CONSULTANT

A. TOOL KIT FOR 25 APPRENTICES

SL.	Name of the items	Quantity
No.		
1	Laser Printer Black	5 no.s
2	Inkjet Printers (Colour & Black)	5 nos.
3	Scanner	4 no.s
4	UPS with 10 minutes backup or above	8 nos.
5	Telephone line (For Internet) / Broad Band connection	12 no.s
6	Fire extinguisher	5 no.s
	FURNITURE/EQUIPMENT	
1	Computer with latest configuration	12 nos.
2	Computer Tables	25 nos.
3	Printer Tables	10 nos.
4	Instructor Table	2 no.s
5	Instructor's Chair	2 no.s
6	Chairs for students	25 nos.
7	Travel maps	8 no.s
8	Brochures	5 no.s