

Model Curriculum

Heritage Tour Guide

SECTOR: TOURISM AND HOSPITALITY
SUB-SECTOR: Hotels
OCCUPATION: Heritage Tour Guide
REF ID: THC/Q4501
NSQF LEVEL: 4

TABLE OF CONTENTS

Curriculum / Syllabus	3
Trainer Prerequisites for Job role	12
Assessment Criteria	13

Heritage Tour Guide

Curriculum / Syllabus

This program is aimed at training candidates for the job of a “Heritage Tour Guide”, in the “Tourism and Hospitality” and aims at building the following key competencies amongst the learner

Program Name	Heritage Tour Guide		
Qualification Pack Name & Reference ID.	Heritage Tour Guide THC/Q4501		
Version No.	1.0	Version Update Date	20-06-2018
Pre-requisites to Training	Preferable 10th standard passed		
Training Outcomes	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none"> • Coordinate with travel partners • Engage with tourists • Communicate with customer and colleagues • Maintain customer- centric service orientation • Maintain standard of etiquette and hospitable conduct • Follow gender and age sensitive service practices • Understand the work requirements and estimate cost • Assist the tourists and collect payment • Explain the destination or tourist spot • Guide the tourists at heritage sites 		

This course encompasses 8 out of 8 National Occupational Standards (NOS) of “Heritage Tour Guide”, Qualification Pack issued by “Tourism and Hospitality”.

Sr. No.	Topic / Module	Key Learning Outcomes	Equipment Required
1.	<p>Interacting with the travel agents and tour operators</p> <p>Theory Duration (hh:mm) 05:00</p> <p>Practical Duration (hh:mm) 15:00</p> <p>Corresponding NOS Code THC/N4501</p>	<ul style="list-style-type: none"> Understand the tourist details from the tour operators in case if booked in advance Understand the date and duration of the tourist travel and coordinate with the tour operator Understand the travel requirements Obtain necessary travel documents such as itinerary, customer details etc 	<p>Front Office uniform</p> <p>Pictures of good grooming standards</p>
2.	<p>Understanding the work requirement</p> <p>Theory Duration (hh:mm) 05:00</p> <p>Practical Duration (hh:mm) 10:00</p> <p>Corresponding NOS Code THC/N4501</p>	<ul style="list-style-type: none"> Understand the need and type of tour the customer is interested in, such as religious, cultural, heritage, leisure etc from the itinerary Gather information on tourist interest Ensure to maintain personal hygiene Ensure to possess in depth knowledge about the destination and collect up to date information Refresh the historical facts, statistics and dates associated with the location Plan for interesting ways of explaining the tourist Be aware of the opening and closing time of the site 	<p>Samples of acceptable Ids</p> <p>Sample of completed C-form</p> <p>Sample of completed registration card</p>
3.	<p>Estimating the cost</p> <p>Theory Duration (hh:mm) 05:00</p> <p>Practical Duration (hh:mm) 15:00</p> <p>Corresponding NOS Code THC/N4501</p>	<ul style="list-style-type: none"> Provide the entry fee details to the tourist Include the cost of guiding activity to the tourist along Inform the tourist of the overall charges 	
4.	<p>Reporting and documenting the activities</p>	<ul style="list-style-type: none"> Document the tour activities Document the payment invoice from the tourists 	

	<p>Theory Duration (hh:mm) 20:00</p> <p>Practical Duration (hh:mm) 30:00</p> <p>Corresponding NOS Code THC/N4502</p>	<ul style="list-style-type: none"> • Submit the payment invoice to the tour operator 	
5.	<p>Greeting the tourists and ensuring etiquettes</p> <p>Theory Duration (hh:mm) 05:00</p> <p>Practical Duration (hh:mm) 10:00</p> <p>Corresponding NOS Code THC/N4502</p>	<ul style="list-style-type: none"> • Contact the tourists to provide personal details in case of advance booking • Coordinate for the point and time of meet • Greet tourists with a smile and showcase a friendly approach • Maintain appropriate body language • Exchange the names and necessary personal details with the tourists and register details of each tourist • Issue any identification badges and safety equipments that the tourist will require • Promote the various product and service and package promotions in house 	
6.	<p>Collecting the payments</p> <p>Theory Duration (hh:mm) 15:00</p> <p>Practical Duration (hh:mm) 20:00</p> <p>Corresponding NOS Code THC/N4502</p>	<ul style="list-style-type: none"> • Coordinate with the tour operator on the cost assigned if advance booking and prepare an invoice of the payment collected • Prepare the various income and expenses arrived during the tour • Claim the reimbursements if any 	
7.	<p>Assisting the tourists and ensuring their safety</p> <p>Theory Duration (hh:mm) 15:00</p> <p>Practical Duration (hh:mm) 15:00</p> <p>Corresponding NOS Code</p>	<ul style="list-style-type: none"> • Listen to the issues and concerns of the tourists and provide solutions immediately • Be polite and courteous • Take notes while coordinating through the phone • Ensure not to argue or talk back with the tourist during heated topics and stay calm and patient while handling the issue • Maintain professional etiquettes with the tourists • Answer to all the queries and doubts of the tourist 	

	THC/N4502	<ul style="list-style-type: none"> • Help the tourists while explaining the necessary safety measures that can be taken for the highlighted risks and demonstrate them • Make customers aware of the theft, robberies or other activities in the spot • Provide required first aid and emergency evacuation directions and ensure that the tourists adhere to the tour regulations and safety practices 	
8	<p>Achieving tourist satisfaction</p> <p>Theory Duration (hh:mm) 05:00</p> <p>Practical Duration (hh:mm) 15:00</p> <p>Corresponding NOS Code THC/N4502</p>	<ul style="list-style-type: none"> • Provide a form with various queries to the tourists to rate the services offered • Rectify any negative suggestions provided in the feedback form and ensure that the tourists are completely satisfied with the service offered • Develop good rapport and friendly approach with the customers • Ensure to build trust, cooperation and respect among the customers 	
9	<p>Briefing the requirements to the customer</p> <p>Theory Duration (hh:mm) 5:00</p> <p>Practical Duration (hh:mm) 10:00</p> <p>Corresponding NOS Code THC/N4503</p>	<ul style="list-style-type: none"> • Explain the various rules and regulations to be followed at the heritage site • Mention the various restrictions and prohibitions that have to be taken in mind while inside the site such as no photography and video, restricted use of mobile phones etc 	
10	<p>Explaining the destination or the tourist spot</p> <p>Theory Duration (hh:mm) 5:00</p> <p>Practical Duration (hh:mm) 10:00</p>	<ul style="list-style-type: none"> • Understand the budget of the tourists • Inform the entrance fee for the entry into the heritage site • Take the tourists through the heritage site such as national monuments, historical sites, districts, archaeological sites, museum, fort etc and explain the significance, importance and history of every monument 	

	<p>Corresponding NOS Code THC/N4503</p>	<ul style="list-style-type: none"> • Explain the significance of each carvings, articles, paintings, equipments displayed on the site • Read through any writings inscribed on the site and explain, particularly if that is written in local language • Describe the various art and cultural programs and events organized at the site • Explain the link associate with current site with other heritage sites • Take the customer through the shopping areas outside the heritage site • Mention the famous articles specialized to the site which the customers can buy as a memento or souvenir of the site 	
11	<p>Interacting with superiors and colleagues</p> <p>Theory Duration (hh:mm) 05:00</p> <p>Practical Duration (hh:mm) 10:00</p> <p>Corresponding NOS Code THC/N9901</p>	<ul style="list-style-type: none"> • Receive job order and instructions from reporting superior • Escalate unresolved problems or complaints to relevant superior • Understand work output requirements, targets, performance indicators and incentives • Deliver quality work and report anticipated delays with reason • Communicate maintenance and repair schedule to superior • Receive feedback on work standards • Document the completed work • Show trust, support and respect to all colleagues and assist them with information and knowledge • Try to achieve smooth overflow • Identify the potential and existing conflicts with colleagues and resolve them • Seek assistance from colleagues when required • Pass on essential information to colleagues in a timely manner • Behave responsibly and use polite language with colleagues • Interact with colleagues from different functions to understand their nature of work • To understand teamwork, multi tasking, co-operation, co-ordination and collaboration • Lookout for any errors and help colleagues to rectify them 	<p>White board Audio visual</p>

12	<p>Achieving customer satisfaction through customer-centric service</p> <p>Theory Duration (hh:mm) 05:00</p> <p>Practical Duration (hh:mm) 05:00</p> <p>Corresponding NOS Code THC/N9902</p>	<ul style="list-style-type: none"> • Ensure fair and honest treatments to customers • Enhance company's brand value • Read customer expectations and ensure they are met • Readily accept and implement new ideas to improve customer satisfaction • Communicate customer feedback to superior • Offer promotions to improve product satisfaction • Consult with senior on unscheduled customer requests • 	White board Audio visual
13	<p>Achieving customer satisfaction by displaying professional etiquettes</p> <p>Theory Duration (hh:mm) 05:00</p> <p>Practical Duration (hh:mm) 10:00</p> <p>Corresponding NOS Code THC/N9903</p>	<ul style="list-style-type: none"> • Greet, welcome and address the customer appropriately • Maintain pitch and tone of voice while speaking to customers • Maintain high standards of practice and transparency in pricing • Answer the telephone • Communicate appropriately with the customer • Dress professionally • Maintain personal integrity and ethical behaviour • Maintain personal grooming and positive body language • Demonstrate responsible and disciplined behaviour • Escalate grievances to appropriate authority 	White board Audio visual
14	<p>Achieving customer satisfaction by displaying professional etiquettes</p> <p>Theory Duration (hh:mm) 10:00</p> <p>Practical Duration (hh:mm) 10:00</p> <p>Corresponding NOS Code THC/N9904</p>	<ul style="list-style-type: none"> • Greet, welcome and address the customer appropriately • Maintain pitch and tone of voice while speaking to customers • Maintain high standards of practice and transparency in pricing • Answer the telephone • Communicate appropriately with the customer • Dress professionally • Maintain personal integrity and ethical behaviour • Maintain personal grooming and positive body language • Demonstrate responsible and disciplined behaviour 	White board Audio visual

		<ul style="list-style-type: none"> Escalate grievances to appropriate authority 	
15	<p>Services and facilities specific to age / gender / special needs</p> <p>Theory Duration (hh:mm) 10:00</p> <p>Practical Duration (hh:mm) 10:00</p> <p>Corresponding NOS Code THC/N9904</p>	<ul style="list-style-type: none"> 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 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 	<p>White board Audio visual</p>
16	<p>Hygiene and Cleanliness</p> <p>Theory Duration (hh:mm) 05:00</p> <p>Practical Duration (hh:mm) 10:00</p> <p>Corresponding NOS Code THC/N9906</p>	<ul style="list-style-type: none"> 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 Hand wash procedure Understand personal hygiene Understand dental hygiene 	<p>White board Audio visual</p>

		<ul style="list-style-type: none"> • 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 	
	<p>Total Duration</p> <p>Theory Duration 125:00</p> <p>Practical Duration 205:00</p>	<p>Unique Equipment Required:</p> <ol style="list-style-type: none"> 1. Errand Card 2. Luggage Tag 3. Inventory format 4. Newspaper/ Magazine Stand (picture if actual not available) 5. Visitors Paid Out 6. Petty Cash Voucher 7. Sign Boards (fire exit, washroom, smoking, non-smoking, valet, DND) 8. Uniform 9. Different kinds of luggage (sizes, materials etc) (pictures if actual items not available). 10. Pictures of types of rooms 11. Fire Exit Map 12. Tourist Maps 13. Tent Cards 14. Cleaning dusters 	

Grand Total Course Duration: **330 Hours, 0 Minutes**

Recommended OJT Hours: **240 hours** as a Heritage Tour Guide in a Hotel covering the practical aspects of the job

(This syllabus/ curriculum has been approved by SSC: Tourism and Hospitality Skill Council)

Trainer Prerequisites for Job role: “Heritage Tour Guide” mapped to Qualification Pack: “THC/Q4501”

Sr. No.	Area	Details
1	Description	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with the Qualification Pack “THC/Q4501” Ver1.0
2	Personal Attributes	Aptitude for conducting training, and pre/ post work to ensure competent, employable candidates at the end of the training. Strong communication skills, interpersonal skills, ability to work as part of a team; a passion for quality and for developing others; well-organised and focused, eager to learn and keep oneself updated with the latest in the mentioned field.
3	Minimum Educational Qualifications	10th Standard passed
4a	Domain Certification	Certified for training for Job Role: “Heritage Tour Guide” mapped to QP: “THC/Q4501” with minimum passing score 80%
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “MEP/Q0102”. Minimum accepted score is 80%.
5	Experience	At least 5 years’ experience as Tour Guide including one year as supervisory capacity in a classified Hotel. Experience as Departmental Trainer/ On the Job Trainer would be essential.

Annexure: Assessment Criteria

Assessment Criteria	
Job Role	Heritage Tour Guide
Qualification Pack	THC/Q4501
Sector Skill Council	Tourism and Hospitality Skill Council

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for each PC.
2. Each NOS will be assessed both for theoretical knowledge and practical which is being proportionately demonstrated in the table below.
3. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
4. To pass the Qualification Pack, every trainee should score a minimum aggregate of 60%.

Assessable Outcomes	Assessment Criteria	Total Marks (400)	Out of	Theory	Skills Practical
THC/N4501 Coordinate with travel agent and tour operators	PC1. understand the tourist details from the tour operators	50	2.5	1	1.5
	PC2. understand the date and duration of the tourist travel		2.5	1	1.5
	PC3. coordinate with the tour operator		2.5	1	1.5
	PC4. understand the travel requirements		2.5	1	1.5
	PC5. obtain necessary travel documents such as itinerary, customer details, etc.		2.5	1	1.5
	PC6. understand the type of tour the customer is interested such as religious, cultural, heritage, leisure, etc. from the itinerary		2.5	1	1.5
	PC7. understand the needs of the tourist		2.5	1	1.5
	PC8. gather information on tourist interest		2.5	1	1.5
	PC9. ensure to maintain personal hygiene		2.5	1	1.5
	PC10. ensure to possess in depth knowledge about the destination		2.5	1	1.5
	PC11. research on the up to date information about the location		2.5	1	1.5
	PCncom. refresh the historical facts, statistics and dates associated with the location		2.5	1	1.5
	PC13. plan for interesting ways of explaining the tourist		2.5	1	1.5
	PC14. be aware of the opening and closing time of the site		2.5	1	1.5
	PC15. provide the entry fee details to the tourist		2.5	1	1.5
	PC16. include the cost of guiding activity to the tourist along		2.5	1	1.5
	PC17. inform the tourist of the overall charges		2.5	1	1.5
	PC18. document the tour activities		2.5	1	1.5
	PC19. document the payment invoice from the tourists		2.5	1	1.5
	PC20. submit the payment invoice to the tour operator		2.5	1	1.5
		Total	50	20	30
THSC/N4502 Engage with tourists	PC1. contact the tourists to provide personal details in case of advance booking	50	1	0.5	0.5
	PC2. coordinate for the meet point and the time of meet		1	0.5	0.5
	PC3. greet the tourists with a smile		1	0.5	0.5

	PC4. showcase a friendly approach on meeting them		1	0.5	0.5
	PC5. ensure the tourists are comfortable with the approach		1	0.5	0.5
	PC6. ensure appropriate body language maintained to the tourists		1	0.5	0.5
	PC7. exchange the names and necessary personal details with the tourists		1	0.5	0.5
	PC8. register the details of the tourists		1.5	0.5	1
	PC9. address the tourist with their names to have more friendly approach		1.5	0.5	1
	PC10. issue any identification badges and safety equipments that the tourist will require		1.5	0.5	1
	PC11. pose an approachable personality		1.5	0.5	1
	PC12. promote the various product and service package promotions in house		1.5	0.5	1
	PC13. coordinate with the tour operator on the cost assigned if advance booking		1	0.5	0.5
	PC14. prepare an invoice to the payment collected		1	0.5	0.5
	PC15. prepare the various income and expenses arrived during the tour		1	0.5	0.5
	PC16. claim the reimbursements if any		1	0.5	0.5
	PC17. listen to the issues and concerns of the tourist		1.5	0.5	1
	PC18. ensure to be polite and courteous		1.5	0.5	1
	PC19. take notes of the points if coordinating through phone		1.5	0.5	1
	PC20. act immediately and provide solutions to the issues and concerns of the tourist		1.5	0.5	1
	PC21. ensure not to argue or talk back with the tourist during heated topics		1.5	0.5	1
	PC22. stay calm and patient in handling difficult tourists		1.5	0.5	1
	PC23. ensure to maintain professional etiquettes with the tourists		1.5	0.5	1
	PC24. answer to all the queries and doubts of the tourist		1.5	0.5	1
	PC25. ensure to help the customers in all aspects		1.5	0.5	1
	PC26. describe the various risks involved in the place		1.5	0.5	1
	PC27. help the tourists with explaining them the necessary safety measures that can be taken for the highlighted risks		1.5	0.5	1
	PC28. demonstrate use of safety equipments if necessary to the tourists		1.5	0.5	1
	PC29. inspect the safety equipments for working condition before providing them to the tourists		1.5	0.5	1

	PC30. make the customers aware of the theft, robberies or other activities in the spot		1.5	0.5	1
	PC31. provide required first aid and emergency evacuation directions		1.5	0.5	1
	PC32. ensure the tourists adhere to the tour regulations and safety practices		1.5	0.5	1
	PC33. provide a form with various queries to the tourists to rate the services offered		1.5	0.5	1
	PC34. rectify any negative suggestions provided in the feedback form		1.5	0.5	1
	PC35. ensure the tourists are completely satisfied with the service offered		1.5	0.5	1
	PC36. develop good rapport and friendly approach with the customers		1.5	0.5	1
	PC37. ensure to be build trust, cooperation and respect among the customers		1.5	0.5	1
		Total	50	37	63
THSC/N4503	Guide the tourists in heritage sites	50			
	PC1. explain the various rules and regulations to be followed at the heritage site		2.5	1	1.5
	PC2. mention the various restrictions and prohibitions that have to be taken in mind while inside the site such as no photography and video, restricted use of mobile phones, etc.		2.5	1	1.5
	PC3. intimate the tourists if they are restricted entry to certain sites or to a specific place into the site and give reasons for the restriction		2.5	1	1.5
	PC4. understand the budget of the tourists		2.5	1	1.5
	PC5. inform the entrance fee for the entry into the heritage site		2.5	1	1.5
	PC6. take the tourists through the heritage site such as national monuments, historical sites, districts, archaeological sites, museum, fort, etc.		2.5	1	1.5
	PC7. explain the importance and significance of the place		2.5	1	1.5
	PC8. explain the history of the site and every monument and article in the destination		2.5	1	1.5
	PC9. brief the history as to how the site came into existence		2.5	1	1.5
	PC10. explain the significance of each carvings, articles, paintings, equipments, etc. displayed on the site		2.5	1	1.5
	PC11. read through any writings inscribed on the site and explain, particularly if that is written in local language		2.5	1	1.5
	PC12. describe the story associated with the heritage site, the people behind that, their names and their activities		2.5	1	1.5

	PC13. deliver the various art and cultural programs and events organized at the site		2.5	1	1.5
	PC14. present a small video or audio article to the tourists which explains the significance of the place		2.5	1	1.5
	PC15. offer interesting descriptions of the location on the history and the effects of the site in current modern society		2.5	1	1.5
	PC16. describe the rich heritage and the ancient culture attached to the heritage site		2.5	1	1.5
	PC17. brief the visitors on the other heritage sites located in and around the destination and city		2.5	1	1.5
	PC18. explain the link associate with current site with other heritage sites		2.5	1	1.5
	PC19. take the customers through the shopping areas outside the heritage site		2.5	1	1.5
	PC20. mention the famous articles specialized to the site which the customers can buy as a memento or souvenir of the site		2.5	1	1.5
		Total	50	20	30
	Performance Criteria	Total Marks (500)	Out of	Theor y	Skills Practical
THC/N9901 Communicate with customer and colleagues	PC1. receive job order and instructions from reporting superior	50	1.0	0.5	0.5
	PC2. understand the work output requirements, targets, performance indicators and incentives		0.5	0.5	0.0
	PC3. deliver quality work on time and report any anticipated reasons for delays		0.5	0.5	0.0
	PC4. escalate unresolved problems or complaints to the relevant senior		1.0	0.5	0.5
	PC5. communicate maintenance and repair schedule proactively to the superior		0.5	0.5	0.0
	PC6. receive feedback on work standards		1.0	0.5	0.5
	PC7. document the completed work schedule and handover to the superior		1.0	0.5	0.5
	PC8. exhibit trust, support and respect to all the colleagues in the workplace		1.5	0.5	1.0
	PC9. aim to achieve smooth workflow		1.5	0.5	1.0
	PC10. help and assist colleagues with information and knowledge		1.0	0.5	0.5
	PC11. seek assistance from the colleagues when required		1.0	0.5	0.5
	PC12. identify the potential and existing conflicts with the colleagues and resolve		1.5	0.5	1.0
	PC13. pass on essential information to other colleagues on timely basis		1.5	0.5	1.0

PC14. maintain the etiquette, use polite language, demonstrate responsible and disciplined behaviours to the colleagues	1.5	0.5	1.0
PC15. interact with colleagues from different functions clearly and effectively on all aspects to carry out the work among the team and understand the nature of their work	1.5	0.5	1.0
PC16. put team over individual goals and multi task or share work where necessary supporting the colleagues	1.5	0.5	1.0
PC17. highlight any errors of colleagues, help to rectify and ensure quality output	1.5	0.5	1.0
PC18. work with cooperation, coordination, communication and collaboration, with shared goals and supporting each other's performance	1.0	0.5	0.5
PC19. ask more questions to the customers and identify their needs	1.0	0.5	0.5
PC20. possess strong knowledge on the product, services and market	0.5	0.5	0.0
PC21. brief the customers clearly	0.5	0.5	0.0
PC22. communicate with the customers in a polite, professional and friendly manner	1.5	0.5	1.0
PC23. build effective but impersonal relationship with the customers	1.5	0.5	1.0
PC24. ensure the appropriate language and tone are used to the customers	1.5	0.5	1.0
PC25. listen actively in a two way communication	1.5	0.5	1.0
PC26. be sensitive to the gender, cultural and social differences such as modes of greeting, formality, etc.	1.5	0.5	1.0
PC27. understand the customer expectations correctly and provide the appropriate products and services	1.5	0.5	1.0
PC28. understand the customer dissatisfaction and address to their complaints effectively	2.0	0.5	1.5
PC29. maintain a positive, sensible and cooperative manner all time	1.5	0.5	1.0
PC30. ensure to maintain a proper body language, dress code, gestures and etiquettes towards the customers	2.0	0.5	1.5
PC31. avoid interrupting the customers while they talk	1.0	0.5	0.5
PC32. ensure to avoid negative questions and statements to the customers	1.0	0.5	0.5
PC33. inform the customers on any issues or problems before hand and also on the developments involving them	2.0	0.5	1.5
PC34. ensure to respond back to the customer immediately for their voice messages, e-mails, etc.	2.0	0.5	1.5

	PC35. develop good rapport with the customers and promote suitable products and services	2.0	0.5	1.5
	PC36. seek feedback from the customers on their understanding to what was discussed	2.0	0.5	1.5
	PC37. explain the terms and conditions clearly	3.0	0.5	2.5
	POINTS	50	18.5	31.5
	TOTAL POINTS		50	

	Performance Criteria	Total Marks (500)	Out of	Theor y	Skills Practical
THC/N9902 Maintain customer-centric service orientation	PC1. keep in mind the profiles of expected customers	50	2.5	0.5	2.0
	PC2. understand the target customers and their needs as defined by the company		1.5	0.5	1.0
	PC3. organize regular customer events and feedback session frequently		2.5	0.5	2.0
	PC4. build a good rapport with the customers including the ones who complain		2.5	0.5	2.0
	PC5. have frequent discussions with regular customers on general likes and dislikes in the market, latest trends, customer expectations, etc.		2.5	0.5	2.0
	PC6. receive regular feedbacks from the clients on current service, complaints, and improvements to be made, etc.		2.5	0.5	2.0
	PC7. compulsively seek customer rating of service to help develop a set of regularly improved procedures		2.5	0.5	2.0
	PC8. ingrain customer oriented behaviour in service at all level		2.5	0.5	2.0
	PC9. aim to gain their long lasting loyalty and satisfaction		2.5	0.5	2.0
	PC10. engage with customers without intruding on privacy		2.0	0.0	2.0
	PC11. ensure clarity, honesty and transparency with the customers		2.5	0.5	2.0
	PC12. treat the customers fairly and with due respect		2.5	0.5	2.0
	PC13. focus on executing company's marketing strategies and product development		2.5	0.5	2.0
	PC14. focus on enhancing brand value of company through customer satisfaction		2.5	0.5	2.0
	PC15. ensure that customer expectations are met		2.5	0.5	2.0
	PC16. learn to read customers' needs and wants		2.5	0.5	2.0
	PC17. willingly accept and Implement new and innovative products and services that help improve customer satisfaction		2.5	0.5	2.0
	PC18. communicate feedback of customer to senior, especially, the negative feedback		2.5	0.5	2.0
	PC19. maintain close contact with the customers and focus groups		2.0	0.5	1.5
	PC20. offer promotions to improve product satisfaction level to the customers periodically		2.0	0.5	1.5
	PC21. weigh the cost of fulfilling unscheduled customer requests, consult with senior and advise the customer on alternatives		2.5	0.5	2.0

	Performance Criteria	Total Marks (500)	Out of	Theory	Skills Practical
	POINTS		50	10	40
	TOTAL POINTS				50

	Performance Criteria	Total Marks (500)	Out of	Theory	Skills Practical
THC/N9904 Follow gender and age sensitive service practices	PC1. educate the tourists, employers and the colleagues at workplace on women rights and the respect that is to be given to them	50	1.5	1.5	0.0
	PC2. inform about company's policies to prevent women from sexual harassments, both physical and verbal, and objectifications by other customers and staff		1.5	1.5	0.0
	PC3. list all the facilities available with respect to transportation facilities, night trips and safeguards, reporting abuse, maternity related and other grievance		1.0	1.0	0.0
	PC4. inform about methods adopted to ensure safety and personal and baggage security of women, e.g., CCTV cameras, security guards, women's helpline		2.0	0.5	1.5
	PC5. provide the necessary comfort to the female traveller customers such as secure and safe environment, chain locks/latches, smoke detector, comfortable accommodation, etc.		2.0	0.5	1.5
	PC6. Maintain compliant etiquette while dealing with women customers such as asking permission before entering room and for cleaning, avoiding touch contact, using abusive language or gesture, etc.		2.0	0.5	1.5
	PC7. ensure that the customer feels safe at all times without being over threatened by the security procedures and related environment		2.0	0.5	1.5
	PC8. ensure that in the event of terrorist attacks customers are calmly handled, led to safer places and instructed properly in order to achieve zero casualties		2.0	0.5	1.5
	PC9. ensure the quality of facilities and services offered cater to the needs of every individual, be it man, woman, child, particularly the very young and the aged		2.0	0.5	1.5
	PC10. be aware of the customer unique needs and wants of each category of customer, e.g., for an infant, for a young woman, for an old person, others		3.0	0.5	2.5
	PC11. coordinate with team to meet these unique needs, also keeping in mind their diverse cultural backgrounds		3.0	0.5	2.5

	Performance Criteria	Total Marks (500)	Out of	Theory	Skills Practical
	PC12. provide entertainment programs and events suited for the children tourists		2.0	0.5	1.5
	PC13. educate parents and attendants of senior citizens on basic safeguards and procedures for them in case of emergencies		2.0	0.5	1.5
	PC14. arrange for transport and equipment as required by senior citizens		2.0	0.5	1.5
	PC15. ensure availability of medical facilities and doctor		2.0	0.5	1.5
	PC16. treat women equally across both the horizontal as well as vertical segregation of roles in the workplace		2.0	0.5	1.5
	PC17. ensure a fair and equal pay to the women as men, more of formal training, advancement opportunities, better benefits, etc.		2.0	0.5	1.5
	PC18. involve women in the decision making processes and management professions		2.0	0.5	1.5
	PC19. avoid specific discrimination and give women their due respect		2.0	0.5	1.5
	PC20. motivate the women in the work place towards utilizing their skills		2.0	0.5	1.5
	PC21. educate the tourists, employers and the colleagues at workplace on women rights and the respect that is to be given to them		2.0	0.5	1.5
	PC22. establish policies to protect the women from sexual harassments, both physical and verbal, and objectifications by customers and colleagues		2.0	0.5	1.5
	PC23. frame women friendly work practices such as flexible working hours, maternity leave, transportation facilities, night shift concessions, women grievance cell.		2.0	0.5	1.5
	PC24. ensure the safety and security of women in the workplace, particularly when their nature of job is to deal with night shifts, attend guest rooms, back end work, etc.		2.0	0.5	1.5
	PC25. ensures safety and security of women at all levels		2.0	0.5	1.5
	POINTS		50	15	35
	TOTAL POINTS				50

	Performance Criteria	Total Marks (500)	Out of	Theory	Skills Practical
THC/N9906 Maintain	PC1. keep the workplace regularly clean and cleared-off of food waste or other litter	50	1.5	0.5	1.0

	Performance Criteria	Total Marks (500)	Out of	Theory	Skills Practical
health and hygiene	PC2. ensure that waste is disposed-off as per prescribed standards or in trash cans earmarked for waste disposal		1.5	0.5	1.0
	PC3. ensure that the trash cans or waste collection points are cleared everyday		1.5	0.5	1.0
	PC4. arrange for regular pest control activities at the workplace		1.5	0.5	1.0
	PC5. to maintain records for cleanliness and maintenance schedule		1.5	0.5	1.0
	PC6. ensure the workplace is well ventilated with fresh air supply		1.5	0.5	1.0
	PC7. check the air conditioner and other mechanical systems on a regular basis and maintain them well		1.5	0.5	1.0
	PC8. ensure the workplace is provided with sufficient lighting		1.5	0.5	1.0
	PC9. ensure clean work environment where food is stored, prepared, displayed and served		1.5	0.5	1.0
	PC10. ensure safe and clean handling and disposal of linen and laundry, storage area, accommodation, public areas, storage areas, garbage areas, etc.		1.5	0.5	1.0
	PC11. identify and report poor organizational practices with respect to hygiene, food handling, cleaning		1.5	0.5	1.0
	PC12. ensure adequate supply of cleaning consumables such as equipment, materials, chemicals, liquids		1.5	0.5	1.0
	PC13. ensure to clean the store areas with appropriate materials and procedures		1.5	0.5	1.0
	PC14. identify the different types of wastes, e.g., liquid, solid, food, non-food, and the ways of handling them for disposal		1.5	0.5	1.0
	PC15. wash hands on a regular basis		2.0	0.5	1.5
	PC16. ensure to wash hands using suggested material such as soap		1.5	0.5	1.0
	PC17. wash the cups		1.5	0.5	1.0
	PC18. ensure to maintain personal hygiene of daily bath		1.5	0.5	1.0
	PC19. ensure to maintain dental hygiene in terms of brushing teeth every day		1.5	0.5	1.0
	PC20. ensure no cross contaminations of items such as linen		1.5	0.5	1.0
	PC21. report on personal health issues related to injury, food, air and infectious diseases		1.5	0.5	1.0
	PC22. ensure not to go for work if unwell, to avoid the risk of being spread to other people		1.5	0.5	1.0
	PC23. use a tissue, cover the mouth and turn away from people while sneezing or coughing		2.0	0.5	1.5

	Performance Criteria	Total Marks (500)	Out of	Theory	Skills Practical
	PC24. wash hands on using these tissues after coughing and sneezing and after using the wastes		2.0	0.5	1.5
	PC25. ensure to use single use tissue and dispose these tissues immediately		2.0	0.5	1.5
	PC26. coordinate for the provision of adequate clean drinking water		2.0	0.5	1.5
	PC27. ensure to get appropriate vaccines regularly		2.0	0.5	1.5
	PC28. avoid serving adulterated or contaminated food		2.0	0.5	1.5
	PC29. undergo preventive health check-ups at regular intervals		2.0	0.5	1.5
	PC30. take prompt treatment from the doctor in case of illness		1.5	0.5	1.0
	PC31. have a general sense of hygiene and appreciation for cleanliness for the benefit of self and the customers or local community		1.0	0.5	0.5
	POINTS		50	15.5	34.5
	TOTAL POINTS			50	