

Syllabus for the trade

Of

TRAVEL & TOUR ASSISTANT

(SEMESTER PATTERN)

UNDER

CRAFTSMAN TRAINING SCHEME

Redesigned in: 2014

By

Government of India
CENTRAL STAFF TRAINING AND RESEARCH INSTITUTE
Directorate General of Employment & Training
Ministry of Labour & Employment
EN - 81, SECTOR - V, Salt Lake City,
Kolkata, West Bengal – 700 091

GENERAL INFORMATION

1. **Name of the Trade** : Travel & Tourism Assistant
2. **NCO Code No.** : 5113.90
3. **Duration of Craftsman Training** : One year (2 semesters)
4. **Power Norms** : 4.5 KW
5. **Space Norm** : a) Work shop: 56 Sq. Meter
: b) Class Room: 30 Sq. Meter
6. **Entry Qualification** : Passed 10th class examination
7. **Unit Strength** : 20 Trainees
8. **Instructors/Trainer's Qualification** : a) NTC/NAC in the trade with three years' experience in the relevant field.

OR

: b) Diploma in Tour and Travel management with two years' Post Qualification experience as a Tour guide from a recognized organization

OR

c) Degree in Tourism with one year post qualification experience

OR

: d) Graduate with due subject of Indian History with two year experience in the relevant field
9. **Desirable Qualification:** : Preference will be given to a candidate with Craft Instructor Certificate (CIC)

Note: At least one Instructor must have degree /Diploma in the relevant field

10. **Job Description** : After successful completion of training, the person will be able to: -
 - Work with tour and coach operators, freelance or as a consultant.
 - Provides travel information and other services to tourists at State Information Center.
 - Greets tourists, in person or by telephone, and answers questions and gives information on resorts, historical sites, scenic areas, and other tourist attractions.

Syllabus for the Trade of “Travel & Tourism Assistant” Under CTS Scheme

Duration: Six Month

Semester: First

Semester Code: TTA: SEM I

Week	Practical	Theory
1 -2	<p>a) Familiarization with the Significance of Training in the travel a tour assistant field.</p> <p>b) Setting up of tables – handling of service equipment</p>	<p>a) Introduction to Travel & Tourism Industry.</p> <p>b) Career opportunities in Travel & Tourism Industry.</p> <p>c) Different types of Travel & Tourism Establishments.</p> <p>d) Organizational hierarchy of Travel & Tourism Department.</p> <p>e) Attributes of Travel & Tour services personnel.</p> <p>f) Duties and responsibilities of Travel & Tour service personnel.</p>
3-4	<p>a) Video show of the different hotels & Travel agencies to understand their working.</p> <p>b) Study the Arts & Maps of different tourist Zone in National & International levels.</p>	<p>a) Tourism: Definition, Meaning, Nature & Scope.</p> <p>b) Definition & differentiation of Tourist, Travelers, Visitor and excursionist.</p> <p>c) Inter relation between Leisure, recreation and Tourism.</p> <p>d) Components and element of Tourism.</p> <p>e) Type & Typologies of Tourism.</p>
5-6	<p>a) Practice on communication skills specifically on how to interact with the guest.</p> <p>b) Prepare a small questionnaire for the tourist to understand the motivation of their travel.</p> <p>c) Collect the pictures & information on popular tourist places.</p>	<p>a) Understanding Tourism motivation.</p> <p>b) Factors affecting growth and development of International a national Tourism.</p> <p>c) Impact of Industrialization & Technological advancement on Tourism Industry.</p> <p>d) one day industry visit</p>
7-8	<p>a) Collect the information on different categories of accommodation & modes of Transport available for the tourists.</p>	<p>a) Tourism Infrastructure: Types, forms & Significance.</p> <p>b) Accommodation: Forms and Types.</p> <p>c) Transport Sector: Modes & relative significance.</p> <p>d) Other supporting Infrastructure required for Tourism</p>
9-10	<p>a) Visit hotels & travel agencies to understand the employees’ interaction with the guest with special reference to their attitude, politeness & body language.</p> <p>b) Organizational setup linkages and arrangements with hotels, Airline, transport agencies & other segments of tourism Industries</p>	<p>a) Economic Impact of Tourism: Income and employment multipliers of Tourism, balance of payment foreign exchange etc.</p> <p>b) Socio cultural Impacts of Tourism.</p> <p>c) Impacts of Tourism on ecology & environment.</p>

11-12	<p>a) Interact with different transportation agency like airline, railways, taxis etc. to find out their routes, timings of flights and trains, fares of airlines, Trains & rental taxis including radio cabs</p> <p>b) Visit the surrounding areas to find alternative accommodation available (other than hotel), holiday homes, guest houses and motels' etc.</p> <p>c) Enquire about their tariff, types of rooms available & other facilities.</p>	<p>a) Organization and functions of NWIO, TAAI, IATO, IATA AND PATA,</p> <p>b) One day industry visit</p>
13-14	<p>a) Collect the information:</p> <ul style="list-style-type: none"> ➤ From the State Tourism board regarding the policy of state Govt. for the development of Tourism in the State and upcoming projects. ➤ From the foreign regional registration offices regarding the stay formalities for the foreign nationals of different nationalities. <p>b) Make a case study of Thomas cook as well as develop a case study of any successful travel agency of your city.</p>	<p>a) Travel formalities - Passport, Visa, Visa formalities, Health requirements, taxes, customs, currency, travel Insurance, baggage and airport Information.</p>
15-16	<p>a) Develop Questionnaires for the tourist & try to find out the impact of Tourism on the environments.</p> <p>b) Collect the different forms a formats a learn to fill those forms a formats regarding registration with hotel, "C" Form, Booking of baggage with Airlines / Railways & taxes applicable.</p>	<p>a) Linkages and arrangement with Hotels airlines & transport agencies & other segments of Tourism Sector.</p> <p>b) Case study of Travel agency Tour operators e.g. Thomas cook SITA,TCI etc.</p>
17-20	<p>On the job Training (OJT) (4 weeks)</p> <p>Note: During OJT student have to maintain a log book on daily basis indicating activities performed during the day which shall also be countersigned by the section / department supervisor.</p>	

21	<p>a) Make a report:</p> <ul style="list-style-type: none"> ➤ On the capitals of the countries, ➤ their currencies, ➤ National Airlines & their Airports. <p>b) Make the survey of a particular tourist destination with total arrangement of local tourist guide.</p> <p>c) Tour planning & programming for Inbound & Outbound for national & international, taking into consideration factors such as food habit, 'sensitivity, interpreter, caterer etc.</p>	<p>a) Travel Information & cancellation of the Tourism reservation.</p> <p>b) Ticketing preparation & marking of tour package, handling business corporate Client including conference and conventions.</p>
22	<p>a) Procedure for booking Cancellation/changing of Concession given in different respects.</p> <p>b) Follow-up terms of conditions to become travel & Tour assistant of sub agents/agents of IATA approval agencies, capital investment & risk market potential.</p>	<p>a) Source of Income - commission service charge, Travel terminology - Current a popular travel trade abbreviations; Itinerary preparation & other terms used in preparing itinerary.</p> <p>b) Basic of Amadeus or Galileo CRS system.</p> <p>c) E-ticketing solutions and Meta search option.</p>
23	<p>a) Visit to passport office and procedures to get passport for a tourist, explaining the features of Visa & embassy guide.</p> <p>b) To visit the Office of regional transport office to learn registration procedure of different types of vehicles and the formalities involved for registration of the vehicle.</p>	<p>a) Market research & tour package formulation, assembling, processing & disseminating information in destination. Preparation of Itinerary & post tour managements.</p> <p>b)</p>
24	Revision	
25	Examination	
26	Holiday	

Note: -

- *At least one industrial visit in every two weeks shall be arranged and the trainees will submit the activities learned there and 10 marks internal assessment will be awarded based on it.*
- *One hour soft skill class to be arranged on daily basis.*

Duration: Six Month

Semester: Second

Semester Code: TTA: SEMII

Week	Practical	Theory
1-2	<p>a) Make a project report on the development of Travel from ancient, medieval & modern times</p> <p>b) Collect the information regarding places of Art & architecture of tourism significant & also find out how to reach that places & other facilities available there for the tourists.</p>	<p>a) Brief outline of Indian History in ancient, medieval and modern time</p> <p>b) Growth and development of travel related activity.</p> <p>c) British rule & genesis of modern Tourism in India.</p>
3-5	<p>a) Collect the information regarding world heritage monuments & other prominent monument of India, how to reach & other facilities available for a tourist.</p> <p>b) Collect the Information regarding Indian classical dance, folk dances, Music & musical instruments, art and handicraft, fairs & festivals in one calendar year & their Significance in the promotion of tourism.</p> <p>c) Collect the detailed information regarding religious tourism resource such as important shrines & centers of the major religions of India & what is the best time to travel & other facilities available for the tourism.</p>	<p>a) Art & architecture of Tourism Significance.</p> <p>b) World heritage monuments & other prominent monuments of India.</p> <p>c) Cultural Tourism resources: Indian classical and folk dance, Music & Musical Instruments, art & handicraft, fair & festivals.</p> <p>d) Religious Tourism Recourses - Major religions of India: Hinduism, Islam, Christian, Buddhism, Sikhism & Jainism & Study of the famous shrine / centers' of the major religion of India.</p> <p>e) one day industry visit</p>
6-7	<p>a) Collect the detailed information about national Parks, Wildlife sanctuaries, Bird Sanctuaries, Tiger a Crocodile projects in India, Best time to travel mode of travel & other facilities available for the tourism.</p> <p>b) Collect the detailed information regarding major hill stations, Islands, Rivers & river Islands of India, Mode of travel and other facilities available for the Tourism.</p> <p>c) Collect the detailed information on sea beaches of India mode of travel & other facilities available for the Tourism.</p>	<p>a) Brief study of national Parks & wildlife sanctuaries, Bird Sanctuaries, Tiger & crocodile project sites of India.</p> <p>b) Major Hill Stations, Islands, rivers & river Islands of India.</p> <p>c) Important Sea Beaches of India- Mumbai, Puri, Goa, Chennai, Trivandrum & Kerala.</p>
8-9	<p>a) Collect the detailed information on aero sports, water based sports, land based sports.</p> <p>b) Best time to visit such places & also learn about the companies organizing such sports activities.</p>	<p>a) Adventure Sports- Existing trends & places of Importance for Land based, water based & aero based adventure sports of India</p>

10-13	<p>a) Make a calendar of tourism promotional festivals of India Significance of festivals, time to visit such festivals, mode of transportation and staying facilities</p> <p>b) Collect the detailed information of museum and art galleries of India & their significance in the promotion of tourism</p> <p>c) Do a map work & find out the train routes, especially for palace on wheel, Heritage on wheel and Royal ancient express, Deccan odyssey fairy queen, Metro trains and hill trains of India,</p> <p>d) Learn reading of railway time table, E-reservation & cancelation and package tours organized by Indian Railway</p> <p>e) Plan on Itineraries for important circuits specially for golden Triangle, Buddhist circuit, Southern Triangle & Green triangle etc.</p>	<p>a) Tourism promotional festivals of India.</p> <p>b) Museum & art galleries of India.</p> <p>c) Tourist Trains in India: Place on wheels, Heritage on wheels, Royal Orient Express, Deccan. Odyssey, fairy Queen, Metro trains & Hill trains of India.</p> <p>d) Important Tourism circuits: Golden Triangle, Southern triangle, Buddhist Circuit & Green Triangle.</p> <p>e) Important Hotels Chains in India.</p> <p>f) Regional festive Cuisines of India.</p> <p>g) one day industry visit</p>
14	<p>a) Try to fetch information regarding chain hotels of India and facilities available for tourist, Tariff etc.</p> <p>b) Make a Project on Regional festive cuisines of India.</p> <p>c) Study of maps, longitude & latitude, International date time, variations, time difference.</p>	<p>a) Fundamental of Geography,</p> <p>b) Importance of geography in Tourism,</p> <p>c) Climate. Variations, climatic regions of world, study of maps, longitude and latitude, time international date line difference.</p>
15-16	<p>a) Study & prepare of brochures for the different tourist destinations to draw chart on tourism systems interacting tourism markets, transportation destination & their marketing</p> <p>b) Basis of segmentation-identifying target market, types of tourism project of tourism, establishing a product, creating a position statement.</p> <p>c) Collection of advertisement from newspapers, magazines & making an analysis of the some.</p> <p>d) Collection of brochures from tourist office & hotels etc. to understand tour promotion of tourist activities to being done.</p>	<p>a) Political & Physical feature of world geography .Destination in USA, Europe, UK, France, Spain, Italy, Russia, German, Austria, Greece & Switzerland.</p>
17-20	<p>On the job Training (OJT) (4 weeks)</p> <p>Note: During OJT student have to maintain a log book on daily basis indicating activities performed during the day which shall also be countersigned by the section / department supervisor.</p>	

21-22	<p>a) Maintaining & compilation of different records used in travel office,</p> <p>b) Procedure of travel office management.</p> <p>c) Procedure of opening a travel office</p> <p>d) Demonstration on selling the package by explaining the features facilities in polite way- Accommodation budget, site & preparation of budget & currency exchange.</p>	<p>a) Aviation Geography- Time differences, Flight time, elapse time, Booking Familiarization, Important Airlines, Airport of India, coding & decoding of country domestic ticketing.</p>
23-24	<p>a) Practice in computer using MS office, Internet & other soft-ware packages related to the tourism</p> <p>b) Accessing web-sites, e-mail, sending & receiving mails, search engines, Access to sites, online message etc.</p> <p>c) Planning & Programming tour for Inbound & outbound in India & abroad- costing concept, various tour suppliers & also estimate the different tour packages.</p> <p>d) Identify different sources of accidents & precaution to be considered on tour, Handling the different safety equipment, practice the use of first aid specially in reference to heart attacks, strokes, Major loss of blood etc.</p>	<p>a) Introduction of Computer, Definition & generation of Computers.</p> <p>b) Basic Understanding of Hardware & Software devices including Input devices, Output device operating systems, database, word Processor spread, Sheet etc</p> <p>c) Introduction to Internet – Accessing Web-sites, e-mail sending & Receiving emails, search engines, Searching through various, Search engines chatting, Access to sites, online message etc.</p> <p>d) one day industry visit</p>
25	Revision	
26	Examination	

Note: -

- *At least one industrial visit in every two weeks shall be arranged and the trainees will submit the activities learned there and 10 marks internal assessment will be awarded based on it.*
- *One hour soft skill class to be arranged on daily basis*

Trade: Travel & Tourism Assistant

List of Tools & Equipment Tool Kit for 20 Trainees + 1 Instructor

Sl. No.	Item/ Specification	Quantity
1.	Telephone (STD & ISD facility).	01
2.	Telephone with intercom facilities	01
3.	Mobile (GMS/CDMA).	04
4.	FAX Machines with answering facility	01
5.	LCD SCREEN	01
6.	Photocopy machine	01
7.	LCD PROJECTOR	01
8.	Credit card detection machine	01
9.	Latest configuration Laptop	02
10.	WORK STATION/NODES. Latest computer configuration with internet & multimedia facilities i.e. i5 or i7	16 +1
11.	500 VA or OFF LINE UPS FOR NODES	16+1
12.	Laser Printer (black & white)	02
13.	Laser jet colour printer	01
14.	OPTICAL SCANNER (DESK TOP TYPE)	01
15.	Web cam (Digital camera)	16+1
16.	Thermometer	01
17.	External CD/DVD writer	02
18.	OPERATING SYSTEM Window XP Professional Version or latest version MS Office professional version. Antivirus software (a) Application Package – Inventory control , Financial statement, Sales analysis, data Entry. (b) Additional equipment for institutes which are already conducting earlier courses and having equipment supplied through D.O.E. through internet (c) CRS (Computerized Reservation System) (d) Cargo (e) Mapping Tools (f) Google Earth (g) Ticketing Training Software ..-Amadeus or Galileo	As per requirement
19.	Wall clock	01
20.	1. Location and navigational equipment • Hand held GPS units • Compass clinometers • Prismatic compass	01 01 01
21.	2. Field gear • Gloves • Hard hats • High visibility jackets • Waders • Wellington boots • Walking boots	As required
22.	3. Camping equipment	As required

	<ul style="list-style-type: none"> • Tents (Vango, Valle and Mammut) • Mallets • Pegs • Ground sheets • Cutlery • Cooking pots • Cooking pans • Plates 	
23.	<p>4. Miscellaneous</p> <ul style="list-style-type: none"> • Anemometers • Windwatch <ul style="list-style-type: none"> - which incorporates a barometer, altimeter, temperature probe and anemometer in a single hand held device. It can also measure wind-chill • Digital cameras • Spring scales • Calipers • Conductivity meters <ul style="list-style-type: none"> - both low range and high range. • pH meters • Stopwatches • Temperature probes • Thermo-hygrometers • Water carriers • Infiltration kits 	01 01 01 01 01 01 01 01 01 01 01 01 10
24.	Video camera	01 No.
25.	Still digital camera	01 No

Furniture Items

Sl. No.	Item/ Specification	Quantity
1.	Computer table 650x 500x750mm	16+1
2.	Computer chair	16+1
3.	Storage cabinet 600x700x450mm	2
4.	Fire extinguisher	4
5.	'Fire buckets with stand, Axe and	2 Set
6.	First aid box with first aid items	01
7.	White board	01
8.	Class Room <ul style="list-style-type: none"> • Instructor Chair & Table • Dual Desk 	01 10
9.	Workshop/Lab <ul style="list-style-type: none"> • Suitable Drawing table • Discussion Table • Suitable Revolving Chair 	10 01 25
10.	Trainees Locker	02 sets of 10
11.	Book Shelf (glass panel)	02
12.	Storage rack	02
13.	Tool Cabinet	02