

Curriculum for Tour Operator

(Certificate Level - 6 months)

Code: VH72S002

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DESCRIPTION

Tourism is increasing in reputation all over the world, yet it has important sensible value in developing nations where in the needs of deprived communities might diverge unswervingly with the need to benefit from the developing tourism industry. As tourism continues to grow in coming years, industry professionals must also expand and fine-tune their knowledge and expertise to meet future challenges. It is important to include historical, psychological, social, cultural, economic and international aspects in the syllabus of tourism and analyze the service tools available, marketing perspective and need for planning and development, transportation system and attraction management as an essential feature of the Tourism industry. The course covers travel distribution networks, including intermediaries, providers and suppliers, and examines the roles and functions of tour operator.

Overall objective of the Course

The objectives of this course are :

To understand Tourism Concept and impact. Understanding of applications of skills in the different departments /operations working under the industry. Provide the students opportunity to demonstrate their knowledge, skill and communicate ideas in an effective manner. Assist in human resources development by providing precise and assessed country's skilled manpower quantitatively as well as qualitatively. To enhance competence of Tour Operators, while discovering all the elements of this field. Improve Level of skill of the professionals in industry and increase economic potential of the country.

Competencies gained after completion of the course

At the end of the course, the trainee must be able to attain the following competencies:

- a) Conduct Research
- b) Devise Packages
- c) Market Products
- d) Communicate
- e) Handle travel documents
- f) Handle tours
- g) Manage Office
- h) Provide travel related services
- i) Upgrade professional development
- j) Observe occupational health and safety practices.
- k) Work in Team
- l) Manage Time

Knowledge Proficiency Details

On successful completion of course, the trainees must have acquired the following knowledge & skills:

- Devise a product
- Marketing
- Tour Management
- Knowledge of various GDS
- Knowledge of various Hotel Booking systems
- Usage of tools/equipment

- Leadership skill
- Time management

Job Opportunities available immediately and in future

After completion of the training, candidates can find the employment opportunities in the following disciplines.

- Travel Trade Industry
- Self-employment

Entry requirements

- Intermediate

Minimum qualification of trainer

IATA Certification, 5- Years' experience as Tour Operator.

OR

BA/BSc/BBA.Along with Diploma in Tourism and Hotel Management .3years Experience in Tour/Travel Industry.

Medium of Instruction

- English/Urdu

Timeframe

Duration of Course	Six Months
Total Hours	800 hrs
Training Hours	765 hrs
Module Test	25 hrs
Final Test	10 hrs

Per Week Hours 30 hrs
Per Day Hours 05 hrs (6 days a week)

Overview about the program – Curriculum for Tour Operator

Module Title & Aim	Learning units	Theory Days/hours	Workplace Days/hours	Total Hours
Module 1: Conduct Research Aim: This module develops competency to conduct research	LU-1Conduct inbound tourist research LU-2 Conduct outbound tourist research LU-3Conduct domestic tourist Research	60	40	100

Module 2: Devise Packages Aim: This module develops competency to develop packages	LU-1 Develop Itinerary			
	LU-2 Determine cost	50	40	90
	LU-3 Determine price			
Module 3: Market Product Aim: This module develops competency to Market products	LU-1 Identify target audience			
	LU-2 Devise Strategy			
	LU-3 Visit customers	60	40	100
	LU-4 Conduct electronic and print marketing			
	LU-5 Evaluate marketing			
Module 4: Communicate Aim: This module develops competency to make effective communication	LU-1 Maintain relationship			
	LU-2 Communicate with foreign tourists			
	LU-3 Communicate with Tour guides	40	30	70
	LU-4 Communicate with Government			
	LU-5 Communicate with			

	customer LU-6 Send SMS, emails and Fax LU-7 Use telephone			
Module 5: Handle travel documents Aim: This module develops competency to handle travel documents	LU-1 Verify travel documents LU-2 Issue exchange order LU-3 Issue air ticket LU-4 Issue tour vouchers	40	30	70
Module 6: Handle Tours Aim: This module develops competency to prepare billing documents	LU-1 Facilitate border formalities on arrival and departure LU-2 Transport customers LU-3 Conduct tour LU-4 Handle customer needs LU-5 Handle emergencies	55	40	95
Module 7: Mange Office	LU-1 Manage HR LU-2 Distribute work	50	30	80

Aim: This module develops competency to manage office	LU-3 Maintain premises LU-4 Maintain filing system LU-5 Maintain accounts LU-6 Comply with Law			
Module 8: Provide travel related services Aim: This module develops competency to Provide travel related Services	LU-1 Arrange for application of visas LU-2 Coordinate collection and delivery of travel documents LU-3 Sell travel insurance LU-4 Re-Issue air- tickets (for changes) LU-5 Arrange briefing for group tours	35	25	60
Module 9: Upgrade professional development Aim: This module develops competency to Communicate with	LU-1 Attend trainings LU-2 Interact with colleagues LU-3 Consult with experts LU-4 Participate in skill test/ competition	15	10	25

others				
Module 10: Observe occupational health and safety practices Aim: This module develops competency to observe and follow occupational health and safety practices	LU-1 Observe health, safety and security related procedures LU-2 Follow workplace health safety, security. And environment requirements LU-3 Follow planning , organizing and safe work techniques Identify and evaluate potential hazards LU-4 Deal with hazardous or emergency situations	15	10	25
Module 11: Work in a team Aim: This module develops competency to work in a team	LU-1 Perform duties and responsibilities in a positive manner to promote cooperation and good relationship LU-2 Seek assistance from co-workers when difficulties arise and solve through discussion LU-3 Respect difference in personal beliefs and values during all activities and interactions	15	10	25

	LU-4 Contribute to group work activities LU-5 Share information related to group members LU-6 Provide support to achieve organizational goals			
Module 12: Manage time Aim: This module develops competency to manage time effectively while working in an organization.	LU-1 Manage time to complete the assigned work within the stipulated time frame LU-2 Manage work load as required by the management LU-3 Prioritize tasks in accordance with the importance of the tasks LU-4 Meet the specified deadlines LU-5 Handle the co-workers using effective time management	15	10	25

Assessment	35		
Total Hours	450	315	800

Tour Operator Curriculum Contents

Module 1 Title: Conduct Research

Objective of the Module: To learn about research techniques for Tour/travel product.

Duration:100 hours

Theory:60 hours

Practice:40 hours

Learning Unit	Learning Outcome	Learning Elements	Duration (Hours)	Material Required	Learning Place
LU-1 Conduct Inbound tourist Research	Able to identify inbound tours and will Get knowledge of types of research. Reason s for travel.	Explain different types of research techniques. Explain Tourism History.	38	<ul style="list-style-type: none">Notes/Handout	Classroom
LU-2 Conduct Outbound tourist Research	Able to identify outbound Tours and will learn about primary and	Explain the advantages of research techniques.	32	<ul style="list-style-type: none">Notes /Handouts	Classroom

	secondary research techniques.				
LU-3 Conduct domestic tourist Research	Able to contrast basic and applied research.	I. Explain basic and applied research. II. Demonstrate application of research methods	30	<ul style="list-style-type: none"> Notes/Handouts 	Classroom

Module 2 Title: Devise Packages

Objective of the Module: To learn about designing of packages.

Duration:90 hours

Theory:50 hours

Practice: 40 hours

Learning Unit	Learning Outcome	Learning Elements	Duration (Hours)	Material Required	Learning Place
LU-1 Develop itinerary	Able to design tour itineraries.	<ul style="list-style-type: none"> Explain itinerary elements. 	30	Notes /Handouts	Classroom
LU-2 Determine Cost	Able to know importance of cost factors. Able to get sources for competitive rate	<ul style="list-style-type: none"> Explain usage cost sheet and cost factors. Explain about comparative statement and usage of ICT to 	30	Notes /Handouts	Classroom

		take different options			
LU-3 Determine price	Able to Devise the pricing strategy for various corporate and other clients	<ul style="list-style-type: none"> Explain the pricing strategies. Importance of tour components and its impact on package price 	30	Notes /Handouts	Classroom

Module 3 Title: Market product

Objective of the Module: To learn marketing of product

Duration: 100 hours

Theory:60 hours

Practice: 40 hours

Learning Unit	Learning Outcome	Learning Elements	Duration (Hours)	Material Required	Learning Place
LU-1 Identify target audience	Understanding of market segmentation.	Explain 4P's of Marketing Explain target market concepts	20	<ul style="list-style-type: none"> Handouts 	Classroom

LU-2 Devise strategy	Able to devise marketing strategy	Explain tools for devising strategies	20	<ul style="list-style-type: none"> • Handouts 	Classroom
LU-3 Visit Customers	Able to show confidence on visiting customers.	<ul style="list-style-type: none"> • Explain the importance of product knowledge. • Explain personality grooming 	20	<ul style="list-style-type: none"> • Handouts 	Classroom
LU-4 Conduct electronic & Print Marketing	Able to initiate marketing ideas and application of initiatives through print & electronic media.	<ul style="list-style-type: none"> • Explain tools of marketing and importance of medium for marketing of Tourism product. 	20	<ul style="list-style-type: none"> • Handouts 	Classroom
LU-5 Evaluate marketing	Able to Evaluate marketing outcomes.	<ul style="list-style-type: none"> • Explain the preparation of quotation. Explain feedback methods 	20	<ul style="list-style-type: none"> • Handouts 	Classroom

Module 4 Title: Communicate

Objective of the Module: To learn how to communicate

Duration:70 hours

Theory:40 hours

Practice: 30

Learning Unit	Learning Outcome	Learning Elements	Duration (Hours)	Material Required	Learning Place
LU-1 Maintain relationship	Able to make and maintain relationships	<ul style="list-style-type: none"> • Explain client psychology in context to elements of perception 	10	<ul style="list-style-type: none"> • Handouts 	Classroom
LU-2 Communicate with foreign tourists	Able to communicate with foreign tourist.	<ul style="list-style-type: none"> • Explain importance of foreign languages and culture. 	10	<ul style="list-style-type: none"> • Handouts 	Classroom
LU-3 Communicate with Tour guides	Able to acquire prerequisites of tour and make timely decision	<ul style="list-style-type: none"> • Explain importance of clarity in communication 	10	<ul style="list-style-type: none"> • Handouts 	Classroom
LU-4 Communicate with Government	Able to give input for policy making. Able to communicate with government in official language and knowledge of rules/regulations	<ul style="list-style-type: none"> • Explain government in policy making and due role of tour operators. • Explain rules and regulation 	10	<ul style="list-style-type: none"> • Handouts 	Classroom

LU-5 Communicate with customers	Able to show responsible behavior while communicating with customers	<ul style="list-style-type: none"> • Explain responsible behavior and customer care 	10	<ul style="list-style-type: none"> • Handouts 	Classroom
LU-6 Send SMS, emails and Faxetc	Able to use ICT for expansion of business. Able to use office equipment	<ul style="list-style-type: none"> • Explain importance of technology • Demonstrate how to use office equipment. 	10	<ul style="list-style-type: none"> • Handouts 	Classroom
LU-7 Use telephone	Able to communicate on telephone. Able to use phonic sounds	<ul style="list-style-type: none"> • Explain responsible handling of telephone • Demonstrate how to make/receive calls 	10	<ul style="list-style-type: none"> • Handouts 	Classroom

Module 5 Title: Handle travel documents**Objective of the Module: To learn handling of traveling documents****Duration: 70 hours****Theory: 40 hours****Practice: 30 hours**

Learning Unit	Learning Outcome	Learning Elements	Duration (Hours)	Material Required	Learning Place
LU-1 Verify travel documents	Ability to check Travel document. Understand immigration and custom laws	<ul style="list-style-type: none">• Explain the importance of Travel Documents.	17	<ul style="list-style-type: none">• Handouts	Classroom
LU-2 Issue exchange order	Understand importance of exchange orders .Ability to make exchange order	<ul style="list-style-type: none">• Explain element of Exchange order	17	<ul style="list-style-type: none">• Handouts	Classroom
LU-3 Issue air ticket	Able to issue tickets through booking systems, Galileo, Amadeus, Saber , Abacus.Etc	<ul style="list-style-type: none">• Demonstrate to issue ticket.	17	<ul style="list-style-type: none">• Handouts	Classroom
LU-4 Issue tour	Able to issue Tour	<ul style="list-style-type: none">• Demonstrate to		<ul style="list-style-type: none">• Handouts	Classroom

vouchers	Voucher through booking systems, Galileo, Amadeus, Cyber, Abacus, Gta , Miki ,Kouni, Bookrooms.com, Booking .com	issue Tour Voucher.	19		
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Module 6 Title: Handle Tours

Objective of the Module: To learn tour handling

Duration: 95 hours

Theory: 55 hours

Practice: 40 hours

Learning Unit	Learning Outcome	Learning Elements	Duration (Hours)	Material Required	Learning Place
LU-1 Facilitate border formalities on arrival and departure	Ability to handle formalities on border. Able to have pre hand knowledge of immigration and custom laws	<ul style="list-style-type: none"> Explain immigration and custom laws relevant to tourist 	19	<ul style="list-style-type: none"> Handouts 	Classroom
LU-2 Transport customers	Ability to handle transportation of customers	<ul style="list-style-type: none"> Explain customer handling and baggage transfer 	19	<ul style="list-style-type: none"> Handouts 	Classroom

LU-3 Conduct tour	Ability to conduct tours	<ul style="list-style-type: none"> • Explain various types of tourism • Explain tour organizing 	19	<ul style="list-style-type: none"> • Handouts 	Classroom
LU-4 Handle customer need	Able to respond according to situation. Able to demonstrate responsible attitude Understand the problem solving and conflict resolution techniques	<ul style="list-style-type: none"> • Explain handling of customers need 	19	<ul style="list-style-type: none"> • Handouts 	Classroom
LU-5 Handle emergencies	<p>Able to respond to emergencies and to handle situation accordingly . Understand the problem solving and conflict resolution techniques</p> <p>Able to seek assistance from peers in difficulties for their solution</p>	<ul style="list-style-type: none"> • Explain responsible behavior ,attitude and decision making 	19	<ul style="list-style-type: none"> • Handouts 	classroom

Module 7 Title: Manage Office**Objective of the Module: To be able to manage office****Duration: 80 hours****Theory: 50 hours****Practice: 30 hours**

Learning Unit	Learning Outcome	Learning Elements	Duration (Hours)	Material Required	Learning Place
LU-1 Manage HR	Understand the job, duties and responsibilities so as to cooperate with co-workers effectively Able to supervise staff	<ul style="list-style-type: none">• Explain job description form and its link with co-workers for good relationship.	25	<ul style="list-style-type: none">• Handouts	Classroom
LU-2 Distribute work	Able to supervise staff and distribute work accordingly.	<ul style="list-style-type: none">• Explain problem solving and conflict resolution techniques	10	<ul style="list-style-type: none">• Handouts	Classroom
LU-3 Maintain premises	Ability to apply administrative skills	<ul style="list-style-type: none">• Explain importance of office maintenance.	10	<ul style="list-style-type: none">• Handouts	Classroom
LU-4 Maintain filing system	Ability to maintain filing system.	<ul style="list-style-type: none">• Explain importance benefits of record keeping	10	<ul style="list-style-type: none">• Handouts	Classroom
LU-5 Maintain	Ability to learn accounting system and	<ul style="list-style-type: none">• Explain usage of	10	<ul style="list-style-type: none">• Handouts	Classroom

Accounts	develops competency to prepare billing documents	accounting system and procedures.			
LU-6 Comply with law	Be able to have understanding of rules and regulations	<ul style="list-style-type: none"> Explain tourism laws and acts and development of tours & Travel activities in line of law 	15	<ul style="list-style-type: none"> Handouts 	Classroom

Module 8 Title: Provide travel related services

Objective of the Module: To get the knowledge of provision of Travel related services

Duration: 60 hours

Theory: 35 hours

Practice:25 hours

Learning Unit	Learning Outcome	Learning Elements	Duration (Hours)	Material Required	Learning Place
LU-1 Arrange for application of visas	Able to arrange for application of Visa Perform downloading of Visa application	<ul style="list-style-type: none"> Explain application of visa and its essentials 	12	<ul style="list-style-type: none"> Handouts 	Classroom
LU-2 Coordinate collection and delivery of travel documents and gifts	Able to coordinate collection and delivery of travel documents and gifts.	<ul style="list-style-type: none"> Explain importance of coordination 	12	<ul style="list-style-type: none"> Handouts 	Classroom
LU-3	Ability to sell travel insurance	<ul style="list-style-type: none"> Explain importance of 	12	<ul style="list-style-type: none"> Handouts 	Classroom

Sell travel insurance		Travel insurance			
LU-4 Re-Issue air- tickets (for changes)	Ability to make changes and re issuance air ticket	<ul style="list-style-type: none"> • Demonstrate re Issuance or make change in Air Tickets 	12	<ul style="list-style-type: none"> • Handouts 	Classroom
LU-5 Arrange briefing for group tours	Ability to deliver briefing for group tours	<ul style="list-style-type: none"> • Demonstrate briefing for group tour 	12	<ul style="list-style-type: none"> • Handouts 	Classroom

Module 9 Title: Upgrade Professional development

Objective of the Module: To be able to adopt professional approach while working

Duration: 25 hours

Theory: 15 hours

Practice: 10 hours

Learning Unit	Learning Outcome	Learning Elements	Duration (Hours)	Material Required	Learning Place
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LU-1 Participate in Training	Understand the importance of training Able and motivated to participate in training	<ul style="list-style-type: none"> • Explain importance and advantages of getting technical and professional trainings 	6.3	Handouts	Classroom
LU-2 Interact with colleagues	Understand the social norms in an office Able to interact with colleagues effectively and constructively	<ul style="list-style-type: none"> • Explain and demonstrate effective communication skills and interaction with colleagues 	6.3	Handouts	Classroom
LU-3 Consult with experts	Able to take guidance from experts / seniors	<ul style="list-style-type: none"> • Explain how to take guidance from experts/seniors 	6.3	Handouts	Classroom
LU-4 Participate in skill test/ competition	Understand the importance of the skill test for future growth/career Able to participate in skill test/ competition	<ul style="list-style-type: none"> • Explain the importance of evaluation by skill test/competition for further training and development 	6.3	Handouts	Classroom

Module 10 Title: Observe occupational health and safety practices

Objective of the Module: To be able to adopt occupational health and safety practices

Duration: 25 hours

Theory: 15 hours

Practice: 10 hours

Learning Unit	Learning Outcome	Learning Elements	Duration (Hours)	Material Required	Learning Place
LU-1 Observe health, safety and security related procedures	Understand and apply the principles of occupational health and safety practices in a company	<ul style="list-style-type: none"> Explain and demonstrate occupation, health and safety practices working with in an office 	6	Handouts	Classroom
LU-2 Follow workplace health safety and security and environment requirements	Recognize and explain workplace health safety and security requirements	<ul style="list-style-type: none"> Explain and demonstrate workplace health, safety and security requirement 	6	Handouts	Classroom
LU-3 Follow planning , organizing and safe work techniques Identify and evaluate potential hazards	Understand planning and organizing the safe work techniques	<ul style="list-style-type: none"> Explain about safe work techniques 	6	Handouts	Classroom
LU-4 Deal with hazardous or emergency situations	Able to deal with the hazardous or emergency situations when arise	<ul style="list-style-type: none"> Demonstrate to deal with the hazardous or emergency situations 	7	Handouts	Classroom

Module 11 Title: Work in a team**Objective of the Module: To be able to work in a team****Duration: 25 hours****Theory: 15 hours****Practice: 10 hours**

Learning Unit	Learning Outcome	Learning Elements	Duration (Hours)	Material Required	Learning Place
LU-1 Perform duties and responsibilities in a positive manner to promote cooperation and good relationship	Understand the job duties and responsibilities so as to cooperate with co-workers effectively	<ul style="list-style-type: none">• Explain job description form and its link with co-workers for good relationship.	4	Handouts	Classroom
LU-2 Seek assistance from co-workers when difficulties arise and solve through discussion	Understand the problem solving and conflict resolution techniques Able to seek assistance from peers in difficulties for their solution	<ul style="list-style-type: none">• Explain problem solving and conflict resolution techniques	4	Handouts	Classroom
LU-3 Respect difference in personal beliefs and values during all	Understand the ethical and cultural norms with in an office Able to respect beliefs	<ul style="list-style-type: none">• Explain about ethical standards and social norms with in an office	4	Handouts	Classroom

activities and interactions	and values of co-workers which working				
LU-4 Contribute to group work activities	Able to understand the concept of team work Able to contribute in group work activities	<ul style="list-style-type: none"> • Explain benefits of team work and its application with in an office 	4	Handouts	Classroom
LU-5 Share information related to group members	Able to share correct information while working with group members	<ul style="list-style-type: none"> • Explain importance of sharing of information and disadvantages of incorrect information 	4	Handouts	Classroom
LU-6 Provide support to achieve organizational goals	Be able to support the organizational objectives for better results	<ul style="list-style-type: none"> • Explain responsibilities to support organizational objectives for better results. 	5	Handouts	Classroom

Module 12 Title: Manage time

Objective of the Module: To be able to manage time effectively

Duration: 25 hours

Theory: 15 hours

Practice: 10 hours

Learning Unit	Learning Outcome	Learning Elements	Duration (Hours)	Material Required	Learning Place
LU-1 Manage time to complete the assigned work within the stipulated time frame	Able to understand self-management and time management skills Able to manage time as per the requirement	<ul style="list-style-type: none">• Explain time management and self-management skills	5	Handouts	Classroom
LU-2 Manage work load as required by the management	Able to understand the work load management techniques as per the requirement	<ul style="list-style-type: none">• Explain work load management techniques	5	Handouts	Classroom

LU-3 Prioritize tasks in accordance with the importance of the tasks	Able to prioritize the task i.e. high, medium and low priority tasks.	<ul style="list-style-type: none"> • Explain importance and methods of task prioritization at work place 	5	Handouts	Classroom
LU-4 Meet the specified deadlines	Able to meet the required and specified deadlines of a task	<ul style="list-style-type: none"> • Explain how to meet the required and specified deadline of a task 	5	Handouts	Classroom
LU-5 Handle the co- workers using effective time management	Able to handle co-workers by unsung effective time management techniques	<ul style="list-style-type: none"> • Explain how to handle co-workers with effective time management for better coordination and productivity 	5	Handouts	Classroom

Tour Operator Curriculum Assessment

Module 1 Title: Conduct Research

Objective of the Module: To learn about research techniques for Tour/travel product.

Duration: 100 hours

Theory: 60 hours

Practice: 40 hours

Learning Unit	Theory hours	Workplace hours	Recommended Formative Assessment	Recommended Methodology	Scheduled Dates
LU-1 Conduct Inbound tourist Research	60 hours	40 hours	Trainee will: <ul style="list-style-type: none"> Explain how to conduct research for inbound tourism 	<ul style="list-style-type: none"> Oral MCQs Written test 	After 8 th week and 16 th week and also At the end of module
LU-2 Conduct Outbound tourist Research			Trainee will: <ul style="list-style-type: none"> Explain how to conduct research for outbound tourism 		
LU-3 Conduct domestic tourist Research			Trainee will: <ul style="list-style-type: none"> Explain methodology to conduct research for domestic tours 		

Module 2 Title: Devise Packages**Objective of the Module: To learn about designing of packages.****Duration: 90 hours****Theory: 50 hours****Practice: 40 hours**

Learning Unit	Theory Days/hours	Workplace Days/hours	Recommended Formative Assessment	Recommended Methodology	Scheduled Dates
LU-1 Develop itinerary	50hours	40 hours	Trainee will: <ul style="list-style-type: none">• Explain different components of itinerary	<ul style="list-style-type: none">• Oral• MCQs• Written test	
LU-2 Determine Cost			Trainee will: <ul style="list-style-type: none">• Explain importance of costing and factors effecting tours cost		
LU-3 Determine price			Trainee will: <ul style="list-style-type: none">• Explain mechanism for pricing of tourism product .		

Module 3 Title: Market product**Objective of the Module: To learn marketing of product****Duration: 100 hours****Theory: 60 hours****Practice: 40 hours**

Learning Unit	Theory Days/hours	Workplace Days/hours	Recommended Formative Assessment	Recommended Methodology	Scheduled Dates
LU-1 Identify target audience	60 hours	40 hours	Trainee will: <ul style="list-style-type: none">• Explain target market	<ul style="list-style-type: none">• Oral• MCQs• Written test	After 8 th week and 16 th week and also At the end of module
LU-2 Devise strategy			Trainee will: <ul style="list-style-type: none">• Explain the strategy for marketing the product		
LU-3 Visit Customers			Trainee will: <ul style="list-style-type: none">• Explain importance of client handling and relationship building		
LU-4 Conduct electronic & Print Marketing			Trainee will: <ul style="list-style-type: none">• Explain medium of Marketing and use of electronic and print media for marketing.		
LU-5 Evaluate marketing			Trainee will: <ul style="list-style-type: none">• Explain how to assess effectiveness of marketing		

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Module 4 Title: Communicate

Objective of the Module: To learn how to communicate

Duration: 70 hours

Theory: 40 hours

Practice: 30

Learning Unit	Theory Days/hours	Workplace Days/hours	Recommended Formative Assessment	Recommended Methodology	Scheduled Dates
LU-1 Maintain relationship	40 hours	30 hours	Trainee will: <ul style="list-style-type: none"> Explain relationship building and its importance. 	<ul style="list-style-type: none"> Oral MCQs Written test 	After 8 th week and 16 th week and also At the end of module
LU-2 Communicate with foreign tourists			Trainee will: <ul style="list-style-type: none"> Explain do and donts when communicating with foreign tourists and skill development of foreign language. 		
LU-3 Communicate with Tour guides			Trainee will: <p>Explain importance of clarity in communication.</p>		
LU-4 Communicate with Government			Trainee will: <ul style="list-style-type: none"> Explain government in policy making and due role of tour operators. Explain rules and regulation 		
LU-5					

Communicate with customers			Trainee will: <ul style="list-style-type: none"> • Explain responsible behavior and customer care 		After 8 th week and 16 th week At the end of module
LU-6 Send SMS, emails and Fax			<ul style="list-style-type: none"> • Explain importance of technology • Demonstrate how to use office equipment. 		
LU-7 Use telephone			<ul style="list-style-type: none"> • Explain responsible handling of telephone • Demonstrate how to make/receive calls 		

Module 5 Title: Handle travel documents

Objective of the Module: To learn handling of traveling documents

Duration: 70 hours

Theory: 40 hours

Practice: 30 hours

Learning Unit	Theory Days/hours	Workplace Days/hours	Recommended Formative Assessment	Recommended Methodology	Scheduled Dates
M5-LU-1 Verify travel documents	40 hours	30 hours	Trainee will: <ul style="list-style-type: none"> • Explain the importance of Travel Documents. • s 	<ul style="list-style-type: none"> • Oral • MCQs • Written test 	After 8 th week and 16 th week and also At the end of module
M5-LU-2 Issue exchange order			Trainee will: <ul style="list-style-type: none"> • Explain Exchange order 		
M5-LU-3 Issue air ticket			Trainee will: <ul style="list-style-type: none"> • Explain procedures of tickets 		

			issuance. <ul style="list-style-type: none"> • Demonstrate making of tickets and issuance of tickets on GDS and web portal. 		
M5-LU-4 Issue tour vouchers			Trainee will: <ul style="list-style-type: none"> • Explain procedures of tour vouchers issuance. 		

Module 6 Title: Handle Tours

Objective of the Module: To learn tour handling

Duration: 95 hours

Theory: 55 hours

Practice: 40 hours

Learning Unit	Theory Days/hours	Workplace Days/hours	Recommended Formative Assessment	Recommended Methodology	Scheduled Dates
LU-1 Facilitate border formalities on arrival and departure	55 hours	40 hours	Trainee will: Explain immigration and custom laws relevant to tourist	<ul style="list-style-type: none"> • Oral • MCQs • Written test 	After 8 th week and 16 th week and also At the end of module
LU-2 Transport customers			Trainee will: <ul style="list-style-type: none"> • Explain customer handling and baggage transfer • Demonstrate procedures of issuing payments receipts 		
LU-3					

Conduct tour			Trainee will: <ul style="list-style-type: none"> • Explain various types of tourism • Explain tour organizing 		
LU-4 Handle customer need			Trainee will: <ul style="list-style-type: none"> • Explain handling of customers need 		
LU-5 Handle emergencies			Trainee will: <ul style="list-style-type: none"> • Explain responsible behavior ,attitude and decision making 		

Module 7 Title: Manage Office

Objective of the Module: To be able to manage office

Duration: 80 hours

Theory: 50 hours

Practice: 30 hours

Learning Unit	Theory Days/hours	Workplace Days/hours	Recommended Formative Assessment	Recommended Methodology	Scheduled Dates
LU-1 Manage HR	50 hours	30 hours	Trainee will <ul style="list-style-type: none"> • Explain job description form and its link with co-workers for good relationship. 	<ul style="list-style-type: none"> • Oral • MCQs • Written test 	After 8 th week and 16 th week and also At the end of module
LU-2 Distribute work			<ul style="list-style-type: none"> • Explain problem solving and conflict resolution techniques 		
LU-3 Maintain premises			<ul style="list-style-type: none"> • Explain importance of office maintenance. 		
LU-4 Maintain filing			<ul style="list-style-type: none"> • Explain importance benefits of 		

system			record keeping		
LU-5 Maintain Accounts			<ul style="list-style-type: none"> Explain usage of accounting system and procedures. 		
LU-6 Comply with law			<ul style="list-style-type: none"> Explain tourism laws and acts and development of tours & Travel activities in line of law 		

Module 8 Title: Provide travel related services

Objective of the Module: To get the knowledge of provision of Travel related services

Duration: 60 hours

Theory: 35 hours

Practice: 25 hours

Learning Unit	Theory Days/hours	Workplace Days/hours	Recommended Formative Assessment	Recommended Methodology	Scheduled Dates
M7-LU-1 Arrange for application of visas	35 hours	25 hours	Trainee will: <ul style="list-style-type: none"> Explain requirement of Visa and arrangements for visa application. 	<ul style="list-style-type: none"> Oral MCQs Written test 	After 8 th week and 16 th week and also At the end of module
M7-LU-2 Coordinate collection and			Trainee will: <ul style="list-style-type: none"> Explain the coordination 		

delivery of travel documents and gifts			,collection and delivery of travel documents and gifts.		
M7-LU-3 Sell travel insurance			Trainee will: <ul style="list-style-type: none"> • Explain Travel insurance and importance of travel insurance. • Demonstrate issuance of Travel insurance 	<ul style="list-style-type: none"> • Oral • MCQs • Written test 	At the end of module
M7-LU-4 Re-Issue air-tickets (for changes)			Trainee will: <ul style="list-style-type: none"> • Explain Re-Issuance of air tickets (For Changes. • Demonstrate Re-issuance of air tickets after necessary changes. 		
M7-LU-5 Arrange briefing for group tours			Trainee will: <ul style="list-style-type: none"> • Explain the importance of briefing for group tour. • Demonstrate briefing for group tours 		

Module 9 Title: Upgrade Professional development**Objective of the Module: To be able to adopt professional approach while working****Duration: 25 hours****Theory: 15 hours****Practice: 10 hours**

Learning Unit	Theory Days/hours	Workplace Days/hours	Recommended Formative Assessment	Recommended Methodology	Scheduled Dates
LU-1 Participate in Training	15 hours	10 hours	Trainee will: <ul style="list-style-type: none">• Explain importance and advantages of getting technical and professional trainings	<ul style="list-style-type: none">• Oral• MCQs• Written test	After 8 th week and 16 th week and also At the end of module
LU-2 Interact with colleagues			<ul style="list-style-type: none">• Explain and demonstrate effective communication skills and interaction with colleagues		
LU-3 Consult with experts			<ul style="list-style-type: none">• Explain how to take guidance from experts/seniors		
LU-4 Participate in skill test/competition			<ul style="list-style-type: none">• Explain the importance of evaluation by skill test/competition for further training and development		

Module 10 Title: Observe occupational health and safety practices**Objective of the Module: To be able to adopt occupational health and safety practices****Duration: 25 hours****Theory: 15 hours****Practice: 10 hours**

Learning Unit	Theory Days/hours	Workplace Days/hours	Recommended Formative Assessment	Recommended Methodology	Scheduled Dates
M10-LU-1 Observe health, safety and security related procedures	15 hours	10 hours	Trainee will: <ul style="list-style-type: none">• Explain and demonstrate occupation, health and safety environment practices working in an organization.	<ul style="list-style-type: none">• Oral• MCQs• Written test	After 8 th week and 16 th week and also At the end of module
M10-LU-2 Follow workplace health safety and security requirements			Trainee will: <ul style="list-style-type: none">• Explain and demonstrate workplace health, safety and security requirement		
M10-LU-3 Follow planning , organizing and safe work techniques Identify and evaluate potential hazards			Trainee will: <ul style="list-style-type: none">• Explain about safe work techniques		
M-10-LU-4 Deal with hazardous or emergency situations			Trainee will: <ul style="list-style-type: none">• Demonstrate to deal with the hazardous or emergency situations		

Module 11 Title: Work in a team**Objective of the Module: To be able to work in a team****Duration: 25 hours****Theory: 15 hours****Practice: 10 hours**

Learning Unit	Theory Days/hours	Workplace Days/hours	Recommended Formative Assessment	Recommended Methodology	Scheduled Dates
M11-LU-1 Perform duties and responsibilities in a positive manner to promote cooperation and good relationship	15 hours	10 hours	Trainee will: Explain job description form and its link with co-workers for good relationship.	<ul style="list-style-type: none">• Oral• MCQs• Written test	After 8 th week and 16 th week and also At the end of module
M11-LU-2 Seek assistance from co-workers when difficulties arise and solve through discussion			Trainee will: Explain problem solving and conflict resolution techniques		
M11-LU-3 Respect difference in personal beliefs and values during all activities and			Trainee will: Explain about ethical standards and social norms of an organization.		

interactions					
M11-LU-4 Contribute to group work activities			Trainee will: Explain benefits of team work and its application with in an organization.		
M11-LU-5 Share information related to group members			Trainee will: <ul style="list-style-type: none"> • Explain importance of sharing of information and disadvantages of incorrect information 		
M11-LU-6 Provide support to achieve organizational goals			Trainee will: <ul style="list-style-type: none"> • Explain responsibilities to support organizational objectives for better results. 		

Module 12 Title: Manage time

Objective of the Module: To be able to manage time effectively

Duration: 25 hours

Theory: 15 hours

Practice: 10 hours

Learning Unit	Theory Days/hours	Workplace Days/hours	Recommended Formative Assessment	Recommended Methodology	Scheduled Dates
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M12-LU-1 Manage time to complete the assigned work within the stipulated time frame	15 hours	10 hours	Trainee will: <ul style="list-style-type: none"> • Explain time management and self management skills 	<ul style="list-style-type: none"> • Oral • MCQs • Written test 	At the end of module
M12-LU-2 Manage work load as required by the management			Trainee will: <ul style="list-style-type: none"> • Explain work load management techniques 		
M12-LU-3 Prioritize tasks in accordance with the importance of the tasks			Trainee will: <ul style="list-style-type: none"> • Explain importance and methods of task prioritization at work place 		
M12-LU-4 Meet the specified deadlines			Trainee will: <ul style="list-style-type: none"> • Explain how to meet the required and specified deadline of a task 		
M12-LU-5 Handle the co-workers using effective time management			Trainee will: <ul style="list-style-type: none"> • Explain how to handle co-workers with effective time management for better coordination and productivity 		

List of Equipment/Tools

(For a Class of 25 Students)

NAME OF TRADE	Tour/Travel Service
Duration of Course	6 Months

Sr.No	Nomenclature of Equipment/Tools	Quantity
1	Computers with Reservation System	25
2	Printer	1
3	Ticket Validator	1
4	Credit card validator	1
5	Photocopier	1
6	Scanner	1
7	White Board	1

8	Flip Chat	1
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List of Consumable Materials

(For a Class of 25 Students)

Sr.No	Name of Material/Items	Quantity/Student	For 25 students
1	Booking forms/vouchers	10	250
2	Markers	20	
3	Duster	5	
4	Flip Chat	100	

Reference Material

1. Business Communication

2. Hand-outs for, communication, team work, time management, professionalism and occupational health and safety standards.
3. Basic Accounting Manual
4. Consumer Behaviour
5. Ticketing and Tariff Rules and updates announced by Air lines
6. Basic Geography Manual
7. Tourism History Manual
8. Travel Agency act
9. Marketing planning tools and strategies
10. ICT use

SCHEME OF STUDIES

Tour Operator

Sr #	Modules	Theory Hours	Practical Hours	Total Hours
1	Conduct Research	50	40	100
2	Devise Packages	50	40	90
3	Market Product	60	40	100
4	Communicate	40	30	70
5	Handle Travel Document	40	30	70
6	Handle Tours	55	40	95
7	Manage Office	50	30	80
8	Provide Travel Related	35	25	60

	Services			
9	Upgrade Professional Development	15	10	25
10	Observe Occupational Health Safety Precautions	15	10	25
11	Work in Team	15	10	25
12	Manage Time	15	10	25
	TOTAL HOURS	450	315	800