

Skill Development Programme: 'Tour Advisor'

1. Preamble:

The present programme is basically designed to promote skills required for development of tourism business and promotion of travels and tourism as a career option amongst potential students in urban and rural areas. The programme is focused at–

- Giving a proper understanding about the tourism business to urban and rural students
- Training the youths to tours and travel sector in a systematic manner.

This programme shall help the youths to learn the nature of tourism business as well as techniques to promote travels and tourism.

2. Nomenclature:

The programme is titled as professional skills for Business Development Executives in Tourism Sector

3. Focus of the Programme:

The programme is focused at advancing and inculcating skills required for promoting tourism business through systematic canvassing, counseling and right guidance to potential customers . It will also help the learners to know various principles of tours and travels.

4. Job Profile:

The incumbent trainee is expected to learn various facets of tourism business and various activities. The trainee will also have to understand the salient features of tours and travels products and various customer segments interested in buying such products.

The programme shall basically focus on following aspects:

- a. To provide an understanding regarding principles of modern tourism business.
- b. To help the learners to know various tourism products and their features.
- c. To detail out the methods of selling tourism products.

- d. To develop a right selling techniques of tourism products.
- e. To understand a right system of counseling about tourism products to potential buyers.

5. Minimum Qualifications:

The programme shall require the incumbent trainee is expected to have minimum qualification of H. S. S. C. in any branch or discipline.

6. Intake:

The minimum intake per batch is 20 subject to a maximum of 40 learners per batch at a time.

7. Duration of Programme:

The programme shall be of 60 hours duration distributed in different learning activities like:

1. Lectures
2. Demonstrations
3. Hands on experience
4. Customer interface etc.

8. Interface:

The trainee shall have to undergo a learning and skill development exercise of 60 hours duration which will be divided into different sessions and training activities. The training activities and learning sessions shall mainly focus on developing skill sets required to become a professional sales officer of tourism products.

The programme interface shall focus at following aspects:

- a. A trainee/ learner will have to work with one or two tourist agencies for gaining professional and practical exposure as well as for developing skill sets.

- b. The trainee shall have to attend conceptual lectures and basic foundation programme to know about principles of tourism and its products. This session shall be organized in a specified academic institution.

The distribution of interface is as follows–

Learning exercise, demonstrations and hands on experience	60%
Job related project	20%
Assignment	10%
Concept building	10%

9. Composition of learning activities and interactive sessions:

In order to develop appropriate skills set, every trainee will have to undergo practical training and hand on experience sessions under able guidance of tours and travel executives/officers. He/ she shall also have to attend conceptual and academic sessions to know the fundamentals and basic principles about tourism systems. For the purpose of interface, the resource persons shall provide skill inputs in following proportion.

Tourism professionals and executives for providing hands on experience	60%
Faculty members and academicians	40%

10. Proposed Skill Bank to be developed:

The proposed Skill Bank for Business Development Executives in tourism Sector shall focus on development of following skills:

- a. Communication skills
- b. Canvassing skills
- c. Effective presentation and counseling skills
- d. Effective Sales skills
- e. Customer relationship development skills

- f. Conflict resolution and convincing skills

11. The Course Structure is divided in following components:

- a. Core components:** This shall include understanding of travels and tourism, tourism products and principles of CRM.

- b. Allied components:** This shall mainly focus on developing counseling skills, enhancing canvassing ability, sales skills, effective presentation and communication skills.

12. The distribution of conceptual/ practical lessons is as follows:

Unit No.	Title	Conceptual Focus	Learning Hours (Conceptual)	Practical Focus	Learning Hours (Practical)
1	Functions & principles of Tourism	To give an understanding of tourism sector	2	Creating an understanding about functioning of tourism sector. Method: Visit to a companies / organizations engaged in tourism business , Demonstration of functioning of tourist operators	2
		Awareness of differences between domestic and international travel	2	Identifying users of tourism products– Method: Analyzing of travel plan's by various tourist companies in the city.	3
2	Accommodation and Ticketing.	To understand how a booking is done on Accommodation – Procedures and Policies Insurance and Taxes	2	Understand the dynamics of booking an accommodation Method: Visit various Hotels, understand booking procedures and policies.	5
		To understand the ticketing procedures and guidelines	2	Understanding of various ticket booking procedures- Railway, Airlines , Ship's, Road Method: Visit to various ticketing agencies / authorities, understanding guidelines and procedures.	5
3	Tour development and Planning	Importance of tour development and Planning	2	Evaluating customer requirements according to different types of services – offering different products to different customer groups– identifying and	5

				<p>understanding various facets of customer requirements, evaluating customer need for different types of deposits</p> <p>Method: Role play, demonstration, counseling, case study</p>	
		<p>Understanding importance of Itinerary and its components</p> <p>Some Do's and Don't in Domestic and International Travel</p> <p>Recent trends in travel segments</p>	2	<p>Examining requirements– assessing suitability of travel product to a particular customer segment– setting norms and documentation procedures.</p> <p>Method: Case study, interface with customers, discussions, role play</p>	5
4	Developing Effective Sales Talk	<p>Understanding customer requirement– selecting effective sales techniques– cautions in selling a product</p>	2	<p>Developing persuasion skills, effective presentation skills, selecting suitable body language, identifying appropriate non– verbal communication skills, listening skills</p> <p>Method: Role Play, demonstration, mock interviews, body language skills</p>	5
5	Effective interpersonal skills	<p>Group Discussion– Personal conversation– involving customers and identifying their interest– offering an effective sales proposal– negotiation and sales closure techniques</p>	3	<p>Developing appropriate communication skills, assessing customer requirements, counseling for query redressal</p> <p>Method: Role Play, demonstration, mock interviews</p>	5
6	Formalities, procedures and various authorities	<p>Understanding different forms/ applications and documentations for travel, cautions in offering a proposal</p>	3	<p>Assessing and evaluating written communication, cautions while filling forms – learning basic ethics of negotiations – understanding travel</p>	5

		Authorities: IATA, WTO , ATO , PATA.		guidelines Method: Role Play, demonstration, case studied, mock interface	
Total number of Lectures			20		40

13. Evaluation:

The programme will be evaluated by using both- skill based and concept bases techniques.

14. Certification:

After successful completion of the conceptual and practical interface, the participating candidates will be awarded a certificate of completion by programme conducting agency.

15. Reference and Links :

- 1.Hot Career Options in Travel and Tourism Industry – SAP
- 2.Tourism- Principles , Practices and Philosophies – J.R. Brent . et.al –Wiley India pvt.ltd
- 3.Tourism – Dr.Sampad Kumar Swain- Oxford University Press, New Delhi
- 4.Indian Tourism Products- Robinet Jacob- Neha Publishers and Distributors
- 5.Website : <http://tourism.gov.in/aboutus/ITDC.aspx>
- 6.Website : www.maharashtratourism.gov.in/