

# Model Curriculum

## Tour Manager

**SECTOR: TOURISM AND HOSPITALITY**  
**SUB-SECTOR: TOURS AND TRAVEL**  
**OCCUPATION: TOUR PACKAGING**  
**REF. ID: THC/Q4405 ,VERSION 1.0**  
**NSQF LEVEL: 6**



## Certificate

### CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

**TOURISM AND HOSPITALITY SKILL COUNCIL**

for the

**MODEL CURRICULUM**

Complying to National Occupational Standards of  
Job Role/ Qualification Pack: **'Tour Manager'** QP No. **'THC/Q4405 Ver.1 NSQF Level 6'**

Date of Issuance: December 10<sup>th</sup>, 2015

Valid up to: March 25<sup>th</sup>, 2016

\* Valid up to the next review date of the Qualification Pack

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(Tourism and Hospitality Skill Council)

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# Tour Manager

## CURRICULUM / SYLLABUS

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

<b>Program Name</b>	<b>Tour Manager</b>		
<b>Qualification Pack Name &amp; Reference ID.</b>	Tour Manager THC/Q4405 ,Version 1.0		
<b>Version No.</b>	1.0	<b>Version Update Date</b>	25-03 -2015
<b>Pre-requisites to Training</b>	NA		
<b>Training Outcomes</b>	<p><b>After completing this programme, participants will be able to:</b></p> <ul style="list-style-type: none"> <li>• Customer service skills</li> <li>• Handle administration and staff</li> <li>• Administer company operations</li> <li>• Business development</li> <li>• Personal grooming/ hygiene</li> <li>• Appropriate etiquette and conduct</li> <li>• Effective communication-verbal/non-verbal</li> <li>• Maintain IPR</li> </ul>		

This course encompasses 9 out of 9 National Occupational Standards (NOS) of “Tour Manager”, Qualification Pack issued by “Tourism and Hospitality”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p><b>Design a tour package</b></p> <p><b>Theory Duration</b> (hh:mm) 10:00</p> <p><b>Practical Duration</b> (hh:mm) 15:00</p> <p><b>Corresponding NOS Code</b> <b>THC/N4414</b></p>	<ul style="list-style-type: none"> <li>• Visit tourist destinations and identify places of interest</li> <li>• Suggest interesting travel routes</li> <li>• Design and develop interesting and economical tour packages</li> <li>• Ensure the needs of various kinds of customers are met</li> </ul>	Audio-Visual White Board
2	<p><b>Financial operations</b></p> <p><b>Theory Duration</b> (hh:mm) 10:00</p> <p><b>Practical Duration</b> (hh:mm) 15:00</p> <p><b>Corresponding NOS Code</b> <b>THC/N4414</b></p>	<ul style="list-style-type: none"> <li>• Perform financial analysis</li> <li>• Prepare and produce budget</li> <li>• Verify accounts and financial statements</li> <li>• Check expenses and income statements</li> <li>• Inspect and rectify the causes of loss, if any</li> <li>• Approve reimbursement</li> <li>• Oversee bills</li> <li>• Settle bills of various clients</li> <li>• Approve payroll</li> </ul>	Audio-Visual White Board
3	<p><b>Administrative operations</b></p> <p><b>Theory Duration</b> (hh:mm) 10:00</p> <p><b>Practical Duration</b> (hh:mm) 15:00</p> <p><b>Corresponding NOS Code</b> <b>THC/N4414</b></p>	<ul style="list-style-type: none"> <li>• Discuss updated information</li> <li>• Decide on number of holidays to sell and resorts/ countries to use</li> <li>• Fix deadlines and monitor work plan</li> <li>• Assign targets</li> </ul>	Audio-Visual White Board
4	<p><b>Achieving customer satisfaction through addressing customer concerns</b></p>	<ul style="list-style-type: none"> <li>• Read through the feedback forms</li> <li>• Provide support during trip</li> <li>• Ensure complaints and concerns are acted upon</li> </ul>	Audio-Visual White Board

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	<p><b>Theory Duration</b> (hh:mm) 05:00</p> <p><b>Practical Duration</b> (hh:mm) 20:00</p> <p><b>Corresponding NOS Code</b> <b>THC/N4414</b></p>	<ul style="list-style-type: none"> <li>Ensure smooth and enjoyable travel arrangements</li> <li>Maintain long term relationships with customers</li> <li>Ensure safety and security of tourists</li> <li>Ensure customer satisfaction at all times</li> </ul>	
5	<p><b>Staffing process and standards</b></p> <p><b>Theory Duration</b> (hh:mm) 10:00</p> <p><b>Practical Duration</b> (hh:mm) 30:00</p> <p><b>Corresponding NOS Code</b> <b>THC/N4415</b></p>	<ul style="list-style-type: none"> <li>Overview the appraisal procedure</li> <li>Organise weekly/ monthly meetings with staffs</li> <li>Handle interviews and hiring of staffs</li> <li>Monitor the retention and firing of staffs</li> <li>Bring in incentives and bonus schemes</li> <li>Setting the standards for operations ,appearance etc and informing the staff about the same</li> <li>Maintain appropriate staffing level</li> <li>Oversee staff behaviour and level of communication</li> </ul>	Audio-Visual White Board
6	<p><b>Monitoring staff and addressing their concerns</b></p> <p><b>Theory Duration</b> (hh:mm) 10:00</p> <p><b>Practical Duration</b> (hh:mm) 30:00</p> <p><b>Corresponding NOS Code</b> <b>THC/N4415</b></p>	<ul style="list-style-type: none"> <li>Check tour itinerary, suggest changes, if necessary, and approve the same after changes</li> <li>Taking weekly/ monthly meetings with team leaders</li> <li>Supervise the set up and support operations</li> <li>Inspect reports and other documents</li> <li>Oversee arrangements made for tour</li> <li>Respond to all staff queries</li> <li>Address the grievances of the staff and suggest solutions</li> </ul>	Audio-Visual White Board
7	<p><b>Client relations</b></p> <p><b>Theory Duration</b> (hh:mm) 10:00</p> <p><b>Practical Duration</b></p>	<ul style="list-style-type: none"> <li>Liaise with vendors and other clients</li> <li>Check the vendors periodically to ensure quality</li> <li>Negotiate financial, technical and hospitality requirement</li> <li>Interact with clients regarding billing</li> <li>Being polite while enquiring doubts</li> </ul>	Audio-Visual White Board

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	(hh:mm) 25:00  <b>Corresponding NOS Code</b> <b>THC/N4416</b>	<ul style="list-style-type: none"> <li>Develop network at domestic and international locations</li> <li>Maintain good rapport with clients and solve their problems</li> </ul>	
8	<b>Managing business</b>  <b>Theory Duration</b> (hh:mm) 10:00  <b>Practical Duration</b> (hh:mm) 25:00  <b>Corresponding NOS Code</b> <b>THC/N4416</b>	<ul style="list-style-type: none"> <li>Predict profits and number of bookings</li> <li>Identify opportunities to increase profitability and revenue</li> <li>Promote and market to niche clientele</li> <li>Gather information on points of interest to customers</li> <li>Devise strategies to increase sales and achieve targets</li> <li>Decide final work plan</li> <li>Instruct the staff</li> <li>Ensure profitability from operations</li> <li>Monitor company policies and procedures</li> <li>Coordinate marketing and operations management</li> <li>Ensure adherence to Government policies</li> </ul>	Audio-Visual White Board
9	<b>Business development</b>  <b>Theory Duration</b> (hh:mm) 10:00  <b>Practical Duration</b> (hh:mm) 20:00  <b>Corresponding NOS Code</b> <b>THC/N4416</b>	<ul style="list-style-type: none"> <li>Explore new business opportunities</li> <li>Organize events for regular and new customers and clients</li> <li>Update customers on recent promotions</li> <li>Research and be up to date on famous tourist destinations</li> <li>Analyse competitor strategies</li> <li>Get references for new clients and customers</li> <li>Obtain information about latest trends in the market</li> <li>Generate trust and confidence in clients by timely payments</li> <li>Contract with overseas and local vendors</li> </ul>	Audio-Visual White Board
10	<b>Interacting with superiors and colleagues</b>  <b>Theory Duration</b> (hh:mm) 05:00  <b>Practical Duration</b> (hh:mm) 10:00  <b>Corresponding NOS Code</b> <b>THC/N9901</b>	<ul style="list-style-type: none"> <li>Receive job order and instructions from reporting superior</li> <li>Escalate unresolved problems or complaints to relevant superior</li> <li>Understand work output requirements, targets, performance indicators and incentives</li> <li>Deliver quality work and report anticipated delays with reason</li> <li>Communicate maintenance and repair schedule to superior</li> <li>Receive feedback on work standards</li> <li>Document the completed work</li> <li>Show trust, support and respect to all colleagues and assist them with information and knowledge</li> </ul>	

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> <li>• Try to achieve smooth overflow</li> <li>• Identify the potential and existing conflicts with colleagues and resolve them</li> <li>• Seek assistance from colleagues when required</li> <li>• Pass on essential information to colleagues in a timely manner</li> <li>• Behave responsibly and use polite language with colleagues</li> <li>• Interact with colleagues from different functions to understand their nature of work</li> <li>• To understand teamwork, multi tasking, co-operation, co-ordination and collaboration</li> <li>• Lookout for any errors and help colleagues to rectify them</li> </ul>	
11	<p><b>Communicating with customers</b></p> <p><b>Theory Duration</b> (hh:mm) 05:00</p> <p><b>Practical Duration</b> (hh:mm) 10:00</p> <p><b>Corresponding NOS Code</b> <b>THC/N9901</b></p>	<ul style="list-style-type: none"> <li>• Identify customer needs by asking questions</li> <li>• Have good knowledge on product and services and brief the customer clearly on them in a polite and professional manner</li> <li>• Build friendly but impersonal relationship with the customers</li> <li>• Use appropriate language and tone and listen actively</li> <li>• Show sensitivity to gender/ cultural and social differences</li> <li>• Understand customer expectations and provide appropriate product/services</li> <li>• Understand customer dissatisfaction and address their complaints</li> <li>• Maintain proper body language and dress code</li> <li>• Communicate clearly and effectively with the guest</li> <li>• Inform the customers on any issues and developments involving them</li> <li>• Respond back to the customer immediately</li> <li>• Upselling/promoting suitable products and services</li> <li>• Seek feedback from customers</li> <li>• Explain terms and conditions clearly</li> </ul>	
12	<p><b>Service quality requirements</b></p> <p><b>Theory Duration</b> (hh:mm) 03:00</p> <p><b>Practical Duration</b> (hh:mm) 07:00</p>	<ul style="list-style-type: none"> <li>• Understand target customers, their profiles and needs</li> <li>• Build good rapport with the customer</li> <li>• Understand the market trends and customer expectations by discussing the same with frequent customers</li> <li>• Seek feedback and rating from customer</li> <li>• Use customer oriented behaviour to gain loyalty and satisfaction</li> <li>• Be friendly but not familiar with guest</li> </ul>	Audio-Visual White Board

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	<p><b>Corresponding NOS Code</b> <b>THC/N9902</b></p>		
13	<p><b>Achieving customer satisfaction through customer-centric service</b></p> <p><b>Theory Duration</b> (hh:mm) 02:00</p> <p><b>Practical Duration</b> (hh:mm) 08:00</p> <p><b>Corresponding NOS Code</b> <b>THC/N9902</b></p>	<ul style="list-style-type: none"> <li>• Ensure fair and honest treatments to customers</li> <li>• Enhance company's brand value</li> <li>• Read customer expectations and ensure they are met</li> <li>• Readily accept and implement new ideas to improve customer satisfaction</li> <li>• Communicate customer feedback to superior</li> <li>• Offer promotions to improve product satisfaction</li> <li>• Consult with senior on unscheduled customer requests</li> </ul>	<p>Audio-Visual White Board</p>
14	<p><b>Etiquettes</b></p> <p><b>Theory Duration</b> (hh:mm) 04:00</p> <p><b>Practical Duration</b> (hh:mm) 08:00</p> <p><b>Corresponding NOS Code</b> <b>THC/N9903</b></p>	<ul style="list-style-type: none"> <li>• Greet, welcome and address the customer appropriately</li> <li>• Maintain pitch and tone of voice while speaking to customers</li> <li>• Maintain high standards of practice and transparency in pricing</li> <li>• Answer the telephone</li> <li>• Communicate appropriately with the customer</li> <li>• Dress professionally</li> <li>• Maintain personal integrity and ethical behaviour</li> <li>• Maintain personal grooming and positive body language</li> <li>• Demonstrate responsible and disciplined behaviour</li> <li>• Escalate grievances to appropriate authority</li> </ul>	<p>Audio-Visual White Board</p>
15	<p><b>Achieving customer satisfaction by being professional</b></p> <p><b>Theory Duration</b> (hh:mm) 02:00</p> <p><b>Practical Duration</b> (hh:mm) 04:00</p>	<ul style="list-style-type: none"> <li>• Use appropriate titles and terms of respect</li> <li>• Handle customer grievances professionally</li> <li>• Offer friendly, courteous and hospitable service to the customers</li> <li>• Provide assistance with sincere attitude</li> <li>• Achieve 100% customer satisfaction</li> <li>• Understand customer loyalty and brand value</li> </ul>	<p>Audio-Visual White Board</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	<b>Corresponding NOS Code</b> <b>THC/N9903</b>		
16	<p><b>Services and facilities specific to age / gender / special needs</b></p> <p><b>Theory Duration</b> (hh:mm) 03:00</p> <p><b>Practical Duration</b> (hh:mm) 07:00</p> <p><b>Corresponding NOS Code</b> <b>THC/N9904</b></p>	<ul style="list-style-type: none"> <li>Ensure that the customer feels safe</li> <li>Understand procedures to be followed during terrorist attacks</li> <li>Know the facilities and services specific to gender and age</li> <li>Co-ordinate with team to meet these needs</li> <li>Educate customers about entertainment programs for children, basic safeguard procedures for senior citizens</li> <li>Arrange for transport and equipment as required by senior citizens</li> <li>Understand availability of medical facilities/doctor</li> </ul>	Audio-Visual White Board
17	<p><b>How to behave with women at workplace?</b></p> <p><b>Theory Duration</b> (hh:mm) 03:00</p> <p><b>Practical Duration</b> (hh:mm) 07:00</p> <p><b>Corresponding NOS Code</b> <b>THC/N9904</b></p>	<ul style="list-style-type: none"> <li>Understand women rights and company's policies regarding them</li> <li>Know special facilities available for women colleagues and customers</li> <li>Inform about methods to ensure safety and security of women</li> <li>Provide comfortable and safe environment for female customers</li> <li>Maintain compliant behaviour etiquette while dealing with women</li> <li>Treat women equally and avoid discrimination</li> <li>Ensure safety and security of female colleagues and customers at all levels</li> </ul>	Audio-Visual White Board
18	<p><b>IPR and Copyright</b></p> <p><b>Theory Duration</b> (hh:mm) 04:00</p> <p><b>Practical Duration</b> (hh:mm) 06:00</p> <p><b>Corresponding NOS Code</b> <b>THC/N9905</b></p>	<ul style="list-style-type: none"> <li>Make sure new initiatives of Hotel are not leaked out</li> <li>Report IPR violations</li> <li>Read copyright clause</li> <li>Protect infringement upon customer's interests</li> <li>Know which aspect of customer information can be used</li> <li>Report any infringement</li> </ul>	Audio-Visual White Board
19	<b>Cleanliness</b>	<ul style="list-style-type: none"> <li>Keep the workplace clean</li> <li>Identify waste and ensure its disposal</li> </ul>	Audio-Visual White Board

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	<p><b>Theory Duration</b> (hh:mm) 02:00</p> <p><b>Practical Duration</b> (hh:mm) 03:00</p> <p><b>Corresponding NOS Code</b> <b>THC/N9906</b></p>	<ul style="list-style-type: none"> <li>Ensure waste bins are cleared everyday</li> <li>Point out requirements for pest control</li> <li>Ensure work place has fresh air supply and sufficient lighting</li> <li>Ensure maintenance check of air conditioners and other mechanical equipment in the department</li> <li>Know safe and clean handling of linen, laundry and work area</li> <li>Ensure adequate supply of cleaning consumables</li> </ul>	
20	<p><b>Hygiene</b></p> <p><b>Theory Duration</b> (hh:mm) 02:00</p> <p><b>Practical Duration</b> (hh:mm) 03:00</p> <p><b>Corresponding NOS Code</b> <b>THC/N9906</b></p>	<ul style="list-style-type: none"> <li>Hand wash procedure</li> <li>Understand personal hygiene</li> <li>Understand dental hygiene</li> <li>Understand cross contamination and how to prevent it</li> <li>Report on personal health issues</li> <li>Ensure procedures such as covering the mouth and turning away from people while coughing and sneezing</li> <li>Maintain availability of clean drinking water</li> <li>Get appropriate vaccinations regularly</li> <li>Undergo preventive health check up and treat all illnesses promptly</li> </ul>	Audio-Visual White Board
	<p><b>Total Duration</b> <b>390 Hrs.</b></p> <p><b>Theory Duration</b> <b>120Hrs.</b></p> <p><b>Practical Duration</b> <b>270Hrs.</b></p>	<p><b>Unique Equipment Required:</b></p> <ul style="list-style-type: none"> <li>Itinerary, Brochures, Receipt book, Pamphlets, Maps, Travel guides</li> <li>Hotel booking forms, Transport booking forms, Insurance documents</li> <li>Travel documents, Passport, Visa, Airline booking forms, Railway booking forms, Postcards of places of interest, Bills and invoice</li> </ul>	

Grand Total Course Duration: **390 Hours, 0 Minutes**

Recommended OJT Hours: **30 days** as a Tour Consultant assistant covering the practical aspects of the job

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

## Trainer Prerequisites for Job role “Tour Manager” mapped to Qualification Pack: “THC/Q4405 ,Version 1.0”

Sr. No.	Area	Details
1	<b>Job Description</b>	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with the Qualification Pack “THC/Q4405 ,Version 1.0”
2	<b>Personal Attributes</b>	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	<b>Minimum Educational Qualifications</b>	Certificate/Diploma/Degree in Travel and Tourism
4a	<b>Domain Certification</b>	Certified for training for Job Role: “Tour Manager” mapped to QP: “THC/Q4405 ,Version 1.0” with minimum passing score 70%
4b	<b>Platform Certification</b>	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “SSC\Q1402”. Minimum accepted score is 70%.
5	<b>Experience</b>	At least 5 years’ experience in Travel Industry including one year as Managerial capacity as a General manager. Experience as Departmental Trainer/ On the Job Trainer would be essential.

## Annexure: Assessment Criteria

<b>Assessment Criteria for Tour Manager</b>	
<b>Job Role</b>	<b>Tour Manager</b>
<b>Qualification Pack</b>	<b>THC/Q4405 ,Version 1.0</b>
<b>Sector Skill Council</b>	<b>Tourism and Hospitality Skill Council</b>

<b>Sr. No.</b>	<b>Guidelines for Assessment</b>
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 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%

NOS Element	Performance Criteria	Total Marks (450)	Out of	Theory	Skills Practical
<b>THC/N4414</b> <b>Administer the company operations</b>	PC1. visit various tourist destinations	50	1.5	0.5	1.0
	PC2. understand the various tourist attractions and places of interest in the destination		1.5	0.5	1.0
	PC3. suggest interesting travel routes to and within the destination		1.5	0.5	1.0
	PC4. design and develop various interesting and economical domestic and international tour packages		1.5	0.5	1.0
	PC5. ensure the packages will meet the needs of various types of customers		2.0	0.5	1.5
	PC6. discuss various updated information on itineraries, destinations and culture		2.0	0.5	1.5
	PC7. decide on the number of holidays to sell each season and the resorts/ countries to use		2.0	0.5	1.5
	PC8. fix deadlines and monitor the work plan		2.0	0.5	1.5
	PC9. assign targets to the team leaders		2.0	0.5	1.5
	PC10. perform the financial analysis of potential income earned by packaged and promotional tours organized		2.0	0.5	1.5
	PC11. prepare and produce the budget comprising of various costs for the financial year		2.0	0.5	1.5
	PC12. verify the accounts and financial statement from the accounting department		2.0	0.5	1.5
	PC13. check the various expenses and income statements of the company		2.0	0.5	1.5
	PC14. inspect the issues and causes for the loss if any		2.0	0.5	1.5
	PC15. ensure to rectify the mistakes in the current financial year in case of loss		2.0	0.5	1.5
	PC16. provide approval for the reimbursements of team leaders		2.0	0.5	1.5
	PC17. oversee the bills received from the clients		2.0	0.5	1.5
	PC18. approve to settle the bills of various clients such as hotels, guides, event organizers and other clients if there are no doubts in it		2.0	0.5	1.5
	PC19. approve the payrolls of the staff		2.0	0.5	1.5
	PC20. read through the feedback forms and look into the customer concerns		2.0	0.5	1.5
	PC21. ensure the customer complaints and concerns are taken into action for rectification		2.0	0.5	1.5
	PC22. provide any support to the tourists during the trip		2.0	0.5	1.5
	PC23. ensure travel arrangements for the tourists run smoothly and enjoyably throughout the trip		2.0	0.5	1.5
	PC24. ensure to maintain long standing relationships with the customers		2.0	0.5	1.5

NOS Element	Performance Criteria	Total Marks (450)	Out of	Theory	Skills Practical
	PC25. ensure the customers are satisfied at all times with the services offered		2.0	0.5	1.5
	PC26. ensure the safety and security of the tourists		2.0	0.5	1.5
	<b>POINTS</b>		50	13.0	37.0
	<b>TOTAL POINTS</b>			<b>50</b>	
<b>THC/N4415 Handle the administration and staff</b>	PC1. overview the appraisal forms and decide on the promotions, hikes and performance appreciations	50	2.5	1.0	1.5
	PC2. organize weekly or monthly meetings with all the staff of the company to understand their issues, brief them on the company future plans and updation, motivate them for work, train them on any new developments, assure them of more benefits if targets achieved, etc.		2.5	1.0	1.5
	PC3. handle interviews and hiring of staff		2.5	1.0	1.5
	PC4. monitor the retention and firing of staff based on their behaviour, misconduct, low performance in spite of warnings given earlier		2.5	1.0	1.5
	PC5. bring in incentive and bonus schemes		2.5	1.0	1.5
	PC6. ensure the staff are informed of the standards to be followed in cash handling, tour organizing, client management, etc.		2.5	1.0	1.5
	PC7. set the standards for grooming, greeting, work, etc.		2.5	1.0	1.5
	PC8. ensure the department is not overstaffed or understaffed		2.5	1.0	1.5
	PC9. oversee staff behaviour and the level of communication		2.5	1.0	1.5
	PC10. check the tour itinerary prepared by the tour consultant		3.0	1.0	2.0
	PC11. suggest some changes if any with respect to travel routes, local attractions, accommodation, etc.		3.0	1.0	2.0
	PC12. approve the itinerary after all the suggestions and ensure to reach the customer		3.0	1.0	2.0
	PC13. gather the team leaders on weekly or monthly basis to understand the meet of targets		3.0	1.0	2.0
	PC14. supervise the set up and support operations for organizing and arranging		3.0	1.0	2.0
	PC15. inspect the reports and documents submitted by the team leaders		2.5	1.0	1.5
	PC16. oversee the various arrangements made for all the activities and tours organized		2.5	1.0	1.5
	PC17. respond promptly to any doubts or queries from the staffs and direct them		2.5	1.0	1.5
	PC18. address the grievances and problems of the staff		2.5	1.0	1.5

NOS Element	Performance Criteria	Total Marks (450)	Out of	Theory	Skills Practical
	PC19. suggest solutions to rectify the problems		50	2	3
	<b>POINTS</b>		50	19	31
	<b>TOTAL POINTS</b>			<b>50</b>	
<b>THC/N4416 Manage client and develop business</b>	PC1. liaise with hotels, travel partners, guides, restaurants and other clients and agree on the dealings between them	50	1.5	0.5	1.0
	PC2. visit the resorts, hotels, etc. on periodical basis to ensure quality accommodation provided to the customers through their packages		1.5	0.5	1.0
	PC3. negotiate financial, technical and hospitality requirements and arrangements for the term		1.5	0.5	1.0
	PC4. interact with the clients to understand and clarify any doubts in the bills raised by them		1.5	0.5	1.0
	PC5. ensure to be polite to the clients while enquiring the doubts		1.5	0.5	1.0
	PC6. develop good network overseas and at the various domestic locations as well		1.5	0.5	1.0
	PC7. listen to the problem of the clients and solve them	50	1.5	0.5	1.0
	PC8. maintain good rapport and relationships with the clients		1.5	0.5	1.0
	PC9. predict the profits and number of bookings with the previous rate		1.5	0.5	1.0
	PC10. identify opportunities to increase profitability and revenue		1.5	0.5	1.0
	PC11. promote and market business to niche markets		1.5	0.5	1.0
	PC12. gather information on issues and amenities of interest to customers		1.5	0.5	1.0
	PC13. plan and decide strategies to increase sales and achieve targets		1.5	0.5	1.0
	PC14. decide the final work plan and activities designated		1.5	0.5	1.0
	PC15. instruct the staff on various necessities and requirements		1.5	0.5	1.0
	PC16. ensure profitability from the tours and events organized		1.5	0.5	1.0
	PC17. monitor the company policies and procedures		1.5	0.5	1.0
	PC18. coordinate the marketing and operations management		1.5	0.5	1.0
	PC19. follow legislation and ensure adherence to government policies		1.5	0.5	1.0
	PC20. explore new business opportunities within the industry		2.0	0.5	1.5
	PC21. organize events, workshops or meets gathering regular and new customers and clients		2.0	0.5	1.5
	PC22. update the customers on the recent		2.0	0.5	1.5

NOS Element	Performance Criteria	Total Marks (450)	Out of	Theory	Skills Practical
	promotions packages introduced and socialize				
	PC23. research on the various topic relating to tour and be up to date of information related to famous tourist destinations		2.0	0.5	1.5
	PC24. analyze the competitor strategies and the various activities and tours promoted by them		2.0	0.5	1.5
	PC25. get references to bring in new contacts for clients and potential customers		2.0	0.5	1.5
	PC26. obtain information about the industry network and latest trends in the market		2.0	0.5	1.5
	PC27. look for new clients contacts and other means of business development like attending workshops		2.0	0.5	1.5
	PC28. develop the confidence of the clients by timely payments and maintaining trust worthy relationships with them		2.0	0.5	1.5
	PC29. contract with overseas agents, wholesalers, local clients and online systems		2.0	0.5	1.5
	PC30. contract and negotiate with hotels and suppliers		1.5	0.5	1.0
	<b>POINTS</b>		50	15.0	35.0
	<b>TOTAL POINTS</b>			<b>50</b>	
<b>THC/9901 Communicate with customer and colleagues</b>	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		1.5	0.5	1.0

NOS Element	Performance Criteria	Total Marks (450)	Out of	Theory	Skills Practical
	disciplined behaviours to the colleagues				
	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

NOS Element	Performance Criteria	Total Marks (450)	Out of	Theory	Skills Practical
	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
	<b>POINTS</b>		50	18.5	31.5
	<b>TOTAL POINTS</b>			<b>50</b>	
<b>THC/N9902Maintain customer-centric service orientation</b>	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

NOS Element	Performance Criteria	Total Marks (450)	Out of	Theory	Skills Practical
	PC21. weigh the cost of fulfilling unscheduled customer requests, consult with senior and advise the customer on alternatives		2.0	0.5	1.5
	<b>POINTS</b>		50	10	40
	<b>TOTAL POINTS</b>			<b>50</b>	
<b>THC/N9903Maintain standard of etiquette and hospitable conduct</b>	PC1. greet the customers with a handshake or appropriate gesture based on the type of customer on their arrival	50	0.5	0.0	0.5
	PC2. welcome the customers with a smile		0.5	0.0	0.5
	PC3. ensure to maintain eye contact		0.5	0.0	0.5
	PC4. address the customers in a respectable manner		1.0	0.5	0.5
	PC5. do not eat or chew while talking		0.5	0.0	0.5
	PC6. use their names as many times as possible during the conversation		0.5	0.0	0.5
	PC7. ensure not to be too loud while talking		0.5	0.0	0.5
	PC8. maintain fair and high standards of practice		2.5	1.0	1.5
	PC9. ensure to offer transparent prices		2.0	0.5	1.5
	PC10. maintain proper books of accounts for payment due and received		2.0	0.5	1.5
	PC11. answer the telephone quickly and respond back to mails faster		2.0	0.5	1.5
	PC12. ensure not to argue with the customer		2.0	0.5	1.5
	PC13. listen attentively and answer back politely		2.0	0.5	1.5
	PC14. maintain personal integrity and ethical behaviour		2.5	1.0	1.5
	PC15. dress professionally		2.0	0.5	1.5
	PC16. deliver positive attitude to work		2.0	0.5	1.5
	PC17. maintain well groomed personality		2.0	0.5	1.5
	PC18. achieve punctuality and body language		2.0	0.5	1.5
	PC19. maintain the social and telephonic etiquette		2.0	0.5	1.5
	PC20. provide small gifts as token of appreciation and thanks giving to the customer		2.0	0.5	1.5
	PC21. use appropriate tone, pitch and language to convey politeness, assertiveness, care and professionalism		2.0	0.5	1.5
	PC22. demonstrate responsible and disciplined behaviours at the workplace		2.0	0.5	1.5
	PC23. escalate grievances and problems to appropriate authority as per procedure to resolve them and avoid conflict		2.0	0.5	1.5
	PC24. use appropriate titles and terms of respect to the customers		2.0	0.5	1.5
	PC25. use polite language		1.0	0.5	0.5
	PC26. maintain professionalism and procedures to handle customer grievances and complaints		1.5	0.5	1.0

NOS Element	Performance Criteria	Total Marks (450)	Out of	Theory	Skills Practical
	PC27. offer friendly, courteous and hospitable service and assistance to the customer upholding levels and responsibility		1.0	0.5	0.5
	PC28. provide assistance to the customers maintaining positive sincere attitude and etiquette		1.0	0.5	0.5
	PC29. provide special attention to the customer at all time		1.5	0.5	1.0
	PC30. achieve 100% customer satisfaction on a scale of standard		1.5	0.5	1.0
	PC31. gain customer loyalty		1.5	0.5	1.0
	PC32. enhance brand value of company		2.0	0.5	1.5
	<b>POINTS</b>		50	14	36
	<b>TOTAL</b>			<b>50</b>	
<b>THC/N9904</b> <b>Follow gender and age sensitive service practices</b>	PC1. educate the tourists, employers and the colleagues at workplace on women rights and the respect that is to be given to them		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

NOS Element	Performance Criteria	Total Marks (450)	Out of	Theory	Skills Practical
	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
	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. ensure safety and security of women at all levels		2.0	0.5	1.5
	<b>POINTS</b>		50	15	35
	<b>TOTAL POINTS</b>			<b>50</b>	

NOS Element	Performance Criteria	Total Marks (450)	Out of	Theory	Skills Practical
<b>THC/N9905</b> <b>Maintain IPR of organisation and customers</b>	PC1. prevent leak of new plans and designs to competitors by reporting on time	50	7.5	3.5	4.0
	PC2. be aware of any of company's product, service or design patents		7.0	7.0	0
	PC3. report IPR violations observed in the market, to supervisor or company head		7.5	3.5	4.0
	PC4. read copyright clause of the material published on the internet and any other printed material		7.0	3.0	4.0
	PC5. protect infringement upon customer's business or design plans		7.0	3.5	3.5
	PC6. consult supervisor or senior management when in doubt about using information available from customer		7.0	3.5	3.5
	PC7. report any infringement observed by anyone in the company		7.0	3.5	3.5
	<b>POINTS</b>		50	27.5	22.5
	<b>TOTAL POINTS</b>			<b>50</b>	
<b>THC/N9906</b> <b>Maintain health and hygiene</b>	PC1. keep the workplace regularly clean and cleared-off of food waste or other litter	50	1.5	0.5	1.0
	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		1.5	0.5	1.0

NOS Element	Performance Criteria	Total Marks (450)	Out of	Theory	Skills Practical
	appropriate materials and procedures				
	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
	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		1.5	0.5	1.0
	<b>POINTS</b>		50	15.5	34.5
	<b>TOTAL POINTS</b>			<b>50</b>	
	<b>GRAND TOTAL</b>	<b>450</b>			



## **Tourism and Hospitality Sector Skill Council**

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