

L_All_Vocational_Ed_Tourism

Sector: Travel and Tourism

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VOCATIONAL EDUCATIONAL QUALIFICATION FRAMEWORK

(Sector: Travel and Tourism –Specialization Tourism)
NVEQF/TOURISM/TS

S.No.	Certificate Level	Vocational Hours
1.	Level-I	200 hrs
2.	Level-II	250 hrs
3.	Level-III	350 hrs
4.	Level-IV	350 hrs
5.	Level-V	500 hrs
6.	Level-VI	550 hrs
7.	Level-VII	750 hrs

Certificate Level- I

Soft Skills

- Verbal and Non Verbal Communication
- Effective Communication
- Barriers to Communication
- Listening – Good & Bad Listening
- Importance of Body Language
- Etiquettes and manners (Role Play)
- Aspects of Personality Development
- Positive Thinking

Introduction to Tourism –I

- Defining Tourism
- Tourism Concepts
- -Purpose of Tourism (4S, Inter linkage with Leisure)
- Tourist typology
- Nature of Tourism
- Components of Tourism
- Forms of Tourism- Inbound, Outbound, Domestic

Tourism Business- I

- Evolution of Tourism Business (Thomas Cook till date)
- Silk Route & Tour
- Grand Tour
- Modern Tourism in India
- Tourism Intermediaries and Linkage (an Intro)

Indian Society and Culture

- Importance of History in Tourism
- Use and misuse of History in Tourism
- History & Heritage – Linkage.
- Indian History through Museum (National Museum, 6 other museum)

Fam Tour

- (a) Visit to a tourism organization
- (Travel Agency / Tour Operator)
- b) Report on the visit
- c) Visit to a local/ nearby museum
- d) Report on the visit.

Certificate Level- II

Soft Skills -II

- Proper addressing, greeting guest
- Positive thinking, controlling Anger.
- Body Language.
- Practice (Role Play) talking on Telephone
- noting down a message.
- responding to a query
- providing information in a courteous manner
- non-verbal communication

Tourism Business- II

- Destination / Site- define.
- Travel Terminology/ Travel Lingo.
- Hospitality Terminology
- Activities / Function Areas in a Travel Agency.
- Domestic & International
- Documentations.
- Medical Requirements.

Indian Culture

- Introduction to
 - A. Indian Art and Culture
 - B. Indian Painting
 - C. Styles
 - D. Examples
 - E. Modern Painters
 - F. Painting and Museum – Case study as per region/ locality.
 - G. Application of Arts – Textile, Handicraft.

Indian Society and Culture

Visit / Meeting with a Local ASI/ Ministry approved Guide

- Report and importance of the meet as well as role play.
- Visit/Overnight journey to a destination / site of importance. Report on the same.

- **Fam Tour**

Certificate Level- III

Soft Skills (II)

- Proper Grooming – Dressing up, Hygiene
- Do's & Don'ts in front of / with Guest
 - Practice Role Play regarding
 - guests problems
- guests complaints
- providing information in a courteous manner
- Understanding Cross cultural differences

Tourism Business - III

- Activities and function areas in a Travel Agency
- VISA requirements
- FOREX
- Insurance – baggage and personal
- Role of Destination Manager / Ground operator
- Computer and Tourism Business
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Guiding Skills- I

- Introduction to the concept of Guiding- Meaning and concepts of Guiding, golden Rules of Guiding, Difference between Guide and Escorts,
- skills, duties and responsibilities of Guides and Escorts,
- Interpreting Sites – based on the characteristics;
- Guiding skills required for
 - City Tour
 - Museum
 - Art Galleries
 - Forts and Palaces
 - Religious Places

Tourism Resources and Products

- Introduction to the Architectural styles prevalent in India and their corresponding monuments as examples
- Monuments by different dynasties
- UNESCO World heritage Monuments
- Architectural Styles
- Destination / Location

- USP
- Do's and Don'ts at World Heritage Monuments

Fam Tour

- 2 / 3 days trip for adventure tourism
- Or
- Travel to adventure institute at Manali / Uttrakhand for hands on practices

Certificate Level- IV

Business Communication

- Written communication
- Letters, filing, emails
- Communication related to guests, vendors and media
- Office Correspondence

Sources of Tourist Information

- Sources of information – Govt and private
- Govt – Department of tourism, STDC
- Air India, Indian railways
- Private – Travel Agencies, Tour Operators
- Hotels
- Sources of information – media
- Print Media – Newspaper, magazines, advertisement
- Electronic media – television, Internet, radio
- Others – Hoardings, Brochures, etc.

Tourism Business – IV (Airline Ticketing)

- IATA zones and map reading
- City Codes
- TIM hand Book
- Baggage Handling
- Class of travel
- Terminology
- Fare Construction and ticketing
- CRS Introduction

Tourism Resources and Products – II

- Pilgrimage in India – oldest form of tourism
- Hinduism and their symbols
- Religious sites of Hindu religion
- Buddhism
- Religious sites of Hindu religion
- Jainism
- Religious sites of Hindu religion
- Sikhism
- Religious sites of Hindu religion
- Islam

- Religious sites of Hindu religion
- Christianity
- Religious sites of Hindu religion
- Others and Religious sites of Hindu religion

Guiding Skills

- Guiding skills required for
 - Forts and Palaces
 - Religious Places
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Fam Tour / Practical

- Fam tour to a place of Water sports
- Practical at NWSA at Goa

Certificate Level- V

Foreign Language – French / German / Spanish

Bachelor's Degree programme specially customized for the Tourism sector with Tourism terminologies, Conversation and less of literature

Accommodation Sector

- Types of accommodation – organized(Hotels, Motels, Resorts, Spas) and unorganized (Dharamshala, hostels, guest houses and so on)
- Classification of Hotels based on Location, Facilities, price based, Star Categorisation, management based
- Departments of a Hotel – Front office, housekeeping, Food and Beverages

Geography and Tourism

- Fundamentals of geography, climatic variations and regions of India and their role in tourism; physical and political features of Indian Subcontinent; types of destinations, Ecology of India India.
- **Destinations and Circuits:** Golden Triangle, Diamond Triangle, Southern Triangle – Bangalore, Mysore, Ooty, Temple Triangle – Tanjore, Madurai, Rameshwaram; U. P. Circuits - Buddhist Circuit, others; Rajasthan – Jaipur, Jodhpur, Jaisalmer, Udaipur, Bikaner, Shekhawat region; Kerala- Munnar, Kottayam, Ernakulam, Trivandram, Backwater; Goa; Himachal Pradesh – Shimla, Kullu, Manali, Pragpur; Andaman & Nicobar Island; Lakshwadeep Islands, Sikkim; Konark, Mahaballipuram, Backwater and River Major tourist generating countries and states within India; cruises; New and recent destinations of the Country.

Transportation Management

- Introduction to Transportation and linkage with tourism – Air, Water and Surface
- *Air* – Scheduled and non scheduled services, LCC and its benefits, types of seats, booking, cancellation and refunds
- *Water* – River, lake and Ocean/ sea cruises
- *Surface Transport:* options available to the clients – Car, coach, bus, Rent-a-car Scheme and coach-Bus Tour, Fare Calculation, Transport & Insurance documents, transportation cycle, calculation of rates for surface travel; *Rail Transport:* General information about Indian Railways, Indrail pass, Introduction to the types of rail tours in India: luxury trains, hill trains, express train, mail and passenger

Basic Accounting

- Defining Book – keeping and accounting
- Nature and objectives of accounting
- Principles of accounting
- Types of accounting
- End users of accounting information
- Accounting standards
- Journal and sub divisions of journal
- Ledger and trial balance
- Final accounts

Tourism Resources And Products – III

- Festivals of India (with respect to each religion and region)
- Role of Festivals as tourist attraction – destination associated with each festival
- Fairs of India – USP and destination
- Tourism related fairs and events (such as fashion show, sporting events, Govt. Sponsored)of India

Guiding Skills

- Introduction to SIT and Adventure Tourism
 - Land Based Adventure tourism
 - Skills required for
 - Trekking
 - Hiking
 - Rock Climbing
 - Medical Requirements
- Introduction to Water Sports
- Introduction to Adventure Water Sports
- Handling emergencies – Medical, personal, Official, VISA/ Passport, Death,

Fam Tour

- 4 -5 days tour with an approved tourist guide either for Geography based destination or festival based destination

Certificate Level- VI

Foreign Language (II) – French / German / Spanish

- Bachelor's Degree programme specially customized for the Tourism sector with Tourism terminologies, Conversation and less of literature

Tour Operations – Itinerary Preparation

- Introduction to Tour operator and operations – retailer and wholesalers
- Types of Tour operators – individual, travel Agency, In House Tour operators, Inbound Tour Operator, Domestic and international
- Main partners for packaging and negotiation with vendors
- Types of package tour – Single Country tours, Area tours, two City Tours, Single City Tours, Cultural Tours, Special Interest Tours, Adventure tours

Geography and Tourism

- Climatic variations and regions of the world
- The role of climatic region in tourism promotion;
- Geographical Features attract tourists to a destination, Climate, Characteristics of climate associated with human needs, equatorial climate case study: Singapore, Tropical Climate: Case study: Jamaica, Darwin,

Tourism Resources And Products – IV

- Introduction to Indian Classical Music – vocal and instrument
- Introduction to Indian Dances from all parts of the country
- Role of dance and music festivals for promoting tourism

Tourism Marketing

- Introduction to Marketing – principles and concepts, difference with selling, need of marketing Research
- Importance of Marketing in tourism
- Marketing mix in Tourism – P's in tourism Marketing
- Promotion mix in Tourism Marketing

Tourism Linkages

- Primary and secondary service providers in Tourism
- Entertainment and recreation
- Communication

- Eating Joints and lounges
- Photography
- Activities - shopping, spas, catering to diverse needs

Guiding Skills

- Introduction to Water Sports
- Introduction to Adventure Water Sports

Farm Tour

- 4 -5 days tour with an approved tourist guide

Certificate Level- VII

Foreign Language - III – French / German / Spanish

- Bachelor's Degree programme specially customized for the Tourism sector with Tourism terminologies, Conversation and less of literature

Tour Operations – Tour Costing

- Planning a tour – interest , time of visit, special event, time required for visit
- Tour Costing – Components, considerations, types of tour cost, cost sheet
- Tour costing of popular destinations and circuits in India

Geography and Tourism

- Warm Climate, Case study: Athens, Florida, Mountain Climate,
- Beach, Composition, waves, tides, and enclosed seas, Popular Beaches of the World, Bondi Beach, Copacabana, Miami, Palm Beach, beaches of Hawaiian Islands,
- New and recent destinations of the world

Entrepreneurship In Tourism

- Entrepreneurial options in Tourism
- Business strategy and understanding customer needs
- Analysis of competition, writing a business plan, feasibility option
- Forms of organization (legal entity), legal considerations
- Financial planning – budgeting, loans, role of govt. agencies
- Setting up a Tourism enterprise – steps, procedures, licenses, registration, etc.

Tourism Resources And Products

- Handicrafts of India and role of the same in the Souvenir shopping
- Emporiums, private shops and cooperative outlets
- Artisans and crafts people
- Craft villages such as Dilli haat for case study

Tourism Impacts

- Introduction to Impacts of Tourism
- Socio cultural impacts
- Environmental impacts

Economic impacts

Guiding Skills

- Handling emergencies – Medical, personal, Official, VISA/ Passport, Death, handling guest with special needs / different abilities.
- Escorts - personal hygiene and grooming, pre, post and during tour responsibilities, checklist, handling emergencies, leading a group, code of conduct;

Fam Tour

4 – 5 Days tour with a govt. approved guide