

**CURRICULUM**

**For**

**Travel Agent**

**SHORT-TERM**

**(Competency Based)**



**Council for Technical Education and Vocational Training  
Curriculum Development and Equivalence Division**

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## Introduction

The competency-based curriculum for **Travel Agent** is designed to prepare skilled and employable workforces equipped with necessary knowledge, skills, and attitudes related to Travel Agency Operation occupation. It provides necessary knowledge and skills of competency areas of travel agency under tourism discipline to providing quality travel agency services for domestic and international tourists' customers and clients as per their requirements. In this curriculum, the trainees will practice skills of travel agency operation in the travel agency service industries. Once the trainees acquired the competencies, they will have ample of opportunities for wage employment and self-employment through which they will contribute in the national streamline of poverty reduction in the country. The skills and knowledge included in this curriculum improve their knowledge and skills and make them competent Travel Agent needed for the occupation. It is considered that the basic knowledge and skills included in the curriculum will stimulate trainees to learn occupational knowledge and skills for that level so that they can be competent needed for the occupation.

*The feature of this curriculum is to focus on entrepreneurship development in order to create self-employment opportunity. The curriculum is designed based on implementing dual training modality that the learning takes place in two venues (the technical school or training institute and related travel agencies, tourism industry) so that it will be successful to meet the needs of individuals, communities, and tourism industries.*

## Curriculum Title

The title of this curricular program is Travel Agent (**TA**)

## Program Aim

The aim of the program is to prepare middle level competent Travel Agent in the sector of tourism to serve domestic and international tourist customers and clients as per their requirements through travel agencies in the Nepal and abroad.

## Program Objectives

The curricular program has following objectives to:

1. Explain scope and importance of travel and tourism;
2. Provide destination exploration services;
3. Prepare itinerary along with packages development for domestic and international tourists;
4. Provide client handling and customer services;
5. Promote scope of tourism marketing;
6. Apply innovation techniques in sealing and reserving products;
7. Manage travel agencies with safe and quality travel programs and activities; and
8. Prepare simple business plan for establishing and operating a travel agency.

## Program Description

This curricular program is based on the job require to be performed by a Travel Agent in the travel agencies in the country and aboard. This program includes various modules/sub-

modules such as Occupational introductory, Tools equipment and materials, Destination exploration and marketing, Itinerary package preparation and sales, Clients handling and customer services, and Office managements. In addition, Occupational health and safety, Communication, Professionalism, and Entrepreneurship development modules are also offered here. The expected trainees will learn knowledge and skills in institutes and related travel agencies through dual learning system.

### **Focus of Program**

This is a competency-based curriculum. This curriculum emphasizes on competencies performance. Here 80% time is allotted for performance and remaining 20% time is allotted for related technical knowledge. Therefore, the focus will be on performance of the specified competencies in the curriculum.

### **Program Duration**

The total duration of the program will be of 390 hours.

### **Target Group**

The target group for this curricular program will be all the +2 passed individuals interested to be a Travel Agent.

### **Target Location**

The target location of this curricular program will be all over Nepal.

### **Group Size**

The group size of this program will be maximum of 20 (twenty) in a group.

### **Entry Criteria**

Individuals with following criteria will be eligible for this program:

- +2 passed or equivalent
- Computer literacy
- Minimum of 18 years of age
- Citizenship certificate (for the name, parents' name, age, date of birth and address verification purpose only)
- Should pass entrance test as administered by the related institute

### **Medium of Instruction**

The medium of instruction will be in English and/or Nepali.

### **Pattern of Attendance**

Minimum of 90% attendance is required for successfully completion of training.

### **Instructors' Qualification**

- Bachelor in Travel and Tourism or equivalent
- Good communicative and instructional skills

- Experience in the related field

### **Instructor and Trainees Ratio**

- Overall ratio of instructor and trainees must be 1:10 (at the institution level)
- Teacher and students ratio for theory class should be as per nature of classroom
- Trainer and trainees ratio for practical should be 1:10

### **Instructional Media and Materials**

The following instructional media and materials are suggested for the effective instruction, demonstration and practical.

- **Printed Media Materials** (Assignment sheets, Handouts, Information sheets, Individual training packets, Procedure sheets, Performance Check lists, Textbooks etc.).
- **Non-projected Media Materials** (Display, Photographs, Flip chart, Poster, Writing board etc.).
- **Projected Media Materials** (Multimedia, Overhead transparencies, Slides etc.).
- **Audio-Visual Materials** (Audiotapes, Films, Slide-tape programs, Videodiscs, Videotapes etc.).
- **Computer-Based Instructional Materials** (Computer-based training, Interactive video etc.)
- **Web-Based Instructional Materials** (Online learning)
- **Radio/Television/Telephone**
- **Education-focused social media platform**

### **Teaching Learning Methodologies**

The methods of teachings for this curricular program will be a combination of several approaches such as; Illustrated Lecture, Panel Discussion, Demonstration, Simulation, Group work, Guided practice, Practical experiences, Fieldwork, Assignment, Project work and other Independent learning.

- Theory: Illustrated lecture Discussion, Seminar, Interaction, Assignment and Group work.
- Practical: Demonstration, Observation, Guided practice, Self-practice and Project work.

### **Approaches of Education**

There will be inductive, deductive and learner-centered approaches of education.

### **Disciplinary and Ethical Requirements**

- Intoxication, insubordination or rudeness to peers will result in immediate suspension followed by review by the disciplinary review committee of the institute.
- Dishonesty in academic or practice activities will result in immediate suspension followed by administrative review, with possible expulsion.
- Illicit drug abuse, bearing arms at institute, threats or assaults to peers, faculty or staff will result in immediate suspension, followed by administrative review with possible expulsion.

### Evaluation Details

- Continuous evaluation of the trainees' performance is to be done by the related instructor/trainer to ensure the proficiency over each competency.
- Related technical knowledge learnt by the trainees will be evaluated through written or oral tests as per the nature of the content.
- Trainees must secure minimum marks of 60% in an average of both theory and practical evaluations.
- The ratio of theory and practical assessment marks will be 20:80.

### Grading System

The grading system will be as follows:

<u>Grading</u>	<u>Overall marks</u>
Distinction	80% or above
First division	75% to below 80%
Second division	65% to below 75%
Third division	Passed with 60% or above

### Certificate Requirements

The related training institute will provide the certificate of **“Travel Agent”** to those trainees who successfully complete the tasks and related knowledge specified in this curriculum.

### Provision of Skill Test

The graduates who have completion certificate of **“Travel Agent”** may sit in the skill testing examination Level one (Level- 1) as provisioned and administered by the National Skill Testing Board.

### Follow up Suggestion

This is not a training program only for training sake. The ultimate success of this program will rest on the proficiency of the graduates of this training program in providing services in the related organizations either by wage employment or by self-employment.

In other to assess the success of this program and collect feedbacks/inputs for the revision of the program, a schedule of follow up is suggested as follows:

- **First follow up:** - Six months after the completion of the training program.
- **Second follow up:** - Six months after the completion of the first follow up.
- **Follow up cycle:** - In a cycle of one year after the completion of second follow up for five years.

### Suggestions for skills/tasks/competencies instruction

1. Demonstrate the task performance until learners are clear.
2. Instruct learners to use personal protective equipment (PPE) for safety.
3. Implement tools, equipment and human safety procedure.
4. Conduct guided practices until learners are safe.

5. Conduct individual practices until learners are competent.
6. Conduct project and problem solving activities using many skills until learners are confident.
7. Assess/observe learners' procedure.
8. Stop learner when he/she is about to damage life or property.
9. Conduct safety inspections.
10. Evaluate learners' products.

### **General Attitudes Required**

An apprentice should demonstrate following general attitudes for effective and active learning.

Acceptance, Affectionate, Ambitious, Aspiring, Candid, Caring, Change, Cheerful, Considerate, Cooperative, Courageous, Decisive, Determined, Devoted, Embraces, Endurance, Enthusiastic, Expansive, Faith, Flexible, Gloomy, Motivated, Perseverance, Thoughtful, Forgiving, Freedom, Friendly, Focused, Frugal, Generous, Goodwill, Grateful, Hardworking, Honest, Humble, Interested, Involved, Not jealous, Kind, Mature, Open minded, Tolerant, Optimistic, Positive, Practical, Punctual, Realistic, Reliable, Distant, Responsibility, Responsive, Responsible, Self-confident, Self-directed, Self-disciplined, Self-esteem, Self-giving, Self-reliant, Selfless, Sensitive, Serious, Sincere, Social independence, Sympathetic, Accepts others points of view, Thoughtful towards others, Trusting, Unpretentiousness, Unselfish, Willingness, Work-oriented.

## Curriculum Structure of Travel Agent

S.N.	Modules/Sub-modules	Nature	Time (Hours)		
			T	P	Tot
1	<b>Introduction of Tourism</b>	T	4	-	4
2	<b>Occupational Health and Safety</b>	T+P	4	12	16
3	<b>Fundamental Tools, Equipment and Materials</b>	T+P	2	8	10
4	<b>Fundamental Works</b>		<b>6</b>	<b>24</b>	<b>30</b>
	4.1 Computer Application	T+P	4	16	20
	4.2 Forms Formats Development and Map Plotting	T+P	2	8	10
5	<b>Destination Exploration and Marketing</b>		<b>12</b>	<b>48</b>	<b>60</b>
	5.1 Destination Exploration	T+P	7	28	35
	5.2 Tourism Marketing	T+P	5	20	25
6.	<b>Itinerary, Package Preparation and Sales</b>		<b>12</b>	<b>48</b>	<b>60</b>
	6.1 Itinerary Preparation and Package Development	T+P	5	20	25
	6.2 Sales and Reservation of Tourism Products	T+P	7	28	35
7.	<b>Clients Handling and Customer Services</b>		<b>16</b>	<b>74</b>	<b>90</b>
	7.1 Clients Handling	T+P	3	22	25
	7.2 Customer Services	T+P	13	52	65
8.	<b>Office Management</b>		<b>11</b>	<b>44</b>	<b>55</b>
	8.1 Human Resource Management	T+P	3	12	15
	8.2 Legal Documentation	T+P	3	12	15
	8.3 Customer Documentation	T+P	5	20	25
9.	<b>Communication</b>	T+P	3	12	15
10.	<b>Professionalism</b>	T+P	2	8	10
11.	<b>Entrepreneurship Development</b>	T+P	18	22	40
	<b>Total</b>		<b>90</b>	<b>300</b>	<b>390</b>

# Modules and Sub-modules

- 1. Introduction of Tourism**
- 2. Occupational Health and Safety**
- 3. Fundamental Tools, Equipment and Materials**
- 4. Fundamental Works**
  - 4.1 Computer Application
  - 4.2 Forms Formats Development and Map Plotting
- 5. Destination Exploration and Marketing**
  - 5.1 Destination Exploration
  - 5.2 Tourism Marketing
- 6. Itinerary, Package Preparation and Sales**
  - 6.1 Itinerary preparation and Package Development
  - 6.2 Sales and Reservation of Tourism Products
- 7. Clients Handling and Customer Services**
  - 7.1 Clients Handling
  - 7.2 Customer Services
- 8. Office Management**
  - 8.1 Human Resource Management
  - 8.2 Legal Documentation
  - 8.3 Customer Documentation
- 9. Communication**
- 10. Professionalism**
- 11. Entrepreneurship Development**

# Module 1: Introduction of Tourism

**Duration: 4 Hours (T) + 0 Hours (P)= 4 Hours**

## **Course Description**

This module intends to impart the knowledge related to the introduction and typology of the travel and Tourism sector. It also deals with global tourism management, principle of marketing and marketing mix. Additionally, tourist psychology, behavior and their impact in the destination visited has to be discussed along with key terminologies used.

## **Course Objectives**

After completion of this module, trainees will be able to:

- Explain the concept and typology of travel and tourism; and
- State the principles of marketing and marketing mix.

## **Course Contents**

- Introduction: Definition Principle and Practices
- Historical development of tourism (tourism through ages)
  - Global
  - National
- Travel Motivation
  - Tourist, Travel, Visitor, Excursionist
  - Travel Motivation Factors
  - Determinants/Barriers
- Important of Tourism
- Impact of tourism: Economic, Environmental and Social
- Sectorial Operation
  - Travel Agency
  - Role of Travel Agency
  - Scope of Travel agency
  - Types of Travel agency
  - Functions of travel agency
- Global Tourism management
  - International Tourism Organizations and Their Functions
    - UNWTO, IATA, ICAO, PATA, WTTC, UFTAA
  - National Tourism Organizations and Their Functions
    - MoCTCA, , NTC, NTB, CAAN, NATTA, TAAN, HAN, NMA, NARA
- Components of tourism at Destination: Attraction, Accommodation, Activities, Amenities, Access
- Principles of Marketing / Marketing mix
  - Product
  - Price
  - Promotion
  - Place
- Salesmanship
- Tourism products

## Module 2: Occupational Health and Safety

**Duration: 4 Hours (T) + 12 Hours (P)= 16 Hours**

### **Course Description**

This module is designed for orienting occupational health and safety related knowledge and skills for following safe work practices. It covers Personal Protective Equipment (PPE), basic first aid procedure; Safety signs signal and symbols identification; and hazards reduction related to travel and tourism sectorial health, and safety aspects.

### **Course Objectives**

After completion of this module, trainees will be able to:

- Orient occupational health related risk factors in travel and tourism;
- Provide simple first aid treatments services as per cases;
- Makes colleagues more conscious and clever towards potential threat and hazard;
- Establish practices for using personal protective equipment; and
- Apply safe work practice techniques.

### **Tasks**

To meet the objectives the trainees are expected to get proficiency on the following tasks:

1. Use Personal Protective Equipment (PPE)
2. Prepare for emergencies
3. Respond to emergencies
4. Identify types fire extinguishers
5. Install fire alarm equipment
6. Evacuate from workplace
7. Use signs/signal/symbols
8. Check firefighting equipment
9. Establish a personal hygiene and illness reporting system
10. Report an accident/incident/occupational disease
11. Check First aid kits
12. Prevent burns and scalds
13. Treat burns and scalds
14. Prevent cuts
15. Treat cuts
16. Prevent trips and falls
17. Handle a drowning
18. Re-stock the first aid kit
19. Create a drug-free workplace
20. Keep the workplace safe and secure
21. Organize waste management
22. Fix temperature at the workplace
23. Ensure facility cleanliness/safety
24. Solve pool hazards

25. Follow work traffic guidelines
26. Reduce transport hazards
27. Prevent electrical hazards

***Instruction for instructor:***

*Training instructors are requested to provide many opportunities to trainees for practicing occupational health and safety skills and tasks. Additionally, health personnel should be invited as a resource person for delivering basic first aid treatment procedures.*

## Module 3: Fundamental Tools, Equipment and Materials

<b>Duration: 2 Hours (T) + 8 Hours (P)= 10 Hours</b>
<p><b>Course Description</b> This module provides basic knowledge and skills in identification and handling of different tools, equipment and materials used specifically in holistic travel sector trainings.</p> <p><b>Course Objectives</b> After completion of this module, trainees will be able to:</p> <ul style="list-style-type: none"> <li>• List basic tools, equipment and materials;</li> <li>• Identify tools, equipment and materials; and</li> <li>• Handle tools and equipment.</li> </ul> <p><b>Tasks</b> To meet the objectives the trainees are expected to get proficiency on the following tasks:</p> <ol style="list-style-type: none"> <li>1. Identify basic tools, equipment and materials.</li> <li>2. Handle tools and equipment.</li> </ol>

### List of Tools, Equipment and Materials (Travel sector)

S No.	Name of the Tools, Equipment and Materials	Specifications
1.	Telephone	STD & ISD facility
2.	Telephone with intercom facilities	
3.	Mobile	GMS/ CDMA
4.	FAX Machines with answering facility	
5.	LCD SCREEN	
6.	Photocopy machine	
7.	LCD PROJECTOR	
8.	Credit card detection machine	
9.	Laptop	Latest configuration
10.	Work Station/ Nodes. Latest computer configuration with internet & multimedia facilities i.e. i5 or i7	
11.	UPS FOR NODES	500 VA / Offline
12.	Laser Printer	Black & White
13.	Laser jet colour printer	
14.	Optical Scanner	Desk Top Type
15.	Web cam (Digital camera)	
16.	Thermometer	
17.	External CD/DVD writer	

18.	<p>Operating System Window XP Professional Version or latest version  MS Office professional version.  Antivirus software  (a) Application Package – Inventory control, financial statement, Sales analysis, data Entry.  (b) Additional equipment for institutes which are already conducting earlier courses and having equipment supplied through D.O.E. through internet  (c) CRS (Computerized Reservation System)  (d) Cargo  (e) Mapping Tools  (f) Google Earth  (g) Ticketing Software</p>	
9.	Wall clock	
20.	<p><b>Location and navigational equipment</b></p> <ul style="list-style-type: none"> <li>• Hand held GPS units</li> <li>• Compass clinometers</li> <li>• Prismatic compass</li> </ul>	
21.	<p><b>Field gear</b></p> <ul style="list-style-type: none"> <li>• Gloves</li> <li>• Hard hats</li> <li>• High visibility jackets</li> <li>• Waders</li> <li>• Wellington boots</li> <li>• Walking boots</li> </ul>	
22.	<p><b>Camping equipment</b></p> <ul style="list-style-type: none"> <li>• Tents (Vango, Valle and Mammut)</li> <li>• Mallets</li> <li>• Pegs</li> <li>• Ground sheets</li> <li>• Cutlery</li> <li>• Cooking pots</li> <li>• Cooking pans</li> <li>• Plates</li> </ul>	
23.	<p><b>Miscellaneous</b></p> <ul style="list-style-type: none"> <li>• Anemometers</li> <li>• Wind watch</li> </ul> <p>which incorporates a barometer, altimeter, temperature probe and anemometer in a single hand held device. It can also measure wind-chill</p> <ul style="list-style-type: none"> <li>• Digital cameras</li> <li>• Spring scales</li> </ul>	

	<ul style="list-style-type: none"> <li>• Calipers</li> <li>• Conductivity meters (Both low range and high range)</li> <li>• pH meters</li> <li>• Stopwatches</li> <li>• Temperature probes</li> <li>• Thermo-hygrometers</li> <li>• Water carriers</li> <li>• Infiltration kits</li> </ul>	
24.	Video camera	
25.	Still digital camera	

# Module 4: Fundamental Works

## Sub-module 4.1: Computer Application

**Duration: 4 Hours (T) + 16 Hours (P)= 20 Hours**

### **Course Description**

This sub-modules is designed to impart fundamental knowledge and skills to helps trainees to entering on travel agent occupation specific task performance. It specially provides only review and preview of earlier knowledge and skills of computer application. Additionally, it also deals with installation and use of software.

### **Course Objectives**

After completion of this sub-module, trainees will be able to:

- Demonstrate computer literacy arts; and
- Install and use software.

### **Tasks (Review only)**

To meet the objectives the trainees are expected to get proficiency on the following tasks:

1. Identify different units of a computer system
2. Identify hardware components of computer
3. Identify, name and classify (Input, output, memory) various peripheral devices attached to the computer system.
4. Connect the peripheral devices in the appropriate interface of the system.
5. Identify different Units of a computer system
6. Identify hardware components of computer
7. Identify, name and classify (Input, output, memory) various peripheral devices attached to the computer system.
8. Connect the peripheral devices in the appropriate interface of the system.
9. Turn on (cold boot/warm boot) and turn off computer.
10. Navigate to BIOS settings
11. Install operating system.
12. Install Application/Driver software.
13. Install Antivirus Software
14. Create MS Word document
  - 14.1. Create new blank document
  - 14.2. Perform typing
  - 14.3. Change font (size, color, face etc.)
  - 14.4. Perform paragraph formatting
  - 14.5. Setup Page in Word Processing
  - 14.6. Insert Shapes/picture/chart/SmartArt/table
  - 14.7. Insert Header and Footer/Page Number
  - 14.8. Print the document
  - 14.9. Save the document
15. Create MS Excel Workbook

- 15.1. Create worksheet
- 15.2. Enter data
- 15.3. Perform simple calculations (sum, average, maximum, minimum) using formulas
- 15.4. Create Chart/Graph
- 15.5. Filter data
- 15.6. Sort data.
- 15.7. Insert row/column/cell
- 15.8. Delete row/column/cell
- 15.9. Print worksheet
- 15.10. Save the workbook
16. Create MS PowerPoint slide
  - 16.1. Create blank slide
  - 16.2. Select slide design
  - 16.3. Type contents
  - 16.4. Insert animation
  - 16.5. Insert slide transition
  - 16.6. Present the slide
17. Use email/internet
18. Install software
19. Use software

***Instruction for Instructor:***

The concerned instructor is requested to assess the previous computer literacy of trainees and provide opportunities for practice to the needy trainees if necessary.

## Sub-module 4.2: Forms Formats Development and Map Plotting

**Duration: 2 Hours (T) + 8 Hours (P)= 10 Hours**

### **Course Description**

This sub-modules is designed to impart fundamental knowledge and skills to helps trainees to entering on travel agent occupation specific task performance. It covers Forms, Formats development and map plotting activities.

The job of travel agency operator is quite tough as he/she is responsible to provide information to the point without any error. To maintain the credibility the errors have no space. Similarly, tourists tend to perceive travel agency is one of the formal sources of information and registered professional who offers extraordinary perspective of travel. Therefore, status development of forms, formats and mapping of itinerary as well as keeping record is essential.

### **Course Objectives**

After completion of this sub-module, trainees will be able to:

- Develop different forms and formats; and
- Apply map-plotting techniques.

### **Tasks**

To meet the objectives the trainees are expected to get proficiency on the following tasks:

1. Identify form/format/ daily log/ diary/portfolio
2. Prepare/fill travel forms/formats
3. Draw free hand map of Nepal
4. Read/interpret /locate tourist route maps of Nepal
5. Plot major tourist circuits of the Mount Everest route on a map
6. Plot major tourist circuits of Gandaki province on a map
7. Plot major tourist circuits of Nepal/ World on a map
8. Plot the places involved in silk route & tour on a map
9. Plot the places involved in the grand tour on a map
10. Plot important places on a map where people used to travel in early ages

# Module 5: Destination Exploration and Marketing

## Sub-module 5.1: Destination Exploration

**Duration: 7 Hours (T) + 28 Hours (P)= 35 Hours**

### **Course Description**

This sub-module intends to provide knowledge and skills related to the exploration of destination, Planning and development of destination region has to be carried out by its feasibility study and potentials of tourism. It also deals with unexplored socio-geographic location as destination.

### **Course Objectives**

After completion of this sub-module, trainees will be able to:

- Explore the potential destination;
- List specific character of tourism products to be brought into market;
- Helps in converting unexplored geographic and cultural landscape into touristic destination; and
- Apply various techniques and methods used in marketing.

### **Tasks**

To meet the objectives the trainees are expected to get proficiency on the following tasks:

1. Identify potential destinations
2. Segment destination
3. Identify routes
4. Observe destination (Based on secondary data source)
5. Collect photograph
6. Search /mark altitude of destination
7. Collect video graphs
8. Collect mileage distance data
9. Collect time distance data
10. Identify amenities availability
11. Identify accommodation availability
12. Access risk/challenges
13. Access destination popularity
14. Calculate product cost

# Destination Exploration

## Task Analysis

**Task No. 1: Identify potential destinations.**

**Time: 2.5 hrs.**

**Theory: 0.5 hrs.**

**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Obtain map and worksheet.</li> <li>4. Unfold the map.</li> <li>5. Position the map and worksheet.</li> <li>6. Encircle the name of the destinations.</li> <li>7. Highlight the location.</li> <li>8. Note down the location on worksheet.</li> <li>9. Restore the tools and materials.</li> <li>10. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Classroom</li> <li>• Necessary tools, equipment and materials</li> <li>• Tourism map/Regional map</li> </ul> <p><b><u>Task (What):</u></b> Identify potential destination.</p> <p><b><u>Standard (How well):</u></b></p> <ul style="list-style-type: none"> <li>• Potential destinations encircled on map.</li> <li>• Location noted down on the worksheet.</li> </ul>	<p><b><u>Potential destination:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Scope and importance</li> <li>• Geographic and cultural features of potential destination</li> <li>• Society and landscape</li> <li>• Map reading and interpretation</li> <li>• Identification procedure</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, plain worksheet, pencil, eraser, sharpener, regional map

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 2: Segment destination.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Obtain map and worksheet.</li> <li>4. Search the secondary data on the geographical and social features of the destination from internet/ learning resource center.</li> <li>5. Specifically note down the various feature of the destination on worksheet.</li> <li>6. Restore the tools and materials.</li> <li>7. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Computer lab/library</li> <li>• Necessary tools, equipment and materials</li> <li>• Regional map</li> </ul> <p><b><u>Task (What):</u></b> Segment destination.</p> <p><b><u>Standard (How well):</u></b> Specific features of destinations mentioned clearly on the worksheet.</p>	<p><b><u>Destination segmentation:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Scope and importance</li> <li>• Map reading and interpretation</li> <li>• Geographical and social features of the destination</li> <li>• Internet surfing and searching procedure</li> <li>• Methods of segmentation</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, plain worksheet, pencil, eraser, sharpener, regional map

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 3: Identify routes.**

**Time: 2.5 hrs.**

**Theory: 0.5 hrs.**

**Practical: 2.0 hrs.**

Performance steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Obtain map and worksheet.</li> <li>4. Check and analyze map.</li> <li>5. Unfold map.</li> <li>6. Position the map and worksheet</li> <li>7. Find out maximum routes that connects destination with origin.</li> <li>8. Highlight that route.</li> <li>9. Trace the sketch of route on worksheet.</li> <li>10. Restore the tools and materials.</li> <li>11. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Class room</li> <li>• Necessary tools, equipment and materials</li> <li>• Regional map</li> </ul> <p><b><u>Task (What):</u></b> Identify routes.</p> <p><b><u>Standard (How well):</u></b> Highlighted and mentioned the route clearly.</p>	<p><b><u>Routes identification:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Scope and importance</li> <li>• Map reading and interpretation</li> <li>• Geographic and cultural features of destination and transit region</li> <li>• Identification procedure</li> </ul>

**Required Tool, Equipment and Materials:**

- Highlighting pen, worksheet, pencil, eraser, sharpener, regional map

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 4: Observe destinations (Based on secondary data source).**

**Time: 2.5 hrs.**

**Theory: 0.5 hrs.**

**Practical: 2.0 hrs.**

Performance steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Obtain map and worksheet, other literature on the destination.</li> <li>4. Note the geographical information about the destination by surfing internet or published literature from the library.</li> <li>5. Collect demographic information and about the destination.</li> <li>6. Restore the tools and materials.</li> <li>7. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Library /Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Regional map</li> </ul> <p><b><u>Task (What):</u></b> Observe destination.</p> <p><b><u>Standard (How well):</u></b> Character of the destination generalized and noted down on the worksheet in a nutshell.</p>	<p><b><u>Destination observation:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Geography of the destination</li> <li>• Socio-cultural and economic status of the destination</li> <li>• Internet surfing and searching procedure</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, worksheet, pencil, eraser, sharpener, regional map

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 5: Collect photographs.**

**Time: 2.5 hrs.**

**Theory: 0.5 hrs.**

**Practical: 2.0 hrs.**

Performance steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Obtain map and worksheet, other literature on the destination.</li> <li>4. Search on internet / books/journals.</li> <li>5. Save the photographs from the destination on the computer.</li> <li>6. Restore the tools and materials.</li> <li>7. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Computer lab/library</li> <li>• Necessary tools, equipment and materials</li> <li>• Regional map</li> </ul> <p><b><u>Task (What):</u></b> Collect photographs.</p> <p><b><u>Standard (How well):</u></b> Relevant and genuine pictures from destination collected.</p>	<p><b><u>Photographs collection:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Scope and importance</li> <li>• Sources of photographs</li> <li>• Surfing internet and searching procedure</li> <li>• Collection procedure</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, worksheet, pencil, eraser, sharpener, regional map

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 6: Search /mark altitude of destination.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Obtain map and worksheet, other literature on the destination.</li> <li>4. Search destination details on the internet.</li> <li>5. Unfold map.</li> <li>6. Search elevation of the destination on the map.</li> <li>7. Encircle the mentioned altitude of the destination displayed on the map.</li> <li>8. Note the elevation of the destination identified from the internet and map on the worksheet.</li> <li>9. Restore the tools and materials.</li> <li>10. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Computer lab/ Library</li> <li>• Necessary tools, equipment and materials</li> <li>• Regional map</li> </ul> <p><b><u>Task (What):</u></b>            Search/mark altitude of destination.</p> <p><b><u>Standard (How well):</u></b>            Specific altitude of the destination searched and marked on map.</p>	<p><b><u>Altitude searching:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Map reading and interpretation</li> <li>• Elevation searching method</li> <li>• Altitude measuring technique</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, worksheet, pencil, eraser, sharpener, regional map, altimeter

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 7: Collect video graphs.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Obtain map and worksheet, other literature on the destination.</li> <li>4. Search related video graph of the destination on internet.</li> <li>5. Save the video graphs from the destination on computer.</li> <li>6. Restore the tools and materials.</li> <li>7. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Computer lab with internet</li> <li>• Necessary tools, equipment and materials</li> <li>• Regional map</li> </ul> <p><b><u>Task (What):</u></b> Collect video graphs.</p> <p><b><u>Standard (How well):</u></b> Relevant and genuine video graphs from destination collected.</p>	<p><b><u>Video graphs collection:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Scope and importance</li> <li>• Sources of video graphs</li> <li>• Surfing internet and searching procedure</li> <li>• Collection procedure</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, worksheet, pencil, eraser, sharpener, regional map

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 8: Collect mileage distance data.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Obtain map and worksheet, other literature on the destination.</li> <li>4. Search on internet and map.</li> <li>5. Get information on the distance of the destination from the origin.</li> <li>6. Note down the acquired data of the physical distance.</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Computer lab/ library</li> <li>• Necessary tools, equipment and materials</li> <li>• Regional map</li> </ul> <p><b><u>Task (What):</u></b> Collect mileage distance data.</p> <p><b><u>Standard (How well):</u></b> The distance of destination from origin been tracked and traced.</p>	<p><b><u>Mileage distance data collection:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Scope and importance</li> <li>• Map reading and interpretation</li> <li>• Internet surfing and searching procedure</li> <li>• Collection procedure</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, worksheet, pencil, eraser, sharpener, regional map

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 9: Collect time distance data.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Obtain map and worksheet, other literature on the destination.</li> <li>4. Search on internet.</li> <li>5. Get information on the time distance of the destination from the origin.</li> <li>6. Note down the acquired data of the physical distance.</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Computer lab/ library</li> <li>• Necessary tools, equipment and materials</li> <li>• Regional map</li> </ul> <p><b><u>Task (What):</u></b> Collect time distance data.</p> <p><b><u>Standard (How well):</u></b> The time distance between origin and destination been tracked and traced.</p>	<p><b><u>Time distance data collection:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Scope and importance</li> <li>• Map reading and interpretation</li> <li>• Internet surfing and searching procedure</li> <li>• Collection procedure</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, worksheet, pencil, eraser, sharpener, regional map

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 10: Identify amenities availability.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Obtain map and worksheet, other literature on the destination.</li> <li>4. Search on internet for who have visited the destination.</li> <li>5. Try to get the reviews of the past visitors.</li> <li>6. Get information on the available amenities.</li> <li>7. Note down the acquired data of the amenities available on the destination.</li> <li>8. Restore the tools and materials.</li> <li>9. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Computer lab / library</li> <li>• Necessary tools, equipment and materials</li> <li>• Regional map</li> </ul> <p><b><u>Task (What):</u></b> Identify amenities availability.</p> <p><b><u>Standard (How well):</u></b> Information on available amenities at destination been tracked and traced.</p>	<p><b><u>Amenities availability identification:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Destination region and transit</li> <li>• Internet surfing and searching procedure</li> <li>• Identification procedure</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, worksheet, pencil, eraser, sharpener, regional map

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 11: Identify accommodation availability.**

**Time: 2 hour**  
**Theory: 0.5 hours**  
**Practical: 1.5 hours**

Performance steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Obtain map and worksheet, other literature on the destination.</li> <li>4. Search on internet/ other literature.</li> <li>5. Get information on the available accommodation at destination.</li> <li>6. Note down the acquired data of the accommodation available on the destination.</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• lab/Library</li> <li>• Necessary tools, equipment and materials</li> <li>• Regional map</li> </ul> <p><b><u>Task (What):</u></b>            Identify Accommodation availability.</p> <p><b><u>Standard (How well):</u></b>            Data on the available accommodation in destination been traced and tracked.</p>	<p><b><u>Accommodation availability identification:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Destination region and transit</li> <li>• Internet surfing and searching procedure</li> <li>• Identification procedure</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, worksheet, pencil, eraser, sharpener, regional map

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No.12: Access risk / challenges.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Obtain map and worksheet, other literature on the destination.</li> <li>4. Search on internet and other literature.</li> <li>5. Get information on the risk and threats on visiting the destination.</li> <li>6. Note down the acquired data of the risk and challenges on the destination.</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Computer lab/ library</li> <li>• Necessary tools, equipment and materials</li> <li>• Regional map</li> </ul> <p><b><u>Task (What):</u></b> Assess risk/challenges.</p> <p><b><u>Standard (How well):</u></b> All the risk on the location traced and accessed the challenges.</p>	<p><b><u>Risk / challenges access:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Geography and culture of the destination and transit region</li> <li>• Features of the destination</li> <li>• Accessing method</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, worksheet, pencil, eraser, sharpener, regional map

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 13: Access destination popularity.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Obtain map and worksheet, other literature on the destination.</li> <li>4. Search on internet and other literature.</li> <li>5. Get information on the popularity of the destination.</li> <li>6. Note down the acquired data on the popularity of the destination.</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Computer lab/ library</li> <li>• Necessary tools, equipment and materials</li> <li>• Regional Map</li> </ul> <p><b><u>Task (What):</u></b>            Access destination popularity.</p> <p><b><u>Standard (How well):</u></b>            The destination popularity identified and explained.</p>	<p><b><u>Destination popularity access:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Popularity indicators</li> <li>• Data collection method</li> <li>• Internet surfing and searching procedure</li> <li>• Accessing method</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, worksheet, pencil, eraser, sharpener, regional map,

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 14: Calculate product cost.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Obtain map and worksheet, other literature on the destination.</li> <li>4. Search on internet and other literature.</li> <li>5. Get information on the cost of services and facilities available on the destination.</li> <li>6. Note down the acquired data on the cost of the services and facilities available on the destination in its specific format.</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Class room</li> <li>• Necessary tools, equipment and materials</li> <li>• Calculator</li> </ul> <p><b><u>Task (What):</u></b> Calculate product cost.</p> <p><b><u>Standard (How well):</u></b> Tariff calculated.</p>	<p><b><u>Product cost calculation:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Costing format</li> <li>• Pricing strategy</li> <li>• Calculation method</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, worksheet, pencil, eraser, sharpener, regional map, calculator, approve cost list

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Sub-module 5.2: Tourism Marketing

**Duration: 5 Hours (T) + 20 Hours (P)= 25 Hours**

### **Course Description**

This sub-module provides the knowledge and skills related to **tourism marketing** as marketing is one of the most essential fields of management that helps in predicting future endeavor and the success and failure depends on the marketing effort. It also deals with consumers, segmentations of their characters, approaching them with the product addressing their need, satisfying them with the expected quality services.

### **Course Objectives**

After completion of this sub-module, trainees will be able to:

- Explain the scope and importance of travel marketing;
- Identify various marketing techniques;
- Describe consumer and their behavior;
- Make enable in approaching consumer, orientation, informing and persuading clients; and
- Help in guiding on closing sales and increasing profit.

### **Tasks**

To meet the objectives the trainees are expected to get proficiency on the following tasks:

1. Set promotional objectives
2. Design promotional message
3. Identify target audience
4. Select the media
5. Deliver promotional printed materials
6. Deliver promotional videos materials
7. Deliver promotional audio materials
8. Distribute the tourism products through their channels
9. Exhibit digital marketing materials

# Tourism Marketing

## Task Analysis

**Task No. 1: Set promotional objectives.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Obtain worksheet.</li> <li>4. Determine product.</li> <li>5. Identify the product character.</li> <li>6. Set the objective of the promotion according to the product identified.</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Classroom</li> <li>• Necessary tools, equipment and materials</li> <li>• Worksheet</li> </ul> <p><b><u>Task (What):</u></b> Set promotional objectives.</p> <p><b><u>Standard (How well):</u></b></p> <ul style="list-style-type: none"> <li>• Product and promotional objective matched.</li> <li>• No any contradiction identified.</li> </ul>	<p><b><u>Promotional objectives:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Scope</li> <li>• Promotional objectives</li> <li>• Promotional strategies</li> <li>• Setting criteria</li> </ul>

**Required Tool, Equipment and Materials:**

- Worksheet, pencil, eraser, sharpener

**Safety and Precautions:**

- Handle sharp materials carefully Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 2: Design promotional message.**

**Time: 3.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 3.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Obtain worksheet.</li> <li>4. Figure out an appeal or theme (moral, emotional, rational).</li> <li>5. Decide the message structure.</li> <li>6. Decide the message format (audio, video or print).</li> <li>7. Set the message source (celebrity as spokespeople).</li> <li>8. Restore the tools and materials</li> <li>9. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Classroom</li> <li>• Necessary tools, equipment and materials</li> <li>• Worksheet</li> </ul> <p><b><u>Task (What):</u></b> Set promotional message.</p> <p><b><u>Standard (How well):</u></b> Promotional message designed.</p>	<p><b><u>Promotional message:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Scope</li> <li>• Promotional strategy</li> <li>• Specification of products</li> <li>• Market segmentation</li> <li>• Design criteria</li> </ul>

**Required Tool, Equipment and Materials:**

- Worksheet, pencil, eraser, sharpener

**Safety and Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 3: Identify target audience.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Obtain worksheet.</li> <li>4. Decide the users of the product.</li> <li>5. Find out the influencers and decision makers who could buy the product.</li> <li>6. Restore the tools and materials.</li> <li>7. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Classroom</li> <li>• Necessary tools, equipment and materials</li> <li>• Worksheet</li> </ul> <p><b><u>Task (What):</u></b> Identify target audience.</p> <p><b><u>Standard (How well):</u></b> Targeted audience and potential buyers identified.</p>	<p><b><u>Target audience identification:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Need of promotion</li> <li>• Strategy of promotion</li> <li>• Segmentation of product and consumers</li> <li>• Identification procedure</li> </ul>

**Required Tool, Equipment and Materials:**

- Worksheet, pencil, eraser, sharpener

**Safety and Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 4: Select media.**

**Time: 3.0 hrs.**  
**Theory: 1.0 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Obtain worksheet.</li> <li>4. Decide on reach, frequency and impact.</li> <li>5. Choose among major media types.</li> <li>6. Select a specific media.</li> <li>7. Decide the media timing or deciding on execution timing.</li> <li>8. Restore the tools and materials.</li> <li>9. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Classroom</li> <li>• Necessary tools, equipment and materials</li> <li>• Worksheet</li> <li>• Various media</li> </ul> <p><b><u>Task (What):</u></b> Select media.</p> <p><b><u>Standard (How well):</u></b> Media decision made.</p>	<p><b><u>Media selection:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Scope</li> <li>• Need of promotion</li> <li>• Strategy of promotion</li> <li>• Specification of products</li> <li>• Consumer segmentation</li> <li>• Selection criteria</li> </ul>

**Required Tool, Equipment and Materials:**

- Worksheet, pencil, eraser, sharpener

**Safety and Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 5: Deliver promotional printed materials.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Identify the spot where potential consumer can be traced.</li> <li>4. Identify the method of distribution.</li> <li>5. Allocate the distributor / prepare for the postal service.</li> <li>6. Distribute printed promotional materials to the potential consumer on their hand.</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Classroom/Working lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Printed materials</li> </ul> <p><b><u>Task (What):</u></b>            Deliver promotional printed materials.</p> <p><b><u>Standard (How well):</u></b>            Promotional printed material delivered.</p>	<p><b><u>Promotional printed material:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Scope</li> <li>• Identification of potential consumer</li> <li>• Promotional strategy</li> <li>• Psychograph of the potential consumer</li> <li>• Delivering procedure</li> </ul>

**Required Tool, Equipment and Materials:**

- Printed promotional materials

**Safety and Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 6: Deliver promotional video materials.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Identify the spot or source of potential consumer.</li> <li>4. Find the vehicle or person to distribute the materials.</li> <li>5. Distribute promotional video materials to the potential consumer.</li> <li>6. Restore the tools and materials.</li> <li>7. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Video materials</li> </ul> <p><b><u>Task (What):</u></b>            Deliver promotional video materials.</p> <p><b><u>Standard (How well):</u></b>            Promotional video material delivered.</p>	<p><b><u>Promotional video material:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Scope</li> <li>• Identification of potential consumer</li> <li>• Promotional strategy</li> <li>• Psychograph of the potential consumer</li> <li>• Delivering procedure</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet , promotional video materials

**Safety and Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 7: Deliver promotional audio materials.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
1. Receive instructions. 2. Collect tools, equipment and materials. 3. Identify the spot where potential consumer can be traced. 4. Identify the person or vehicle to deliver the materials. 5. Distribute promotional audio materials to the potential consumer. 6. Restore the tools and materials. 7. Keep record.	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Class room</li> <li>• Necessary tools, equipment and materials</li> <li>• Audio materials</li> </ul> <p><b><u>Task (What):</u></b>            Deliver promotional audio materials.</p> <p><b><u>Standard (How well):</u></b>            Promotional audio material delivered.</p>	<p><b><u>Promotional audio material:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Scope</li> <li>• Identification of potential consumer</li> <li>• Promotional strategy</li> <li>• Psychograph of the potential consumer</li> <li>• Delivering procedure</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, promotional audio materials

**Safety and Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 8: Distribute the tourism products through their channels.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Find out the travel agents/ corporate houses / potential tourist (inbound / outbound).</li> <li>4. Distribute product to the maximum numbers of the channel members.</li> <li>5. Restore the tools and materials.</li> <li>6. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Corporate houses</li> </ul> <p><b><u>Task (What)</u></b>            Distribute the tourism products through their channels.</p> <p><b><u>Standard (How well):</u></b>            Itinerary package delivered.</p>	<p><b><u>tourism products and distribution channels:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Identification of potential consumer</li> <li>• Types of distribution channel</li> <li>• Recording and filing contact address of the channel members</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet Tourism products

**Safety and Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 9 Exhibit digital marketing materials.**

**Time: 3.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 3.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Obtain digital marketing materials.</li> <li>4. Identify various media.</li> <li>5. Select media for the display.</li> <li>6. Execute materials.</li> <li>7. Evaluate the effect.</li> <li>8. Restore the tools and materials.</li> <li>9. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Digital marketing materials</li> </ul> <p><b><u>Task (What):</u></b>                      Exhibit digital marketing materials.</p> <p><b><u>Standard (How well):</u></b>                      Received positive response from potential clients in two response areas; increase sales, helped on building positive image.</p>	<p><b><u>Digital marketing materials:</u></b></p> <ul style="list-style-type: none"> <li>• introduction</li> <li>• Identification of potential consumer</li> <li>• Identification of distribution channel</li> <li>• Networking with channel members</li> <li>• Promotional techniques</li> <li>• Exhibiting procedure</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, Digital marketing materials

**Safety and Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

# Module 6: Itinerary, Package Preparation and Sales

## Sub-module: 6.1: Itinerary Preparation and Package Development

**Duration: 5 Hours (T) + 20 Hours (P)= 25 Hours**

### **Course Description**

This sub-module deals with the knowledge and skills related to the Itinerary preparation and Package Development that the Itinerary is one of the way travel agents formulate products. It also deals with exhibition of proficiency on planning; executing the activities and arrangement of facilities.

As agents do not possess any properties or assets, it is their major products. Amalgamating the various other products, compiling them and present as an experience has to be carried out very precisely. Otherwise, clients will not be able to visualize their dreams and avoids any kind of journey afterwards. Furthermore, it can be justified as only the way we present the travel schedule and create vision on experience that a journey can offer.

### **Course Objectives**

After completion of this sub-module, trainees will be able to:

- Prepare itinerary;
- Arrange and correspond with service provider;
- Prepare cost of the tour; and
- Prepare customized packages.

### **Tasks**

To meet the objectives the trainees are expected to get proficiency on the following tasks:

1. Draft the route
2. Identify route alternatives
3. Select the best route option
4. Design the itinerary
5. Identify clients' desire
6. Exhibit destination
7. Determine cost of the destination tour
8. Plan itinerary
9. Prepare customized package

# **Itinerary Preparation and Package Development**

## Task Analysis

**Task No. 1: Draft the route.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Obtain map and worksheet, other literature on the destination.</li> <li>4. Search on internet and other literature.</li> <li>5. Get information on the routes that connect to the destination.</li> <li>6. Note down the acquired data.</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Computer lab/ library</li> <li>• Necessary tools, equipment and materials</li> <li>• Regional map</li> </ul> <p><b><u>Task (What):</u></b> Draft the route.</p> <p><b><u>Standard (How well):</u></b> The route drafted.</p>	<p><b><u>Route drafting:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Map reading and interpretation</li> <li>• Surfing internet and searching procedure</li> <li>• Drafting procedure</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, worksheet, pencil, eraser, sharpener, highlighting pen, regional map

**Safety and Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 2: Identify route alternatives.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Obtain map and worksheet, other literature on the destination.</li> <li>4. Search on internet and other literature.</li> <li>5. Get information on the alternative routes that connect to the destination.</li> <li>6. Note down the acquired data.</li> <li>7. Sketch the alternative routes separately on the work sheet.</li> <li>8. Restore the tools and materials.</li> <li>9. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Computer lab/ library</li> <li>• Necessary tools, equipment and materials</li> <li>• Regional map</li> </ul> <p><b><u>Task (What):</u></b> Identify route alternatives.</p> <p><b><u>Standard (How well):</u></b> Alternative routes identified.</p>	<p><b><u>Route alternatives Identification:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Map reading and interpretation</li> <li>• Surfing internet and searching procedure</li> <li>• Identification procedure</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, worksheet, pencil, eraser, sharpener regional map

**Safety and Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 3: Select the best route option.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Obtain map and worksheet, other literature on the destination.</li> <li>4. Review and analyze the previous task of identification of the route alternatives.</li> <li>5. By following the given instructions and measurement find the best route.</li> <li>6. Note down the acquired data.</li> <li>7. Sketch the alternative routes separately on the worksheet.</li> <li>8. Restore the tools and materials.</li> <li>9. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Computer lab/ library</li> <li>• Necessary tools, equipment and materials</li> <li>• Regional map</li> </ul> <p><b><u>Task (What):</u></b>                      Select the best route option.</p> <p><b><u>Standard (How well):</u></b>                      Best route option selected.</p>	<p><b><u>Best route selection option:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Map reading and interpretation</li> <li>• Geographical information on destination</li> <li>• Internet surfing and searching procedure</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, worksheet, pencil, eraser, sharpener regional map

**Safety and Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 4 : Design the itinerary.**

**Time: 3.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 3.0 hrs.**

Performance steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Obtain map and worksheet, other literature on the destination.</li> <li>4. Review the task of selecting best route option.</li> <li>5. Follow the instruction of itinerary structure.</li> <li>6. Sketch the itinerary.</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Classroom/Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Regional map</li> </ul> <p><b><u>Task (What):</u></b> Design the itinerary.</p> <p><b><u>Standard (How well):</u></b> The itinerary designed.</p>	<p><b><u>Itinerary design:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Basic elements of itinerary</li> <li>• Format of the itinerary</li> <li>• Points to consider while preparing an itinerary</li> <li>• Design criteria</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, worksheet, pencil, eraser, sharpener regional map

**Safety and Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 5: Identify clients’ desire.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Obtain map and worksheet, other literature on the destination.</li> <li>4. Get connected with clients.</li> <li>5. Ask about their desire.</li> <li>6. Note down the question being asked</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Connected clients</li> </ul> <p><b><u>Task (What):</u></b> Identify clients’ desire.</p> <p><b><u>Standard (How well):</u></b> Queries of the clients and their desire noted clearly.</p>	<p><b><u>Clients desire identification:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Reception technique and procedure</li> <li>• Communication techniques</li> <li>• Reading and analyzing mails</li> <li>• Internet surfing and searching procedure</li> <li>• Identification procedure</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, worksheet, pencil, eraser, sharpener regional map

**Safety and Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 6: Exhibit destination.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Obtain map and worksheet, other literature on the destination.</li> <li>4. Get connected with clients.</li> <li>5. Explain the details of destination and its feature to clients.</li> <li>6. Note down the question being asked.</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Connected clients</li> </ul> <p><b><u>Task (What):</u></b> Exhibit destination.</p> <p><b><u>Standard (How well):</u></b> Destination displayed to clients; and the clients answered and passed to satisfy.</p>	<p><b><u>Destination exhibition:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Communication technique and presentation skills</li> <li>• Geography of the destination</li> <li>• Presentation and software handling</li> <li>• Internet surfing and searching procedure</li> <li>• Exhibition procedure</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, worksheet, pencil, eraser, sharpener regional map

**Safety and Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 7: Determine cost of the destination tour.**

**Time: 3.0 hrs.**  
**Theory: 1.0 hrs.**  
**Practical: 2.0 hrs.**

Performance steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Obtain map and worksheet, other literature on the destination.</li> <li>4. Develop the costing worksheet.</li> <li>5. Design the calculation format.</li> <li>6. Identify the facilities and services that need to be charged.</li> <li>7. Mention the cost of particular service on the calculation format respectively.</li> <li>8. Calculate the cost.</li> <li>9. Restore the tools and materials.</li> <li>10. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Regional map</li> <li>• Calculator</li> </ul> <p><b><u>Task (What):</u></b> Determine cost of the destination tour.</p> <p><b><u>Standard (How well):</u></b> Cost of the destination tour calculated.</p>	<p><b><u>Cost of the destination tour:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Pricing strategy</li> <li>• Costing format</li> <li>• Factors affecting cost</li> <li>• Calculation of the cost</li> <li>• Internet surfing and searching procedure</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, worksheet, pencil, eraser, sharpener regional map

**Safety and Precautions:**

Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 8: Plan itinerary.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Obtain map and worksheet, other literature on the destination.</li> <li>4. Determine the type of itinerary to be prepared.</li> <li>5. Get ready with all the elements that itinerary requires.</li> <li>6. Follow the itinerary format.</li> <li>7. Sketch the itinerary.</li> <li>8. Restore the tools and materials.</li> <li>9. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Classroom</li> <li>• Necessary tools, equipment and materials</li> <li>• Regional map</li> <li>• Authorized rate list</li> </ul> <p><b><u>Task (What):</u></b> Plan itinerary</p> <p><b><u>Standard (How well):</u></b> Itinerary finalized/planned.</p>	<p><b><u>Itinerary plan:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Types of itinerary</li> <li>• Geography of the destination</li> <li>• Internet surfing and searching technique</li> <li>• Planning technique</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, worksheet, pencil, eraser, sharpener regional map

**Safety and Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 9: Prepare customized package.**

**Time: 3.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 3.0 hrs.**

Performance steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Obtain map and worksheet, other literature on the destination.</li> <li>4. Sketch and prepare the itinerary.</li> <li>5. Add on pricing.</li> <li>6. Make it understandable in one glance.</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Class room</li> <li>• Necessary tools, equipment and materials</li> <li>• Regional map</li> <li>• Authorized rate list</li> </ul> <p><b><u>Task (What):</u></b>            Prepare customized package</p> <p><b><u>Standard (How well):</u></b>            Package developed.</p>	<p><b><u>Customized package:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Types of itinerary</li> <li>• Geography of the destination</li> <li>• Packaging strategy</li> <li>• Internet surfing and searching procedure</li> <li>• Preparing procedure</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, worksheet, pencil, eraser, sharpener regional map

**Safety and Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Sub-module 6.2: Sales and Reservation of Tourism Products

**Duration: 7 Hours (T) + 28 Hours (P)= 35 Hours**

### **Course Description**

This sub-module intends to provide knowledge and skills related to selling and reservation of various tourism products. It specially deals with Selling technique, communication techniques clients handling techniques and profit generation.

A sale is the only way any organization can survive in the market. It is the optimum for any single individual and organization.

### **Course Objectives**

After completion of this sub-module, trainees will be able to:

- Explain the scope and importance of sales and reservation;
- Apply the technique of selling and reservation;
- Create market for selling tourism products; and
- Describe the concept of profit generation.

### **Tasks**

To meet the objectives the trainees are expected to get proficiency on the following tasks:

1. Sell itinerary package
2. Sell/Reserve transportation services
3. Sell/Reserve accommodation services
4. Sell/Reserve guide services
5. Sell local products
6. Facilitate in rental services
7. Sell travel Insurance
8. Reserve transportation services
9. Reserve accommodation services
10. Reserve guide services
11. Reserve/Issue flight ticket
12. Sell flight ticket
13. Amend reservation
14. Cancel reservation

# **Sales and Reservation of Tourism Products**

## Task Analysis

### Task No. 1: Sell Itinerary Package.

Time: 2.5 hrs.  
Theory: 0.5 hrs.  
Practical: 2.0 hrs.

Performance Steps	Terminal Performance Objectives	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Create environment to negotiate with client.</li> <li>4. Convince clients to purchase the itinerary package.</li> <li>5. Settle the account.</li> <li>6. Issue the money receipt.</li> <li>7. Issue the service order.</li> <li>8. Restore the tools and materials.</li> <li>9. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Itinerary package</li> <li>• Customer (trainee to be mocked as customer)</li> </ul> <p><b><u>Task (What):</u></b> Sell itinerary package.</p> <p><b><u>Standard (How well):</u></b> Customer convinced to buy the tour package.</p>	<p><b><u>Itinerary package:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Preparation of money receipt</li> <li>• Preparation of service order</li> <li>• Communication techniques</li> <li>• Selling techniques</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, pen, paper, printer, bill pad

**Safety and Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 2: Sell/Reserve transportation services.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Create environment for negotiation.</li> <li>4. Convince clients to purchase the transportation services.</li> <li>5. Settle the account.</li> <li>6. Issue the money receipt.</li> <li>7. Issue the service order.</li> <li>8. Restore the tools and materials.</li> <li>9. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Customer and service provider (trainee to be mocked as customer and transport service provider)</li> </ul> <p><b><u>Task (What):</u></b>            Sell/Reserve transportation services.</p> <p><b><u>Standard (How well):</u></b>            Transportation service sold.</p>	<p><b><u>Transportation services:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Preparation of money receipt</li> <li>• Preparation of service order</li> <li>• Communication techniques</li> <li>• Selling techniques</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, pen, paper, printer, bill pad

**Safety and Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 3: Sell/Reserve accommodation services.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Create environment for negotiation.</li> <li>4. Convince clients to purchase the accommodation services.</li> <li>5. Settle the account.</li> <li>6. Issue the money receipt.</li> <li>7. Issue the service order.</li> <li>8. Restore the tools and materials.</li> <li>9. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Customer and hotelier (trainee to be mocked as customer and hotelier)</li> </ul> <p><b><u>Task (What):</u></b>            Sell/Reserve Accommodation services.</p> <p><b><u>Standard (How well):</u></b>            Accommodation service sold.</p>	<p><b><u>Accommodation services:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Preparation of money receipt</li> <li>• Preparation of service order</li> <li>• Communication techniques</li> <li>• Selling techniques</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, pen, paper, printer, bill pad

**Safety and Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 4: Sell/Reserve guide services.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
1. Receive instructions. 2. Collect tools, equipment and materials. 3. Create environment for negotiation. 4. Convince clients to purchase the guide services. 5. Settle the account. 6. Issue the money receipt. 7. Issue the service order. 8. Restore the tools and materials. 9. Keep record.	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Customer and guide (trainee to be mocked as customer and guide)</li> </ul> <p><b><u>Task (What):</u></b>            Sell/Reserve guide services.</p> <p><b><u>Standard (How well):</u></b>            Guide service sold.</p>	<p><b><u>Guide service:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Preparation of money receipt</li> <li>• Preparation of service order</li> <li>• Communication techniques</li> <li>• Selling techniques</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, pen, paper, printer, bill pad

**Safety and Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 5: Sell local products.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Collect the local products to be sold.</li> <li>4. Create environment for negotiation.</li> <li>5. Convince clients to purchase the local products.</li> <li>6. Settle the account.</li> <li>7. Issue the money receipt.</li> <li>8. Issue the service order.</li> <li>9. Restore the tools and materials.</li> <li>10. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Customer and local producer (trainee to be mocked as customer and local product producer)</li> </ul> <p><b><u>Task (What):</u></b> Sell local products.</p> <p><b><u>Standard (How well):</u></b> Various local products sold.</p>	<p><b><u>Local products:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• List of local products</li> <li>• Preparation of money receipt</li> <li>• Preparation of service order</li> <li>• Communication techniques</li> <li>• Selling techniques</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, pen, paper, printer, bill pad

**Safety and Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 6: Facilitate in rental services.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Create environment for discussion and negotiation.</li> <li>4. Help and assist clients on acquiring the rental services they are looking for.</li> <li>5. Settle the account.</li> <li>6. Issue the money receipt.</li> <li>7. Issue the service order.</li> <li>8. Restore the tools and materials.</li> <li>9. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Customer and rental service provider (trainee to be mocked as customer and rental service provider)</li> </ul> <p><b><u>Task (What):</u></b> Facilitate in rental services.</p> <p><b><u>Standard (How well):</u></b> Rental service delivered.</p>	<p><b><u>Rental services:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• List of available rental services</li> <li>• Preparation of money receipt</li> <li>• Preparation of service order</li> <li>• Communication techniques</li> <li>• Facilitating techniques</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, pen, paper, printer, bill pad

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 7: Sell travel insurance.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Create environment for negotiation.</li> <li>4. Convince clients to purchase the travel insurance.</li> <li>5. Settle the account.</li> <li>6. Issue the money receipt.</li> <li>7. Issue the service order.</li> <li>8. Restore the tools and materials.</li> <li>9. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Customer and insurance agent (trainee to be mocked as customer and insurance agent)</li> </ul> <p><b><u>Task (What):</u></b>            Sell travel insurance.</p> <p><b><u>Standard (How well):</u></b>            Customer insured.</p>	<p><b><u>Travel insurance:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Preparation of money receipt</li> <li>• Preparation of service order</li> <li>• Communication techniques</li> <li>• Selling techniques</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, pen, paper, printer, bill pad

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 8: Reserve transportation services.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Prepare reservation request letter.</li> <li>4. Deliver reservation request letter to the transportation service provider.</li> <li>5. Collect the confirmation letter.</li> <li>6. Restore the tools and materials.</li> <li>7. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Customer and transportation service provider (trainee to be mocked as customer and transport service provider)</li> </ul> <p><b><u>Task (What):</u></b>                      Reserve transportation services.</p> <p><b><u>Standard (How well):</u></b></p> <ul style="list-style-type: none"> <li>• Reservation made.</li> <li>• Confirmation letter received.</li> </ul>	<p><b><u>Transportation services:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Scope</li> <li>• Preparation of reservation request form</li> <li>• Emailing procedure</li> <li>• Scanning techniques</li> <li>• Communication techniques</li> <li>• Reservation techniques</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, pen, paper, printer, scanner

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 9 : Reserve accommodation services.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Prepare reservation request letter.</li> <li>4. Deliver reservation request letter to the hotel/accommodation service provider.</li> <li>5. Collect the confirmation letter.</li> <li>6. Restore the tools and materials.</li> <li>7. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Customer and hotelier (trainee to be mocked as customer and hotelier)</li> </ul> <p><b><u>Task (What):</u></b> Reserve accommodation services.</p> <p><b><u>Standard (How well):</u></b></p> <ul style="list-style-type: none"> <li>• Accommodation service reserved.</li> <li>• Received the confirmation letter.</li> </ul>	<p><b><u>Accommodation services:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Scope</li> <li>• Preparation of reservation request form</li> <li>• Emailing procedure</li> <li>• Scanning techniques</li> <li>• Communication techniques</li> <li>• Reservation techniques</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, pen, paper, printer, scanner

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 10: Reserve guide services.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Prepare reservation request letter.</li> <li>4. Deliver reservation request letter to the guide.</li> <li>5. Collect the confirmation letter.</li> <li>6. Restore the tools and materials.</li> <li>7. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Customer and guide (trainee to be mocked as customer and guide)</li> </ul> <p><b><u>Task (What):</u></b> Reserve guide services.</p> <p><b><u>Standard (How well):</u></b></p> <ul style="list-style-type: none"> <li>• Guide service reserved</li> <li>• Received the confirmation letter.</li> </ul>	<p><b><u>Guide service:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Scope</li> <li>• Preparation of reservation request form</li> <li>• Emailing procedure</li> <li>• Scanning techniques</li> <li>• Communication techniques</li> <li>• Reservation techniques</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, pen, paper, printer, scanner

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 11: Reserve/Issue flight ticket.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Prepare reservation request letter.</li> <li>4. Deliver reservation request letter to the ticketing agent.</li> <li>5. Collect the ticket.</li> <li>6. Restore the tools and materials.</li> <li>7. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Customer (trainee to be mocked as customer)</li> </ul> <p><b><u>Task (What):</u></b> Reserve/Issue flight ticket.</p> <p><b><u>Standard (How well):</u></b></p> <ul style="list-style-type: none"> <li>• Flight ticket reserved.</li> <li>• Ticket received.</li> </ul>	<p><b><u>Flight ticket:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Scope</li> <li>• Preparation of reservation request form</li> <li>• Communication techniques</li> <li>• Reservation techniques</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, pen, paper, printer, scanner

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 12: Sell flight ticket.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Get information on clients' requirement of city pairs and date of the travel.</li> <li>4. Check availability and price on the city pairs.</li> <li>5. Get consent of the client on the availability.</li> <li>6. Get ticket issued.</li> <li>7. Handover ticket to the client.</li> <li>8. Settle the account.</li> <li>9. Issue the money receipt.</li> <li>10. Restore the tools and materials.</li> <li>11. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Customer (trainee to be mocked as customer)</li> </ul> <p><b><u>Task (What):</u></b> Sell flight ticket.</p> <p><b><u>Standard (How well):</u></b></p> <ul style="list-style-type: none"> <li>• Ticket sold.</li> <li>• Cash collected.</li> </ul>	<p><b><u>Flight ticket:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Scope</li> <li>• Preparation of money receipt</li> <li>• Preparation of service order</li> <li>• Communication techniques</li> <li>• Selling techniques</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, pen, paper, printer, scanner

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 13: Amend reservation.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Get the details of the amendment request made by guest.</li> <li>4. Prepare reservation amendment letter.</li> <li>5. Deliver reservation amendment letter to the service provider.</li> <li>6. Collect the amendment confirmation letter.</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Reservation officer (trainee to be mocked as reservation officer)</li> </ul> <p><b><u>Task (What):</u></b> Amend reservation.</p> <p><b><u>Standard (How well):</u></b></p> <ul style="list-style-type: none"> <li>• Service amended.</li> <li>• Amendment confirmed.</li> </ul>	<p><b><u>Reservation amendment:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Scope</li> <li>• Preparation of reservation amendment form</li> <li>• Communication techniques</li> <li>• Reservation amendment techniques</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, pen, paper, printer, scanner

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 14: Cancel reservation.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Get the details of the cancellation request made by guest.</li> <li>4. Prepare reservation cancellation letter.</li> <li>5. Deliver reservation cancellation letter to the service provider.</li> <li>6. Collect the cancellation confirmation letter.</li> <li>7. Advise guest about the cancellation and reimburse the payment following the cancellation policy.</li> <li>8. Restore the tools and materials.</li> <li>9. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Reservation officer (trainee to be mocked as Reservation officer)</li> </ul> <p><b><u>Task (What):</u></b> Cancel reservation.</p> <p><b><u>Standard (How well):</u></b></p> <ul style="list-style-type: none"> <li>• Cancellation request sent.</li> <li>• Cancellation confirmed.</li> </ul>	<p><b><u>Reservation cancellation:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Preparation of reservation cancellation form</li> <li>• Cancellation and reimbursement policy</li> <li>• Communication techniques</li> <li>• Cancellation procedure</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, Pen, Paper, Printer, scanner

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

# Module 7: Clients Handling and Customer Services

## Sub-module 7.1: Clients Handling

**Duration: 3 Hours (T) + 22 Hours (P)= 25 Hours**

### **Course Description**

This sub-module is designed to impart knowledge and skills related to the Clients Handling techniques as it is one of the most essential and critical task of the business is to behave with clients. It also covers crucial handling the unsatisfied client to get the positive feedback in the future of the business the review given by the client plays vital role on the survival of the company for long run.

As per the concept developed earlier, “guests are god” they expect to receive more than they have paid for. In this regards, it recommends for the travel agent to deal with client in specific manner from the very beginning. Without understanding, it is impossible to provide satisfying services to clients.

### **Course Objectives**

After completion of this sub-module, trainees will be able to:

- Explain the scope and sequence of clients handling and briefing; and
- Apply satisfied and unsatisfied clients handling techniques.

### **Tasks**

To meet the objectives the trainees are expected to get proficiency on the following tasks:

1. Receive clients
2. Deliver briefing
3. Handle customer complaints
4. Keep / update data
5. Follow up customers

# **Clients Handling**

## Task Analysis

**Task No. 1 : Receive clients.**

**Time: 4.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 4.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Welcome and greet the guest.</li> <li>4. Let them be seated.</li> <li>5. Inquire their queries.</li> <li>6. Note down the queries.</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel Desk/Reception</li> <li>• Necessary tools, equipment and materials</li> <li>• Customer (trainee to be mocked as customer)</li> </ul> <p><b><u>Task (What):</u></b> Receive clients.</p> <p><b><u>Standard (How well):</u></b> Client entered and greeted.</p>	<p><b><u>Clients receiving:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Consumer behavior</li> <li>• Normal greeting procedure</li> <li>• Communication and receiving (reception) technique</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, pen, paper

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 2: Deliver briefing**

**Time: 7.0 hrs.**  
**Theory: 1.0 hrs.**  
**Practical: 6.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Prepare briefing to be delivered.</li> <li>4. Receive the clients.</li> <li>5. Brief the client regarding the service quality, standard, and overall itinerary.</li> <li>6. Restore the tools and materials.</li> <li>7. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk</li> <li>• Necessary tools, equipment and materials</li> <li>• Customer (trainee to be mocked as customer)</li> </ul> <p><b><u>Task (What):</u></b> Deliver briefing.</p> <p><b><u>Standard (How well):</u></b> Information delivered.</p>	<p><b><u>Client briefing:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Consumer behavior</li> <li>• Communication technique</li> <li>• Briefing procedure</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, pen, paper

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 3: Handle customer complaints.**

**Time: 4.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 4.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Get the reason behind the filing of complaints by the client.</li> <li>4. Communicate with client in cool and charming way.</li> <li>5. Listen to the client.</li> <li>6. Ask for an excuse or say sorry.</li> <li>7. Convince clients the error will not happen again.</li> <li>8. Note down the major problems.</li> <li>9. Restore the tools and materials.</li> <li>10. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk</li> <li>• Necessary tools, equipment and materials</li> <li>• Customer (trainee to be mocked as customer)</li> </ul> <p><b><u>Task (What):</u></b>            Handle customer complaints.</p> <p><b><u>Standard (How well):</u></b></p> <ul style="list-style-type: none"> <li>• Clients grief recorded</li> <li>• Clients attribute changed positive.</li> </ul>	<p><b><u>Customer complaints:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Types of complaint</li> <li>• Consumer behavior</li> <li>• Communication technique</li> <li>• Complaint handling technique</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, pen, paper

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 4: Keep / update customer data.**

**Time: 4.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 4.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Get details of clients.</li> <li>4. Keep record of the client.</li> <li>5. Record daily consumer flow and the trend.</li> <li>6. Measure frequency of the customer’s demography and attitude.</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk</li> <li>• Necessary tools, equipment and materials</li> <li>• Customer data</li> </ul> <p><b><u>Task (What):</u></b>            Keep / Update customer data.</p> <p><b><u>Standard (How well):</u></b>            Customer data recorded.</p>	<p><b><u>Customer data:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Sources of data</li> <li>• General frequency calculation</li> <li>• Data keeping and updating technique</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, pen, paper

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 5: Follow up customers.**

**Time: 4.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 4.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Get details of clients.</li> <li>4. Keep record of the client.</li> <li>5. Identify the right time to message client.</li> <li>6. Communicate with client.</li> <li>7. Inform them about the offers and new product with higher priority.</li> <li>8. Restore the tools and materials.</li> <li>9. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk</li> <li>• Necessary tools, equipment and materials</li> <li>• Customer (trainee to be mocked as customer)</li> </ul> <p><b><u>Task (What):</u></b> Follow up customers.</p> <p><b><u>Standard (How well):</u></b></p> <ul style="list-style-type: none"> <li>• Clients tracked.</li> <li>• Information delivered to clients.</li> <li>• Record maintained.</li> </ul>	<p><b><u>Customers:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Consumer behavior</li> <li>• Mode of communication</li> <li>• Communication technique</li> <li>• Follow up technique</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, pen, paper

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Sub-module 7.2: Customer Services

**Duration: 13 Hours (T) + 52 Hours (P)= 65 Hours**

### **Course Description**

This sub-module deals with the knowledge and skills related to the Customer Services as that the tourism and hospitality is the business that seeks the direct and clear connection between service provider and receiver. In addition, this module specifically deals with the major contents of the tour at destination after arrival at point of service delivery and destination region.

When it comes to the time of service delivery, it is essential to look after miniature issues that clients might observe while receiving services. Whether it is reception at the port of entry or it is see off at the port of departure, every step need to observed and evaluated by the client and provides feedback or review.

### **Course Objectives**

After completion of this sub-module, trainees will be able to:

- Explain the scope and importance of customer service;
- Describe the value of correspondence and communication;
- Provide customer services; and
- Monitor and evaluate the service provided.

### **Tasks**

To meet the objectives the trainees are expected to get proficiency on the following tasks:

1. Transfer arrival
2. Arrange tickets
3. Organize hiking
4. Organize sight seeing
5. Organize adventure events
6. Organize accommodation services
7. Organize food and beverage services
8. Provide guide services
9. Provide transportation services
10. Assist in currency exchange
11. Assist in visa processing
12. Assist in lost and founds management
13. Provide relief/Rescue services
14. Facilitate in shopping
15. Provide communication tools
16. Transfer departure
17. Facilitate for health services
18. Provide visa/passport Information
19. Provide information on risk factors

20. Provide geographical Information
21. Provide cultural information
22. Provide customs (duties and taxes) information
23. Provide Information on social norms/ values/ethics
24. Convey information on permit/entrance fees

# Customer Services

## Task Analysis

**Task No. 1: Transfer arrival.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Greet and welcome the client.</li> <li>4. Handle luggage.</li> <li>5. Brief them in details about itinerary and program.</li> <li>6. Usher clients up to hotel.</li> <li>7. Help in check in.</li> <li>8. Restore the tools and materials.</li> <li>9. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Airport/Field</li> <li>• Necessary tools, equipment and materials</li> <li>• Clients/ Customer (trainee to be mocked as customer)</li> <li>• Vehicles</li> <li>• Flower bouquet, itinerary, client profile</li> </ul> <p><b><u>Task (What):</u></b> Transfer arrival.</p> <p><b><u>Standard (How well):</u></b></p> <ul style="list-style-type: none"> <li>• Consumer transferred to hotel from point of arrival safely.</li> <li>• Customer checked in at hotel.</li> </ul>	<p><b><u>Arrival transferring:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Consumer behavior</li> <li>• Communication technique</li> <li>• Reception and Arrival transfer technique</li> </ul>

**Required Tool, Equipment and Materials:**

- Vehicle, flower bouquet, client profile, itinerary

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 2: Arrange tickets.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Get details of the client.</li> <li>4. Identify the mode of transportation.</li> <li>5. Make reservation of the service.</li> <li>6. Print conformed ticket.</li> <li>7. Deliver the confirmed ticket to the client.</li> <li>8. Restore the tools and materials.</li> <li>9. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk</li> <li>• Necessary tools, equipment and materials</li> <li>• GSA (trainee to be mocked as GSA)</li> </ul> <p><b><u>Task (What):</u></b>            Arrange tickets.</p> <p><b><u>Standard (How well):</u></b>            Ticket delivered to the clients.</p>	<p><b><u>Tickets:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Consumer behavior</li> <li>• Communication technique</li> <li>• Reservation system</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, pen, paper

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 3: Organize hiking.**

**Time: 3.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 3.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
1. Receive instructions. 2. Collect tools, equipment and materials. 3. Get details of the client. 4. Identify the choice of region and services clients wants to acquire. 5. Make reservation of the service. 6. See off and wish client for the best time thereafter. 7. Restore the tools and materials. 8. Keep record.	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Hiking sports</li> <li>• Necessary tools, equipment and materials</li> <li>• Clients/Customer (trainee to be mocked as customer)</li> </ul> <p><b><u>Task (What):</u></b> Organize hiking.</p> <p><b><u>Standard (How well):</u></b> Hiking program organized.</p>	<p><b><u>Hiking:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Scope</li> <li>• Consumer behavior</li> <li>• Communication technique</li> <li>• Reservation and management technique</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, telephone/mobile phone, pen, paper

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 4 : Organize sightseeing.**

**Time: 3.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 3.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Get details of the client.</li> <li>4. Identify the choice of region and services clients wants to acquire.</li> <li>5. Make reservation of the service.</li> <li>6. See off and wish client for the best time thereafter.</li> <li>7. Restore the tools and materials</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Sightseeing spots</li> <li>• Necessary tools, equipment and materials</li> <li>• Clients/Customer (trainee to be mocked as customer)</li> </ul> <p><b><u>Task (What):</u></b> Organize sightseeing.</p> <p><b><u>Standard (How well):</u></b> Sightseeing program arranged</p>	<p><b><u>Sightseeing:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Scope</li> <li>• Consumer behavior</li> <li>• Communication technique</li> <li>• Reservation and management technique</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, telephone/mobile phone, pen, paper

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 5: Organize adventure events.**

**Time: 3.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 3.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Get details of the client.</li> <li>4. Identify the choice of region and services clients wants to acquire.</li> <li>5. Make reservation of the service.</li> <li>6. See off and wish client for the best time thereafter.</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Adventure spots</li> <li>• Necessary tools, equipment and materials</li> <li>• Clients/Customer (trainee to be mocked as customer)</li> </ul> <p><b><u>Task (What):</u></b> Organize adventure events.</p> <p><b><u>Standard (How well):</u></b> Adventure events arranged.</p>	<p><b><u>Adventure events:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Scope</li> <li>• Consumer behavior</li> <li>• Communication technique</li> <li>• Reservation and management technique</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, telephone/mobile phone, pen, paper

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 6 : Organize accommodation services.**

**Time: 3.0 hrs.**  
**Theory: 1.0 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Get details of the client.</li> <li>4. Identify the choice of region and services clients wants to acquire.</li> <li>5. Make reservation of the hotel service.</li> <li>6. Take clients to the hotel help on check in and let them stay comfortably.</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Hotel as practical lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Clients/Customer (trainee to be mocked as customer)</li> </ul> <p><b><u>Task (What):</u></b> Organize accommodation services.</p> <p><b><u>Standard (How well):</u></b> Accommodation service arranged.</p>	<p><b><u>Accommodation:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Consumer behavior</li> <li>• Consumer demography</li> <li>• Consumer decision making process</li> <li>• Communication technique</li> <li>• Reservation and management technique</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, telephone/mobile phone, pen, paper

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

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## Task Analysis

**Task No. 7: Organize food and beverage services.**

**Time: 3.0 hrs.**  
**Theory: 1.0 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Get details of the client.</li> <li>4. Identify the choice of food and beverage services clients wants to acquire.</li> <li>5. Make reservation of the service.</li> <li>6. Usher clients to the restaurant.</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Restaurant as a practical lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Clients/Customer (trainee to be mocked as customer)</li> </ul> <p><b><u>Task (What):</u></b> Organize food and beverage services.</p> <p><b><u>Standard (How well):</u></b></p> <ul style="list-style-type: none"> <li>• Table reserved.</li> <li>• Clients ushered to the restaurant.</li> </ul>	<p><b><u>Food and Beverage service:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Scope</li> <li>• Consumer behavior</li> <li>• Consumer demography</li> <li>• Consumer decision making process</li> <li>• Communication technique</li> <li>• Reservation and management technique</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, telephone/mobile phone, pen, paper

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 8: Provide guide services.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Get details of the client.</li> <li>4. Identify the character and qualification of guide clients wants to acquire.</li> <li>5. Make reservation of the service.</li> <li>6. Introduce clients with guide.</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk</li> <li>• Necessary tools, equipment and materials</li> <li>• Clients/Customer and guide (trainee to be mocked as customer and guide)</li> </ul> <p><b><u>Task (What):</u></b> Provide guide services.</p> <p><b><u>Standard (How well):</u></b></p> <ul style="list-style-type: none"> <li>• Guide reserved.</li> <li>• Client informed and introduced with guide.</li> </ul>	<p><b><u>Guide service:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Consumer behavior</li> <li>• Communication technique</li> <li>• Reservation and management technique</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, telephone/mobile phone, pen, paper

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 9: Provide transportation services.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Get details of the client.</li> <li>4. Identify the choice of the mode of transportation clients want.</li> <li>5. Make reservation of the service.</li> <li>6. Issue the service order along with the money receipt.</li> <li>7. Handover the documents details to the client.</li> <li>8. Let the guest enjoy the service.</li> <li>9. Restore the tools and materials.</li> <li>10. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk</li> <li>• Necessary tools, equipment and materials</li> <li>• Clients/Customer (trainee to be mocked as customer)</li> <li>• Transportation company</li> </ul> <p><b><u>Task (What):</u></b> Provide transportation services.</p> <p><b><u>Standard (How well):</u></b></p> <ul style="list-style-type: none"> <li>• Transportation arranged.</li> <li>• Transportation service delivered.</li> </ul>	<p><b><u>Transportation service:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Consumer behavior</li> <li>• Communication technique</li> <li>• Reservation and management technique</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, telephone/mobile phone, pen, paper

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 10: Assist in currency exchange.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Get details of the client.</li> <li>4. Identify the currency they want to exchange.</li> <li>5. Find the exchange rates.</li> <li>6. Get the clients consent.</li> <li>7. Exchange cash.</li> <li>8. Deliver local currency to clients.</li> <li>9. Restore the tools and materials.</li> <li>10. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk/Money changer or bank</li> <li>• Necessary tools, equipment and materials</li> <li>• Clients/Customer (trainee to be mocked as customer)</li> </ul> <p><b><u>Task (What):</u></b> Assist in currency exchange.</p> <p><b><u>Standard (How well):</u></b></p> <ul style="list-style-type: none"> <li>• Cash exchanged</li> <li>• Local currency delivered to clients.</li> </ul>	<p><b><u>Currency exchange:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Consumer behavior</li> <li>• Communication technique</li> <li>• Foreign currency exchange system</li> <li>• Data recording on KYC basis (Know your customer)</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, telephone/mobile phone, pen, paper

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 11: Assist in visa processing.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Get details of the client.</li> <li>4. Find out the required document to process the visa.</li> <li>5. Collect all the documents from clients and arrange all the documents to submit to the embassy.</li> <li>6. Deliver documents to the embassy.</li> <li>7. Collect visa and other travel documents.</li> <li>8. Restore the tools and materials.</li> <li>9. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk/ Immigration office</li> <li>• Necessary tools, equipment and materials</li> <li>• Clients/Customer (trainee to be mocked as customer)</li> </ul> <p><b><u>Task (What):</u></b> Assist in visa processing.</p> <p><b><u>Standard (How well):</u></b></p> <ul style="list-style-type: none"> <li>• Immigration form filled.</li> <li>• Immigration introduced.</li> <li>• Visa granted.</li> </ul>	<p><b><u>Visa Processing</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Communication technique</li> <li>• Immigration and Visa processing system</li> <li>• Data recording on KYC basis (know your customer)</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, telephone/mobile phone, pen, paper

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 12: Assist in Lost and found management.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Get details of the lost items and spot.</li> <li>4. Inform the incident to the local police station.</li> <li>5. Follow up with the police.</li> <li>6. Inform clients about the status.</li> <li>7. Collect the found items from the police station.</li> <li>8. Deliver the items to the client.</li> <li>9. Restore the tools and materials.</li> <li>10. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk</li> <li>• Necessary tools, equipment and materials</li> <li>• Clients/Customer (trainee to be mocked as customer)</li> </ul> <p><b><u>Task (What):</u></b>            Assist in Lost and found management.</p> <p><b><u>Standard (How well):</u></b></p> <ul style="list-style-type: none"> <li>• Lost and found complaints recorded.</li> <li>• Complaint filed.</li> <li>• Result acquired (lost or found).</li> </ul>	<p><b><u>Lost and found:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Types of item</li> <li>• Causes of lost</li> <li>• Legal provisions</li> <li>• Ethical client tracking system</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, telephone/mobile phone, pen, paper

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 13: Provide relief/ Rescue services.**

**Time: 3.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 3.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials</li> <li>3. Get details of the situation that has created problem to the client</li> <li>4. Inform the incident to the local police station.</li> <li>5. Get support from the rescue associations and government agencies.</li> <li>6. Reach out to the spot where clients are having trouble.</li> <li>7. Bring out clients from the trouble.</li> <li>8. Take them to the safe place.</li> <li>9. Restore the tools and materials.</li> <li>10. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Institute complex</li> <li>• Necessary tools, equipment and materials</li> <li>• Clients/Customer (trainee to be mocked as customer)</li> <li>• Vehicle</li> </ul> <p><b><u>Task (What):</u></b> Provide relief/Rescue services.</p> <p><b><u>Standard (How well):</u></b></p> <ul style="list-style-type: none"> <li>• Key problem identified.</li> <li>• Problem solved.</li> </ul>	<p><b><u>Relief and Rescue Services:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Types of crisis</li> <li>• Tracking system</li> <li>• Communication technique</li> <li>• Legal procedure</li> <li>• Crisis management technique</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, telephone/mobile phone, pen, paper

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

### Task No. 14: Facilitate in shopping.

Time: 2.5 hrs.  
Theory: 0.5 hrs.  
Practical: 2.0 hrs.

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Get details of items that clients want to buy</li> <li>4. Spot the location and area where those items can be purchased.</li> <li>5. Allocate employee to take clients to the shops.</li> <li>6. Assist them find the materials they want to buy.</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Institute complex/Shopping area</li> <li>• Necessary tools, equipment and materials</li> <li>• Clients/Customer (trainee to be mocked as customer)</li> </ul> <p><b><u>Task (What):</u></b> Facilitate in shopping.</p> <p><b><u>Standard (How well):</u></b></p> <ul style="list-style-type: none"> <li>• Sopping materials identified.</li> <li>• Clients assisted to the market.</li> <li>• Shopping completed.</li> </ul>	<p><b><u>Shopping:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Consumer behavior</li> <li>• Tracking system</li> <li>• Communication technique</li> <li>• Shopping etiquette</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, telephone/mobile phone, pen, paper

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 15: Provide communication tools.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Get details about the clients.</li> <li>4. Identify the mode of communication they wanted.</li> <li>5. Allocate employee to assist clients to shop the equipment and SIM-card system.</li> <li>6. Handover device and orient them the usage system.</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk</li> <li>• Necessary tools, equipment and materials</li> <li>• Clients/Customer (trainee to be mocked as customer)</li> <li>• Telecom office</li> </ul> <p><b><u>Task (What):</u></b> Provide communication tools.</p> <p><b><u>Standard (How well):</u></b> SIM-card delivered.</p>	<p><b><u>Communication tools:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Communication technique</li> <li>• General communication tools</li> <li>• Communication system adapted by the authority</li> <li>• Consumer behavior</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, telephone/mobile phone, pen, paper

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 16 : Transfer departure.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Get details about the clients' departure date, time, mode of transport, and port of departure.</li> <li>4. Brief clients in advance about the reporting time and checkout system.</li> <li>5. Allocate employee to assist client in checkout.</li> <li>6. Assist client in clearing account.</li> <li>7. Arrange vehicle to transfer unto the port of departure.</li> <li>8. Accompany client unto port of departure</li> <li>9. Greet and complete the total service delivery with the memorable see off.</li> <li>10. Restore the tools and materials.</li> <li>11. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk</li> <li>• Necessary tools, equipment and materials</li> <li>• Clients/Customer (trainee to be mocked as customer)</li> <li>• Vehicle</li> </ul> <p><b><u>Task (What):</u></b> Transfer departure.</p> <p><b><u>Standard (How well):</u></b></p> <ul style="list-style-type: none"> <li>• Date of departure identified.</li> <li>• Port of departure identified.</li> <li>• Assisted client on checking out.</li> <li>• See-off done.</li> </ul>	<p><b><u>Departure transferring:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Communication technique</li> <li>• Departure transfer system</li> <li>• Departure transfer procedure</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, telephone/mobile phone, pen, paper

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 17: Facilitate for health services.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Get details about the clients' problem.</li> <li>4. Identify the doctors, pharmacy, laboratory</li> <li>5. Get appointment with the doctor.</li> <li>6. Assist client in reaching out to the doctor.</li> <li>7. Get consultation and find the solution of the problem.</li> <li>8. Restore the tools and materials.</li> <li>9. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Institute complex/Hospital as practical arena</li> <li>• Necessary tools, equipment and materials</li> <li>• Clients/Customer (trainee to be mocked as customer)</li> <li>• Vehicle</li> </ul> <p><b><u>Task (What):</u></b> Facilitate for health services.</p> <p><b><u>Standard (How well):</u></b></p> <ul style="list-style-type: none"> <li>• Right health institution identified.</li> <li>• Introduced client with the doctor.</li> <li>• Medicine purchased.</li> </ul>	<p><b><u>Health services:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Communication technique</li> <li>• Health facility system available in the city/region</li> <li>• Facilitation procedure</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, telephone/mobile phone, pen, paper

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 18: Provide visa/ passport information.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Get details about the clients need.</li> <li>4. Inquire with the embassy and administrations.</li> <li>5. Deliver acquired information to the client.</li> <li>6. Restore the tools and materials.</li> <li>7. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk</li> <li>• Necessary tools, equipment and materials</li> <li>• Clients/Customer (trainee to be mocked as customer)</li> </ul> <p><b><u>Task (What):</u></b> Provide visa / passport information.</p> <p><b><u>Standard (How well):</u></b></p> <ul style="list-style-type: none"> <li>• Visa and passport information acquired</li> <li>• Client got informed about visa and passport provisions.</li> </ul>	<p><b><u>Visa /passport information:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Types of passport and visa</li> <li>• Communication technique</li> <li>• Sources of information</li> <li>• Provisions on Visa and passport issuing</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, telephone/mobile phone, pen, paper

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 19: Provide information on risk factors.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Get details about the area that client wants to visit.</li> <li>4. Inquire with the local authorities and administrations about the current situation.</li> <li>5. Deliver acquired information to the client.</li> <li>6. Restore the tools and materials.</li> <li>7. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk</li> <li>• Necessary tools, equipment and materials</li> <li>• Clients/Customer (trainee to be mocked as customer)</li> </ul> <p><b><u>Task (What):</u></b> Provide information on risk factors.</p> <p><b><u>Standard (How well):</u></b></p> <ul style="list-style-type: none"> <li>• Potential risk identified</li> <li>• Client got award of risk.</li> </ul>	<p><b><u>Risk factors information:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Risk factors and challenges in the area</li> <li>• Features of the destination region</li> <li>• Communication technique</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, telephone/mobile phone, pen, paper

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 20: Provide geographical information.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Get details about the area that client wants to visit.</li> <li>4. Inquire with the local authorities and administrations about the current situation.</li> <li>5. Read other literature on the geography of the destination region.</li> <li>6. Deliver acquired information to the client.</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk</li> <li>• Necessary tools, equipment and materials</li> <li>• Regional map</li> <li>• Clients/Customer (trainee to be mocked as customer)</li> </ul> <p><b><u>Task (What):</u></b> Provide geographical information.</p> <p><b><u>Standard (How well):</u></b> Client received geographical details.</p>	<p><b><u>Geographical information:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Sources of information</li> <li>• Geography of the destination region</li> <li>• Communication technique</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, telephone/mobile phone, pen, paper

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 21: Provide cultural information.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Get details about the area that client wants to visit.</li> <li>4. Inquire with the local authorities and residents about the cultural practices in the region.</li> <li>5. Deliver acquired information to the client.</li> <li>6. Restore the tools and materials.</li> <li>7. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk</li> <li>• Necessary tools, equipment and materials</li> <li>• Proposed visit area</li> <li>• Clients/Customer (trainee to be mocked as customer)</li> </ul> <p><b><u>Task (What):</u></b> Provide cultural information.</p> <p><b><u>Standard (How well):</u></b></p> <ul style="list-style-type: none"> <li>• Cultural difference between client and destination identified.</li> <li>• Client informed of cultural difference.</li> </ul>	<p><b><u>Cultural information:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Source of information</li> <li>• Culture of the destination region</li> <li>• Communication technique</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, telephone/mobile phone, pen, paper

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 22: Provide customs (duties and taxes) information.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Get information about the clients and the items they want carry with them in the journey.</li> <li>4. Inquire with the immigration authority regarding the duties and taxes.</li> <li>5. Deliver acquired information to the client.</li> <li>6. Restore the tools and materials.</li> <li>7. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk</li> <li>• Worksheet</li> <li>• Necessary tools, equipment and materials</li> <li>• Clients/Customer (trainee to be mocked as customer)</li> </ul> <p><b><u>Task (What):</u></b>            Provide customs (duties and taxes) formation.</p> <p><b><u>Standard (How well):</u></b></p> <ul style="list-style-type: none"> <li>• Provision on customs and duties identified.</li> <li>• Information delivered to client.</li> </ul>	<p><b><u>Customs information:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Source of information</li> <li>• Legal provision on luggage transfer</li> <li>• Provision customs and duties</li> <li>• Communication technique</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, telephone/mobile phone, pen, paper

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 23: Provide information on social norms/ values/ ethics.**

**Time: 2.5 hrs.**

**Theory: 0.5 hrs.**

**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Get information about the destination clients wanted to visit.</li> <li>4. Inquire with local residents, government authorities regarding the social norms and values.</li> <li>5. Deliver acquired information to the client.</li> <li>6. Restore the tools and materials.</li> <li>7. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk</li> <li>• Necessary tools, equipment and materials</li> <li>• Proposed destination</li> <li>• Clients/Customer (trainee to be mocked as customer)</li> </ul> <p><b><u>Task (What):</u></b> Provide information on social norms/ values /ethics.</p> <p><b><u>Standard (How well):</u></b></p> <ul style="list-style-type: none"> <li>• Social norms, value and ethics identified.</li> <li>• Information delivered to client.</li> </ul>	<p><b><u>Social norms/ values/ ethics information:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Culture and society of the destination region</li> <li>• Social norms and values system of destination region</li> <li>• Communication technique</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, telephone/mobile phone, pen, paper

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 24: Convey information on permit/entrance fees.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Get information about the destination clients wanted to visit.</li> <li>4. Inquire with administration on required entrance system.</li> <li>5. Get information on fees and charges to enter to the spots been identified.</li> <li>6. Advise clients about the amount to be paid to enter to the spots.</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk</li> <li>• Necessary tools, equipment and materials</li> <li>• Proposed destination</li> <li>• Clients/Customer (trainee to be mocked as customer)</li> </ul> <p><b><u>Task (What):</u></b>            Convey information on permit/ entrance fees.</p> <p><b><u>Standard (How well):</u></b>            Accurate information on entrance fees/charges advised to clients.</p>	<p><b><u>Permit/ entrance fees information:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Sightseeing spots and their regulations</li> <li>• Source of information</li> <li>• Fees charged by the management</li> <li>• Communication and consumer behavior</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, telephone/mobile phone, pen, paper

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

# **Module 8: Office Management**

## **Sub-module 8.1: Human Resource Management**

**Duration: 3 Hours (T) + 12 Hours (P)= 15 Hours**

### **Course Description**

This sub-module deals with the knowledge and skills related to the Human Resource Management as that the trust comes from the management. It specially deals with tackling challenges, employee management, job allocation and documentation.

To have positive impact and maintaining credibility it is crucial to display the professionalism and trustworthy manner.

### **Course Objectives**

After completion of this sub-module, trainees will be able to:

- Explain the scope and importance human resource management;
- Apply the value of motivation and other techniques to get more results out of an employee; and
- Assess the performance of employees.

### **Tasks**

To meet the objectives the trainees are expected to get proficiency on the following tasks.

1. Recruit required workforces
2. Assign job to employees
3. Monitor employees
4. Rotate job of employees
5. Create agile working environment

# **Human Resource Management**

## Task Analysis

### Task No. 1: Recruit required workforces.

Time: 2.5 hrs.  
Theory: 0.5 hrs.  
Practical: 2.0 hrs.

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Determine whether company needs to hire a person or not.</li> <li>4. Get information about the required qualification and skills of the employee.</li> <li>5. Inquire with the peers and other sources.</li> <li>6. Decide the message to be delivered from the other mode of communication.</li> <li>7. Collect applications.</li> <li>8. Scrutinized the application and shortlist the applicants.</li> <li>9. Set the interview.</li> <li>10. Select the employee.</li> <li>11. Restore the tools and materials.</li> <li>12. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk</li> <li>• Necessary tools, equipment and materials</li> <li>• Job seeker (trainee to be mocked as Job seeker)</li> </ul> <p><b><u>Task (What):</u></b> Recruit required work forces.</p> <p><b><u>Standard (How well):</u></b></p> <ul style="list-style-type: none"> <li>• Vacant position identified.</li> <li>• Advertisement developed.</li> <li>• Advertisement published.</li> <li>• Applications collected.</li> <li>• Interview conducted.</li> <li>• Employee selected.</li> </ul>	<p><b><u>Workforces:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Advertisement method</li> <li>• Negotiation technique</li> <li>• Recruitment process</li> </ul>

#### Required Tool, Equipment and Materials:

- Computer connected with internet, telephone/mobile phone, pen, paper, application forms

#### Safety Precautions:

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 2: Assign job to employees.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Determine the task to be completed.</li> <li>4. Select the employee.</li> <li>5. Brief and handover the authority and responsibility to the employee.</li> <li>6. Let him/her complete the task.</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk</li> <li>• Necessary tools, equipment and materials</li> <li>• Employee (trainee to be mocked as employee)</li> </ul> <p><b><u>Task (What):</u></b> Assign Job to employees.</p> <p><b><u>Standard (How well):</u></b></p> <ul style="list-style-type: none"> <li>• Right employee selected.</li> <li>• Job assigned to an employee.</li> </ul>	<p><b><u>Job assignment:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Task analysis and decision making</li> <li>• Leadership technique</li> <li>• Human resource management</li> <li>• Job assignment procedure</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, telephone/mobile phone, pen, paper, Job description

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 3: Monitor employees.**

**Time: 4.0 hrs.**  
**Theory: 1.0 hrs.**  
**Practical: 3.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
1. Receive instructions. 2. Collect tools, equipment and materials. 3. Identify the spot where workers are engaged. 4. Note down what is making them busy. 5. Record their task for further action. 6. Restore the tools and materials. 7. Keep record.	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk</li> <li>• Necessary tools, equipment and materials</li> <li>• Employees (trainee to be mocked as employees)</li> </ul> <p><b><u>Task (What):</u></b>            Monitor employees.</p> <p><b><u>Standard (How well):</u></b></p> <ul style="list-style-type: none"> <li>• Employees tracked.</li> <li>• Job of employees noticed and recorded.</li> </ul>	<p><b><u>Monitoring:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Scope and importance</li> <li>• Employee behavior</li> <li>• Leadership technique</li> <li>• Monitoring tools and methods</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, telephone/mobile phone, pen, paper

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 4: Rotate job of employees.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Find out the right employee.</li> <li>4. Assign and appoint an employee for the new job.</li> <li>5. Monitor and assist employees.</li> <li>6. Restore the tools and materials.</li> <li>7. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk</li> <li>• Necessary tools, equipment and materials</li> <li>• Employee (trainee to be mocked as employee)</li> </ul> <p><b><u>Task (What):</u></b>                      Rotate job of employees.</p> <p><b><u>Standard (How well):</u></b></p> <ul style="list-style-type: none"> <li>• Employees informed about their job rotation schedule.</li> <li>• Employee received the appointment letter.</li> </ul>	<p><b><u>Job rotation:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Leadership technique</li> <li>• Creation of roster</li> <li>• Rotating technique</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, telephone/mobile phone, pen, paper, job description

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 5: Create agile working environment.**

**Time: 3.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 3.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Frequently discuss about the future program and plans.</li> <li>4. Hear the grief regularly</li> <li>5. Consult with employees about the right solutions.</li> <li>6. Negotiate and offer frequent trainings.</li> <li>7. Make sure retaining employees in the company.</li> <li>8. Restore the tools and materials.</li> <li>9. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk</li> <li>• Necessary tools, equipment and materials</li> <li>• Employee (trainee to be mocked as employee)</li> </ul> <p><b><u>Task (What):</u></b>            Create agile working environment.</p> <p><b><u>Standard (How well):</u></b></p> <ul style="list-style-type: none"> <li>• Frequently discussed about the job satisfaction with employees.</li> <li>• Employee motivated.</li> </ul>	<p><b><u>Working environment:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Requirements of agile working environment</li> <li>• Leadership technique</li> <li>• Motivational technique</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, telephone/mobile phone, pen, paper

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Sub-module 8.2: Legal Documentation

**Duration: 3 Hours (T) + 12 Hours (P)= 15 Hours**

### **Course Description**

This sub-module is designed to help trainees for preparing Legal Documents, as it is essential to understand provision of law on operating a business. It consists of mainly the government developed various prevailing acts, regulation and operational guidelines. It also deals with registration process the business entity.

### **Course Objectives**

After completion of this sub-module, trainees will be able to:

- Prepare legal documentation;
- Explain the scope and importance of the business ethics; and
- Describe ways of preventing to face the legal barriers.

### **Tasks**

To meet the objectives the trainees are expected to get proficiency on the following tasks:

1. Read related acts/rules/regulations
2. Register travel agency
3. Renew travel agency
4. Maintain business ethics
5. File/store documents

# **Legal Documentation**

## Task Analysis

**Task No. 1: Read related acts/rules/regulations.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Collect the authentic acts, rules and regulations of tourism.</li> <li>4. Describe the company registration process and legal provision.</li> <li>5. Describe the general norms and values to be followed.</li> <li>6. Restore the tools and materials.</li> <li>7. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Computer lab/Library</li> <li>• Necessary tools equipment and materials</li> <li>• Tourism related acts, rules and regulations</li> </ul> <p><b><u>Task (What):</u></b>                      Read related acts/rules/regulations.</p> <p><b><u>Standard (How well):</u></b>                      Related prevailing acts, rules and regulations read.</p>	<p><b><u>Acts, rules and regulations:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Company law</li> <li>• Company registration law</li> <li>• Consumer act</li> <li>• Legal document available sources</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, pen, paper, acts, rules, regulations

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 2: Register travel agency.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Prepare necessary documents.</li> <li>4. Go to the company registrar office and get registration certificates.</li> <li>5. Go to the Inland Revenue department and get tax registration.</li> <li>6. Go to department of tourism and get authority.</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk/ Registrar office/Revenue department</li> <li>• Necessary tools equipment and materials</li> <li>• Registrar office (Travel desk to be mocked as Registrar office)</li> </ul> <p><b><u>Task (What):</u></b> Register travel agency.</p> <p><b><u>Standard (How well):</u></b> Travel agency got legal operation authority.</p>	<p><b><u>Travel agency registration:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and sequence</li> <li>• Legal provisions</li> <li>• Required documents</li> <li>• Available sources</li> <li>• Registration process</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, telephone/mobile phone, pen, paper, official letter, travel agency constitution/bye laws

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 3: Renew travel agency.**

**Time: 3.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 3.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Prepare necessary documents.</li> <li>4. Go to the company registrar office and get certificates renew.</li> <li>5. Go to Inland Revenue department file tax and get tax clearance certificate.</li> <li>6. Go to department of tourism and get authority renewed.</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk/ Registrar office/Revenue department</li> <li>• Necessary tools equipment and materials</li> <li>• Registrar office (Travel desk to be mocked as Registrar office)</li> </ul> <p><b><u>Task (What):</u></b> Renew travel agency.</p> <p><b><u>Standard (How well):</u></b> Working authority renewed for another working term.</p>	<p><b><u>Travel agency renewal:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Legal provision</li> <li>• Required documents</li> <li>• Renewal process</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, telephone/mobile phone, pen, paper, official letter, travel agency constitution/bye laws, registration certificate, revenue certificate, tax Clearance certificate

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 4: Maintain business ethics.**

**Time: 3.0 hrs.**  
**Theory: 1.0 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Enlist various communities, customers and business persons.</li> <li>4. Establish good rapport with the community, customer, and business persons.</li> <li>5. Maintain and participate in the social activities.</li> <li>6. Restore the tools and materials.</li> <li>7. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Classroom/Travel desk</li> <li>• Necessary tools equipment and materials</li> <li>• Employees (trainees to be mocked as employees)</li> </ul> <p><b><u>Task (What):</u></b>                      Maintain business ethics.</p> <p><b><u>Standard (How well):</u></b>                      Society accepted the company and rated well in the periphery.</p>	<p><b><u>Business ethics:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and sequence</li> <li>• Legal provision</li> <li>• Company ethics</li> <li>• Community ethics, standards and social values</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, pen, paper

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 5: File/store documents.**

**Time: 3.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 3.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Collect all the legal documents.</li> <li>4. Separate according to their departments.</li> <li>5. Keep documents on file.</li> <li>6. Store them in safe and convenient spot.</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk/ Working lab</li> <li>• Necessary tools equipment and materials</li> <li>• Files and documents</li> </ul> <p><b><u>Task (What):</u></b> File/store documents.</p> <p><b><u>Standard (How well):</u></b> Travel agency's documents stored in safe and convenient spot.</p>	<p><b><u>Documents:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and sequence</li> <li>• Classification and type of filing</li> <li>• Filing system</li> <li>• Office management</li> <li>• Filing techniques</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, pen, paper, legal documents

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Sub-module 8.3: Customer Documentation

**Duration: 5 Hours (T) + 20 Hours (P)= 25 Hours**

### **Course Description**

This sub-module is designed to help trainees in customer profile generation, filing and document management. It focuses on the technique of generating customer demand file to have professional glance on the preformed job. As customer communicates from different location than the place of service delivery proper communication and recording data plays vital role on delivery of the error free services.

### **Course Objectives**

After completion of this sub-module, trainees will be able to:

- Follow the professional manner of document recording;
- Create a professional environment; and
- Prepare customer documentation.

### **Tasks**

To meet the objectives the trainees are expected to get proficiency on the following tasks:

1. Generate customer profile
2. Dispatch reservation /amendment/cancellation forms
3. Maintain confirmation records
4. Issue service orders
5. Settle local currency accounts
6. Settle foreign currency accounts
7. Maintain daybook
8. Manage travel documents
9. Keep/Update customer data

# **Customer Documentation**

## Task Analysis

**Task No. 1: Generate customer profile.**

**Time: 3.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 3.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Collect details of the clients.</li> <li>4. Keep record on your worksheet.</li> <li>5. Rearrange the file.</li> <li>6. Restore the tools and materials.</li> <li>7. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk/ Working lab</li> <li>• Necessary tools equipment and materials</li> <li>• Worksheet and files</li> </ul> <p><b><u>Task (What):</u></b> Generate customer profile.</p> <p><b><u>Standard (How well):</u></b> Customer profile generated effectively without any ambiguity.</p>	<p><b><u>Customer profile:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Tourist profiling system</li> <li>• Profile generation technique</li> <li>• Filling technique</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, telephone/mobile phone, pen, paper, clients information sheet

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 2: Dispatch reservation/amendment/cancellation forms.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Get the reservation/amendment/cancellation forms.</li> <li>4. Find out the right address to deliver.</li> <li>5. Instruct staff to deliver the forms to concerned party through the identified mode.</li> <li>6. Monitor and verify the delivery</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>▪ Computer lab/Travel desk</li> <li>▪ Necessary tools, equipment and materials</li> <li>▪ Reservation, amendment and cancellation forms</li> <li>• Concerned parties (trainees to be mocked as parties)</li> </ul> <p><b><u>Task (What):</u></b>            Dispatch reservation/amendment/cancellation forms.</p> <p><b><u>Standard (How well):</u></b>            Reservation/amendment/cancellation form delivered to right service provider in right time.</p>	<p><b><u>Reservation, amendment and cancellation forms:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Letter and mail delivery system/mode</li> <li>• Delivery monitoring and verification methods</li> <li>• Communication technique</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, telephone/mobile phone, pen, paper, reservation form, amendment forms, cancellation forms

**Safety and Precautions:**

- handle electronic device and sharp materials with care

## Task Analysis

**Task No. 3: Maintain confirmation records.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Receive the confirmation letter from service provider.</li> <li>4. File the received letter.</li> <li>5. Attach the letter with the generated customer profile file.</li> <li>6. Inform customer about the confirmation.</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>▪ Computer lab/Travel desk</li> <li>▪ Necessary tools, equipment and materials</li> <li>▪ Confirmation letters and generated profile</li> <li>▪ Customers (trainees to be mocked as customers)</li> </ul> <p><b><u>Task (What):</u></b>            Maintain confirmation records.</p> <p><b><u>Standard (How well):</u></b>            Received confirmation letter and stored in file along with the right customer profile.</p>	<p><b><u>Confirmation records:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Types of letter</li> <li>• Letter and mail delivery system</li> <li>• Tourist profiling system</li> <li>• Profile generation technique</li> <li>• Filing technique</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, printer, telephone/mobile phone, pen, paper, record file

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 4: Issue service orders.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Write down the required information.</li> <li>4. Prepare service order.</li> <li>5. Print out the letter and make copies.</li> <li>6. Deliver copies to the respected parties, keep official record, and maintain it.</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>▪ Computer lab/Travel desk</li> <li>▪ Necessary tools, equipment and materials</li> <li>▪ List of service orders</li> <li>▪ Concerned parties (trainees to be mocked as parties)</li> </ul> <p><b><u>Task (What):</u></b> Issue service orders.</p> <p><b><u>Standard (How well):</u></b> Service orders issued without any error.</p>	<p><b><u>Service order:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Types of letter</li> <li>• Letter and mail delivery system</li> <li>• Billing technique</li> <li>• Issuing technique</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, printer, telephone/mobile phone, pen, paper, record file

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 5: Settle local currency accounts.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Issue money receipt.</li> <li>4. Convert foreign currency to the local currency.</li> <li>5. Mention the amount in the money receipt with the standard ROE.</li> <li>6. Deposit the received money into the bank account.</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>▪ Travel desk</li> <li>▪ Necessary tools, equipment and materials</li> <li>▪ Exchange rate</li> <li>▪ Bank (travel desk to be mocked as bank)</li> </ul> <p><b><u>Task (What):</u></b> Settle local currency accounts.</p> <p><b><u>Standard (How well):</u></b> Cash received in local currency and maintained the bank account.</p>	<p><b><u>Local currency account:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Types of currency</li> <li>• Banking policy</li> <li>• Exchange rate and return on equity (ROE)</li> <li>• Settling procedure</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, printer, telephone, pen, paper, record file, calculator

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 6: Settle foreign currency accounts.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Issue money receipt.</li> <li>4. Receive cash.</li> <li>5. Make copy of the currency or get the details of the currency (note no. and issue year).</li> <li>6. Collect the passport and visa details of the client.</li> <li>7. Deposit the received money into the bank account.</li> <li>8. Restore the tools and materials.</li> <li>9. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>▪ Travel desk</li> <li>▪ Necessary tools, equipment and materials</li> <li>▪ Sample passport and visa details</li> <li>▪ Exchange rate</li> <li>▪ Bank (travel desk to be mocked as bank)</li> </ul> <p><b><u>Task (What):</u></b> Settle foreign currency accounts.</p> <p><b><u>Standard (How well):</u></b> Cash received in foreign currency and maintained the bank account.</p>	<p><b><u>Foreign currency account:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Types of currency</li> <li>• Banking policy</li> <li>• Exchange rate and return on equity (ROE)</li> <li>• Settling procedure</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, printer, telephone/mobile phone, pen, paper, record file, calculator

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 7: Maintain daybook.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Obtain required daybook.</li> <li>4. Obtain financial data.</li> <li>5. Record daily financial transaction to day book with accounting standard.</li> <li>6. Restore the tools and materials.</li> <li>7. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>▪ Travel desk/working lab</li> <li>▪ Necessary tools, equipment and materials</li> <li>▪ Daybook</li> </ul> <p><b><u>Task (What):</u></b>            Maintain daybook.</p> <p><b><u>Standard (How well):</u></b>            Daybook maintained without any error with accounting standards.</p>	<p><b><u>Daybook:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Basic accounting system</li> <li>• Journal entry system</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, printer, telephone/mobile phone, pen, paper, daybook, calculator, financial data

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

### Task No. 8: Manage travel documents.

Time: 3.0 hrs.  
Theory: 1.0 hrs.  
Practical: 2.0 hrs.

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Get clients details.</li> <li>4. Proceed to acquire permission from concerned authorities.</li> <li>5. Get authorized documents.</li> <li>6. Keep on file.</li> <li>7. Handover acquired travel documents to clients keeping record for self.</li> <li>8. Restore the tools and materials.</li> <li>9. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>▪ Travel desk/Working lab</li> <li>▪ Necessary tools, equipment and materials</li> <li>▪ Sample travel documents</li> <li>▪ Clients (Trainees to be mocked as clients)</li> </ul> <p><b><u>Task (What):</u></b> Manage travel documents.</p> <p><b><u>Standard (How well):</u></b> Travel documents managed well and facilitated clients without hustle.</p>	<p><b><u>Travel documents:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Scope</li> <li>• List of travel documents</li> <li>• Process of acquiring permission</li> <li>• Basic filing system</li> </ul>

#### Required Tool, Equipment and Materials:

- Computer connected with internet, printer, telephone/mobile phone, pen, paper, record file, calculator, client information sheet

#### Safety Precautions:

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 9: Keep/update customer data.**

**Time: 3.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 3.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Get customers details.</li> <li>4. Update customer profile.</li> <li>5. Arrange profile and customer details. Chronologically.</li> <li>6. File profile/ customer detail records.</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>▪ Travel desk/Working lab</li> <li>▪ Necessary tools, equipment and materials</li> <li>▪ Profiles and customer details</li> </ul> <p><b><u>Task (What):</u></b>            Keep/ update customer data.</p> <p><b><u>Standard (How well):</u></b>            Customer data stored well without any error.</p>	<p><b><u>Customer data keeping:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Data collection and profiling systems</li> <li>• Data recording, keeping and updating systems</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, printer, telephone, pen, paper, record file, calculator, client information sheet

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Module 9: Communication

**Duration: 3 Hours (T) + 12 Hours (P)= 15 Hours**

### **Course Description**

This module focuses on the grooming on communication skill as well as identifies the area that has to be kept in high priority. It also provides knowledge and skills on preparation of good report with every unit that is present at the surrounding and beyond.

### **Course Objectives**

After completion of this module, trainees will be able to:

- Apply techniques of communication;
- Identify the manner to be shown to various service sector and subsector;
- Enable to build rapport with supporting agencies; and
- Encourages to establish rapport with stakeholders.

### **Tasks:**

To meet the objectives the trainees are expected to get proficiency on the following tasks:

1. Communicate with airlines/transportation companies
2. Communicate with accommodation companies
3. Communicate with local destination management organizations (DMOs)
4. Communicate with government organizations
5. Communicate with local residents
6. Communicate with facilities providers
7. Build network with other travel agencies
8. Prepare business letters
9. Prepare business memos
10. Prepare official letters

# Communication

## Task Analysis

**Task No. 1 : Communicate with airlines/transportation companies.**

**Time: 1.25 hrs.**  
**Theory: 0.25 hrs.**  
**Practical: 1.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Keep contact data of the concerned transportation companies.</li> <li>4. Get the name and position of the person responsible to perform the task.</li> <li>5. Make a phone call, or write an email.</li> <li>6. Restore the tools and materials.</li> <li>7. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk/Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Airline agents and transportation companies (trainee to be mocked as agents and companies)</li> </ul> <p><b><u>Task (What):</u></b>            Communicate with airlines/transportation companies.</p> <p><b><u>Standard (How well):</u></b>            Harmonious relationship and good rapport maintained with airlines/transportation companies.</p>	<p><b><u>Airlines/transportation companies:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Communication models</li> <li>• Usage of email, internet, telephone</li> <li>• Communication technique</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, printer, telephone/mobile phone, pen, paper, record file, calculator

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 2: Communicate with accommodation companies.**

**Time: 1.25 hrs.**  
**Theory: 0.25 hrs.**  
**Practical: 1.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Keep contact data of the concerned accommodation companies.</li> <li>4. Get the name and position of the person responsible to perform the task.</li> <li>5. Make a phone call, or write an email.</li> <li>6. Restore the tools and materials.</li> <li>7. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk/ Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Hoteliers (trainee to be mocked as hoteliers)</li> </ul> <p><b><u>Task (What):</u></b>            Communicate with accommodation companies.</p> <p><b><u>Standard (How well):</u></b>            Harmonious relationship and good rapport maintained with accommodation companies.</p>	<p><b><u>Accommodation companies:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Communication models</li> <li>• Communication media</li> <li>• Usage of email, internet, telephone</li> <li>• Communication technique</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, printer, telephone/mobile phone, pen, paper, record file, calculator

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

### Task No. 3. Communicate with local destination management organizations (DMOs).

Time: 1.25 hrs.  
Theory: 0.25 hrs.  
Practical: 1.0 hrs.

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Keep contact data of the concerned DMO</li> <li>4. Get the name and position of the person responsible to perform the task.</li> <li>5. Make a phone call, or write an email.</li> <li>6. Restore the tools and materials.</li> <li>7. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk/ Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Representatives of DMOs (trainee to be mocked as representatives)</li> </ul> <p><b><u>Task (What):</u></b> Communicate with DMOs.</p> <p><b><u>Standard (How well):</u></b> Harmonious relationship and good rapport maintained with local destination management organizations (DMOs).</p>	<p><b><u>DMOs:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Communication models</li> <li>• Communication technique</li> <li>• Usage of email, internet, telephone</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, printer, telephone/mobile phone, pen, paper, record file, calculator

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 4: Communicate with government organizations.**

**Time: 1.25 hrs.**  
**Theory: 0.25 hrs.**  
**Practical: 1.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Keep contact data of the concerned government authorities.</li> <li>4. Get the name and position of the person responsible to perform the task.</li> <li>5. Make a phone call, or write an email.</li> <li>6. Restore the tools and materials.</li> <li>7. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk/ Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Representatives of Government office (trainee to be mocked as officers)</li> </ul> <p><b><u>Task (What):</u></b>            Communicate with government organization.</p> <p><b><u>Standard (How well):</u></b>            Harmonious relationship and good rapport maintained with government organizations.</p>	<p><b><u>Government organizations:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Communication models</li> <li>• Usage of email, internet, telephone</li> <li>• Communication technique</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, printer, telephone/mobile phone, pen, paper, record file, calculator

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 5: Communicate with local residents.**

**Time: 1.25 hrs.**  
**Theory: 0.25 hrs.**  
**Practical: 1.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Keep contact data of the concerned local residents who could be beneficial to travel agency.</li> <li>4. Get the name and position of the person responsible to perform the task.</li> <li>5. Make a phone call, or write an email.</li> <li>6. Restore the tools and materials.</li> <li>7. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk/ Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Hosts community (trainee to be mocked as host)</li> </ul> <p><b><u>Task (What):</u></b>            Communicate with local residents.</p> <p><b><u>Standard (How well):</u></b>            Harmonious relationship and good rapport maintained with local residents.</p>	<p><b><u>Local residents:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Communication models</li> <li>• Usage of email, internet, telephone</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, printer, telephone/mobile phone, pen, paper, record file, calculator

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 6: Communicate with facilities providers.**

**Time: 1.25 hrs.**  
**Theory: 0.25 hrs.**  
**Practical: 1.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Keep contact data of the concerned facilities providers who could be beneficial to travel agency.</li> <li>4. Get the name and position of the person responsible to perform the task.</li> <li>5. Make a phone call, or write an email.</li> <li>6. Restore the tools and materials.</li> <li>7. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk/ Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Facility providers (trainee to be mocked as facilities providers)</li> </ul> <p><b><u>Task (What):</u></b>            Communicate with facilities providers.</p> <p><b><u>Standard (How well):</u></b>            Harmonious relationship and good rapport maintained with facilities providers.</p>	<p><b><u>Facilities providers:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Communication models</li> <li>• Usage of email, internet, telephone</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, printer, telephone/mobile phone, pen, paper, record file, calculator

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 7: Build network with other travel agencies.**

**Time: 1.25 hrs.**  
**Theory: 0.25 hrs.**  
**Practical: 1.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Keep contact data of the travel agency.</li> <li>4. Maintain frequent visits and phone calls.</li> <li>5. Get updates.</li> <li>6. Restore the tools and materials.</li> <li>7. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk/ Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Travel agents (trainee to be mocked as TA)</li> </ul> <p><b><u>Task (What):</u></b>            Build network with other travel agencies.</p> <p><b><u>Standard (How well):</u></b>            Harmonious relationship and good rapport maintained with other travel agencies.</p>	<p><b><u>Other travel agencies:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Networking technique</li> <li>• Communication technique</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, printer, telephone/mobile phone, pen, paper, record file, calculator

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 8: Prepare business letters.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Collect sample business letter</li> <li>4. Typewrite business letters.</li> <li>5. Put office stamp and letter number.</li> <li>6. Scan stamped letters.</li> <li>7. Deliver them to the concerned parties.</li> <li>8. Restore the tools and materials.</li> <li>9. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk/ Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Concerned parties (trainee to be mocked as concerned parties)</li> </ul> <p><b><u>Task (What):</u></b> Prepare business letters.</p> <p><b><u>Standard (How well):</u></b> Business letters prepared and delivered.</p>	<p><b><u>Business letters</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Scope and importance</li> <li>• Identification of letter format</li> <li>• Letter writing technique</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, printer, telephone/mobile phone, pen, paper, record file, sample business letters

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 9 : Prepare business memos.**

**Time: 1.25 hrs.**  
**Theory: 0.25 hrs.**  
**Practical: 1.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Collect sample memos.</li> <li>4. Typewrite business memos.</li> <li>5. Scan stamped letters.</li> <li>6. Deliver them to the concerned parties.</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk/ Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Concerned parties (trainee to be mocked as concerned parties)</li> </ul> <p><b><u>Task (What):</u></b> Prepare business memos.</p> <p><b><u>Standard (How well):</u></b> Business memos prepared and delivered.</p>	<p><b><u>Memos:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Scope and importance</li> <li>• Identification of memo format</li> <li>• Memo writing technique</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, printer, telephone/mobile phone, pen, paper, record file, sample business memos

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 10 : Prepare official letters.**

**Time: 2.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Collect sample format.</li> <li>4. Typewrite official letter.</li> <li>5. Put office stamp and letter number.</li> <li>6. Scan stamped letters.</li> <li>7. Deliver them to the concerned parties.</li> <li>8. Restore the tools and materials.</li> <li>9. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk/ Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Concerned parties (trainee to be mocked as concerned parties)</li> </ul> <p><b><u>Task (What):</u></b> Prepare official letters.</p> <p><b><u>Standard (How well):</u></b> Official letters prepared and delivered.</p>	<p><b><u>Official letter:</u></b></p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Scope and importance</li> <li>• Identification of letter format</li> <li>• Letter writing technique</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, printer, telephone/mobile phone, pen, paper, record file, sample official letters

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Module 10: Professionalism

**Duration: 2 Hours (T) + 8 Hours (P)= 10 Hours**

### **Course Description**

This module focuses on scope of professional character and issues. It deals the areas that have to groom and update frequently to obtain the professional character in order to make employees more professional to be credible, as credible and trustworthy professionalism has no alternative.

### **Course Objectives**

After completion of this module, trainees will be able to:

- Explain the importance and scope of professionalism;
- Help to identify areas that can create image of professional and updated human resources;
- Gain an understanding the value of the organization and him/herself; and
- Make more responsible and rational beyond the business entity.

### **Tasks**

To meet the objectives the trainees are expected to get proficiency on the following tasks:

1. Participate in training/seminar/workshop/meeting
2. Maintain CSR (Corporate Social Responsibilities)
3. Revise/renew software
4. Increase reading habit
5. Consult with colleagues / supervisors
6. Participate in events organized by professional association

# Professionalism

## Task Analysis

**Task No. 1 : Participate in training/seminar/workshop/meeting.**

**Time: 2.25 hrs.**  
**Theory: 0.25 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials</li> <li>3. Update with concerned advertisement regarding trainings/ seminars/workshops/meetings.</li> <li>4. Get registered.</li> <li>5. Participate on the events.</li> <li>6. Restore the tools and materials.</li> <li>7. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Classroom/ Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Workshops (trainee to be mocked as workshop participant)</li> </ul> <p><b><u>Task (What):</u></b> Participate in training/ Seminar/ workshop/meeting.</p> <p><b><u>Standard (How well):</u></b> Participated and learned new and updated techniques implemented in business.</p>	<p><b><u>Training/Seminar/ Workshop/ Meetings:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Meeting and seminar attire</li> <li>• Participation process</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, printer, telephone/mobile phone, pen, paper, record file, participant registration form

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 2: Maintain CSR (Corporate Social Responsibilities).**

**Time: 1.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 1.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Obtain information on the social setting.</li> <li>4. Get close to the society and identify their need.</li> <li>5. Participate in the social activities/events and support them with the recognized social needs.</li> <li>6. Restore the tools and materials.</li> <li>7. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Classroom/ Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Social events (trainee to be mocked as participating in social events)</li> </ul> <p><b><u>Task (What):</u></b>            Maintaining corporate social responsibility.</p> <p><b><u>Standard (How well):</u></b>            Society get accepted the presence of company in that area.</p>	<p><b><u>Corporate social responsibility:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Social setup</li> <li>• Social demography</li> <li>• Public relation</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, printer, telephone/mobile phone, pen, paper, record file, reading materials

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 3: Revise/renew software.**

**Time: 1.5 hrs.**  
**Theory: 0.5 hrs.**  
**Practical: 1.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Collect information on GDS or other software system used in the region.</li> <li>4. Find out the best system to be used.</li> <li>5. Search for the training manual or training opportunity available.</li> <li>6. Participate on the trainings or learn from the manual to use the system.</li> <li>7. Restore the tools and materials.</li> <li>8. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Travel desk/ Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• GDS or other software, training manuals</li> </ul> <p><b><u>Task (What):</u></b> Revise /renew software.</p> <p><b><u>Standard (How well):</u></b> New and software updated and replaced.</p>	<p><b><u>Software renewal:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Different prevailing software</li> <li>• Guarantee and warranty period</li> <li>• Renew process</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, printer, telephone/mobile phone, pen, paper, record file, new software

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No. 4: Increase reading habit.**

**Time: 1.25 hrs.**  
**Theory: 0.25 hrs.**  
**Practical: 1.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Find sources of useful reading materials.</li> <li>4. Collect books and other printed materials used in tourism industry.</li> <li>5. Frequently read updated information.</li> <li>6. Restore the tools and materials.</li> <li>7. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Library</li> <li>• Necessary tools, equipment and materials</li> <li>• Printed reading materials</li> </ul> <p><b><u>Task (What):</u></b> Increase reading habit.</p> <p><b><u>Standard (How well):</u></b> Reading habit increased and maintained.</p>	<p><b><u>Reading habit:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Reading techniques and strategies</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, printer, telephone/mobile phone, pen, paper, record file, reading materials

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No.5: Consult with colleagues / supervisors.**

**Time: 1.25 hrs.**  
**Theory: 0.25 hrs.**  
**Practical: 1.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. Note down all those difficult task or confused issues.</li> <li>4. Determine who can help in within or outside the company.</li> <li>5. Decide the right person to get information on consultation.</li> <li>6. Consult with him/her and note down the idea on solving problem.</li> <li>7. Follow the advice.</li> <li>8. Restore the tools and materials.</li> <li>9. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Library</li> <li>• Necessary tools, equipment and materials</li> <li>• Colleagues/supervisors (trainee to be mocked as colleagues and supervisors)</li> </ul> <p><b><u>Task (What):</u></b> Consult with colleagues/supervisors.</p> <p><b><u>Standard (How well):</u></b> Issues and problems solved by getting the helps and advices from colleagues and supervisors.</p>	<p><b><u>Colleagues and supervisors:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Decision making process</li> <li>• Communication techniques</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, printer, telephone/mobile phone, pen, paper, record file

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

## Task Analysis

**Task No.6: Participate in events organized by professional association.**

**Time: 2.25 hrs.**  
**Theory: 0.25 hrs.**  
**Practical: 2.0 hrs.**

Performance Steps	Terminal Performance Objective	Related Technical Knowledge
<ol style="list-style-type: none"> <li>1. Receive instructions.</li> <li>2. Collect tools, equipment and materials.</li> <li>3. File the letters received by the association.</li> <li>4. Schedule the invitation of the events.</li> <li>5. Manage time and alert system.</li> <li>6. Prepare yourself according to the requirement of the event.</li> <li>7. Participate on the events.</li> <li>8. Restore the tools and materials.</li> <li>9. Keep record.</li> </ol>	<p><b><u>Condition (Given):</u></b></p> <ul style="list-style-type: none"> <li>• Classroom/ Computer lab</li> <li>• Necessary tools, equipment and materials</li> <li>• Events (trainee to be mocked as participating in professional association)</li> </ul> <p><b><u>Task (What):</u></b> Participate in events organized by professional association.</p> <p><b><u>Standard (How well):</u></b> Participated in the events organized by professional associations.</p>	<p><b><u>Professional association:</u></b></p> <ul style="list-style-type: none"> <li>• Scope and importance</li> <li>• Decision making process</li> <li>• Time management</li> <li>• Participation process</li> </ul>

**Required Tool, Equipment and Materials:**

- Computer connected with internet, printer, telephone/mobile phone, pen, paper, record file, participant registration form

**Safety Precautions:**

- Handle electronic device and sharp tools and /or items with specific care.

# Entrepreneurship Development

**Total: 40 hrs.**  
**Theory: 18 hrs.**  
**Practical: 22 hrs.**

## Course Description

This course is designed to impart the knowledge and skills necessary for micro enterprise or a business unit of self-employment startup. The entire course intends to introduce enterprise, finding suitable business ideas and developing business idea to formulation of business plan.

## Course Objectives

After completion of this course, students will be able to:

1. Explain the concept of enterprise and self-employment;
2. Explore suitable business idea matching to self;
3. Learn to prepare business plan; and
4. Learn to keep preliminary business record.

S.N.	Task statements	Related technical knowledge	Time (Hrs.)		
			T	P	Tot.
1.	State the concept of business/enterprises.	<ul style="list-style-type: none"> <li>• Introduction to business/enterprise</li> <li>• Classification of business/enterprises</li> <li>• Overview of MSMEs(Micro, Small and Medium Enterprises) in Nepal</li> <li>• Cost &amp; Benefits of self-employment/salaried job</li> </ul>	4		4
2.	Grow entrepreneurial attitudes.	<ul style="list-style-type: none"> <li>• Wheel of success</li> <li>• Risk taking attitude</li> </ul>	3		3
3.	Generate viable business ideas.	<ul style="list-style-type: none"> <li>• Business idea generation</li> <li>• Evaluation of business ideas</li> </ul>	1	2	3
4.	Prepare business plan.	<ul style="list-style-type: none"> <li>• Concept of market and marketing</li> <li>• Description of product or service</li> <li>• Selection of business location</li> </ul>	9	18	27

		<ul style="list-style-type: none"> <li>• Estimation of market share</li> <li>• Promotional measures</li> <li>• Required fixed assets and cost</li> <li>• Required raw materials and costs</li> <li>• Operation process flow</li> <li>• Required human resource and cost</li> <li>• Office overhead and utilities</li> <li>• Working capital estimation and calculation of total finance required</li> <li>• Product costing and pricing</li> <li>• Cost benefit analysis (BEP, ROI)</li> <li>• Information collection method and guidelines</li> <li>• Individual business plan preparation and presentation</li> </ul>			
5.	Prepare basic business records.	<ul style="list-style-type: none"> <li>• Day book</li> <li>• Payable &amp; receivable account</li> </ul>	1	2	3
<b>Total</b>			<b>18</b>	<b>22</b>	<b>40</b>

**Textbook:**

क) प्रशिक्षकहरूका लागि निर्मित निर्देशिका तथा प्रशिक्षण सामग्री, प्राविधिक शिक्षा तथा व्यावसायिक तालीम परिषद्, २०६९

ख) प्रशिक्षार्थीहरूका लागि निर्मित पाठ्यसामग्री तथा कार्यपुस्तिका, प्राविधिक शिक्षा तथा व्यावसायिक तालीम परिषद् (अप्रकाशित), २०६९

**Reference book:**

*Entrepreneur's Handbook, Technonet Asia, 1981*

## Physical Facilities

**Training Occupation: Travel Agent**

**Duration: 390 hours**

**Group Size: 20**

S. N.	Criteria	Indicators Must Have	Indicators Better to Have
1	Specific requirement at training venue	<ul style="list-style-type: none"> <li>Global travel and tourism information and fact sheets</li> <li>Drinking water and toilet facilities</li> </ul>	
2	Classroom & Furniture	<ul style="list-style-type: none"> <li>Area at least 20 Sqm (Appropriate rectangular shape)</li> <li>Adequate tables and bench for 20 trainees.</li> <li>White board /Black Board</li> <li>Enough light and well ventilated</li> </ul>	<ul style="list-style-type: none"> <li>Multimedia Projector</li> </ul>
3	Labs/Workshop & Furniture	<ul style="list-style-type: none"> <li>Area at least 100 Sqm (Appropriate rectangular shape) open court yard.</li> <li>Computer Lab with 20 Desktop computers</li> <li>Internet Facilities</li> </ul>	<ul style="list-style-type: none"> <li>Library</li> </ul>
4	Occupational Health & Safety	<ul style="list-style-type: none"> <li>Masks, Safety helmet and apron for each trainee.</li> <li>Work surfaces, passageways and floors being kept clear of protruding nails, free wires and other obstacles</li> <li>First aid box</li> <li>Safety related information.</li> </ul>	<ul style="list-style-type: none"> <li>Fire Extinguisher (at least one)</li> </ul>
5	Instructors	<ul style="list-style-type: none"> <li>2 instructors.</li> <li>Bachelor in Travel and Tourism</li> </ul>	<ul style="list-style-type: none"> <li>Bachelor in Travel and tourism</li> <li>Communicative and instructional skills</li> </ul>
6	Trainees	<ul style="list-style-type: none"> <li>Class +2 passed.</li> <li>Computer literacy</li> <li>Age: 18-40</li> </ul>	<ul style="list-style-type: none"> <li>Class +2 passed.</li> <li>Communicative skills</li> </ul>
7	Tools and Equipment	As per attached list	
8	Practical exposure at workplace	<ul style="list-style-type: none"> <li>Exposure visit in the real workplace.</li> </ul>	<ul style="list-style-type: none"> <li>2 weeks practical at workplace.</li> </ul>

9	Evaluation	<ul style="list-style-type: none"> <li>• Evaluation criteria for each project.</li> <li>• Project based evaluation system.</li> </ul>	<ul style="list-style-type: none"> <li>• Daily evaluation system.</li> </ul>
10	Consumable Materials	As per attached list	

### List of Tools, Equipment and Materials

S. N.	Name of the Tools, Equipment and Materials	Specifications	Quantity (Nos.)
1.	Telephone	STD & ISD facility	01
2.	Telephone with intercom facilities		01
3.	Mobile	GMS/ CDMA	04
4.	FAX Machines with answering facility		01
5.	LCD SCREEN		01
6.	Photocopy machine		01
7.	LCD PROJECTOR		01
8.	Credit card detection machine		01
9.	Laptop	Latest configuration	02
10.	Work Station/ Nodes. Latest computer configuration with internet & multimedia facilities i.e. i5 or i7		20
11.	UPS FOR NODES	500 VA / Offline	20
12.	Laser Printer	Black & White	02
13.	Laser jet colour printer		01
14.	Optical Scanner	Desk Top Type	01
15.	Web cam (Digital camera)		20
16.	Thermometer		01
17.	External CD/DVD writer		02
18.	Operating System Window XP Professional Version or latest version MS Office professional version. Antivirus software (h) Application Package – Inventory control , Financial statement, Sales analysis, data Entry. (i) Additional equipment for institutes which are already conducting earlier courses and having equipment supplied through D.O.E. through internet (j) CRS (Computerized Reservation System) (k) Cargo (l) Mapping Tools (m) Google Earth (n) Ticketing Software		As per requirement

19.	Wall clock		01
20.	<b>Location and navigational equipment</b> <ul style="list-style-type: none"> <li>• Hand held GPS units</li> <li>• Compass clinometers</li> <li>• Prismatic compass</li> </ul>		01 01 01
21.	<b>Field gear</b> <ul style="list-style-type: none"> <li>• Gloves</li> <li>• Hard hats</li> <li>• High visibility jackets</li> <li>• Waders</li> <li>• Wellington boots</li> <li>• Walking boots</li> </ul>		As required
22.	<b>Camping equipment</b> <ul style="list-style-type: none"> <li>• Tents (Vango, Valle and Mammut)</li> <li>• Mallets</li> <li>• Pegs</li> <li>• Ground sheets</li> <li>• Cutlery</li> <li>• Cooking pots</li> <li>• Cooking pans</li> <li>• Plates</li> </ul>		As required
23.	<b>Miscellaneous</b> <ul style="list-style-type: none"> <li>• Anemometers</li> <li>• Wind watch</li> <li>- which incorporates a barometer, altimeter, temperature probe and anemometer in a single hand held device. It can also measure wind-chill</li> <li>• Digital cameras</li> <li>• Spring scales</li> <li>• Calipers</li> <li>• Conductivity meters</li> <li>- Both low range and high range.</li> <li>• pH meters</li> <li>• Stopwatches</li> <li>• Temperature probes</li> <li>• Thermo-hygrometers</li> <li>• Water carriers</li> <li>• Infiltration kits</li> </ul>		01 01  01 01 01 01  01 01 01 01 01 01 10
24.	Video camera		01 No.
25.	Still digital camera		01 No

## Experts Involved

Mr. Yubraj Hamal, Managing Director, Prasiddhi Travel, Pokhara  
Mr. Dev Timilsina, Managing Director, Vintage Travel, Pokhara  
Mr. Narayan Sigdel, Managing Director, Starlink Travel, Pokhara  
Mr. Pashupati Sharma, Ex. President and Travel Agent, Desh Darshan, Prasiddhi Travel, Pokhara  
Mr. Harka Gurung, Managing Director, Dhitalkot Travel and Tours, Pokhara  
Mr. Samir Baral, Tourism Scholar, Trainer, Lecturer and Researcher, Managing Director, Lovely Mountain Tour and Travel, Pokhara  
Mr. Rajiv Kumar Thakur, Vice Principal/Travel Tours Instructor, Pokhara Technical School, Pokhara  
Mr. Kirti Ballav Tripathi, Managing Director, Grand Holiday Travel and Tours, Pokhara  
Mr. Tul Bahadur Gurung, Managing Director, Delight Trip Travel and Tours, Pokhara  
Mr. Manshanta Ghimire, President, Pokhara Bird Society, Pokhara  
Dr. Ramji Sharma, Principal, New Galaxy +2 Colleges, Pokhara  
Mr. Shes Kanta Sharma, President, Nepal Mountaineering Association, Pokhara  
Mr. Pom Narayan Shrestha, Vice President, Pokhara Tourism Council, Pokhara  
Mr. Sanjaya Kant Sigdel, President, NATTA, Pokhara Chapter, Pokhara  
Mr. Hariram Adhikari, 1<sup>st</sup> Vice President, NATTA, Pokhara Chapter, Pokhara  
Mr. Bobar Jang Gurung, President, NTVA, Pokhara  
Mr. Basudev Tripathi, Ex Member, Nepal Tourism Board, Pokhara  
Mrs. Kamala Giri, General Secretary, NATTA, Pokhara Chapter, Pokhara  
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