

**Syllabus for the Trade of**

**TRAVEL & TOUR ASSISTANT**

**Under CTS**

**2009**

**Designed by**

**Government of India**  
**Ministry of Labour & Employment (D. G. E & T)**  
**CENTRAL STAFF TRAINING & RESEARCH INSTITUTE**  
**EN BLOCK, SECTOR-V, SALT LAKE,**  
**KOLKATA-91**

**List of the Trade Committee Members approved the Syllabus for the Trade of  
“TRAVEL & TOUR ASSISTANCE” under CTS**

<b>SL. NO.</b>	<b>Name of the members&amp; Designation</b>	<b>Representing Organization</b>	<b>Members</b>
<b>1</b>	<b>Shri S. D. Lahiri, Director</b>	<b>C S T A R I, Kolkata</b>	<b>Chairman</b>
<b>2</b>	<b>Smt. Sutapa Chatterjee, Proprietor</b>	<b>Lake Tours &amp; Travels, Kol.</b>	<b>Members</b>
<b>3</b>	<b>Md. Aslam Jabber, Proprietor</b>	<b>J.K. Travels, Kol.</b>	<b>Members</b>
<b>4</b>	<b>Shri J.K. Kundu,Marketing In-charge</b>	<b>I T D C Ltd., Kol</b>	<b>Members</b>
<b>5</b>	<b>Shri Mrinmoy Samanta, ADIT</b>	<b>DIT, West Bengal</b>	<b>Members</b>
<b>6</b>	<b>Shri Anil Kumar, JDT</b>	<b>CSTARI, Kol</b>	<b>Members</b>
<b>7</b>	<b>Smt Uma Dhar, Voc, Instructor</b>	<b>RVTI for Women, Kolkata</b>	<b>Member</b>
<b>8</b>	<b>Shri G. Giri, DDT</b>	<b>RDAT, Kol</b>	<b>Member</b>
<b>9</b>	<b>Shri R. R. Mannewar, DDT</b>	<b>CSTARI, Kol</b>	<b>Member</b>
<b>10</b>	<b>Shri K. L. Kuli, DDT</b>	<b>CSTARI, Kol</b>	<b>Member</b>
<b>11</b>	<b>Shri I. S. Katarha, DDT</b>	<b>CSTARI, Kol</b>	<b>Member</b>
<b>12</b>	<b>Shri L. K. Mukherjee, DDT</b>	<b>CSTARI, Kol</b>	<b>Member</b>
<b>13</b>	<b>Shri A. Nandi, ADT</b>	<b>CSTARI, Kol</b>	<b>Member</b>
<b>14</b>	<b>Shri S. K. Madavi, ADT</b>	<b>CSTARI, Kol</b>	<b>Member</b>
<b>15</b>	<b>Shri P. K. Dutta, TO</b>	<b>CSTARI, Kol</b>	<b>Member</b>
<b>16</b>	<b>Shri S. B. Sarder, TO</b>	<b>CSTARI, Kol</b>	<b>Member</b>
<b>17</b>	<b>Shri Hemant Kujur, Jr-D' man</b>	<b>CSTARI, Kol</b>	<b>Member</b>

## **GENERAL INFORMATION**

**1. Name of the Trade : TRAVEL & TOUR ASSISTANT**

**2. N C O Code No:**

**3. Duration of Craftsmen Training: One year (52 Weeks)**

**4. Entry Qualification : Passed 12 th Class**

**5. Space required: 3.5 sq mt. per Trainee.**

**SYLLABUS FOR THE TRADE OF “TRAVEL & TOUR ASSISTANT”**

**(Basic Course)**

**Under Craftsman Training Scheme (CTS)**

**Duration – 52 Weeks**

<b>WEEK. NO.</b>	<b>PRACTICAL</b>	<b>THEORY</b>
<b>1</b>	Familiarization with the Institute. Signification of Training in Travel & Tour Assistant field. Illustrated the different types of activities done by the Trainees in the Institute. Availability of medical facilities, recreational & other extra curricular activities in Institute.	Introduction the course of travel & tour assistant & its importance. Related instruction & subject to be taught, their achievements of the trainees. Define tourism & its benefit in country. Importance of travel & tour industry in the development of industrial economy in our country. Brief description of leisure, recreation, pilgrim, visitors, explorer etc.
<b>2</b>	Video shows of the different hotels, transportations to different places & demonstration.	Knowledge of different popular places.
<b>3</b>	Preparation of survey report of 12 tourist spots in state to know about their perceptions, about transportation, accommodation & other available infrastructure facilities.	Nature & characteristic of tourism industries: - attraction, accommodation, transportation, catering, shopping, entertainment, hospitality & other infrastructures facilities. Define survey, how to prepare survey report of the tourist spot in state :- Hill areas, sea areas, historical places etc.
<b>4</b>	Study the Atlas/Map of different tourist zone in National/International level.	Knowledge of International & National Geography & cultural climate & environmental conditions. Various seasonal functions/celebrations/events etc.
<b>5</b>	Visit of the attractive places. Select the spot for sight scene. Changes for sight scene.	Knowledge about attractive places surrounding of the site. Procedure of spot selection for sight scene.
<b>6</b>	Dealing with tourists & fulfill demands as per their requirements.	Definition of Domestic & International tourist. Forms of tourism: - Domestic, Inbound, Outbound & International.
<b>7</b>	Organizational set up, linkage & arrangements with hotels, airlines, transport agencies & other segments of tourism industries.	Role of travel & tour assistant & their organizational setup.
<b>8</b>	Visit to alternative accommodation available (other than hotel) surrounding of	Knowledge of alternative accommodation available (other than hotel) surrounding

	the site. Holiday home, guesthouse, motel etc. Enquire their rents, types of room availability & other facilities available.	the site. Holiday home, guesthouse, motel etc. Knowledge their rents as types of room & other facilities available.
<b>9</b>	Locate different types of classes in respect of accommodation. Tariff of accommodation. Facilities of accommodation as per position. Enquire about European plan (EP), continental plan (CP), American plan (AP) and Modified American plan (MAP).	Knowledge of availability of different classes of accommodation in hotel, motel, fotel, rotel etc. Go through the tariff of different accommodations available. Availability of positions & facilities of accommodations. Knowledge about different places of accommodations.
<b>10</b>	Arrange the class of transportation. Contact with various airlines & transport agencies & rout selection.	Knowledge of various class & types of transport. Knowledge of different airlines & transport agencies. Knowledge of different routes.
<b>11</b>	To make a survey of a particular tourist destination with total arrangements & local tourist guide.	Role & function of Govt & tourist board, State Govt tourist dept, ITDC, Tourism Corporations, National Trade Associations.
<b>12</b>	Study of tourist facilities available in various States in India & abroad.	Knowledge about historical & geographical background of different places.
<b>13</b>	Preparation project work on travel destinations covering history.	Role & function of Pacific Asia Travel Association (PATA), International Association of Tour Operators (IATO), Travel Agent's Association of India (TAAI), Federation of Hotel & Restaurant Association of India, Adventure Tour Operators Association.
<b>14</b>	Tour planning & programming for inbound & outbound for National & International taking in to a consideration fact such as- Food habit, sensivity, interpreter, caterer etc.	Knowledge of travel information & counseling to the tourists, mode of transport in different localities, reservation (both by air & other transport modes)
<b>15 to 18</b>	Practice on computer using-MS office, Internet & other soft ware packages related with tourism.	Introduction of basic computer, knowledge of different parts & accessories of computer. Knowledge of different operating system- MS office & other soft ware packages related with tourism.
<b>19</b>	Practice: -The process of booking, check in & check out time of the accommodation. Collect the information of different types of accommodation & their rents.	Knowledge about the checked in & out time of the accommodation. Knowledge about discount on room rents in different seasons & package tour programme conducted by hotels.
<b>20</b>	Visit to tourist spot & observe different categories of the hotels & their booking	Knowledge about the booking procedure of different categories of hotel.

	for accommodation & assessing locality. Opening a travel office.	
<b>21</b>	Field visits to know the procedure for booking of accommodation in a hotel for a incentive tours. Exercises for making service & accommodation vouchers for travel & tour assistance.	Procedure of ticketing & ticket bookings, cancellation, changing tickets in railways, road transport & sea travel for International & domestic travel. Documentation-passport, visa, handling business & corporate clients, handling conferences & connections, incentive tours.
<b>22</b>	Exercises for reading timetable to know the type of trains, class of travel. Fare charges as per types of train & class of travel. Procedure for booking, cancellation/ changing & concession given in different respect.	Knowledge of current & popular travel trade abbreviations & other terms in air (Domestic & International), rail, sea, road travel, ABC, TIM, air tariff manual, large tariff manual, hotel bookings.
<b>23</b>	Visit to the office of airline to study its working in respect of bookings, cancellation & changing & concession of air tickets given in different respect.	Procedure of travel insurance covering life, bug gages, sickness etc. Procedure of becoming tour & travel assistance for National & International airline.
<b>24</b>	Visit to passport office & procedure to get passport for a tourist. Explaining the features of visa & embassy guide.	Role & function of travel & tour assistance: - Visa preparation, currency exchange etc. Knowledge of various National tour packages by air.
<b>25</b>	Follow up terms & conditions to become travel & tour assistant of sub agents/ agents of IATA approved agencies, capital investment & risk market potential.	Familiarization with travel related foreign exchange regulations, rules governing, working of basic fares, extra mileage percentages, baggage rules, bounding, coding & decoding.
<b>26</b>	Enquiry about timetables of different airline services across the reservation counter & on website. Availability of type of class & fare.	Knowledge about time table of different airline services, type of class & fare, data base timetable & knowledge of website.
<b>27</b>	To visit the office of Regional transport office to learn registration procedure of different types of vehicles & the formalities involved for registration of the vehicle.	Known the package tour & types, itinerary preparation & techniques, handling of tour file, charter operations, documentations for surface transport, contract carriage permits, State carriage, visit to water transport office & observe timetable & reservation by website as per type of class & fares. National & International tourist permit, taxes, registration, license, fitness certificate etc.
<b>28</b>	Visit to water transport office & observe timetables & reservation by website as per	Knowledge about timetable of different water transport services, type of class &

	type of class. Procedure of booking the ticket as per type of class & fares.	fares. Knowledge of preparing database of timetable, class of fares. Information of different water transport services.
<b>29</b>	<b>Preparation of project work on local tour programme.</b>	
<b>30</b>	Motivate different class of tourists about different places. To find out the different packages of tour by road/ rail/ air/ water surfaces & to arrange.	Knowledge of motivation. Applicability the technique of motivation. Types of motivation.
<b>31</b>	Communication skill, imparting running comments of the area concerned. Using the English/ Hindi languages & other customer related foreign languages. Communicating system of customers cares, hospitalities & behavior skills.	Knowledge of public relation & Communication. Theory of human relations. Communications theory including body language. Front office procedures. Basic vocabulary.
<b>32</b>	Procedure for handling messages. Accuracy of writing skill. Delivery of messages. Technique of telephonic & mobile messages.	Principle of customer relationship management. Knowledge of tourism Communications, public relations & other Communications. Procedure of different delivery messages.
<b>33</b>	Practice of contact/ liaison with other travel office regarding tour practice on Communication skill: - Visit to the authorized travel agencies/ airlines.	Knowledge of contacts/ liaison with other travel office regarding tour & Communication skills. Knowledge of information regarding climate conditioning, timing factors, places worth visiting in area of operation in other States.
<b>34</b>	Procedure for E-ticket booking etc. Visit to travel different agencies for familiarity with handing of CRS, typing letters & Fax messages, mail merging, sending facts & E-mail.	Procedure for E-ticket booking etc, developing tour packages & travel accounting, maintaining of ledger.
<b>35</b>	Make tour programmed to locate tourist organizations: - Regional tourist offices, Directorate of tourism etc. Analyze their strength & weakness in attracting serving tourist.	Study the role of the Regional tourist offices. Directorate of tourism of various States & to analyze their strength & weakness in attracting & serving tourist.
<b>36</b>	<b>Preparation of project work on hill/sea tour programme.</b>	
<b>37</b>	Study & prepare of brochures for the different tourists destinations. To draw charts on tourism systems interrelating tourism markets, transportation, destination & their marketing.	Knowledge of tour programming/ scheduling for the different tourist destinations. Knowledge of tourism market in various destinations.
<b>38</b>	Basis of segmentation:-Identifying target market, types of tourism, profile of tourism, establishing a product, creating a	Knowledge of different tourist places:- Historical & geographically importance & their economical aspect. Meaning & role

	position statement. Principle of product positioning.	of tourism marketing, special features of tourism marketing, marketing concept, elements of marketing product promotion, physical distribution.
<b>39</b>	Procedure of advertisement & publicity. Practice of correspondence with concerned authorities of different States for conducting tour, information, translation etc.	Knowledge of travel office management. Types of correspondences done with concerned authorities of different States for conducting tour, information etc for travel & tour assistances.
<b>40</b>	Collection of advertisement from News papers, magazine & making an analysis of the same. Collection of brochures from tourist office, hotels etc to understand tour promotion of tourist activities to being done.	Knowledge of advertisement & publicity:- VCR, cartoons, pictures, postcard, personal selling (press & media). Marketing techniques of travel agency. Marketing of fairs & festivals. Marketing of conversion. Incentive travel, workshop, seminars.
<b>41</b>	Maintaining & compilation of different records used in travel office. Procedure of travel office management. Procedure of opening a travel office.	Knowledge about different records to be maintained in travel office. Abbreviations used in travel ticket & terminology, city code, country code etc. Knowledge of International regulations. Procedure of becoming activities of assistances for agent of National & International airlines. Knowledge of travel office management.
<b>42</b>	Demonstration: - Selling the package by explaining the features, facilities in holistic way- Accommodation budget, site & preparation of budget & currency exchange.	Knowledge of various tour packages of State, National & International. State, National & International market geography for culture & religious. Know ledges of currency exchanges.
<b>43</b>	Planning & programming tour for inbound & outbound in India & abroad- Costing (mode of transport, hotel etc).	Package programmed of inbound & outbound tour, travel related documents:- Visas, ITC, health certificate, RBI regulations, passport, tax, currency conservation etc.
<b>44</b>	Visit to the site of tour for inspection: - Market survey, calculation of tour cost, terms & conditions of the tour & pricing the product.	Knowledge about attractive places surrounding the site. Procedure of selecting the spot for sight seen. Process of calculation of charges for sight seeing.
<b>45</b>	Procedure currency conservation & foreign exchange regulations, GMT, CRS time differential custom, travel insurance.	Known by tour & travel assistant – The procedure of approval of travel agent, tour operator by department of tourism (GOI), rules & regulations of IATA & collection of IATA certificate. Fiscal & non-fiscal incentive available to branch agencies & tour operators.

<b>46</b>	Planning of the tour package & their cost, concept about various tour suppliers & estimate also the different tour packages.	Knowledge of various tour suppliers. Knowledge of estimate of different tour packages estimation.
<b>47</b>	Visit & select the attractive places. Locate the sight seines & estimate each one.	Procedure of selecting the spots for sight scene & process of calculating the charges.
<b>48</b>	Identify different sources of accidents & precautions to be considered on tour. Handling the different safety equipments. Practice the use of first aid & liaison with leading specialist/ Doctor/ nurses home/ hospital for dealing emergency situation- heart attacks, strokes, socks, major loss of blood etc.	Introduction to the safety & its necessity. Observe/ follow up the requisite precautions. Health & hygiene awareness, confirming standard infrastructure & food of National & International standard. Awareness of different type of first aid, emergency diseases & their treatment etc.
<b>49</b>	Prepare project report on any destination place & their marketing aspect.	
<b>50</b>	Prepare project report on tour programme & their estimate.	
<b>51</b>	<b>REVISION</b>	<b>REVISION</b>
<b>52</b>	<b>TEST</b>	

**List of tools, equipments & machineries for a batch of 16 trainees**

**TRAVEL & TOUR ASSISTANT**

**(Basic Course) Under CTS**

1	Latest computer with Internet & multi-media facilities	4 nos.
2	LCD projector	1 no.
3	OHP screen	1 no.
4	Telephone (STD & ISD facility)	1 no.
5	Telephone with intercom facilities	1 no.
6	Mobile (GSM/CDMA)	4 nos.
7	Latest Fax machine with answering facility	1 no.
8	Laser jet colour printer	1 no.
9	Scanner	1 no.
10	Xerox machine	1 no.
11	Credit card detection machine	1 no.
12	Fire extinguisher	2 nos.
13	Fire buckles with stand	4 nos.
14	First aid box with first aid items	2 sets.
15	Lap Top	2 nos.
16	White board	1 no.
17	Class room furniture	As required
18	Computer chair & table	4 nos each