

CURRICULUM

FOR THE TRADE OF

TICKETING CONSULTANT

UNDER

APPRENTICESHIP TRAINING SCHEME



Government of India

GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT & ENTREPRENEURSHIP
DIRECTORATE GENERAL OF TRAINING

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1. BACKGROUND

1.1 Apprenticeship Training Scheme under Apprentice Act 1961

The Apprentices Act, 1961 was enacted with the objective of regulating the programme of training of apprentices in the industry by utilizing the facilities available therein for imparting on-the-job training. The Act makes it obligatory for employers in specified industries to engage apprentices in designated trades to impart Apprenticeship Training on the job in industry to school leavers and person having National Trade Certificate (ITI pass-outs) issued by National Council for Vocational Training (NCVT) to develop skilled manpower for the industry. There are five categories of apprentices namely; **trade apprentice, optional trade apprentice, graduate, technician and technician (vocational) apprentices.**

Qualifications and period of apprenticeship training of trade apprentices and optional trade apprentices vary from trade to trade. The apprenticeship training consists of basic training followed by practical training. At the end of the training, the apprentices are required to appear in a trade test conducted by NCVT and those successful in the trade tests are awarded the National Apprenticeship Certificate.

The period of apprenticeship training for graduate (engineers), technician (diploma holders and technician (vocational) apprentices is one year. Certificates are awarded on completion of training by the Department of Education, Ministry of Human Resource Development.

1.2 Changes in Industrial Scenario

Recently we have seen huge changes in the Indian industry. The Indian Industry registered an impressive growth during the last decade and half. The number of industries in India have increased manifold in the last fifteen years especially in services and manufacturing sectors. It has been realized that India would become a prosperous and a modern state by raising skill levels, including by engaging a larger proportion of apprentices, will be critical to success; as will stronger collaboration between industry and the trainees to ensure the supply of skilled workforce and drive development through employment. Various initiatives to build up an adequate infrastructure for rapid industrialization and improve the industrial scenario in India have been taken.

1.3 Reformation

The Apprentices Act, 1961 has been amended and brought into effect from 22nd December, 2014 to make it more responsive to industry and youth. Key amendments are as given below:

- Prescription of number of apprentices to be engaged at establishment level instead of trade-wise.
- Establishment can also engage apprentices in optional trades which are not designated, with the discretion of entry level qualification and syllabus.
- Scope has been extended also to non-engineering occupations.
- Establishments have been permitted to outsource basic training in an institute of their choice.
- The burden of compliance on industry has been reduced significantly.

2. LEARNING OUTCOMES

This apprentices should be able to interact with the customers, understand their travel plans and booking requirements and provide travel advisory, viz. the following:-

- Welcome and/or greet the customer (walk-in, online or agent referred)
- Interact with the customer to understand their travel plan and specific requirements
- Attend to bookings enquiries and seek confirmation
- Provide travel advisory
- Co-ordinate with transport operators (airlines, railways, cab, cruise and bus/coach)
- Gather all required documents
- Process for ticket booking
- Follow-up with the customer to handover the ticket
- Assist the customers with postponing or cancellation requests
- Report and document the process
- Achieve customer satisfaction
- Interact with superior
- Communicate with colleagues
- Communicate effectively with customers
- Engage with customers to understand their service quality requirements
- Achieve customer satisfaction
- Fulfil customer requirement
- Follow behavioural, personal and telephone etiquettes
- Treat customers with high degree of respect and professionalism
- Achieve customer satisfaction
- Educate customer on specific facilities and services available for different categories of customers
- Provide gender and age specific services as per their unique and collective requirements
- Follow standard etiquette with women at workplace
- Respect customers copyright
- Ensure cleanliness around workplace in hospitality and tourist areas
- Follow personal hygiene practices
- Take precautionary health measures

3. GENERAL INFORMATION

1. Name of the Trade : **Ticketing Consultant**
2. Duration of Apprenticeship Training : **14 Months**
 - (i) Basic Training : 2 Months/300 hrs.
 - (ii) Practical Training : 12 Months
3. Entry Qualification : Passed 12th class examination under 10+2 of education or its equivalent.
4. Selection of Apprentices : The apprentices will be selected as per the Apprentices Act amended time to time

Note: Industry may impart training as per above time schedule, however this is not fixed. The industry may adjust the duration of training considering the fact that all the components under the syllabus must be covered. However the flexibility should be given keeping in view that no safety aspect is compromised and duration of industry training to be remains as 1 year.

4.COURSE STRUCTURE

Training duration details: -

Time (in months)	1-2	3-14
Basic Training	Block- I	-----
Practical Training (On - job training)	----	Block - II

Components of Training	Duration of Training in Months													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Basic Training Block - I														
Practical Training Block - II														

5. SYLLABUS

5.1 BASIC TRAINING

(BLOCK – I)

GENERAL INFORMATION

Name of the Trade : Ticketing Consultant

Hours of Instruction : 2 months/300 hours of basic training including employability skill

Batch Size : 25 apprentices

Space Norms : 56 Sq.m.

Trainer Qualification : Graduate in any discipline

5.1 DETAILED SYLLABUS OF BASIC TRAINING

5.1.1 DETAILED SYLLABUS OF TRADE THEORY AND PRACTICAL

Sl.No.	Trade Practical	Trade Theory
1	Welcoming and / or greeting the customer	<ol style="list-style-type: none"> 1. Greet or welcome the walk-in customers with a smile 2. Express welcome in telephonic or online queries 3. Ensure no customer is left unattended 4. Brief the customers on the various services and products offered at the company and on any on-going promotional offers for travel
2	Interacting with the customers to understand travel plan and specific needs	<ol style="list-style-type: none"> 1. Attend to the walk-in or telephonic or email queries of the customer 2. Understand their plan for domestic or international travel 3. Seek the travel dates of the customer for onward and return journey, destination and number of days of stay 4. Assess customer's approximate travel budget 5. Assess the preferences and purpose of travel, e.g., business, leisure, medical, religious, group, family 6. Enquire about and special privileges available to the traveller, e.g., corporate card, lounge pass, diplomatic visa, etc. 7. Suggest the appropriate mode of travel such as airline, rail, bus, cruise, etc. as per the customer requirement and their budget 8. Enquire about any specific requirements such as seat preference, vegetarian meal, diabetic meal, medical condition, wheel chair, doctor, etc. 9. Understand the visa validity and status from the customers for single or multiple international trips to several or one destination
3	Attending to booking enquiries and seeking confirmation	<ol style="list-style-type: none"> 1. Handle the incoming calls, mail and walk ins from travel agents and direct customers 2. Inform the customers of the estimated cost and taxes of the ticket fare for the various travel options such as railway, airlines, bus, cab and cruise 3. Ensure to provide most accurate information to the customers based on their requirements 4. Check on the availability of tickets at the preferred dates

		<ol style="list-style-type: none"> 5. Suggest alternative dates for their travel if low fares of tickets are available those dates 6. Ensure to assist the customers on all queries and inquiries in a patient and calm manner 7. Inform the customers of the required documents to process the ticket booking, processing time and agencies involved in processing 8. Seek confirmation on the mode of travel and the dates of travel 9. Stay in touch with the customers who do not confirm their booking after the walk in
4	Providing travel advisory	<ol style="list-style-type: none"> 1. Brief the customers on the baggage restrictions on weight and penalties for overweight bags 2. Brief the customer on prohibited items for cabin luggage 3. Inform the customer on destination specific advisory, e.g., epidemic, war, climate, religious, passport and work visa rules, safety, specific government rules and related new developments 4. Inform the customers on all the terms and conditions in specific to the ticket booking and time of entry at terminal, etc.
5	Coordinate with transport operators	<ol style="list-style-type: none"> 1. Be informed about latest flight/ train/ bus schedules, rules regulations 2. Liaise with the railways to know their status and schedules 3. Update on the latest promotional offers 4. Have updated information on laws, procedures and policies of the various railways, airlines and other modes of travel 5. Coordinate with the various airlines and railways to ensure accurate details of the passenger is included in the schedule 6. Confirm the reservation to customer once tickets are booked
6	Gathering documents	<ol style="list-style-type: none"> 1. Ensure to collect all the required travel documents from the customer such as identity proof, address proof, photograph, etc. 2. Collect the complete details of the customer such as full name, passport number, identity card number, dates of travel, visa, etc. 3. Receive the itinerary, insurance, visa and other travel resources to book the tickets accordingly. 4. Provide the final cost of the ticket and collect the

		payment
7	Processing ticket booking	<ol style="list-style-type: none"> 1. Book the tickets at the specified dates of the customers following the booking process online or direct booking 2. Double check on the booking and the details of the customer details on the ticket before confirming the order and processing for payment 3. Process for the issuance, re-issuance, revalidation or cancellations and refunds of the ticketing as per the requirement of individual customers case. 4. Ensure to book the tickets at the lowest possible fares for the customer during their preferred dates of travel and destination 5. Collect the payments from the customers 6. Prepare the customer invoices and handover to the customer
8	Following up with the customer to handover the ticket	<ol style="list-style-type: none"> 1. Ensure to follow up with the customers as required for the current reservations 2. Prepare email templates to send to the customers in different cases such as sending tickets, asking for details, informing and reminding their schedules before the travel date, apologizing for cancellations and mistakes, etc. and subsequently, send them these emails as the case maybe. 3. Update the customer with their PNR, number, etc. 4. Brief the customers on the process and baggage size and weight restrictions in case of airline booking 5. Assist the customer to web check-in, acquire boarding passes and arrange to handover the boarding pass to them 6. Inform the customers if there is any unavoidable alteration or cancellations to the booked tickets 7. Compensate the customers with better options if there is a mistake and as per company's policy 8. Process for refunds as per company policy 9. Resolve any concerns immediately 10. Ensure to rectify the negative feedback received from the customer
9	Assisting the customer with cancellation and postponing requests	<ol style="list-style-type: none"> 1. Assist the customers on postponement or cancellation of the tickets as per customer request in case of any alterations and cancellations 2. Ensure the customers are provided information and assisted in a quick and convenient way 3. Ensure the altered service required by the customers or by the company matches the

		customer requirement 4. Attend to the customer complaints with most fitting solutions
10	Reporting and documenting	1. Record and document all the current and previous closed bookings 2. Pass on the ticketing records of current bookings to the travel consultant to assist in itinerary preparation accordingly. 3. Ensure to alter the booking dates if in case itinerary is prepared before
11	Achieving customer satisfaction	1. Ensure the customer does not face any legal issues because of ticketing delays 2. Ensure to maintain a long term relationship with the customers 3. Ensure the needs of the customers are 100% met 4. Ensure to maintain trust and reliability with the customer throughout the process 5. Ensure to achieve customer satisfaction by providing high level of service
12	Interacting with superior	1. Receive job order/instructions from reporting superior 2. Understand the work output requirements, targets, performance indicators and incentives 3. Deliver quality work on time and report any anticipated reasons for delays 4. Escalate unresolved problems or complaints to the relevant senior 5. Receive feedback on work standards 6. Document the completed work schedule and handover to the superior
13	Communicating with colleagues	1. Exhibit trust, support and respect to all the colleagues in the workplace 2. Aim to achieve smooth workflow 3. Help and assist colleagues with information and knowledge 4. Seek assistance from the colleagues when required 5. Identify the potential and existing conflicts with the colleagues and resolve 6. Pass on essential information to other colleagues on timely basis 7. Maintain the etiquette, use polite language, demonstrate responsible and disciplined behaviour to the colleagues 8. Interact with colleagues from different functions

		<p>clearly and effectively on all aspects to carry out the work among the team and understand the nature of their work</p> <ol style="list-style-type: none"> 9. Put team over individual goals and multi task or share work necessary supporting the colleagues 10. Highlight any errors of colleagues, help to rectify and ensure quality output. 11. Work with co-operation, co-ordination, communication and collaboration, with shared goals and supporting each other's performance
14	Communicating effectively with customers	<ol style="list-style-type: none"> 1. Ask more questions to the customers and identify their needs 2. Possess strong knowledge on the product, services and market 3. Brief the customers clearly 4. Communicate with the customers in a polite, professional and friendly manner 5. Build effective but impersonal relationship with the customers 6. Ensure the appropriate language and tone are used to the customers 7. Listen actively in a two way communication 8. Be sensitive to the gender, cultural and social differences such as modes of greeting, formality, etc. 9. Understand the customer expectations correctly and provide the appropriate products and services 10. Understand the customer dissatisfaction and address to their complaints effectively 11. Maintain a positive, sensible and co-operative manner all time 12. Ensure to maintain a proper body language, dress code, gestures and etiquettes towards the customers 13. Avoid interrupting the customers while they talk 14. Ensure to avoid negative questions and statements to the customers 15. Inform the customers on any issues or problems before hand and also on the developments involving them 16. Ensure to respond back to the customer immediately for their voice messages, e-mails, etc. 17. Develop good rapport with the customers and promote suitable products and services 18. Seek feedback from the customers on their understanding to what was discussed

		19. Explain the terms and conditions clearly
15	Engaging with customers for assessing service quality requirements	<ol style="list-style-type: none"> 1. Keep in mind the profiles of expected customers 2. Understand the target customers and their needs as defined by the company 3. Build a good rapport with the customers including the ones who complain 4. Have frequent discussions with regular customers on general likes and dislikes in the market, latest trends, customer expectations, etc. 5. Receive regular feedbacks from the clients on current service complaints, and improvements to be made, etc. 6. Compulsively seek customer rating of service to help develop a set of regularly improved procedures 7. Ingrain customer oriented behaviour in service at all levels 8. Aim to gain their long lasting loyalty and satisfaction 9. Engage with customers without intruding on privacy
16	Achieving customer satisfaction	<ol style="list-style-type: none"> 1. Ensure clarity, honesty and transparency with the customers 2. Treat the customers fairly and with due respect 3. Focus on executing company's marketing strategies and product development 4. Focus on enhancing brand value of company through customer satisfaction 5. Achieve 100% customer satisfaction on a scale of standard 6. Gain customer loyalty 7. Enhance brand value of company
17	Fulfilling customer requirement	<ol style="list-style-type: none"> 1. Ensure that customer expectations are met 2. Learn to read customers' needs and wants 3. Willingly accept and implement new and innovative products and services that help improve customer satisfaction 4. Communicate feedback of customer to senior, especially, the negative feedback 5. Maintain close contact with the customers and focus groups 6. Offer promotions to improve product satisfaction level to the customers periodically 7. Weigh the cost of fulfilling unscheduled customer requests, consult with senior and advise the customer on alternatives

18	Following behavioural, personal and telephone etiquettes	<ol style="list-style-type: none"> 1. Greet the customers with a handshake or appropriate gesture based on the type of customer on their arrival. 2. Welcome the customers with a smile. 3. Ensure to maintain eye contact. 4. Address the customers in a respectable manner. 5. Do not eat or chew while talking. 6. Use their names as many times as possible during the conversation. 7. Ensure not to be loud while talking. 8. Maintain fair and high professional standards of conduct 9. Ensure to offer transparent prices 10. Maintain proper books of accounts for payment due and received 11. Answer the telephone quickly and respond back to mails faster 12. Ensure not to argue with the customer 13. Listen attentively and answer back politely 14. Maintain personal integrity and ethical behaviour 15. Dress professionally 16. Deliver positive attitude to work 17. Maintain well-groomed personality 18. Achieve punctuality and body language 19. Maintain the social and telephonic etiquette 20. Provide small gifts as token of appreciation and thanks giving to the customer as per Company practice 21. Use appropriate tone, pitch and language to convey politeness, assertiveness, care and professionalism 22. Demonstrate responsible and disciplined behaviour at the workplace 23. Escalate grievances and problems to appropriate authority as per procedure to resolve them and avoid conflict
19	Treating customers with high degree of respect and professionalism	<ol style="list-style-type: none"> 1. Use appropriate titles and terms of respect to the customers 2. Use polite language 3. Maintain professionalism and procedures to handle customer grievances and complaints 4. Offer friendly, courteous and hospitable service and assistance to the customer upholding levels and responsibility 5. Provide assistance to the customers maintaining positive sincere attitude and etiquette

		6. Provide special attention to the customer at all time
20	Educating customer on specific facilities and service available	<ol style="list-style-type: none"> 1. Educate the tourists, employers and the colleagues at workplace on women rights and the respect that is to be given to them. 2. Inform about Company's policies to prevent women from sexual harassments, both physical and verbal, and objectifications by other customers and staff. 3. List all the facilities available with respect to transportation facilities, night trips and safeguards, reporting abuse, maternity related and other grievance 4. Inform about methods adopted to ensure safety and personal and baggage security of women, eg. CCTV cameras, security guards, women's helpline. 5. Provide the necessary comfort to the female traveller customers such as secure and safe environment, chain locks/latches, smoke detector, comfortable accommodation etc. 6. Maintain compliant behavioural etiquette while dealing with women customers such as asking permission before entering room and for cleaning, avoiding touch contact, using abusive language or gesture, etc. 7. Ensure that the customer feels safe at all times without being over threatened by the security procedures and related environment 8. Ensure that in the event of terrorist attacks, customers are calmly handled, led to safer places and instructed properly in order to achieve zero casualties
21	Providing different age and gender specific customer service	<ol style="list-style-type: none"> 1. Ensure the quality of facilities and services offered cater to the needs of every individual, be it man, woman, child, particularly the very young and the aged 2. Be aware of the customer unique needs and wants of each category of customer, eg., for an infant, for a young woman, for an old person, others 3. Coordinate with team to meet these unique needs, also keeping in mind their diverse cultural backgrounds 4. Provide entertainment programs and events suited for the children tourists 5. Educate parents and attendants of senior citizens

		<p>on basic safeguards and procedures for them in case of emergencies</p> <ol style="list-style-type: none"> 6. Arrange for transport and equipment as required by senior citizens 7. Ensure availability of medical facilities and doctor
22	Following standard etiquette with women at workplace	<ol style="list-style-type: none"> 1. Treat women equally across both the horizontal as well as vertical segregation of roles in the workplace 2. Ensure a fair and equal pay to the women as men, more of formal training, advancement opportunities, better benefits, etc. 3. Involve women in the decision making processes and management professions 4. Avoid specific discrimination and give women their due respect 5. Motivate the women in the work place towards utilizing their skills 6. Educate the tourists, employers and the colleagues at workplace on women rights and the respect that is to be given to them 7. Establish policies to protect the women from sexual harassments, both physical and verbal, and objectifications by customers and colleagues 8. Frame women friendly work practices such as flexible working hours, maternity leave, transportation facilities, night shift concessions, women grievance cell. 9. Ensure the safety and security of women in the workplace, particularly when their nature of job is to deal with night shifts, attend guest rooms, back end work, etc. 10. Ensure safety and security of women at all levels
23	Securing company's rights	<ol style="list-style-type: none"> 1. Prevent leak of new plans to competitors by reporting any such activity on time 2. Be aware of any company's product, service or any other patents 3. Report IPR violations observed in the market, to supervisor or company head

24	Respecting customer's copyright	<ol style="list-style-type: none"> 1. Read copyright clause of the material published on the internet and any other printed material 2. Protect infringement upon customers' business or plans 3. Consult supervisor or senior management when in doubt about using information available from customer 4. Report any infringement observed by anyone in the company
25	Ensuring cleanliness around workplace	<ol style="list-style-type: none"> 1. Keep the workplace regularly clean-off of food waste or other litter 2. Ensure that waste is disposed- off as per prescribed standards or in trash cans earmarked for waste disposal 3. Ensure that the trash cans or waste collection points are cleared everyday 4. Arrange for regular pest control activities at the workplace 5. To maintain records for cleanliness and maintenance schedule 5. Ensure the workplace is well ventilated with fresh air supply 6. Check the air conditioner and other mechanical systems on a regular basis and maintain them all 7. Ensure the workplace is provided with sufficient lighting 8. Ensure clean work environment where food is stored, prepared and served 9. Ensure safe and clean handling and disposal of linen and laundry, storage area, accommodation, public areas, storage areas, garbage areas, etc. 10. Identify and report poor organisational practices with respect to hygiene, food handling, cleaning 11. Ensure adequate supply of cleaning consumables such as equipment, materials, chemicals, liquids etc. 12. Ensure to clean the store areas with appropriate materials and procedures 13. Identify the different types of wastes, e.g. liquid, solid, food, non-food, and the ways of handling them for disposal
26	Following personal hygiene practices	<ol style="list-style-type: none"> 1. Wash hands on a regular basis, particularly on touching any dirty surfaces, before and after handling food, after using the toilets, etc. 2. Ensure to wash hands using suggested material such as soap, one use disposable tissue, warm

		<p>water, etc.</p> <ol style="list-style-type: none"> 3. wash the cups, glasses or other cutlery clean before and after using them 4. Ensure to maintain personal hygiene of daily bath, clean clothing and uniform, footwear, head gear, cutting nails, healthy diet, using deodorant, etc. 5. Ensure to maintain dental hygiene in terms of brushing teeth every day, using mouthwash regularly, using mouth freshener after eating, avoiding smoke at workplace, etc. 6. ensure no cross contaminations of items such as linen, towels, utensils, etc. occurs in the workplace
27	Taking precautionary health measures	<ol style="list-style-type: none"> 1. Report on personal health issues related to injury, food, air and infectious diseases 2. Ensure not to go for work if unwell, to avoid the risk of being spread to other people 3. Use a tissue, cover the mouth and turn away from people while sneezing or coughing 4. Wash hands on using these tissues after coughing and sneezing after using the waste 5. ensure to use single use tissues and dispose these tissues immediately 6. Coordinate for the provision of adequate clean drinking water 7. Ensure to get appropriate vaccines regularly 8. Avoid serving adulterated or contaminated food 9. Undergo preventive health check-ups at regular intervals 10. Take prompt treatment from the doctor in case of illness 11. Have a general sense of hygiene and appreciation for cleanliness for the benefit of self and the customers or local community
28	Organizational Context (Knowledge of the company / organization and its processes)	<ol style="list-style-type: none"> 1. Company's policies on: incentives, delivery standards, personnel management, effective team work at workplace and IPR 2. Companies policy on booking, discounts and refunds 3. Company's rules on cancellations and refunds 4. Company's Human Resources Policies 5. Company's reporting structure 6. Company's documentation policy 7. Company's customer profile 8. Company's policies on customer centric orientation behaviour at workplace 9. Company's policies on behavioural etiquette and

		<p>professionalism</p> <ol style="list-style-type: none"> 10. Company's policies on gender sensitive service practices at workplace 11. Company's IPR infringement reporting policy 12. Company's policies on health and hygiene at workplace 13. Legislation, standards, policies, and procedures of the industry and those followed in the company relevant to own employment and performance conditions 14. Compliance rules of company and related performance measure 15. Reporting structure and hierarchy 16. Documentation procedures 17. Safety and service quality standards followed in the organization 18. Importance of working in clean and safe environment
29	Technical Knowledge	<ol style="list-style-type: none"> 1. Destination and travel information 2. How to use GDS/CRS for making reservations 3. Different kinds of travel modes such as airlines, railways, bus, cab and cruise and their passenger operations 4. Ticketing methods and process for every travel mode 5. Transport schedule and timings 6. Statutory rules and procedures to be followed for every type of travel mode 7. Documents required for ticketing and other requirements 8. Travel advisory of destinations 9. Ways of handling customers for 100% satisfaction 10. Methods for effective communication with various categories of people and the different departments in the organization 11. How to record the job activity as required on various types of documents 12. How to use computer or smart phone to communicate effectively and productively 13. How to communicate effectively with colleagues and customer including practicing effective listening 14. How to demonstrate ethics and convey discipline to the customers 15. How to build effective working relationship with mutual trust and respect within the team

		<ul style="list-style-type: none"> 16. Importance of dealing with grievances effectively and in time 17. Significance of treating the customers with respect and in a friendly and professional way 18. Importance of gaining customer satisfaction and methods of engaging with the customers effectively and professionally 19. Knowledge of all relevant Standard Operating Procedures (SOP) 20. Company's growth strategy and productivity targets 21. Specific requirements of different age-groups of customers 22. Safety measures and procedures available for female colleagues and customers and how to educate about them about these measures and procedures 23. Helpline numbers 24. Different types of potential security threats to domestic and international tourists 25. Standard procedures to be followed in the event of a terrorist attack 26. How IPR protection is important for competitiveness of a company 27. Significance of damages resulting from IPR infringement 28. Industrial and political espionages 29. Health risks to the worker or customer 30. Healthy work practices 31. Safe disposal methods for waste 32. Precautionary rules to follow for maintaining health and hygiene 33. Municipal or community rules for handling and disposing-off waste
30	Core Skills/ Generic Skills	<ul style="list-style-type: none"> 1. Read and write the ticketing documents and procedures 2. Reading information on travel market 3. Filling forms to complete documentation process 4. Communicate effectively with customers by building a rapport with them and maintaining the etiquette 5. Communicate effectively with transport operators 6. Communicate with colleagues and other stakeholders

		<ol style="list-style-type: none"> 7. How to use the ticketing software 8. Write emails and reply to online queries 9. Use internet and email to conduct research on rules, regulations, advisories and for internal/external communication with various stakeholders 10. Read job sheets, company policy documents and information displayed at the workplace 11. Read comments/notes from the supervisor 12. Interact with team members to work efficiently 13. Communicate effectively with superior to achieve smooth workflow 14. Communicate effectively with the customers to build a good rapport with them 15. Use language that the customer or colleague understands 16. Use the communications systems of the Company eg. Telephone, fax, public announcement systems 17. Engage with customer to understand their expectations 18. Company standards and effectiveness improvements pattern 19. Resolve customer's concerns satisfactorily within timeframe stipulated by the Company or as agreed with customer or colleague 20. How to avoid "Self Reference Criterion" effect while interacting with guests 21. Communicate with the women at workplace and the customers with respect 22. Fill up documentation pertaining to safety maintenance requirements and any documentation pertaining to maintenance of health and hygiene. 23. Communicate effectively with the customers about IPR protection and building trust 24. Verbally report hygiene hazards and poor organizational practice.
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31	Professional Skills	<p><u>Plan and Organize</u></p> <ol style="list-style-type: none"> 1. Plan, prioritize and sequence work operations as per job requirements 2. Organize and analyse information relevant to work <p><u>Problem Solving</u></p> <ol style="list-style-type: none"> 3. Think through the problem, evaluate the possible solution(s) and suggest an optimum /best possible solution(s) 4. Identify immediate or temporary solutions to resolve delay or other problems related to the ticketing 5. Negotiate with the transport operators on the process flow and the costing 6. Negotiate price and terms of service with customer 7. Co-ordinate with different departments, work as a team and multi-task as necessary 8. Contribute to quality of team work and achieve smooth workflow 9. Share work load as required 10. Delegate work in consultation with superior or as necessary instead of allowing work to pile up <p><u>Analytical and Critical Thinking</u></p> <ol style="list-style-type: none"> 11. Work in a team in order to achieve better results 12. Identify and clarify work roles within a team 13. Communicate and cooperate with others in the team 14. Seek assistance from fellow team members 15. Multi task and share work load within the team as required 16. Improve work processes by interacting with other stakeholders including customers and adopting best practices 17. Resolve recurring inter-personal or system related conflicts with colleagues that hinder customer service 18. Act upon constructively on any problems as pointed by customers 19. Handle personality clashes effectively 20. Measure performance against company's
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		<p>standards</p> <p>21. Motivate self and colleagues to work effectively given the boundaries of organizational structure, infrastructure and personnel management</p> <p>22. Use the authority, power and politics issues to serve customer effectively</p> <p>23. Help create enjoyable guest experience by accepting their social behaviour standards even if they may be different from own standards</p> <p>24. How to avoid negative behaviours accepted by peer groups that may affect work environment</p> <p>25. Likely effect of IPR violation on customer</p> <p>26. Resolve conflicts related to IPR by reporting in time</p> <p>27. How to use waste disposal equipment at workplace such as large bins, waste disposal stations and others</p> <p><u>Decision Making</u></p> <p>28. How to spot and communicate potential areas of disruptions to work process and report the same so that customer service is smooth</p> <p>29. How to address complaints and address dissatisfied customers</p> <p>30. Report to supervisor and/or deal matters with colleague(s) individually, depending on the type of concern</p> <p>31. Decide on the methods to protect and safeguard the security of women in the workplace and the clientele</p> <p>32. Address the complaints and handle dissatisfied customers</p> <p>33. Identify IPR related issues, prevent information leakage and avoid being caught up in copyright issues</p>
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5.1.2 EMPLOYABILITY SKILLS

GENERAL INFORMATION

- 1) **Name of the subject** : **EMPLOYABILITY SKILLS**
- 2) **Applicability** : **ATS - Mandatory for fresher only**
- 3) **Duration of Instruction** : **55 hours**

Instructor's Qualification

- i) **Any graduate with industry experience. Knowledge of English/Communication skills and basic computer skills will be an added advantage.**

5.1.2.1 SYLLABUS OF EMPLOYABILITY SKILLS

A. Block – I

Basic Training: 55 hours

Topic No.	Topic
	English Literacy
1	Pronunciation : Accentuation (mode of pronunciation) on simple words, Diction (use of word and speech)
2	Functional Grammar Transformation of sentences, Voice change, Change of tense, Spellings.
3	Reading Reading and understanding simple sentences about self, work and environment
4	Writing Construction of simple sentences Writing simple English
5	Speaking / Spoken English Speaking with preparation on self, on family, on friends/ classmates, on know, picture reading gain confidence through role-playing and discussions on current happening job description, asking about someone's job habitual actions. Cardinal (fundamental) numbers ordinal numbers. Taking messages, passing messages on and filling in message forms Greeting and introductions office hospitality, Resumes or curriculum vita essential parts, letters of application reference to previous communication.
	I.T. Literacy
1	Basics of Computer Introduction, Computer and its applications, Hardware and peripherals, Switching on-Starting and shutting down of computer.
	Communication Skill
1	Introduction to Communication Skills Communication and its importance Principles of Effective communication Types of communication - verbal, non-verbal, written, email, talking on phone.

	<p>Nonverbal communication -characteristics, components-Para-language Body - language Barriers to communication and dealing with barriers. Handling nervousness/ discomfort. Case study/Exercise</p>
2	<p>Listening Skills Listening-hearing and listening, effective listening, barriers to effective listening guidelines for effective listening. Triple- A Listening - Attitude, Attention & Adjustment. Active Listening Skills.</p>
3	<p>Motivational Training Characteristics Essential to Achieving Success The Power of Positive Attitude Self-awareness Importance of Commitment Ethics and Values Ways to Motivate Oneself Personal Goal setting and Employability Planning. Case study/Exercise</p>
4	<p>Facing Interviews Manners, Etiquettes, Dress code for an interview Do's & Don'ts for an interview</p>
5	<p>Behavioral Skills Organizational Behavior Problem Solving Confidence Building Attitude Decision making Case study/Exercise</p>
Productivity	
1	<p>Productivity Definition, Necessity, Meaning of GDP.</p>
2	<p>Affecting Factors Skills, Working Aids, Automation, Environment, Motivation How improves or slows down.</p>
3	<p>Comparison with developed countries Comparative productivity in developed countries (viz. USA, Germany, Japan and Australia) in selected industries e.g. Travel & Tourism, Services sector etc. Living standards of those countries, wages.</p>
4	<p>Personal Finance Management Banking processes, Handling ATM, KYC registration, safe cash handling, Personal risk and Insurance.</p>
Occupational Safety, Health & Environment Education	
1	<p>Safety & Health Introduction to Occupational Safety and Health importance of safety and health at</p>

	workplace.
2	Occupational Hazards Basic Hazards, Chemical Hazards, Vibro-acoustic Hazards, Mechanical Hazards, Electrical Hazards, Thermal Hazards. Occupational health, Occupational hygienic, Occupational Diseases/ Disorders & its prevention.
3	Accident & safety Basic principles for protective equipment. Accident Prevention techniques - control of accidents and safety measures.
4	First Aid Care of injured & Sick at the workplaces, First-Aid & Transportation of sick person
5	Basic Provisions Idea of basic provision of safety, health, welfare under legislation of India.
6	Ecosystem Introduction to Environment. Relationship between Society and Environment, Ecosystem and Factors causing imbalance.
7	Pollution Pollution and pollutants including liquid, gaseous, solid and hazardous waste.
8	Energy Conservation Conservation of Energy, re-use and recycle.
9	Global warming Global warming, climate change and Ozone layer depletion.
10	Ground Water Hydrological cycle, ground and surface water, Conservation and Harvesting of water
11	Environment Right attitude towards environment, Maintenance of in -house environment
	Labour Welfare Legislation
1	Welfare Acts Benefits guaranteed under various acts- Factories Act, Apprenticeship Act, Employees State Insurance Act (ESI), Payment Wages Act, Employees Provident Fund Act, The Workmen's compensation Act.

5.2 PRACTICAL TRAINING (ON-JOB TRAINING)

(BLOCK – I)

DURATION: 12 MONTHS

<u>S.No.</u>	<u>Practical Training (On-Job Training)</u>
1.	Welcome and/or greet the customer (walk-in, online or agent referred)
2.	Interact with the customer to understand their travel plan and specific requirements
3.	Attend to bookings enquiries and seek confirmation
4.	Provide travel advisory
5.	Co-ordinate with transport operators (airlines, railways, cab, cruise and bus/coach)
6.	Gather all required documents
7.	Process for ticket booking
8.	Follow-up with the customer to handover the ticket
9.	Assist the customers with postponing or cancellation requests
10.	Report and document the process
11.	Achieve customer satisfaction
12.	Interact with superior
13.	Communicate with colleagues
14.	Communicate effectively with customers
15.	Engage with customers to understand their service quality requirements
16.	Fulfil customer requirement
17.	Follow behavioural, personal and telephone etiquettes
18.	Treat customers with high degree of respect and professionalism
19.	Educate customer on specific facilities and services available for different categories of customers
20.	Provide gender and age specific services as per their unique and collective requirements
21.	Follow standard etiquette with women at workplace
22.	Respect customers copyright
23.	Ensure cleanliness around workplace in hospitality and tourist areas
24.	Follow personal hygiene practices
25.	Take precautionary health measures

6. ASSESSMENT STANDARD

6.1 Assessment Guideline:

Appropriate arrangements should be made to ensure that there will be no artificial barriers to assessment. The nature of special needs should be taken into account while undertaking assessment. Due consideration to be given while assessing for team work, behavioral attitude and regularity in training.

The following marking pattern to be adopted while assessing:

- a) Weightage in the range of 60-75% to be allotted during assessment under following performance level:

For this grade, the candidate with occasional guidance and showing due regard for safety procedures and practices, has produced work which demonstrates attainment of an acceptable standard of trade related skills.

In this work there is evidence of:

- Trade related skill can be easy to understand.
- Overcome of Critical situation - it will increase confident level.
- Good level of neatness will give more confident while working.
- Co-ordination of team effort would be useful for completing a project/job easily.

- b) Weight age in the range of above75%- 90% to be allotted during assessment underfollowing performance level:

For this grade, the candidate, with little guidance and showing due regard for safety procedures and practices, has produced work which demonstrates attainment of a reasonable standard of trade related skills.

In this work there is evidence of:

- Trade related skill can be easy to understand.
- Overcome of critical situation will increase confident level.
- Good level of neatness will give more confident while working.
- Co-ordination of team effort would be useful for completing a project/job easily.

c) Weight age in the range of above 90% to be allotted during assessment under following performance level:

For performance in this grade, the candidate, with minimal or no support in organization and execution and with due regard for safety procedures and practices, has produced work which demonstrates attainment of a very high standard of trade related skills.

In this work there is evidence of:

- Trade related skill can be easy to understand.
- Overcome of Critical situation it will increase the confident level.
- Good level of neatness will give more confident while working.
- Co-ordination of team effort would be useful for completing a project/job easily.

ANNEXURE – I

TOOLS & EQUIPMENT FOR BASIC TRAINING& OJT

TRADE: TICKETING CONSULTANT

A. TOOL KIT FOR 25 APPRENTICES

SL. No.	Name of the items	Quantity
1	Laser Printer Black	5 no.s
2	Inkjet Printers (Colour & Black)	5 nos.
3	Scanner	4 no.s
4	UPS with 10 minutes backup or above	8 nos.
5	Telephone line (For Internet) / Broad Band connection	12 no.s
6	Fire extinguisher	5 no.s
	FURNITURE/EQUIPMENT	
1	Computer with latest configuration	12 nos.
2	Computer Tables	25 nos.
3	Printer Tables	10 nos.
4	Instructor Table	2 no.s
5	Instructor's Chair	2 no.s
6	Chairs for students	25 nos.
7	Travel maps	8 no.s
8	Brochures	5 no.s