

# Participant Handbook

Sector  
**Tourism and Hospitality**

Sub-Sector  
**Tours and Travels**

Occupation  
**Tour Packaging**

Reference ID: **THC/Q4404, Version 1.0**  
**NSQF Level 4**



**Travel Consultant**

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**Shri Narendra Modi**  
Prime Minister of India

“ Skilling is building a better India.  
If we have to move India towards  
development then Skill Development  
should be our mission. ”



## Certificate

### COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

Tourism and Hospitality Sector Skill Council  
for

### SKILLING CONTENT : PARTICIPANT HANDBOOK

Complying to National Occupational Standards of

Job Role/ Qualification Pack: "Travel Consultant " QP No. "THC/Q4404, NSQF Level 4"

Date of Issuance:

Valid up to\*: April 10<sup>th</sup>, 2018

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

'Valid up to' date mentioned above (whichever is earlier)

Authorised Signatory

(Rubber Skill Development Council)

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The preparation of this manual would not have been possible without the Tourism and Hospitality Industry’s support. Industry feedback has been extremely encouraging from inception to conclusion and it is with their input that we have tried to bridge the skill gaps existing today in the Industry.

This participant manual is dedicated to the aspiring youth who desire to achieve special skills which will be a lifelong asset for their future endeavours.

## About this book

This book is designed for up grading the knowledge and basic skills to take up the job of 'Compression moulding operator' in 'Rubber Industry' sector. All the activities carried out by an operator are covered in this course. Upon successful completion of this course the candidate will be eligible to work as compression moulding operator.

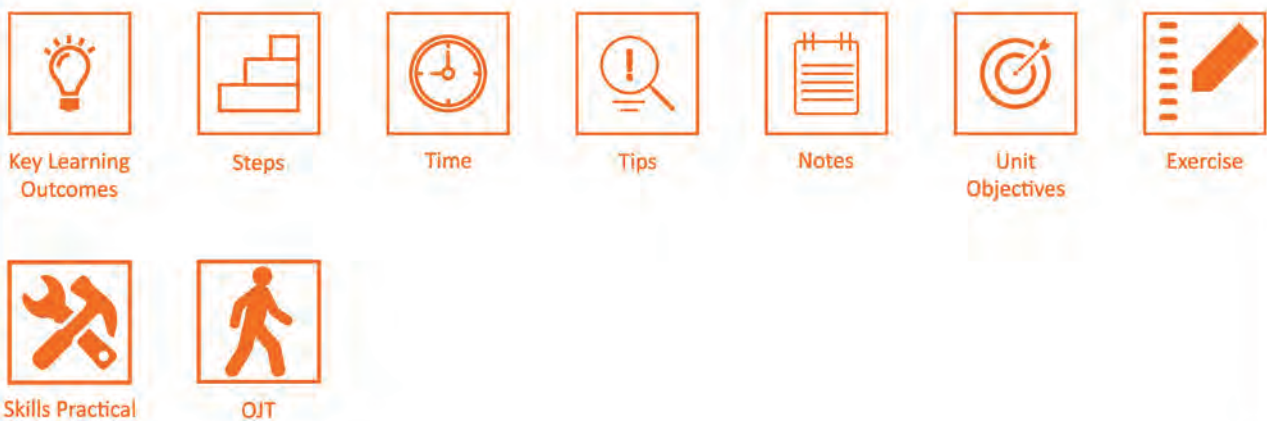
This Participant Handbook is designed to enable training for the specific Qualification Pack (QP). Each National Occupational (NOS) is covered across Unit/s.

Key Learning Objectives for the specific NOS mark the beginning of the Unit/s for that NOS.

- Engage with customer to understand their tour packaging requirements
- Plan travel itinerary as per customer's requirement
- Arrange tour package in coordination with service providers and partners
- Monitor the tour progress
- Communicate with customer and colleagues
- Maintain customer-centric service orientation
- Maintain standard of etiquette and hospitable conduct
- Follow gender and age sensitive service practices
- Maintain IPR of company and customers
- Maintain health and hygiene

The symbols used in this book are described below.

## Symbols Used





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# 1. Introduction and Orientation



Unit 1.1 - Introduction to Tourism and Hospitality Sector (Hospitality Sector in India)

Unit 1.2 – Roles and Responsibilities of Travel Consultant



## Key Learning Outcomes

At the end of this module, you will be able to:

1. Familiarise with the Tourism and Hospitality Sector.
2. Identify the roles and responsibilities of a Travel Consultant.

## UNIT 1.1: Introduction to Tourism and Hospitality Sector (Hospitality Sector in India)

### Unit Objectives

At the end of the unit, you will be able to:

1. Familiarise with the Tourism and Hospitality Sector.

### 1.1.1 Introduction

The Indian tourism and hospitality industry has emerged in concert of the key drivers of growth among the services sector in India. The second-largest sub-segment of the services sector comprising trade, repair services, hotels and restaurants contributed nearly US\$ 295.7 billion or 19.2 per cent to the Gross Domestic Product (GDP) in 2015-16, whereas growing at 8.9 per cent year-on-year. tourism in India has vital potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. tourism is additionally a potentially massive employment generator besides being a big source of foreign exchange for the country.

The industry is predicted to come up with 13.45 million jobs! across sub-segments like Restaurants (10.49 million jobs), Hotels (2.3 million jobs) and Travel Agents/Tour Operators (0.66 million). The Ministry of tourism plans to help the industry meet the increasing demand of skilled and trained work force by providing hospitality education to students additionally as certifying and upgrading skills of existing service providers.

India has moved up 13 positions to 52nd rank from 65th in tourism & Travel competitive index@. tourism Australia expects Indian tourist's arrivals in Australia to extend 12 per cent year-on-year to succeed in 245,000 visitors throughout FY 2015-16, therefore creating india the eighth largest source market for tourism in Australia.



Fig.1.1.1: International tourists arrivals in world and India's share

## Market Size

India's rising social class and increasing disposable incomes has continued to support the expansion of domestic and outbound tourism. Total outbound visits inflated by 8.7 per cent to 19.9 million in 2015. Inbound tourist volume grew at a Compound Annual rate of growth (CAGR) of 6.8 per cent throughout 2010-15.

The number of Foreign tourist Arrivals (FTAs) has grown up at a CAGR of 3.7 per cent to 5.29 lakh year-on-year in May 2016. Foreign exchange Earnings (FEEs) throughout the month of May 2016 grew at a rate of 8.2 per cent year-on-year to Rs10,285 crore (US\$ 1.52 billion).

The number of tourists inbound on e-Tourist Visa throughout June 2016 reached a total of 36,982 tourists registering a year-on-year growth of 137.7 per cent.

Online hotel bookings in India are expected to double by 2016 attributable to the increasing penetration of the internet and smart phones.

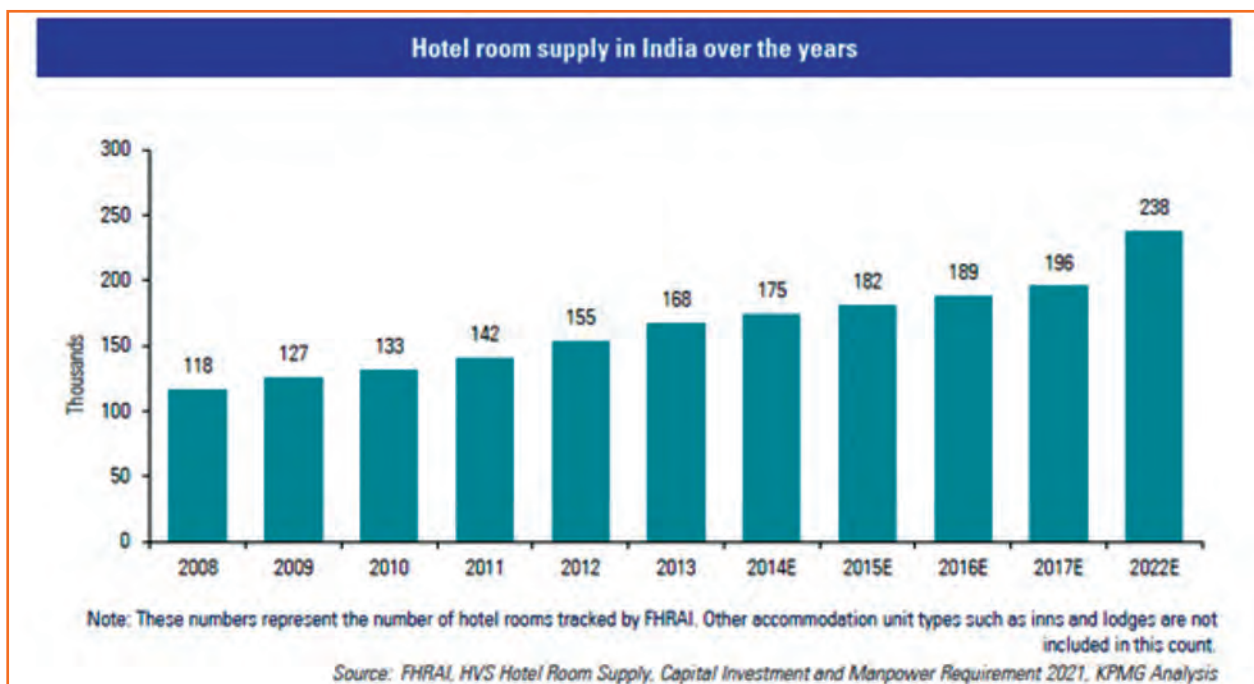


Fig.1.1.2: Hotel room supply in India over the years

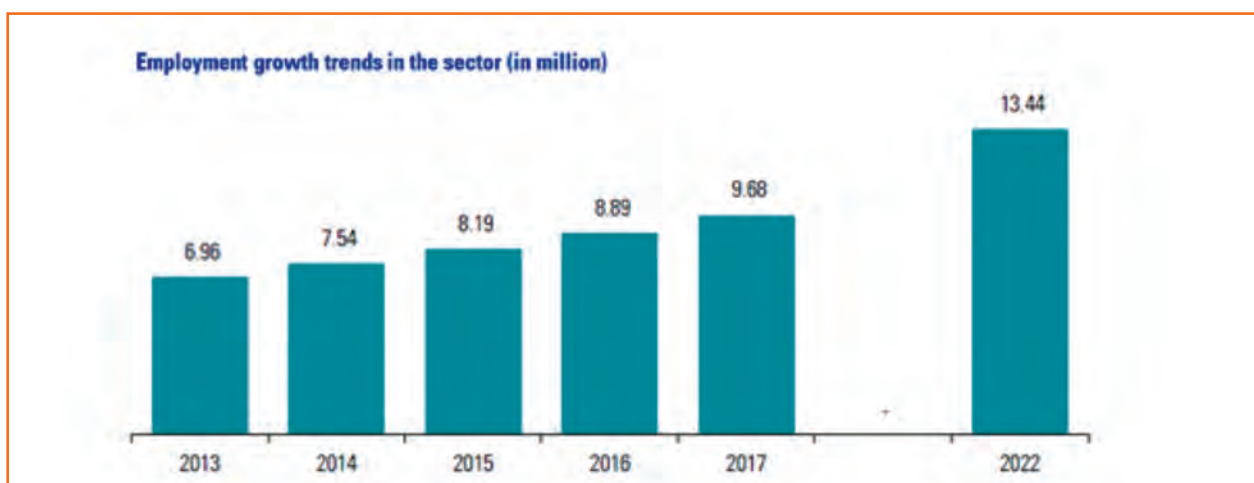


Fig.1.1.3: Employment growth trends in the sector (in Millions)

## UNIT 1.2: Roles and Responsibilities of Travel Consultant

### Unit Objectives

At the end of the unit, you will be able to:

1. Identify the roles and responsibilities of a Travel Consultant.

### 1.2.1 Introduction

The Travel consultant is answerable for preparing and organising vacation tours packages for inbound, outbound and domestic tourists and travellers, both, for retail and company customers. The individual is additionally accountable for achieving client satisfaction as per company's standards.

### 1.2.2 Roles and Responsibilities

- Research numerous destinations and means of travel concerning costs, customs, climatic conditions, reviews etc.
- Diagnose the clients' specifications and needs and recommend appropriate travel packages or services.
- Organize travels from beginning to end, through booking tickets and accommodation, securing rental transportation etc.
- provide travellers with pertinent information and helpful travel/holiday material (guides, maps, event programs etc.).
- Collect deposits and balances.
- Use promotional techniques and prepare promotional materials to sell itinerary tour packages.
- Handle unforeseen issues and complaints and confirm eligibility for cash returns.
- Attend conferences to maintain familiarity with tourism trends.
- produce and update electronic records of purchasers.
- Maintain relationships with key persons.
- Keep monetary statements and documents.
- Reach the revenue and profit targets.



## 2. Customer Engagement and Resource Gathering

Unit 2.1 - Welcoming the Customer

Unit 2.2 - Engaging with Customers



## Key Learning Outcomes

At the end of this module, you will be able to:

1. Receive customer with a smile or welcoming mail / telephone response
2. Ensure all walk-in customers are attended
3. Offer refreshments to walk-in customers
4. Make customers comfortable and be accessible to them for queries
5. Inform them about any ongoing promotions



## UNIT 2.1: Welcoming the Customer

### Unit Objectives

At the end of the unit, you will be able to:

- Receive customer with a smile or welcoming mail / telephone response
- Ensure all walk-in customers are attended
- Offer refreshments to walk-in customers

### 2.1.1. Welcoming the Customer

While welcoming the customer three things should be kept in mind:

- Good Eye Contact
- Great Smile
- Great Opener

Attending the customer and an instance of a conversation that can be carried out with the customer is illustrated:

#### First Scenario

When a customer is approaching you at your work station/desk:

- **Step1:** Introduction statement
- **Step2:** Gather info.
- **Step3:** Engage them in conversation
- **Step4:** Build bridges to the next step (serving the customer)

**Greeting step 1: Your introduction statement: How about opening up with something like “Thanks for coming in!”**

Think about it. Your client has an infinite range of choices and a restricted quantity of time. They could have done something and yet they came into your consultancy/company.

#### Greeting step 2: Gathering Free Information

After your heat, inviting and skilled greeting, you wish to engage the client in conversation. this is often how we suggest you do it. you wish to exchange names for the sake of personalizing the interaction.

**This is an example of how this might sound:** “Hi! Thanks for coming in! , Ram at your service sir, is this your initial time in our consultancy?”

**This welcome accomplishes a number of things:** It welcomes the client and puts them comfy. It expresses gratitude for their presence. it is additionally a variety of compliment, because you are complimenting the



Fig.2.1.1: Greetings the customer

decision they have made in coming into the consultancy. It provides the Travel consultant's name. It collects the customer's name, which may be used again throughout the tourism. This strengthens the connection. there is nothing sweeter to the ears than hearing one's own name.

But, the key aspect of the above exchange is asking the client if they have been within the consultancy before – that is sensible data which will be helpful to you later on within the conversation.

However, throughout this step of the greeting, your client is providing all types of free information you can use during the future conversation. you can use this free information to assist you customise and personalise the offerings you create throughout the tourism

Which leads you to step 3 and 4 to engage customers into conversation.

### **Second Scenario**

When you approach customers wondering around in your work consultancy.

The customer enters your consultancy and a sales person approaches them and asks a question such as:

*Can I help you?*

*Do you want any assistance?*

*Are you okay there?*

Come on honestly what do you think the customer's answers will be?

*No, thank you*

*I'm just browsing*

*I'm okay*

### **Approaching Potential Customers**

You will get a greater response to questions questions if you initially provide the prospect a reason why they should answer. You will shut more deals and increase sales.

Before asking a question you must state your credentials and provide the customer a potential profit that they will gain from talking to you. this will take simply a few seconds, however it sets the scene and gets the purchasers talking.

The key elements of your new introduction are:

- Your name
- How you can help them
- An open question to start the conversation

### **Six important things to remember about greeting:**

1. Make the customer feel welcome and appreciated.
2. Make eye contact when greeting the customer.
3. Never address a customer from behind – that's scary and creates unwanted pressure.
4. Address customers from a reasonable distance -- no shouting across the consultancy/work station.
5. Create your unique, memorable greeting.
6. Never stop greeting! If you pass customers/colleagues anywhere, make sure to acknowledge them with a friendly smile!

**Communicate with the customer to make them feel valued and respected**

Relationship building techniques require you to use a broad range of interpersonal skills to instil confidence and trust in your clients. It is very important for getting more business to make the customer feel valued. Interpersonal skills that should be used while building relationships with customers include the following.

**Carefully listening to the customers**

Your customers will provide you with a broad range of information related to both their personal and professional life. In order to work successfully, you will need good listening skills to be able to understand the needs associated with their work. You will also need to listen carefully to other information of a personal nature, e.g. your customer's wife is due to have a baby in two months. This information can be used to increase your ability to suggest a different and better tour/travel package to the customer. The information you gather which could enhance your relationship could include their age, gender, social or cultural characteristics, their level of existing product/service knowledge or any special needs your customer might have.

**Seeking clarification**

This involves using effective methods of clarification and questioning to ensure you have fully understood the information the customer is conveying to you. To understand the customer, you may also need to take into consideration their body language and facial expressions. If the customer has specific needs they want you to fulfil, it is essential that you understand what these needs are before you take any action.

**Retaining information**

Customers will often present you with a broad range and large quantity of information, including work-related and personal information. It is essential that you develop the skills required to identify and remember crucial information.

**Responding**

Along with listening, understanding and remembering essential information, it is also important that you respond to this information appropriately. Responses may be in the form of non-verbal signals, e.g. nodding or verbal signals, e.g. summarizing the information you have received to show that it is clearly understood or simply verbalizing a response. Remember, your response should not only aim to build upon and maintain a good working relationship, but should also be professional at all times.

Interpersonal skills should be used effectively during any interaction with customers and will be heavily relied upon should a problem or difficult situation arise. Effective use of interpersonal skills will assist you in establishing and maintaining good working relationships and in clarifying or overcoming any potential problems that may arise.

## UNIT 2.2: Engaging with Customers

### Unit Objectives

At the end of the unit, you will be able to:

- Make customers comfortable and be accessible to them for queries
- Inform them about any ongoing promotions

### 2.2.1 Customer Satisfaction

The goal for every company should be to make its customers satisfied. Satisfied customers will come again and might stay as customers for a longer period of time.

It is important for the company to actually care and appreciate the customer. It is clear that if the company can make the customer satisfied the customer will come back again and the customers might also tell some of their fellows about the quality service they got.

- Understanding the type of tour customer is looking for, such as adventure tour, pilgrimage tour, business tour, recreational tour etc.
- Understanding the needs of the customer, like if they wish to visit a single location or multiple locations.
- Plan the trip according to their requirements such as duration of travel, number of people, budget etc.
- Try interacting with the customers and let them initiate queries, to get a better idea of the needs of the customer based on their travel needs, shopping needs, package needs, etc.
- Understand an appropriate destination and shortlist some of them based on their preferences.
- Analyse the type of package that can be offered on the basis of duration, budget, type of tour etc.
- Identify the type of group
- Suggest some best place options and things to do there for customers who haven't planned anything in particular (prepare an itinerary).
- Ensure to be polite and attentive. Pay close attention to everything a customer says or demands for, to have a better idea when analysing their needs and planning accordingly.
- Send mails or stay in touch through phonic conversations if customers have not decided across the counter. Try and convince them that you are better than the others.
- Be updated on current prices of accommodation, transport etc. It helps to have a better layout and a better budget planning.
- Keep the customer informed about any new product so that if they wish to take up anything other than what they chose, they can.