

National Competency Standards Level-5 for “Tourism Management”



**National Vocational and Technical Training Commission (NAVTTTC),
Government of Pakistan**



National Competency Standards Level-5 for “Tourism Management”



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- *Mr. Muhammad Yasir*, Deputy Director (SS&C Wing) NAVTTTC
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- *Mr. Fayaz A. Soomro*, Deputy Director (SS&C Wing) NAVTTTC

NAVTTTC team under the leadership of Dr. Muqem ul Islam initiated development of CBT & A based qualifications of diploma level-5 as a reform project of TVET sector in November 2018 and completed 27 NVQF diplomas of Level-5 in September, 2019. It seems worth highlighting that during this endeavor apart from developing competency standards/curricula in conventional trades new dimensions containing high-tech trades in TVET sector in the context of generation IR 4.0 trades have also been developed which inter alia includes Robotics, Mechatronics, artificial intelligence, industrial automation, instrumentation and process control. Moreover, trades like entrepreneurship, green/environmental skills and variety of soft/digital skill have also been developed to equip the Pakistani youth with skills set as per requirement of the global trends. These skills have been made integral part of all the 27 diplomas.



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Nobody has been more important in the pursuit of this project than Dr. Nasir Khan, Executive Director, NAVTTTC, whose patronage and support remain there throughout the development process and lastly to thanks specially to Syed Javed Hassan, Chairman NAVTTTC and Raja Saad Khan, Deputy Team Lead TSSP-GIZ who made it happened in this challenging time.



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1. INTRODUCTION

Tourism is one of the major & fastest growing industries of the modern world and helps create business opportunities as well as jobs at the local community levels. The present federal Govt. has rightly recognized the immense potential of tourism industry in our country and is now taking steps to tap this potential to overcome the shortfall of foreign exchange. National Tourism Coordination Board has been constituted for the first time involving industry professionals to tackle issues currently faced by the tourism industry.

Pakistan is one of the very few countries to have natural landscapes from the depth of ocean to the highest mountains. We have the three highest mountains ranges of the world and 5 summits above 8,000 meters. These mountains offer fascinating valleys and unique cultures for the visitors. We host some of the earliest civilizations of the world; from Mehr Garh to Indus valley civilization to Gandhara. This fascinating heritage is one of the many reasons, tourists visit Pakistan, but it is certainly not the only one. Exciting adventure attractions, varied animal life, historical ruins and monuments, and the beautiful sceneries are just few of the many reasons to visit Pakistan. The mountain ranges feature alpine meadows and coniferous forests, leading down into desert plains, coast line and lands basin, also attract tourists to see all beautiful places located in different parts of Pakistan.

With consistent & sustained growth in domestic tourism over the last few years, it is imperative to train local staff with skills necessary for successfully running the local businesses. Now local tourists find it easier and faster to travel to their desired locations to spend their vacations. At popular domestic destinations we are already facing situations where tourists far outnumber the accommodation available and end up sleeping in their cars. We need to train our youth to benefit from these lost opportunities.

Tourism calls for coordination and cooperation between airlines, travel agents, tour operators, hoteliers, transporters, restaurants, theme parks, gift shops and tourists. The industry relies more heavily on services than on goods. Consequently, it creates a lot of jobs in the remote villages & valleys and also in major cities. With trained & skilled manpower from local host communities, we can offer superior services to tourists at their desired destinations.



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This course on Tourism Management is designed as a comprehensive training program to the study of tourism for both male and female trainees at Diploma level. This training program covers basics of the subject like introduction of the concept, principles, constituents, organization, etc.; entrepreneurship skills; the economic and managerial aspects of tourism; the historical and modern insights into the industry; the marketing, organizational and technological issues involved. It involves the management of multiple activities such as studying tour destination, planning the tour, making travel arrangements and providing accommodation. It also involves marketing efforts to attract tourists to travel to particular destinations.

2. PURPOSE OF THE QUALIFICATION

The purpose of this qualification is to give the trainee a thorough understanding of the tourism sector as an industry. The tourism sector is diversified and continuously subject to changes. It is therefore important to stress the need for a multidisciplinary approach to meet the challenges within the sector. Upon successful completion of this course the trainees should be able to:

- Explain the core elements and the historical development of the tourism value chain
- Give an account of essential tourism trends
- Demonstrate an understanding of different tourism and hospitality products
- Understand how tourism and hospitality products are marketed both historically and currently
- Point out relevant industry stakeholders & their roles in driving innovative tourism policy-making and decision-making processes strategically forwards
- Discuss central challenges in tourism today, such as that of the impacts of tourism and corporate social responsibility practices for implementation



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- The core elements in tourism & the historical development of the tourism industry
- Core challenges in tourism today, such as the human, economic and environmental of tourism

3. DATE OF VALIDATION

These national qualifications have been validated by the Qualification Validation Committee (QVC) on 23-25 May, 2019 in Lahore and will remain valid until May, 2029.

4. DATE OF REVIEW

These national qualifications may be reviewed in May, 2023

5. CODE OF QUALIFICATION

The International Standard Classification of Education (ISCED) is a framework for assembling, compiling, and analyzing cross-nationally comparable statistics on education and training, ISCED codes for these qualifications as assigned as follow:

Qualification Titles	Code
National Vocational qualification Level-5 in Assistant Tourism Officer	1015-TT&L
National Vocational qualification Level-5 in Tourism Counsellor	1015-TT&L
National Vocational qualification Level-4 in Assistant Tour Manager	1015-TT&L
National Vocational qualification Level -4 in Event Coordinator	1015-TT&L
National Vocational qualification Level -4 in Tour Leader	1015-TT&L
National Vocational qualification Level-3 in Camp Supervisor	1015-TT&L
National Vocational qualification Level-3 in Tour Guide	1015-TT&L
National Vocational qualification Level-2 in Ticketing reservation Assistant	1015-TT&L
National Vocational qualification Level-2 in Tourism Transport Assistant	1015-TT&L



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6. QUALIFICATION DEVELOPMENT COMMITTEE

The following members participated in the qualifications development workshop from 11-15 March, 2019; and 15-19 April, 2019 in Lahore:

Sr. No	Name & Designation	Organization
1.	Muhammad Nasir Khan DACUM Facilitator	EX-DD, SS&C Wing-NAVTTC, Islamabad
2.	Mr. IJaz Ahmed Butt Manager	Sale & Tour Production, Lahore
3.	Mr. Fayyaz Ahmed Manger Events	International Tourism, Lahore
4.	Mr. Muslim Farooq Tourism Instructor	ITHM, Lahore
5.	Mr. M Saeed Ahmed Incharge academics	Lahore Transport Company, Lahore
6.	Ms. Izza Umar Lecturer	University of The Punjab
7.	Mr. Tauqeer Instructor	ITHM, Lahore
8.	Dr. Muhammad Umair Arshad Director	Institute of Home & Food Sciences, Government College University, Faisalabad
9.	Mr. Mohsin Ali Sindhu Instructor	ITHM, Lahore
10.	Dr. Zulfiqar Cheema	DD, SS&C Wing-NAVTTC, Islamabad
11.	Mr. Tayyab Syed	CEO, Karavan Leaders, Pvt (Ltd), Lahore



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7. QUALIFICATION VALIDATION COMMITTEE

The following members participated in the qualifications validation workshop from 20-22 May 2019, in Lahore:

S.No.	Name & Designation	Organization
1.	Dr. Muhammad Umair Arshad Director	Institute of Home & Food Sciences, Government College University, Faisalabad
2.	Mr. Muslim Farooq Tourism Instructor	ITHM, Lahore
3.	Ms. Izza Umar Lecturer	University of The Punjab
4.	Ms. Sidra Ehtisham Administrator	GTVCA (W) Abbottabad, KP TEVTA
5.	Mr. Saddam Anwar Research Officer	Punjab Board of Technical Education, Lahore
6.	Muhammad Nasir Khan DACUM Facilitator	EX-DD, SS&C Wing-NAVTTC, Islamabad
7.	Dr. Zulfiqar Ali Cheema Deputy Director	SS&C wing, NAVTTC HQ, Islamabad
8.	Mr. Tayyab Syed	CEO, Karavan Leaders, Pvt (Ltd), Lahore
9.	Engr. Liaquat Ali Jamro	Director (Academics & Training), STEVTA, Karachi

8. ENTRY REQUIREMENTS

Entry requirements of these qualifications are Matric or level 4 or equivalent

9. REGULATIONS FOR THE QUALIFICATION AND SCHEDULE OF UNITS

Not applicable



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10. PACKAGING OF QUALIFICATION

The national vocational qualifications are packaged as per following:

LEVEL-2
<ul style="list-style-type: none"> Identify Tourism Geography Identify National Tourist Destinations Identify Top International Tourist Destinations Apply updated practices in Tourism Industry Apply psychology in Tourism Industry
LEVEL-3
<ul style="list-style-type: none"> Develop Online Communication Maintain Financial Records and Audit Procedures Develop Front Office Skills
LEVEL-4
<ul style="list-style-type: none"> Manage Visitors Attractions Apply tourism Promotional Techniques Apply Principles of Marketing in Tourism Develop Sports Tourism Identify Ecotourism Apply Total Quality management process in Tourism Manage Gastronomy and Culinary Tourism Manage Tourist Transport Operations Generate Activities in Tourism Interpret Air Travel Apply Risk Management Techniques in Tourism Conduct Tours Develop and up-date Tourism Skills Develop Tour Packages Promote Tourism Products & Services Manage Resorts
LEVEL-5
<ul style="list-style-type: none"> Manage Corporate Social Responsibility Provide Administrative Services Develop Professional Relationships with Stakeholders Execute Event Management Manage Tourism Project Conduct Tour Camping Develop Mechanism of Tourist Security Develop Sustainable Tourism Manage the Tourist Destination Recognize Cultural and Heritage Tourism Develop Hospitality & Tourism strategic planning



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Manage Office activities & Venue Maintenance
Conduct Animal handling operations in theme parks

11. OCCUPATIONS OF COMPUTER TECHNOLOGY (ICT)

S. N	Name of Occupation/Nomenclature	Level	Digital Skills required	Soft Skills required	Entrepreneurship	Technical Skills required
1.	Tour Guide	2	1	----	----	2, 3, 4, 5, 6, 21, 23, 24, 25, 34
2.	Ticketing reservation Assistant	3	1	----	----	1, 2, 3, 4, 5, 7, 15, 22
3.	Tourism Transport Assistant	4	2,3,4,5	2,11	1,2	2, 3, 5, 20, 23, 25, 34, 37
4.	Tourism Counsellor	5	6,7	1,3,4,5, 6,7,8,9, 10,12, 13,14	3,4,5,6,7	1, 2, 3, 4, 5, 6, 10, 15, 25, 27, 30
5.	Tour Supervisor	5	6,7	1,3,4,5, 6,7,8,9, 10,12, 13,14	1,2,3,4,5, 6,7,8	1, 2, 3, 4, 5, 6, 9, 10, 12, 14, 17, 18, 21, 26, 30, 32, 35, 37
6.	Event Supervisor	5	6,7	1,3,4,5, 6,7,8,9, 10,12, 13,14	1,2,3,4,5, 6,7,8	1, 11, 12, 16, 17, 18, 19, 21, 28, 29, 33, 32, 37
7.	Camp Supervisor	5	6,7	1,3,4,5, 6,7,8,9, 10,12, 13,14	1,2,3,4,5, 6,7,8	1, 2, 3, 4, 5, 6, 12, 16, 17, 18, 19, 21, 23, 25, 32, 33, 36, 37,
8.	Tour Operator	5	6,7	1,3,4,5, 6,7,8,9, 10,12, 13,14	1,2,3,4,5, 6,7,8	1, 2, 3, 4, 5, 6, 11, 23, 24, 25, 26, 27, 34,
9.	Assistant Tourism Officer	5	6,7	1,3,4,5, 6,7,8,9, 10,12, 13,14	1,2,3,4,5, 6,7,8	1, 2, 3, 4, 5, 8, 9, 10, 25, 26, 30, 31,



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12. SUMMARY OF COMPETENCY STANDARDS

Code	Competency Standards	Level	Theory Contact Hours	Practical Contact Hours	Total Contact Hours	Contact Hours Category
1.	Use social media tools for collaboration and engagement	3	10	30	40	Generic
2.	Work safely in an office environment	2	20	40	60	Generic
3.	Identify Tourism Geography	2	20	40	60	Technical
4.	Identify National Tourist Destinations	2	30	70	100	Technical
5.	Identify Top International Tourist Destinations	2	20	40	60	Technical
6.	Apply updated practices in Tourism Industry	2	10	30	40	Technical
7.	Develop Front Office Skills	3	20	50	70	Technical
8.	Apply psychology in Tourism Industry	2	10	30	40	Technical
Total			140	330	470	
1.	Develop Entrepreneurial Skills	3	20	40	60	Generic
2.	Develop workplace documents	3	20	40	60	Generic
3.	Develop Online Communication	3	10	30	40	Technical
4.	Maintain Financial	3	30	60	90	Technical



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	Records and Audit Procedures					
5.	Manage Visitors Attractions	3	20	40	60	Technical
6.	Apply tourism Promotional Techniques	3	10	30	40	Technical
7.	Apply Principles of Marketing in Tourism	3	20	40	60	Technical
8.	Identify Ecotourism	3	20	60	80	Technical
9.	Develop Sports Tourism	3	20	40	60	Technical
Total			170	380	550	
1.	Maintain professionalism in the workplace	4	20	40	60	Generic
2.	Operate digital media technology	4	20	40	60	Generic
3.	Manage meetings	3	10	30	40	Generic
4.	Apply Total Quality management process in Tourism	4	20	60	80	Technical
5.	Manage Gastronomy and culinary tourism	4	20	60	80	Technical
6.	Manage tourists transport operations	4	20	40	60	Technical
7.	Generate Activities in Tourism	4	10	60	70	Technical
8.	Interpret Air Travel	4	20	80	100	Technical
9.	Apply Risk Management techniques in tourism	4	20	40	60	Technical
Total			160	450	610	



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1.	Create technical documentation	4	20	40	60	Generic
2.	Apply project information management and communications techniques	4	20	60	80	Generic
3.	Apply project human resources management approaches	5	20	60	80	Generic
4.	Provide Administrative Services	5	20	50	70	Technical
5.	Conduct tours	4	20	60	80	Technical
6.	Develop and up-date Tourism Skills	4	10	50	60	Technical
7.	Develop Tour Packages	5	20	40	60	Technical
8.	Promote Tourism Products & Services	5	20	80	100	Technical
9.	Manage Resorts	5	20	40	60	Technical
Total			170	480	650	
1.	E-Commerce Social Media Marketing	5	20	50	70	Generic
2.	Develop a project management plan	5	10	40	50	Generic
3.	Develop a sales plan	5	10	40	50	Generic
4.	Manage Corporate Social Responsibility	5	10	40	50	Technical
5.	Develop Professional Relationships with Stakeholders	5	10	30	40	Technical



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6.	Execute Event Management	5	20	80	100	Technical
7.	Manage Tourism Project	5	20	80	100	Technical
8.	Develop Mechanism of Tourist Security	5	20	40	60	Technical
9.	Develop Sustainable Tourism	5	20	30	50	Technical
Total			140	430	570	
1.	Direct human resources management of a project program	5	10	40	50	Generic
2.	Manage personal work priorities and professional development	5	10	40	50	Generic
3.	Undertake project work	5	10	50	60	Generic
4.	Conduct Tour Camping	5	10	70	80	Technical
5.	Manage the Tourist Destination	5	10	70	80	Technical
6.	Recognize Cultural and Heritage Tourism	5	20	40	60	Technical
7.	Develop Hospitality & Tourism strategic planning	5	20	40	60	Technical
8.	Manage Office activities & Venue Maintenance	5	10	50	60	Technical
9.	Conduct Animal handling operations in theme parks	5	10	70	80	Technical
Total			110	470	580	
Grand Total			890	2540	3430	



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1015-TT&L-1. Identify Tourism Geography

Overview:

This competency standard covers the skills and knowledge required to identify tourism geography, its components, and terminology of tourist attractions. The trainees will be able to enhance map reading skills and can proactively locate the desired destination.

Competency Units	Performance Criterion
1. Understand tourism geography	P1: Identify the fundamentals of geography P2: Explore different types of geography P3: Understand the meaning of physical geography P4: Know the meaning of human geography P5: Understand the meaning of tourism geography P6: Demonstrate linkage between tourism and geography
2. Familiarize with geographical terminology	P1: Interpret the maps and world globe components P2: Identify the meaning of longitude & latitude P3: Illustrate the Greenwich mean time and other time zones P4: Differentiate time variances of geographical regions P5: Operate the Google map application in GPS
3. Explore geographical components of tourism	P1: Identify different elements of tourism geography P2: Explore the role of places and regions in tourism P3: Provide destinations components P4: Identify tourist attractions and events of the area P5: Illustrate the components of landscape P6: Assess climatic conditions of the region P7: Present historical dimensions of tourism geography P8: Create connection among leisure, recreation and tourism
4. Learn national and international geographical attractions	P1: Locate the highest mountains and peaks of different regions P2: Locate the lakes and valleys of different regions P3: Locate forests and beaches of different regions P4: Explore tourist resorts at geographical locations of the area P5: Locate the dessert areas of the region

Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standard, which includes the knowledge of:

- Geography and its various types
- Connection between tourism and geography
- Geographical components of tourism



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- Maps browsing
- Important geographical terms
- Popular geographical attractions

Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Locate geographical attractions of the region from globe or map
- Find out the local time difference from GMT
- Locate different areas on the map

Tools & Equipment required:

Sr. No	DESCRIPTION
1	Globe
2	Local and regional maps
3	GPS



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1015-TT&L-2. Identify National Tourist Destinations

Overview:

This competency standard covers the skills and knowledge required to locate popular & potential national destinations, 4 “A”s of destination and destination management. The trainee will be able to utilize this knowledge for the betterment of national tourism industry.

Competency Units	Performance Criterion
1. Explore national tourist attractions	P1: Locate tourist destinations in Punjab P2: Locate tourist destinations in KPK P3: Locate tourist destinations in Gilgit Baltistan P4: Locate tourist destinations in Sind P5: Locate tourist destinations in Baluchistan P6: Locate tourist destinations in Kashmir
2. Describe 4 “A”s of destinations	P1: Find the modes of Accessibility to various destinations P2: Classify types of Attractions and events at the destinations P3: Classify the forms of Accommodation at destinations P4: Compare the Amenities at different destinations
3. Evaluate destinations	P1: Analyze existing condition of destinations P2: Evaluate the climatic conditions of different destinations P3: Measure the cleanliness and maintenance standards of destinations P4: Identify the basics of security related to destinations P5: Explore the skills to communicate information P6: Propose infra structural improvements P7: Prepare Dos & Don'ts for destinations P8: Define local authority role

Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards, which includes the knowledge of:

- National destinations
- Events and activities at destinations
- Means of transport to reach destinations
- Accommodation facilities available in targeted destinations
- Climatic conditions of destinations

Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Locate potential national attractions through different means
- Draw a tourist map of destinations in a particular region



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- Plan the destination management

Tools & Equipment required:

Sr. No	DESCRIPTION
1	Maps
2	Brochures of National attractions
3	Destination Images/videos



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1015-TT&L-3. Identify Top International Tourist Destinations

Overview:

This competency standard covers the required skills and knowledge of international tourist destinations, elements of selection and revenue analysis. The trainees will be able to locate potential destinations around the world and analyze important factor in destination popularity.

Competency Units	Performance Criterion
1. Recognize international destinations	P1: Exhibit basic approaches to find top destinations P2: Find specific characteristics of the destinations P3: Identify the selection criteria of destination
2. Explore international destinations	P1: Locate top tourist destinations of Asia P2: Locate top tourist destinations of Europe P3: Locate top tourist destinations of Africa P4: Locate top tourist destinations of Australia P5: Locate top tourist destinations in Antarctica P6: Locate top tourist destinations in South America P7: Locate top tourist destination in North America
3. Recognize important elements in selection of destination	P1: Explore weather conditions of destination P2: Identify key attractions of a destinations P3: Examine political, economic, social and legal factors of selected destination P4: Analyze facilities, services and prices of top destinations P5: Benchmark the tourist infrastructure at different destinations
4. Analyze tourism revenue from inbound visitors	P1: Calculate the annual tourism revenue of specific period P2: Analyze the reasons of revenue fluctuations in a specific destination P3: Explore the key sources of revenue of a destination P4: Explore the prospects of tourism products on offering

Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards, which includes the knowledge of:

- Tourist destinations around the world
- Tourist flows at different destinations
- Factors that can affect the tourist flow at different destinations
- Tourist revenue calculation of specific periods
- Benchmark of tourist infrastructure

Critical Evidence (s) required:



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The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Locate potential international destinations on the world map
- Draw a tourist map of international destinations in a particular region
- Compare national destinations with international destinations
- Analysis of revenue collection

Tools & Equipment required:

Sr. No	DESCRIPTION
1	World globe
2	Brochures of international attractions
3	International destination Images/ videos
4	Calendar of activities at international destinations
5	Hotels list/manuals around the globe



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1015-TT&L-4. Apply updated practices in Tourism Industry

Overview:

This competency standard covers the required skills and knowledge of general information about the sources and impact of ethical and legal issues; and to apply information on tourism industry technology. The trainees will be able to gather, access, apply and monitor structural and operational information.

Competency Units	Performance Criterion
1. Identify structure and operation of tourism industry	<p>P1: Explore the fundamentals of structure and operations of the tourism industry</p> <p>P2: Identify sources of general information in tourism industry</p> <p>P3: Access and comprehend specific information of relevance to the tourism industry</p> <p>P4: Identify the knowledge required to enhance the quality of tourism industry</p>
2. Apply legal and ethical obligations of tourism industry	<p>P1: Obtain information on legal issues to assist effective work performance</p> <p>P2: Implement legal obligations and ethical practices to conduct day-to-day tourism activities</p>
3. Evaluate the impact of emerging technologies in tourism industry	<p>P1: Source and access information on current and emerging technologies</p> <p>P2: Identify the potential effects of different technologies on the tourism organization process</p> <p>P3: Apply knowledge of current and emerging technology in day-to-day work activities</p>
4. Upgrade personal and organizational knowledge of the tourism industry	<p>P1: Identify and use a range of opportunities to update knowledge of the tourism industry</p> <p>P2: Monitor current issues of concern of the industry</p> <p>P3: Share updated information to concerned person for improvement</p> <p>P4: Incorporate the up-to-date information in day-to-day work activities</p>

Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards, which includes the knowledge of:

- Research skills to identify, interpret and sort relevant information
- Communication skills to provide up-to-date information to relevant sector
- Writing skills to note take, summarize and record information in basic documents

Critical Evidence (s) required:



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The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Ability to source initial and updated tourism industry information
- Apply updated information in day-to-day activities to ensure effective performance
- Evaluate and interpret the issues related to a specific sector or workplace

Tools & Equipment Required:

Sr. No	DESCRIPTION
1	Tourism industry organizational charts
2	Computer
3	Application software related to tourism industry



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1015-TT&L-5. Develop Front Office skills

Overview:

This competency unit covers the skills and required knowledge to develop front office skills. The trainee will be able to perform the front office duties for smooth operation of handling tourists.

Competency Units	Performance Criterion
1. Develop Tourism Relationship skills	P1: Review tourist arrival list to welcome them P2: Attend special tourists (e.g. VIPs) and answer their inquiries P3: Provide information about area and attractions and promote services P4: Address tourist complaints and escalate to Relations Manager where required P5: Ensure compliance with health and quality standards P6: Operate reservation system
2. Apply Reception skills	P1: Prepare reception area for service and check all necessary equipment prior to use as per establishment procedures P2: Check arrival details and review prior to tourist arrival as per establishment procedures P3: Operate PMS (property Management system) and maintain reports P4: Organize tourist departure P5: Address the switchboard, screening and forwarding incoming phone calls
3. Develop Concierge Skills	P1: Develop information on recreational services and process memberships P2: Advise tourists on local area (tourism or business locations, sights or events) P3: Provide knowledge of hotel facilities and services to tourists P4: Assist with tourist luggage when required P5: Ensure to have information of daily functions, events, VIP and group arrivals

Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards which includes the knowledge of:

- Tourist registration and welcome procedures
- Operational procedures at front office
- Handle reception, business center & guest relation desk
- Property management system and reports making

Critical Evidence (s) required:



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The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Registering tourists, prepare arrival & departure list
- VIP tourists handling techniques
- Daily events and activities at concierge

Tools & Equipment required:

Sr. No	DESCRIPTION
1	Reception Desk, Electronic cash register, Safe deposit box, Stationary
2	Computer, Telephone, Fax, Printer, weigh scale, Key card machine,
3	Calculating machine, Credit cards machine, Cash registers, software



1015-TT&L-6. Apply Psychology in Tourism Industry

Overview:

This competency standard covers the required skills and knowledge to develop an understanding about tourism psychology and its importance and contribution in tourism. The trainee will be able to apply the basic principles of psychology in tourism industry.

Competency Units	Performance Criterion
1. Develop Understanding about Psychology of Tourism	P1: Illustrate Maslow’s Theory of human needs P2: Identify the primary and secondary needs of a tourist P3: Classify the types of motivation P4: Analyze the role of motivation to trigger a tourist activities P5: Examine the intrinsic and extrinsic motives of a visitor
2. Explain Push and Pull factors in Tourism	P1: Demonstrate the role of Push Factors in tourist decision P2: Demonstrate the role of Pull Factors in tourist decision
3. Apply Plog’s classification in travelling	P1: Classify allo-centric and psycho-centric traveler P2: Identify the concerns and needs of different types of tourists P3: Attract the traveler according to psychology

Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards which includes the knowledge of:

- Connection of human wants and needs with tourism
- Human motivation techniques in travelling
- Push and Pull factors in tourism
- Allo-centric and Psycho-centric traveler

Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Fundamentals of human psychology in travelling
- Evaluate the motivational factors for travelling
- Classification of travelers based on their psychology

Tools & Equipment required:

Sr. No	DESCRIPTION
1	Charts
2	Stationary



3 Computer

1015-TT&L-7. Develop Online Communication

Overview:

This competency unit covers the skills and required knowledge to utilize online tools. The trainee will be able to perform online communication related to tourism using social networking and publishing tools.

Competency Units	Performance Criterion
1. Gain the knowledge to evaluate online information	P1: Recognize the existing and required information P2: Analyze type of information needed P3: Access tourist related information from multiple online sources P4: Evaluate retrieved information as per quality of source
2. Assess online collaboration tools	P1: Collaborate software tools like email, calendaring, text chat, wiki and bookmarking P2: Assess social network tools like WhatsApp, twitter, Instagram, Facebook, etc. P3: Evaluate the potential of social network tools in tourism management
3. Perform an online communication	P1: Demonstrate and maintain online contact with relevant stakeholders P2: Perform Web Conferencing and online training

Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards which includes the knowledge of:

- Application of multiple online sources
- Evaluating accuracy and credibility of online information
- Social networking tools
- Conducting video conferencing



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Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Identification of effective online social network tools

Tools & Equipment required:

Sr. No	DESCRIPTION
1	Android applications (such as Face book, Twitter, Skype, etc.)
2	Computer software (such as professional version of Windows, etc.)
3	Internet access
4	Portable Camera (such as above the monitor or embossed in Laptop)



1015-TT&L-8. Maintain Financial Records and Audit Procedures

Overview:

This competency unit covers the skills and required knowledge to provide trainees with the fundamental knowledge and practical implication of keeping financial records. Moreover, it provides ability to recognize, analyze and solve problems related to financial management.

Competency Units		Performance Criterion
1.	Process the payments and receipts	<p>P1: Identify the loop holes in the payment process</p> <p>P2: Administer billing and settling plan</p> <p>P3: Explain credit terms and conditions</p> <p>P4: Issue invoices timely with clarity and accuracy</p> <p>P5: Operate computerized credit transactions</p>
2.	Handle the petty cash and control overheads	<p>P1: Calculate and handle average cash in hand</p> <p>P2: Identify and apply the alternative ways to compensate cash deficiencies at times</p> <p>P3: Identify to reduce the costs such as utilities and office equipment</p> <p>P4: Identify the checklist to manage with minimum appliances</p>
3.	Maintain and update accounting records	<p>P1: Identify the possibility to avoid late payments</p> <p>P2: Ensure to enclose the entry as occurs</p> <p>P3: Identify the step-by-step procedure to track expenses, debtors and creditors</p> <p>P4: Make accurate and appropriate journal entries in the relevant books of account</p> <p>P5: Reconcile accounts on a regular basis to ensure accurate record-keeping and track financial situation</p>
4.	Manage Payroll Records	<p>P1: Prepare payroll data in a timely and accurate manner</p> <p>P2: Process payment of salaries according to organizational and legal requirements</p> <p>P3: Administer salary records as required to meet legal requirements and the needs of employees</p>
5.	Audit Financial Procedures	<p>P1: Monitor financial procedures to ensure they achieve their intended purpose which meet organizational and legal requirements</p> <p>P2: Complete financial reports that provide accurate information on the organizational position and meet legal requirements</p>
6.	Prepare Financial Statements	<p>P1: Post transactions to relevant ledgers accurately and as required by the organizational operating procedures</p> <p>P2: Make end of period adjustments as required and in the correct manner to comply with financial and accounting requirements</p> <p>P3: Produce balance sheets and profit and loss statements when required that accurately reflect the trading and financial position of the organization</p>



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Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards which includes the knowledge of:

- Basic analysis techniques used in finance management
- Communication skills while dealing with colleagues and clients
- Tools to evaluate everyday cost
- Techniques of book keeping and record control
- Book keeping principles and terminology
- Typical record keeping systems as appropriate to industry sector
- Understanding of bookkeeping principles
- Typical financial control processes and procedures as appropriate to industry sector
- Auditing and financial reporting processes (both internal and external)
- Importance of auditing and reporting processes in overall financial management of an establishment
- Understanding of how the auditing process impacts on overall financial management
- Double entry system and concept of debits and credits in bookkeeping
- Basic transaction groups – assets, liabilities, proprietorship, income, expenses
- Balance sheet/profit and loss statement preparation
- Understanding of general accounting principles and practices

Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Ability to maintain accurate records within acceptable organization timeframes and in accordance with requirements
- Ability to accurately audit and provide reports on routine financial procedures within organization acceptable timeframes
- Ability to accurately calculate pay, produce accurate pay advice slips and maintain pay records in accordance with organization and government requirements

Tools & Equipment required:

Sr. No	DESCRIPTION
1	Desktop computer
2	Record books
3	Ledger books
4	Stationary



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1015-TT&L-9. Manage Visitor Attractions

Overview:

This competency unit covers the skills and required knowledge to develop learners understanding of visitor attractions, their appeal and their impacts. Moreover, the trainee will be able to consider the strategies appropriate to manage visitors with minimum impact on the environment.

Competency Units	Performance Criterion
1. Identify the key features of visitor attractions	P1: Differentiate between different types of visitor attractions P2: Recognize key objectives of different types of visitor attractions P3: Describe the role of agencies and organizations involved in different types of visitor attractions
2. Classify the visitor attractions for different visitor types	P1: Analyze how the needs of different visitor types are met at visitor attractions P2: Apply motivational theories to analyze the appeal of different visitor attractions
3. Analyze the impacts on visitor attractions	P1: Evaluate the economic impact of visitor attractions P2: Analyze the impact of visitor attraction on the environment and local communities
4. Plan the management strategies used at visitor attractions	P1: Assess management strategies used at visitor attractions P2: Implement the management strategies at visitor attractions to enhance sustainability

Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards which includes the knowledge of:

- Visitor needs and added value
- Opening times e.g. seasonal closure to aid recovery of natural habitats, closure one day a week to reduce wear and tear
- Managing demand e.g. visitor flows
- Education of visitors e.g. managing visitor expectations, educating re. their impacts, codes of conducts
- Signage and information e.g. at attraction, en-route to attraction

Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard:



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- Ability to understand various tourist attractions
- Ability to analysis their environment and social impact
- Ability to propose sustainable solution

Tools & Equipment required:

Sr. No	DESCRIPTION
1	Visitor attractions maps
2	Transport equipment information
3	Human accessibility equipment like wheel chairs etc.
4	Brochures of visitor attractions

1015-TT&L-10. Apply Tourism Promotional Techniques

Overview:

This competency unit covers the skills and required knowledge to develop the understanding of promotion in business and to practice evaluation of existing campaigns and development of new ones. It will provide the trainee with marketing skills to enhance the business revenue.

Competency Units	Performance Criterion
1. Understand the role of promotion in tourism	P1: Explain the aims of promotion in tourism business P2: Identify the measurement procedure of a promotional campaign P3: Demonstrate the regulating activities of tourism promotion
2. Identify promotion methods in tourism	P1: Explain the different promotional methods used by tourism business P2: Explore current trends in choice of promotional methods in tourism P3: Analyze the importance of branding in tourism promotion
3. Conduct a promotional campaign for tourism	P1: Demonstrate propose aims and objectives for a promotional campaign P2: Justify choice of target customers for the promotional campaign P3: Devise suitable promotional tourist activities

Understanding and Knowledge:



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The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards which includes the knowledge of:

- Promotional methods chosen e.g. advertising, personal selling, sales promotion, public relations, exhibitions
- Integration/interrelationship with promotional activities
- Promotional campaign in local/regional tourism

Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Demonstrate the importance business promotion
- Ability to apply promotional techniques
- Ability to design promotional campaign for a product

Tools & Equipment required:

Sr. No	DESCRIPTION
1	Advertisement brochures
2	Stationary
3	Local rout maps
4	Promotional banners



1015-TT&L-11. Apply Principles of Marketing in Tourism

Overview:

This competency unit covers the skills and required knowledge to demonstrate the understanding of basic principles of marketing. It provides an introduction to the main theories and activities associated with marketing in the travel and tourism industry.

Competency Units	Performance Criterion
1. Identify and apply the basics of marketing mix	P1: Identify the elements of the marketing mix P2: Evaluate the components of the product offered by tourism business P3: Apply possible changes required in the marketing mix for improvement purposes P4: Indicate the potential market share and customer needs
2. Examine the role of marketing	P1: Analyze the impacts of seasonality on marketing practices in tourism P2: Investigate the possible outcome of marketing strategy P3: Analyze the factors influencing the demand for the travel and tourism product in an area
3. Coordinate the production of marketing materials	P1: Plan the production of brochures and effective marketing materials P2: Produce information to be included in marketing materials P3: Obtain quotations for art work and printing P4: Coordinate the production and distribution of marketing materials
4. Evaluate market research techniques to identify target markets	P1: Indicate the importance of good quality information to facilitate the marketing process P2: Identify the types and sources of information that travel and tourism businesses could use in the marketing process P3: Demonstrate the methods of consumer behavior research in the travel and tourism sector P4: Identify target market by a travel and tourism business with example

Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards which includes the knowledge of:

- Elements of the marketing mix
- Nature of the travel and tourism product and its impact on marketing practices
- Production requirements of marketing materials
- Target markets and potential customers



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Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard

- Prepare the presentation for a variety of potential customers
- Evaluation of marketing research techniques

Tools & Equipment required:

Sr. No	DESCRIPTION
1	Advertisement brochures
2	Stationary
3	Promotional banners

1015-TT&L-12. Identify Ecotourism

Overview:

This competency standard covers the competencies to acclimate skills and knowledge about nature of the travel industry and ecotourism to develop tour itineraries and tour costing. The trainees will be able to brief fundamental components of ecotourism.

Competency Units	Performance Criterion
1. Define ecotourism and eco-tourist	P1: Distinguish between tourism and ecotourism Explain the role of eco labeling within ecotourism P2: Develop an understanding of Green box P3: Define the principles of ecotourism and demonstrate how their enterprise strives to achieve these principles
2. Identify Environmental Sustainable Practices	P1: Develop policy within their ecotourism enterprise which focuses on energy, waste, water, chemical use, wildlife and biodiversity; and green purchasing P2: Communicate their environmental sustainable practice to their staff, visitors and community and explain to visitors how they can minimize their environmental impact while on holiday
3. Identify the Natural Areas	P1: Demonstrate an understanding of the landowner debate P2: Demonstrate an understanding of ‘Leave no Trace’ policy P3: Identify the need to manage and restrict numbers of visitors while experiencing nature P4: Discuss the role of education and interpretation as part of their ecotourism product
4. Develop Interpretation,	P1: Explain the role of interpreting nature for tourists as part of their tourism product



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Education and Conservation	<p>P2: Identify the need for an interpretive and education component for their ecotourism product</p> <p>P3: Explain the importance of conservation within their ecotourism product</p>
5. Identify Local Communities, Peace and Cultural Understanding	<p>P1: Demonstrate an understanding of the contribution that ecotourism makes to the community</p> <p>P2: Work with the community on events to conserve the environment</p> <p>P3: Communicate the role of ecotourism in promoting cross cultural understanding and respect and awareness of heritage</p>
6. Establish Best Practice Ecotourism Package	<p>P1: Discuss the importance of responsible marketing within ecotourism</p> <p>P2: Demonstrate an understanding of delivering standards and developing ecotourism packages</p> <p>P3: Demonstrate an understanding of the necessary marketing tools to promote ecotourism</p> <p>P4: Identify the importance of collecting market research from their visitors</p>

Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards which includes the knowledge of:

- Principles of ecotourism
- Sample of an international ecotourism project and eco-label
- Examples of good environmental sustainable practices including one on conservation
- Example of how ecotourism could benefit the learner’s local community
- Information on the Green-box project and its activities, a profile of international ecotourism organizations and a list of course members

Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Interpretation, Education and Conservation
- Local communities and cultural understanding
- Best Practices in ecotourism
- Liaison strategies with local community

Tools & Equipment required:

Sr. No	DESCRIPTION
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1	Environmental policy journals
2	Computer, Telephone, Fax, Printer
3	Banners

1015-TT&L-13. Develop Sports Tourism

Overview:

This competency unit covers the skills and required knowledge to manage sports tourism. The trainee will be able to perform sports tourism in behavioral, historical, economic, management, marketing, environmental and policy perspectives.



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Competency Units	Performance Criterion
1. Understand Sports Tourism	P1: Explain Sport tourism with reference to mobility and identity P2: Identify Sport tourism in a global world P3: Recognize Sports and contemporary mobility P4: Explore culture and identity for sports tourism
2. Identify sports tourism Activities	P1: Recognize mobility of elite competitors P2: Identify Spectatorship and spectator experiences P3: Recognize Recreational sport and serious leisure
3. Develop Sport and Tourism Connection	P1: Identify Authentic experiences P2: Define Temporary sport migrants P3: Explain Transnationalism, migration and diasporas
4. Coordinate Sport Tourism with Environment	P1: Identify Modern landscapes and retro parks P2: Explain Place attachment P3: Identify Sport and place competition P4: Explain Globalization, mobility and identity: Building theoretical informed insights into the study of sport and tourism

Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards which includes the knowledge of:

- Sports tourism industry
- Various sorts of sports tourism and sport tourists
- Sports tourism motivation
- Various sectors which enhance the sports industry
- Strategies for sport tourists to various destinations
- Organization of a sports event

Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Connections between sports and tourism
- Culture and identity involvement in sports tourism
- International sports promotion
- Personal relationship with sports activity stakeholders

Tools & Equipment required:

Sr. No	DESCRIPTION
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1	Sports activities calendars
2	Computer, Telephone, Fax, Printer
3	Personal safety equipment



1015-TT&L-14. Apply Total Quality Management Process in Tourism

Overview:

This competency standard covers the competencies to apply skills and knowledge to develop total quality management procedure. The trainee will be able to demonstrate improve profitability, proficiency, vacationer/visitor fulfillment/joy, and world-class execution in tourism industry.

Competency Units	Performance Criterion
1. Understand Total Quality Management	<p>P1: Define TQM</p> <p>P2: Establish an Overview of quality and dimensions of quality</p> <p>P3: Identify TQM framework</p>
2. Recognize Quality gurus and their contribution to TQM	<p>P1: Explain the TQM Gurus: Crosby, Deming, and Juran</p> <p>P2: Recognize the Malcolm Baldrige National Quality Award</p> <p>P3: Develop Overview, Criteria for Performance Excellence</p> <p>P4: Identify unique Characteristics of Tourism hospitality & Leisure Services</p> <p>P5: Explain how tourism Hospitality & Leisure services are different from physical goods?</p>
3. Identify Service Quality Concepts	<p>P1: Identify service quality concepts and dimensions pertinent to Tourism and Leisure</p> <p>P2: Define the perception of Service quality, Dimensions of Service Quality, Service Quality Objective</p> <p>P3: Recognize Continuum of Service, Total Service Commitment</p>
4. Understand the Service quality, Customer Satisfaction & Value	<p>P1: Identify the means to measure Service Quality and Customer Satisfaction, Service Quality- Satisfaction Relationship, The Value Construct</p>
5. Define service Quality Process Management	<p>P1: Recognize the impact of People, Process and Physical Evidence on Tourism Hospitality & Leisure Service Quality</p> <p>P2: Understand the role of Service Encounter in Tourism Hospitality & Leisure Service</p>
6. Ensure Service Guarantee	<p>P1: Identify Organizations Blue Print for Assisting the delivery of Superior Service</p> <p>P2: Managing the Service Failure through Recovery, Technology & its Impacts on Service Quality,</p> <p>P3: Understand the ISO 9000 Standard for Quality Management Systems</p>

Understanding and Knowledge:



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The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards which includes the knowledge of:

- Implement the standards and ideas inalienable in a Total Quality Management (TQM)
- Ensure to understand the methods of insight of the masters of TQM
- Execute process improvement groups prepared to utilize the quality apparatuses
- ISO 9000 quality administration standard and the Baldrige Award criteria
- Develop a system for executing TQM in a travel industry association

Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Recognize Quality gurus and their contribution
- Apply TQM to ensure Service Guarantee
- Customer satisfactions and values
- Service concepts

1015-TT&L-15. Manage Gastronomy and Culinary Tourism

Overview:

This competency standard covers the competencies to apply skills and knowledge of food tourism to highlight the economic, social and promotional importance of gastronomy in the development of local and national economies and its impact in the tourism and travel industry.

Competency Units	Performance Criterion
1. Identify famous regional food area	<p>P1: Highlight popular food serving areas in the region</p> <p>P2: Classify food points on price and culture basis</p> <p>P3: Search for local food experiences</p> <p>P4: Develop relationship with local food vendors</p>
2. Manage a food business	<p>P1: Organize and manage a food enterprise</p> <p>P2: Analyze future of food industry</p> <p>P3: Evaluate growth of online food industry</p>
3. Explore Food festival as tourist attraction	<p>P1: Explore national food festivals</p> <p>P2: Plan food exhibition to promote food tourism</p> <p>P3: Visit exhibitions that explain the history of local cuisine</p>
4. Introduce Food as a marketing tool of tourism	<p>P1: Participate in gastronomic events and festivals</p> <p>P2: Prepare promotional materials for gastronomic tourism</p> <p>P3: Apply pull strategy to attract visitors on special cuisines</p>

Understanding and Knowledge:



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The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards which includes the knowledge of:

- Terms such as food tourism, culinary tourism and global gastronomic tourism, and the social and cultural contexts around the world in which they take place
- The reasons that underscore the international growth of food tourism
- World’s culinary aspects and cuisines
- Motivations and consumer behavior of gastronomic tourists from a global perspective
- Strategic role of suppliers and producers in and around global gastronomic tourism
- Social, cultural and environmental impacts of worldwide gastronomic tourism on both people and place

Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Gastronomic Tourism basics
- Startup a Food entrepreneurship
- Local culture identifications
- Local and regional Food eateries



1015-TT&L-16. Manage Tourist Transportation operations

Overview:

This competency standard covers the competencies to apply skills and knowledge to plan and schedule the transport requirements by coordinating customers, organizing and monitoring the operations. It will further enable the trainees to develop the skills of managing transport, maintenance of transport vehicles and supervision of drivers.

Competency Units	Performance Criterion
1. Coordinate with tourists	<p>P1: Ensure to attend all calls from tourists</p> <p>P2: Obtain tourist personal details and pick-up/drop-off locations</p> <p>P3: Recognize the special requirements of tourists</p> <p>P4: Inform tourists about various available tour packages</p> <p>P5: Share the transportation details with the tourists</p>
2. Schedule the transport operations	<p>P1: Organize and manage the work of driving staff</p> <p>P2: Allocate the vehicles on daily or weekly basis to the drivers</p> <p>P3: Allot the driver, based on the customer requirement and the availability of the drivers</p> <p>P4: Schedule daily work assignments for the drivers</p> <p>P5: Coordinate the schedule of transport activities based on the tourist requirement</p> <p>P6: Screen the luggage and passengers before travelling</p> <p>P7: Ensure there are no hazardous items carried</p> <p>P8: Warn the drivers who carry an unpleasant personality and non-professional Etiquette</p>
3. Monitor the transport operations	<p>P1: Develop the instructions and manuals for the transportation officers</p> <p>P2: Manage the maps and driving directions for long trips to ensure efficiency</p> <p>P3: Check for the safety and maintenance of the vehicles</p> <p>P4: Monitor the control and discipline of the drivers</p> <p>P5: Evaluate the driver performance</p> <p>P6: Track the vehicles before and during the journey</p> <p>P7: Monitor traffic and road conditions to ensure the best and safest routes</p> <p>P8: Inform all the drivers to carry necessary materials such as first aid box, fire extinguisher, vomit bags, sanitary equipment, internet data device, online maps, etc.</p>
4. Conduct and manage vehicle operations	<p>P1: Diagnose vehicle faults and undertaking minor repairs for the safe operation of a vehicle</p> <p>P2: Maintain the vehicle systems in a safe and effective manner</p> <p>P3: Carry out minor repairs to a vehicle within the scope and responsibility</p> <p>P4: Complete documentation in regard to all vehicle repairs and need for further maintenance</p>



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P5: Operate radio communication systems where fitted to ensure the coach participants are in a safe situation

Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards which includes the knowledge of:

- Items restricted in the vehicle
- Control and discipline procedures for the drivers
- Standards and guidelines confined to transportation
- Managing behavioral etiquettes with the customers
- Tourism communication
- Road laws and Coach handling procedures
- Vehicle controls and indicators
- Vehicle Inspection and service procedures

Critical Evidence(s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Manage transport fleet
- Manage tourist inflows from different locations and visiting multiple destinations

Tools & Equipment required:

Sr. No	DESCRIPTION
1	Internet device
2	Maps
3	Vomit bags and sanity accessories
3	First aid box



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1015-TT&L-17. Generate adventure activities in Tourism

Overview:

This competency standard covers the competencies to arrange tourism activities so that trainees acquire the related skills and understand its components.

Competency Units	Performance Criterion
1. Identify Domestic tourism (Day Visits and Overnight)	<p>P1: Locate the total value of domestic day and overnight trips including the activity</p> <p>P2: Realize the extent to which individual activities are the reason for taking a trip</p> <p>P3: Count the average number of other activities undertaken on trips</p> <p>P4: Utilize data from steps 2 and 3 to calculate the share of spend attributable to (motivated by) each activity</p>
2. Identify Adventure based activities	<p>P1: Explore activities which include thrill, test your endurance, and have some kind of risk involved in them are considered as Adventure based activities</p> <ul style="list-style-type: none"> • Hiking • Paragliding • Skiing • Mountaineering • Bird watching • Cycling etc.
3. Realize Water based activities	<p>P1: Arrange water based activities include water sports, involving the common activities carried out in water like Swimming and Fishing</p> <ul style="list-style-type: none"> • Scuba Diving • Canoeing • Kayaking • Sailing • Cliff Diving
4. Discover Nature	<p>P1: Obtain how the nature has the direct link with all kind of activities, and they include adventure as well as new experiences for people</p> <ul style="list-style-type: none"> • Star Gazing • Bird Watching • Watching wildlife • Camping • Desert Safari
5. Identify man-made activities	<p>P1: Analyze the activities which are linked with tourism attractions or activities which are totally man-made purposely built for the sake of tourism activities</p> <ul style="list-style-type: none"> • Theme parks



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- Am phi-theater
- Cinemas
- Fun Lands

Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards which includes the knowledge of:

- Basic principles of tourism in all its dimensions and areas
- All the activities related to the tourism industry in all areas (intermediary companies, hotels, catering and entertainment, consulting, etc.
- Functioning of destinations, the tourist structures and its subsector businesses
- Elements of the tourism system and its interaction with the business environments as well as their impact
- Tourism industry and its subsectors, as well as the relationships between them and the rest of subsectors
- How tourism should be developed through the vision of the industry
- Evolution of tourism and the new society of leisure
- Economic dimension of tourism in different scales and analyze the relationship between them
- Project evaluation

Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Demonstrate adventure activities in controlled environment

Tools & Equipment required:

Sr. No	DESCRIPTION
1	Equipment (outdoor) for trekking (complete set)
2	Paragliding , skiing, mountaineering and cycling
3	Basic water sports equipment
3	First aid box



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1015-TT&L-18. International Travel

Overview:

This competency standard covers the competencies to interpret Air travel by recognizing the trends, calculating fares and assessing the documents required to travel.

Competency Units	Performance Criterion
1. Examine current trends in the airline/airport industry	<p>P1: Comprehend International Air Travel Association (IATA) and its codes</p> <p>P2: Mark airline alliances</p> <p>P3: Assess low cost carriers</p> <p>P4: Communicate airports consolidators and net fares regulations relating to air travel</p>
2. Assess the process client enquires for general information on scheduled air travel	<p>P1: Obtain Clients’ air travel requirements</p> <p>P2: Communicate flight information and associated information</p> <p>P3: Prepare itineraries</p> <p>P4: Recognize requirements</p>
3. Operate computerized reservation system	<p>P1: Access and manipulate CRS information to meet administrative and customer requirements</p> <p>P2: Create and process CRS reservations according to system</p> <p>P3: Interpret information required for processing of non-air documentation</p> <p>P4: Interpret domestic airfare information accurately</p> <p>P5: Construct cost and process domestic airfares and itineraries</p> <p>P6: Interpret international airfare information from a variety of sources</p> <p>P7: Process international air travel documentation</p> <p>P8: Prepare Ticket for Promotional Airfares</p>
4. Apply Advanced Airfare Rules and Procedures	<p>P1: Construct mixed class fares according to carrier guidelines and regulatory requirements</p> <p>P2: Construct fares incorporating add-ons</p> <p>P3: Apply minimum checks to ensure rules are correctly interpreted and applied</p> <p>P4: Issue international pre-paid ticket advices accurately and within appropriate timeframes</p> <p>P5: Apply indirect travel limitation rules accurately</p> <p>P6: Construct round the world journeys that meet carrier rules and customer requirements in a cost effective manner</p> <p>P7: Construct fares for open jaw journeys</p>
5. Demonstrate airline computer reservation and	<p>P1: Perform Encoding and decoding data</p> <p>P2: Exhibit timetable information according to given requirements</p> <p>P3: Vend seats from displayed availability to satisfy client</p>



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associated procedures	<p style="text-align: center;">requirements</p> <p>P4: Confirm Flight and seat availability</p> <p>P5: Make booking for tourist</p> <p>P6: Retrieve Passenger Name Record (PNR)</p>
6. Calculate and Quote published fares for domestic and international journeys	<p>P1: Mark client requirements</p> <p>P2: Calculate fares for a range of client types</p> <p>P3: Prepare fare rules, restrictions and conditions</p> <p>P4: Communicate discounts in accordance with rules</p>
7. Interpret current documentation used in air travel	<p>P1: Interpret complete information provided on a relevant document</p> <p>P2: Take Print of an electronic ticket or online</p>

Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards which includes the knowledge of:

- Process airline computer reservation and associated procedures using a Computer Reservation System (CRS)/Global Distribution System (GDS)
- Content and format of text-based tariffs and supporting manuals or automated fares systems
- Components of an international airline ticket
- Normal fare construction principles and procedures
- Range of international fare types
- Fare construction principles and procedures

Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Calculate and compare air fares
- Reserve seats on multiple flight sectors

Tools & Equipment required:

S No.	DESCRIPTION
1	Computer
2	Internet



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3

GDS & CRS Systems



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1015-TT&L-19. Apply Risk Management Techniques in Tourism

Overview:

This competency standard covers the competencies to apply skills and knowledge by identifying risk, developing hazard list, planning and evaluating safety plan. The trainees will be able to enhance risk management skills.

Competency Units	Performance Criterion
1. Mark Risk for Tourism and related sector, Individual Traveler	<p>P1: Locate poor safety standards in tourism establishments (fire, construction errors, lack of anti-seismic protection)</p> <p>P2: Report poor sanitation and disrespect for environmental sustainability</p> <p>P3: Communicate absence of protection against unlawful interference, crime and delinquency at tourism facilities</p> <p>P4: Assess local law and order situation</p>
2. Examine risks to the safety and security of visitors, host communities and tourism employees	<p>P1: Obtain common delinquency (theft, pick pocketing, assault, burglary, fraud, deception)</p> <p>P2: Assess organized crime (extortion, the slave trade, coercion)</p> <p>P3: Analyze terrorism and unlawful interference (attacks against state institutions and the vital interests of the state), hijacking and hostage taking</p> <p>P4: Mark social conflicts and political and religious unrest</p>
3. Arrange information on hazards and Manage risks	<p>P1: Develop and monitor policy and procedures</p> <p>P2: Undertake risk identification</p> <p>P3: Evaluate risk</p> <p>P4: Recognize scientific data, disaster management sources, and records of past events</p> <p>P5: Analyze importance of consultation with stakeholders and experts</p>
4. Develop Hazard List	<p>P1: Report natural hazards (cyclone, storm surge, flood, tsunami, earthquake, mudslide, avalanche, volcanic eruption)</p> <p>P2: Recognize Technological hazards (failure of technical systems relating to industrial sites, transportation, infrastructure)</p> <p>P3: Identify Biological hazards (spread of disease amongst people or animals, pests, contamination)</p> <p>P4: Analyze Civil/political hazards terrorism, sabotage, civil unrest, hostage situations</p>
5. Evaluate appropriate safety plan	<p>P1: Ensure safety of visitors and employees</p> <p>P2: Select secure systems to communicate with all persons within the facility and within the destination</p> <p>P3: Examine security of buildings, facilities and equipment from the effects of the disaster</p> <p>P4: Undertake liaison with disaster management agencies during response and recovery operations</p>



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Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards which includes the knowledge of:

- Analyzing complex organizational requirements reviews, evaluates, interprets and applies content from a range of sources
- Interpreting statistical data and mathematical information to consider trends
- Evaluating outcomes to identify opportunities for improvement
- Ensuring a lead role in the development of strategies to achieve organizational goals

Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Able to identify potential hazards facing by tourist
- Ability to implement action plan to overcome potential hazards

Tools & Equipment required:

S No.	DESCRIPTION
1	Computer (laptop/Desktop)
2	Multimedia
3	Screen
4	First aid box
5	Fire extinguisher



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1015-TT&L-20. Provide Administrative Services

Overview:

The competency standard is designed to develop an understanding of the range of administrative services that might be offered to managers or departments within organizations and to develop administrative skills. Students will research the range and extent of administrative services and demonstrate administrative skills.

Competency Units	Performance Criterion
1. Understand the range and diversity of administrative services	<p>P1: Explain the different administrative services which may be offered</p> <p>P2: Analyze the skills required to be effective in administrative services</p> <p>P3: Explain the challenges presented when offering administrative support to more than one manager or department</p> <p>P4: Explain the legal requirements relevant to administrative services</p>
2. Manage to support meetings and events	<p>P1: Plan meetings and events</p> <p>P2: Produce documentation for meetings</p> <p>P3: Analyze policies and procedures for setting up meetings and events</p> <p>P4: Recommend improvements to policies and procedures for setting up meetings and events</p>
3. Understand the importance of effective communication in the workplace	<p>P1: Evaluate the suitability and effectiveness of different communication systems in the workplace</p> <p>P2: Analyze the role of technology in supporting effective communication in the workplace</p>

Understanding and Knowledge:

The student must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards. This includes the knowledge of:

- Meeting planning and scheduling
- Company policies and regulations and terms of reference
- Communication skills

Tools & Equipment required:

Sr. No	DESCRIPTION
1	Meeting calendars



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2	Company policies and regulations
3	Communication equipment



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1015-TT&L-21. Conduct Tours

Overview:

This competency standard covers the competencies to apply skills and knowledge to conduct tours/organize tours. The trainees will be able to perform as professional tour leader.

Competency Units		Performance Criterion
1.	Conduct Pre-departure Checks	<p>P1: Identify tour requirements to ensure all necessary materials and equipment are available</p> <p>P2: Collect necessary tour related documents i.e. itinerary, tourist information, logistics, entry passes and budget</p> <p>P3: Check equipment and supplies to ensure they are in sound order and sufficient for the needs of the tour group</p> <p>P4: Load equipment and supplies carefully to avoid damage and ensure easy access when required</p> <p>P5: Complete necessary documentation in order</p>
2.	Liaison with tour group for necessary information and procedures	<p>P1: Ensure personal dress up and hygiene</p> <p>P2: Confirm the date and duration of tour travel</p> <p>P3: Obtain visitors interest from the itinerary</p> <p>P4: Liaison with industry colleagues to maximize the tour experience and provide all necessary services</p> <p>P5: Introduce the driver and other people travelling with group</p> <p>P6: Apply technique using the microphone, if appropriate</p>
3.	Conduct a Tour Group and Deliver Tour Commentary	<p>P1: Prepare information for delivery to customers that is complete, interesting and coordinates with the tour activities</p> <p>P2: Introduce yourself as the Guide</p> <p>P3: Inform the tourists about venue, highlights of the sightseeing and timing of tour</p> <p>P4: Communicate refreshments, lunch, toilet stops to be made</p> <p>P5: Mark passing landmarks and places of interest for the information of visitors</p> <p>P6: Present commentary to customers in a clear and interesting way so that all participants can hear</p> <p>P7: Develop a rapport with visitors group</p> <p>P8: Realize importance of being polite and courteous with tourist</p> <p>P9: Apply etiquette / maintain appropriate physical distance with visitors during briefing and conversation</p> <p>P10: Communicate immediate or possible solutions to delay or other problems related to tour</p> <p>P11: De-brief after a tour to improve the tour operation and effectiveness in future</p>
4.	Lead a Tour at Different Types of Tourist sites	<p>P1: Obtain tourist interest at particular places and sites during tour</p> <p>P2: Lead a group at indoor sites</p> <p>P3: Lead a group at outdoor sites</p>



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- P4:** Lead a group at Cultural sites
- P5:** Manage time efficiently in a way the location is visited as per the planned itinerary or the time availability of the tourists
- P6:** Identify if photography is allowed and permits are required at the places to be visited
- P7:** Manage and handle tourist queries about sites
- P8:** Apply the guide’s code of conduct

Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards which includes the knowledge of:

- Identifying interesting ways of explaining to the tourists
- Communicating effectively
- Tracking the route details
- Personal grooming and hygiene
- Skills and interpret tourist requirements
- Recognizing ethics of Tour Guiding
- Mannerism and sense of humour
- Patience and anger management
- Leadership skills
- Handling difficult questions and crisis situations
- Typical tour documentation

Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Communicate effectively
- Grooming and hygiene
- Ethics of Tour Guiding
- Stress management
- Ability to check and safely load equipment and supplies for a given tour in accordance with supplied documentation

Tools & Equipment required:

Sr. No	DESCRIPTION
1	World Globe
2	Brochures
3	Mic



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4

Play-Cards



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1015-TT&L-22. Develop and up-date Tourism skills

Overview:

This competency standard covers the competencies to apply skills and knowledge to identify the skills standard need in tourism industry and develop training programs. The trainees will be able to enhance skills through investigate the standards and training programs.

Competency Units	Performance Criterion
1. Identify skill standards	P1: Investigate existing standards in related jobs P2: Find technical knowledge, foundation skills and personal qualities of a particular job P3: Conduct a survey of particular current worker’s job P4: Develop work-related scenarios to place the skill standards P5: Develop assessments through the collaboration of industry and education P6: Assess results using the criteria
2. Develop training program	P1: Identify necessary competencies based on the skill standards information of tourism P2: Design tourism training programs P3: Analyze gap to determine changes in industry needs P4: Revise existing curriculum to better meet the current and future needs P5: Develop new training programs based on these competencies

Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards: This includes the knowledge of:

- Skills standards in industry
- Survey conduction
- Compiling and organizing information
- Analyze skills need for a particular job
- Identify information needed to develop training programs
- Plan training program

Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Analyze process of determine skills standard



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- Design a comprehensive training program

Tools & Equipment Required:

Sr. No	DESCRIPTION
1	Calculator
2	Computer
3	Regional Maps



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Develop Tour Packages

Overview:

This competency standard covers the competencies to apply skills and knowledge to develop tour itineraries and tour costing. The trainees will be able to enhance tour packages skills for better understanding of tourism industry.

Competency Units	Performance Criterion
1. Develop tour itineraries	<p>P1: Obtain relevant information's</p> <p>P2: Collect visitors requirements for the specific tour</p> <p>P3: Identify alternatives routes</p> <p>P4: Prepare suitable tour itinerary</p> <p>P5: Plan the inclusion proper stop-over / short stay</p> <p>P6: Plan itinerary according to visitor's age groups</p> <p>P7: Plan itinerary keeping visitors interest alive</p> <p>P8: Provide services included tour cost</p> <p>P9: Use appropriate material to collect relevant information</p>
2. Apply tour costing tips	<p>P1: Seek the lowest fares according to tour itinerary</p> <p>P2: Manage accommodation, transportation and entry tickets</p> <p>P3: Plan the inclusion of guide's fee</p> <p>P4: Calculate the tour cost</p> <p>P5: Inform the concerned personnel</p>

Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards which includes the knowledge of:

- Tourism destinations
- Compiling and organizing information
- Lowest fares from different vendors
- Preparing tour itinerary
- Fare calculation

Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Design a comprehensive tour itinerary
- Prepare tour costing as per tour itinerary

Tools & Equipment required:

Sr. No	DESCRIPTION
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1	Calculator
2	Computer
3	Regional Maps



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Promote Tourism Products & Services

Overview:

This competency standard covers the competencies to apply skills and knowledge of promotional initiatives used to promote products and services, development of promotions and its communication. The trainees will be able to make creative promotional materials and communicate it effectively to the customer.

Competency Units	Performance Criterion
1. Describe promotional initiatives for tourism products and services	<p>P1: Identify marketing activities</p> <p>P2: Produce marketing objectives</p> <p>P3: Plan Marketing activities</p> <p>P4: Plan sales activities</p>
2. Develop a promotion efforts	<p>P1: Identify purpose of promotions of products and services</p> <p>P2: Use promotion techniques</p> <p>P3: Plan different types of promotions of products and services</p> <p>P4: Prepare promotional materials</p> <p>P5: Monitor the setup of all promotional efforts</p>
3. Verbally promote tourism products and/or services to customers	<p>P1: Communicate relevant information of products and services.</p> <p>P2: Provide information on product and service’s features and benefits</p> <p>P3: Use methods of promotion to explain product features and benefits</p>
4. Coordinate the Production of Brochures and Promotion Materials	<p>P1: Plan the production of brochures and effective promotional materials within promotional budgets</p> <p>P2: Produce information for inclusion in promotion materials that is comprehensive, pitched to the target audience and accurate</p> <p>P3: Obtain quotations for artwork and printing as appropriate for the required quality, timeframe and within budget</p> <p>P4: Develop final copy for brochures and marketing materials</p> <p>P5: Coordinate the production of brochures and promotion materials to ensure their timely and optimum availability</p>
5. Source and Package Tourism Products and Services	<p>P1: Source appropriate products from a range of available resources that are within the capacity of the business to deliver</p> <p>P2: Package products for customers that are attractive, cost-effective and meet an identified market</p>

Understanding and Knowledge:



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The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards which includes the knowledge of:

- Methodologies for promotional activities
- Packaging a range of different products to meet a specific market need
- Market context for the materials being produced
- Print production processes and terminology
- Creative writing
- Methods for researching, preparation and proofing of copy
- Legal issues that affect the production of printed materials as appropriate to individual sectors/workplaces including copyright laws

Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Local and international regulations and legislation that impact on the packaging and development of tourism products in the region
- Industry information networks
- Ability to design promotional materials to be developed for potential customers

Tools & Equipment required:

Sr. No	DESCRIPTION
1	Computer
2	Brochures
3	Printing materials and accessories



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1015-TT&L-23. Manage Resorts

Overview:

The competency standard is designed to develop an understanding of the operations of tour operators within resorts.

Competency Units	Performance Criterion
1. Familiarize with structure of resort operations	P1: Analyze the function of the resort operations P2: Measure the potential structure of the resort offices of different types of tour operator P3: Monitor financial position by comparing previous years' closing
2. Understand quality systems and procedures	P1: Describe how effective quality systems and procedures affect legal and conflict situations P2: Analyze the impact of quality systems and procedures implemented by a specified tour operator on its operations Issue invoices timely with clarity and accuracy
3. Manage the issues related to unseen incidents	P1: Analyze incidents that could affect the operation of a resort P2: Evaluate the procedures to be implemented by a tour operator to deal with different incidents P3: Describe the procedures to be implemented by a tour operator and their link with guidelines of trade associations and government bodies

Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards which includes the knowledge of:

- Basic Health and occupational safety procedures
- Communication skills while dealing with customers
- Training of personal safety equipment
- Legal issues and regulations related to resort management

Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Ability to demonstrate effective resort management techniques

Tools & Equipment (s) required:



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Sr. No	DESCRIPTION
1	Personal safety equipment
2	Fire safety equipment
3	Financial note book
4	Stationary



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1015-TT&L-24. Manage Corporate Social Responsibility

Overview:

The competency standard is designed to develop an understanding of CSR issues and impacts of CSR policy. Students will be required to demonstrate evidence of understanding corporate social responsibility (CSR) issues and the impact of CSR policies on stakeholders of organizations. They will make recommendations for responsible business practice.

Competency Units	Performance Criterion
1. Gain knowledge of current corporate social issues facing by business	<p>P1: Define corporate social responsibility (CSR)</p> <p>P2: Describe background and changing attitudes to CSR</p> <p>P3: Describe background and changing attitudes to CSR</p> <p>P4: Demonstrate environmental issues in CSR</p> <p>P5: Explain economic and political issues in CSR</p> <p>P6: Explain social and community issues in CSR</p>
2. Understand the impact of corporate social responsibility policy on different stakeholders	<p>P1: Assess the benefits of CSR to employees</p> <p>P2: Analyze the impact of CSR on the supply chain</p> <p>P3: Explain how a CSR policy impacts on business performance</p> <p>P4: Explain how CSR impacts on marketing strategy</p> <p>P5: Assess the potential conflicts which may arise between the needs and expectations of different stakeholders</p>
3. Be able to make recommendations for responsible business practice	<p>P1: Review the CSR policy of a specific business</p> <p>P2: Assess the extent of voluntarism in CSR policy</p> <p>P3: Recommend changes to CSR policy to benefit different stakeholders</p> <p>P4: Assess the potential impact of changes in CSR on business performance</p>

Understanding and Knowledge:

The student must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards. This includes the knowledge of:

- Social responsibility policy
- Basics of business rules and regulations
- Conflict resolving strategies

Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Ability to demonstrate the impact of various business activities on local socio-economic structure



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Tools & Equipment (s) required:

Sr. No	DESCRIPTION
1	CSR manual
2	Computer set
3	Financial note book
4	Stationary



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1015-TT&L-25. Develop Professional Relationship with Stakeholders

Overview:

This competency standard will prepare the trainees for development of close relationship with the tourism stakeholders, government bodies/agencies will help to collect latest information to conduct touristic activities as well as source of latest information to uplift the quality of services.

Competency Units	Performance Criterion
1. Identify tourism stakeholders	P1: Consult Tour operators & Travel agents P2: Engage with hoteliers and transport providers P3: Identify different stakeholders at provincial / Regional Tourism departments /bodies levels P4: Coordinate with Departments of Archeology regional and Provincial P5: Negotiate with Department of Museum & Art Galleries P6: Meet with local tour Guide and Porters P7: Meet with Tourist, Traveler and local community
2. Establish Professional Relationship with stakeholders	P1: Share and exchange the information and potential of tourist sites with stakeholders P2: Explain product detail to stakeholders P3: Train and educate the local community should to deal with the tourists/visitors P4: Brief the Tourists /visitors about the local customs, traditions and values P5: Conduct negotiations P6: Coordinate contact details of group members with guide and tour manager P7: Share the detail of tour itinerary and detail of services included / not Included with the tourists P8: Receive tourists at arrival and orient them about itinerary P9: Conduct activity based tourism to uplift the economy of the local community P10: Make formal business agreements that are ethical, legally and financially beneficial to the parties concerned

Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards which includes the knowledge of:

- Steps to deal with the hoteliers, transporters and other relevant



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- Customs, traditions and values of the local areas for transmitting onward to the tourist
- Current competitive environment

Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Customer relationship management
- Ability to conduct business negotiations within a specific tourism and hospitality context



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1015-TT&L-26. Execute Event Management

Overview:

This competency standard covers the competencies to apply skills and knowledge to develop event management. The trainee will be able to demonstrate the event management tasks.

Competency Units	Performance Criterion
1. Plan and develop event proposal and bids	<p>P1: Interpret event brief with objectives and scope</p> <p>P2: Identify procedural and system requirements to conduct successful events</p> <p>P3: Prepare financial proposal for bidding</p> <p>P4: Identify work requirements and present to team members</p> <p>P5: Calculate the event cost and profit margin</p>
2. Develop an event program	<p>P1: Analyze venue and site requirements</p> <p>P2: Co-ordinate event bookings to ensure correct scheduling</p> <p>P3: Establish complete customer requirements accurately</p> <p>P4: Prepare event check list to organize event</p>
3. Conduct and organize Events	<p>P1: Set, communicate and maintain timelines and priorities of events</p> <p>P2: Co-ordinate event bookings to ensure correct scheduling and best utilization of resources and venues</p> <p>P3: Establish complete customer requirements accurately</p> <p>P4: Manage supplier response to conduct event</p> <p>P5: Allocate duties, and responsibilities to team members as per assigned task</p> <p>P6: Arrange event details to reliably inform all involved service providers</p> <p>P7: Monitor events for ensuring provision of facilities and services</p>
4. Supervise event team performance	<p>P1: Monitor the performance against defined performance criteria</p> <p>P2: Provide feedback to team members, positive support and advice on strategies to overcome any deficiencies</p> <p>P3: Rectify team operations to ensure that employer/client needs and requirements are met</p> <p>P4: Complete the relevant documentation in accordance with company procedures</p>
5. Provide on-site event management services	<p>P1: Process registrations accurately and according to organizational requirements</p> <p>P2: Prepare for on-site management</p> <p>P3: Identify indoor event operational requirements</p> <p>P4: Identify source contractors for indoor events</p> <p>P5: Monitor contractors of indoor events</p> <p>P6: Record event participation and information for evaluation and future planning of other events</p>



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Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards which includes the knowledge of:

- Types and levels of events
- Role and responsibilities of event manager
- Innovative perspectives and methods
- Entrepreneurial management
- Typical meeting/event registration procedures and systems
- Organizational skills in terms of event planning

Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Ability to conduct the entire function organization process and ensure function services meet the agreed requirements of customers
- Accuracy in the presentation of function information and the ability to tailor the services of the establishment to meet customer needs.
- Event design, budget and forecast
- Event day operations
- Event concept and organization
- Ability to accurately process registrations and produce accurate registration materials within organization acceptable timeframes



1015-TT&L-27. Manage Tourism Project

Overview:

This competency standard covers the competencies to develop the ability of managing tourism project by conducting analysis, planning, monitoring and evaluating the delivery benefits.

Competency Units	Performance Criterion
1. Conduct Solid needs analysis	<p>P1: Indicate the basic criteria of stakeholders</p> <p>P2: Discuss specific characteristics of service providers</p> <p>P3: Plan various optimal outcomes</p> <p>P4: Realize the needs of vendors/stakeholders</p>
2. Plan and design project	<p>P1: Plan projects that meet organizational needs and requirements</p> <p>P2: Indicate the structural steps of planning</p> <p>P3: Allocate the duties to relevant personnel</p> <p>P4: Evaluate the systematic method of designing project</p>
3. Develop monitoring and evaluation mechanisms	<p>P1: Indicate the step-by-step procedure to have the project monitored</p> <p>P2: Plan the time quarters to check on performance</p> <p>P3: Realize the ongoing requirements of project</p> <p>P4: Confirm the continuity of developed mechanism</p>
4. Integrate the delivery benefits	<p>P1: Assess the outcomes</p> <p>P2: Evaluate the feedback of established project</p> <p>P3: Enlist the lacking areas</p> <p>P4: Devise strategies to jump out of it</p>

Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards which includes the knowledge of:

- Identifying Stakeholders closely
- Analytical skills
- Self-assessment skills
- Organizing a project as coordinator
- Analyzing after effects of existing project
- Project management processes and systems
- In-depth knowledge of nature of the project being managed including internal and external issues to be considered
- Understanding of the critical Units of effective project management



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Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Gather information about procedures, methods and equipment requirements for workplace communication, with the assistance of others
- Use appropriate verbal and non-verbal skills to seek and convey information in face-to-face situations
- Draft routine written documents within designated timeframes and check that the documents meet organizational requirements



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1015-TT&L-28. Develop Mechanism Tourist security

Overview:

This competency standard covers the competencies to apply skills and knowledge to develop mechanism of tourist security to identify threats, to connect with local residents and assess political instability. The trainees will be able to enhance his/her skills to perform skilled security personnel by assessing the circumstances and situations.

Competency Units		Performance Criterion
1.	Analyze Security Threats	<p>P1: Assess the situations under which the tourist can be unsafe</p> <p>P2: Highlight the areas/regions/routes which are dangerous to travel through at day and night times</p> <p>P3: Locate the areas/regions with limited network services such as mobile signals and internet access</p> <p>P4: Ensure to have the history/data of previous harmful incidents' outcomes and location</p> <p>P5: Devise the criteria to help tourist</p>
2.	Connect with local residents of destination	<p>P1: Inform the tour agents/vendors of potential dangerous area</p> <p>P2: Inform tour agent prior to visit</p> <p>P3: Acquire certain tips (such as time of travel and path to take) from tour agent to travel their area</p> <p>P4: Coordinate with agent during travelling to their area so one can accompany at entrance</p>
3.	Assess current political instability and threats	<p>P1: Obtain day to day update of news from news channels, newspapers</p> <p>P2: Mark the destinations where war or disharmony have taken place</p> <p>P3: Acquire from local residents of destination to have the real picture of situation instead of merely relying on news channels</p> <p>P4: Devise the alternate and similar (destination) approach to take the tourist to avoid any unpleasant incident</p>
4.	Develop prior set of instructions	<p>P1: Enlist the checklist of instructions to guide tourist before departure</p> <p>P2: Perform the responsibilities of tourist guide in order to take immediate action and keep the traveler/tourist safe</p> <p>P3: Select the equipment (s) that can be taken to destination for safety of both the tourist and guide</p> <p>P4: Identify the route to destination at early stage/before departure</p>
5.	Accompany	<p>P1: Inform the road system and physical appearance (such as</p>



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	appropriate vehicle	carpeted, hick-ups, broken) P2: Consider to take 4 wheel drive to hilly areas with best condition of tires P3: Avoid to extend the passengers beyond capacity in the vehicle to destination P4: Take regular breaks to avoid restlessness of guide/driver
6.	Exchange contact details with tourist	P1: Inform the SIM/mobile connection’s availability and strength of signals on the destination P2: Communicate to have mobile batteries, power bank and credit recharged at the time of departure P3: Develop a plan and let the tourist know how to act at first in case of emergency knocks P4: Cross check to have your and travelers’ mobile numbers saved P5: Confirm to have your google maps App updated

Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards which includes the knowledge of:

- Possible threats
- Vendors and clients
- Identifying unpleasant situation
- Conducting safety measures

Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Handle unpleasant situation

Tools & Equipment required:

Sr. No	DESCRIPTION
1	Internet access (at destination)
2	Mobile phones (both with guide and tourist)
3	Power bank (of high MGHS)
4	Google map application



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1015-TT&L-29. Develop Sustainable Tourism

Overview:

This competency standard covers the competencies to apply skills and knowledge to explore current and future impacts and benefits tourism has on the environment. The trainees will be able to explain sustainable tourism, its stakeholders’ influence and impact on various geographical areas.

Competency Units	Performance Criterion
1. Explain Sustainable tourism, Stakeholder influence, and impact on various geographical areas	<p>P1: Analyze the debate on the acceptance of sustainable tourism, exploring barriers and potential solutions.</p> <p>P2: Differentiate between sustainable and eco-tourism determining the role of eco in sustainable tourism and critically evaluate the impact this has had on the events industry.</p> <p>P3: Planning for ecologically sustainable tourism operations</p> <p>P3: Analyze the stakeholders and their influence on tourism development</p> <p>P4: Report and critique sustainable tourism among the different geographical areas</p>
2. Assess Competitive edge, trends, impacts, and sustainable principles	<p>P1: Enlist existing destination assets of a destination and determine its competitive advantage</p> <p>P2: Inform sustainable trends within major hospitality/tourism based companies</p> <p>P3: Analyze methods to reduce the negative impact to the environment of a host destination due to tourism development</p> <p>P4: Apply sustainable principles to the different sectors of tourism</p>
3. Explain the tourism development planning process	<p>P1: Communicate the objectives of the planning system in tourism</p> <p>P2: Examine the legislation involved within the different types of applications and plans</p> <p>P3: Report the different stages of the planning process for tourism developments</p>
4. Analyze the concept of sustainability and its application within tourism planning and development	<p>P1: Inform the concept of sustainability</p> <p>P2: Analyze the inter-dependence of tourism and the economic, social, cultural and physical environments</p> <p>P3: Analyze the fragility of the natural, built and cultural resources that tourism depends on and the need to preserve these</p> <p>P4: Analyze relevant reports, policies and strategies</p>
5. Highlight the positive and negative impacts of tourism	<p>P1: Evaluate the current economic, socio-cultural and environmental impacts of tourism development and activities</p> <p>P2: Analyzing the importance of protecting ecosystems and biodiversity</p>



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development and suggest sustainable solutions

- P3:** Assess examples of impacts that can occur both during the tourism development stages and after development has been completed
- P4:** Apply techniques used to overcome or minimize negative impacts from tourism development

Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards which includes the knowledge of:

- Different type of tourism development & the concept of sustainability
- Physical and socio-cultural environment and tourism
- Global issues
- Principles of sustainable tourism development
- Environmental impacts associated with tourism development
- Protecting ecosystems and biodiversity
- Techniques used to overcome or minimize negative impacts from tourism development
- Analyzing sustainable tourism business practices

Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Explain the tourism development planning process
- Analyze the concept of sustainability and its application within tourism planning and development
- Comment on the positive and negative impacts of tourism development and suggest sustainable solutions
- Analyze the tourism industry's response to current sustainability issues.
- Recognize the factors effecting tourism sector
- Access tourism's impact on socioeconomic condition of a destination

Tools & Equipment required:

S No.	DESCRIPTION
1	News / Magazine Reports on sustainable tourism



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2	Documentaries
3	Picture and video clips of destinations, tours, and activities.
4	Tourism policy manuals
5	Research papers on sustainable /eco / responsible tourism



1015-TT&L-30. Conduct Tour Camping

Overview:

The competency standard is designed to develop in response to industry demand for a more professional approach to promote tourism product & services. To do any job or to achieve its standards the most important aspect is to understand its definition so the application become easier and efficient otherwise the work done without proper knowledge, and its definition.

Competency Units	Performance Criterion
<p>1. Identify Adventure Tourism Project</p>	<p>P1: Identify Adventure tourism sports practiced in the country P2: Identify Role of Guide in Wilderness P3: Recognize issues relating to legal liability and risk management in the adventure tourism industry P4: Understand & demonstrate the use of camping equipment P5: Describe the relationship between tourism and environment P6: Assess the impact of adventure tourism as an economic, environmental, cultural and social force P7: Describe professional, industry and government organizations that serve and have an influence on the sector P8: Define technical, safety and environmental skills in adventure tourism P9: Understand the “Code of Conduct” on Trekking & Mountaineering in Northern Pakistan</p>
<p>2. Practice Outdoor Skills</p>	<p>P1: Understand the fundamentals of clothing, equipment, trip planning, navigation, backcountry etiquette, health & safety P2: Present a sound code of conduct for appropriate guiding behavior P3: Ensure to know the latest clothing and personal equipment needs and resources available for wilderness travelers P4: Demonstrate basic understanding of the theory of navigation including the fundamentals of map reading, the use of a compass, altimeter and GPS instruments</p>
<p>3. Establish a Campsite</p>	<p>P1: Identify the appropriate site for establishing camping grounds P2: Define the positions of accommodation tents, Kitchen, campfire & wash rooms P3: Ensure to secure the campsite P4: Evaluate the Environment Impact P5: Establish Kitchen P6: Establish Wash Rooms P7: Ensure to Pitch the tents considering comfort levels P8: Identify safety Brief for visiting tourist</p>
<p>4. Identify an adventure sports session</p>	<p>P1: Communicate project details from tour operator / project Manager P2: Interact with adventure team & inspect the equipment and work on your check lists</p>



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- P3:** Inform clients (in advance) about dress code related requirements of equipment
- P4:** Identify and meet clients and brief them on safety procedures
- P5:** Identify On site, inspect equipment and delegate responsibilities
- P6:** Report & document the activities
- P7:** Ensure customer satisfaction

Understanding and Knowledge:

Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Capable to identify adventure sports
- Capable to differentiate adventure and leisure tourism
- Capable to recognize the skills and tools required for various adventure sports
- Capable to assist in basic camping in outdoors
- Identify career opportunities available within the sector
- Successfully plan and prepare for basic wilderness based group trips
- Develop and present to a group a sound code of conduct for appropriate behavior pertinent to the area to be traveled in. This would include minimal impact camping and travel techniques, concern regarding wildlife, safety and health issues
- Demonstrate a basic understanding of the theory and application of navigation, including the use of map, compass, and altimeter and GPS readings

Tools & Equipment required:

S No.	DESCRIPTION
1	Different Types of Tents, mattress and sleeping bags
2	Ropes & knots with rock climbing equipment
3	Compass, altimeter, GPS, and Maps.
4	First aid kit
5	Mountaineering Equipment
6	Camping kitchen equipment (Light stoves & trek utensils)
7	Trekking & Mountaineering Rules & Regulations by (former) Federal Ministry of Tourism



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Manage the Tourist Destination

Overview:

This competency standard covers the skills and knowledge required to understand tourist destination management, marketing research, make destination a brand and markets it. The trainees will be able research market and introduce a tourism destination as a brand and communicate in market

Competency Units	Performance Criterion
1. Explore tourist destination	<p>P1: Locate tourist destinations</p> <p>P2: Classify natural and man-made exploring destinations</p> <p>P3: Indicate the characteristics of destinations</p> <p>P4: Analyze attractive features of selected destination</p>
2. Explore destination as a brand	<p>P1: Generate the reasons of branding a destination</p> <p>P2: Develop an idea to change the perception of unfavorable destinations</p> <p>P3: Create a common vision for the future of tourist destination</p> <p>P4: Indicate the unique characteristics of destination</p> <p>P5: Write a report of brand destination</p>
3. Perform the marketing activities to launch the brand destination	<p>P1: Find the role of stakeholders in the destination branding process</p> <p>P2: Select communication methods used to raise awareness of the destination’s brand identity</p> <p>P3: Indicate the different media used to communicate the destination’s brand identity</p> <p>P4: Communicate brand in targeted market</p>
4. Monitor the Effectiveness of branding	<p>P1: Observe costs of branding</p> <p>P2: Find key performance indicators (KPIs) of current level of branding effectiveness</p> <p>P3: Take survey from visitors about the brand</p>

Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards which includes the knowledge of:

- Characteristic of a destination
- Present destination as a brand
- Communicate the brand in targeted market
- Monitor the effectiveness of branding



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Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Brand a destination
- Use effective communication skills to market the brand
- Monitor the brand effectiveness among tourists

Tools & Equipment required:

Sr. No	DESCRIPTION
1	Maps
2	Computer
3	Pamphlets/brochures of destination

1015-TT&L-31. Recognize Cultural and Heritage Tourism

Overview:

This competency standard covers the skills and knowledge required to understand the growth, purpose of cultural and heritage tourism and effect of different organization. The trainees will be able to analyze and review the growth and development of cultural and heritage tourism as well as find effect of different organizations on cultural and heritage tourism.

Competency Units	Performance Criterion
1. Comprehend the growth of heritage and cultural tourism	<p>P1: Analyze the growth and development of the heritage and cultural tourism</p> <p>P2: Indicate potential conflicts in the conservation of heritage and cultural resources</p> <p>P3: Review the growth and development of cultural and heritage tourism</p>
2. Recognize the purpose of cultural and heritage attractions	<p>P1: Indicate potential cultural and heritage tourism</p> <p>P2: Analyze needs of visitor for cultural and heritage tourism</p> <p>P3: Review the importance of cultural and heritage tourism</p>
3. Understand the ownership, roles and responsibilities of different organizations	<p>P1: Survey the impact of different types of ownership on the cultural and heritage tourism</p> <p>P2: Analyze the roles and responsibilities of different organizations within heritage and cultural tourism</p> <p>P3: Review the analysis of roles and responsibility of organizations</p> <p>P4: Convey the findings effectively to concern person</p>



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Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards which includes the knowledge of:

- Growth and development in cultural and heritage tourism
- Potential conflict
- Need of visitor
- Impact of different organization on cultural and heritage tourism

Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Identify the tourist needs and attraction for cultural and heritage tourism
- Enlist the potential conflicts in cultural and heritage tourism
- Survey the different organization for their role to cultural and heritage tourism

Tools & Equipment required:

Sr. No	DESCRIPTION
1	Cultural Historical Maps
2	Heritage sites brochures
3	Computer
4	Stationary

1015-TT&L-32. Develop Hospitality & Tourism strategic planning

Overview:

This competency standard covers the skills and knowledge required to manage strategic product development within tourism enterprises and understand it's financial and profit issues of competitors. The trainees will be able to implement strategic plan by identifying benchmark in hospitality and tourism industry.

Competency Units	Performance Criterion
1. Explore product development plans	P1: Analyze cost effectiveness of tourist product P2: Check tourist product worth in market P3: Identify market needs P4: Understand financial and profit issues and requirements. P5: Enlist effective product development plan P6: Monitor and evaluate product development to improve the



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	product to tourist
2. Benchmark of global competition	<p>P1: Observe competitors practices for designing strategy</p> <p>P2: Follow continuous method of measuring product of other organization</p> <p>P3: Compare business processes with other organizations</p>
3. Plan Process	<p>P1: Follow process where plan provides direction</p> <p>P2: Collect regional & local planning material to convey the information</p> <p>P3: Analyze existing data</p> <p>P4: Suggest possible effective updates of product</p>

Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards which includes the knowledge of:

- Strategic planning
- Data collection from other organizations i.e. government statistics, public, private commissioned reports
- Tourism revenue or profit of competitors

Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Ability to compare goals & objectives to align strategic planning
- Capable to identify benchmarking
- Conduct survey

Tools & Equipment required:

Sr. No	DESCRIPTION
1	Economic journals
2	Products manuals
3	Computer
4	Stationary

1015-TT&L-33. Manage Office activities & Venue Maintenance

Overview:



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This competency unit covers the skills and required knowledge to follow the key office activities and maintenance procedures that apply in many sectors of the tourism and hospitality industry. It is particularly relevant to the tourism office operations.

Competency Units	Performance Criterion
1. Follow Workplace Hygiene Procedures	<p>P1: Follow hygiene procedures precisely and at all times in daily work activities</p> <p>P2: Identify and prevent hygiene risks in the workplace for self and others</p>
2. Clean Premises and Equipment	<p>P1: Select and set up equipment appropriate for the task in appropriate timeframe</p> <p>P2: Clean dry and wet areas thoroughly and safely using correct methods and materials</p> <p>P3: Maintain and store cleaning equipment safely</p> <p>P4: Liaison with contractors to ensure necessary maintenance work is carried out</p>
3. Communicate on the Telephone	<p>P1: Respond to incoming telephone calls promptly and in a professional manner</p> <p>P2: Make telephone calls as required for business purposes</p>
4. Perform Clerical Procedures	<p>P1: Process office documents in an accurate and timely manner according to the workflow</p> <p>P2: Draft correspondence when required in a professional manner representing the organization</p> <p>P3: Maintain document systems to ensure complete and accurate records of all correspondence are available</p>
5. Receive, Store and maintain Stock	<p>P1: Take delivery of stock while ensuring it meets the organizations needs</p> <p>P2: Store stock safely, cleanly and to ensure easy access and retrieval</p> <p>P3: Rotate and maintain stock to maximize effective use and minimize wastage and overstocking</p> <p>P4: Maintain stock levels and records to ensure efficient use of organizational resources</p> <p>P5: Identify stock losses accurately</p> <p>P6: Process and follow up stock orders quickly and accurately to maintain stock levels</p>

Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards which includes the knowledge of:

- Specific requirements of national and local occupational health and safety legislation
- Specific telephone system operation
- Organization products and services



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- Range and capability of office equipment
- Typical office procedures as appropriate to industry sectors
- Principles of stock control
- Common examples of stock control documentation and systems in the tourism and hospitality industries
- Safe lifting and handling procedures
- Stock level maintenance techniques as appropriate to industry sector
- Typical stocktaking procedures as appropriate to industry sector

Critical Evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Ability to follow established procedures
- Ability to accurately process a range of office documentation within organization acceptable timeframes
- Ability to efficiently and safely receive and store stock in the appropriate industry context
- Maintain continuous stock supply within a specific tourism and hospitality context

Tools & Equipment required:

Sr. No	DESCRIPTION
1	Desktop computer
2	Telephone
3	Cleaning equipment
4	Stationary



1015-TT&L-34. Conduct Animal handling operations in theme parks

Overview:

This competency standard covers the competencies to apply skills and knowledge to undertake the day-to-day operational requirements for operating an animal enclosure or exhibit in attractions or theme parks. It will further enable the trainee to provide information for customers about the animals in theme parks and attractions.

Competency Units	Performance Criterion
<p>1. Operate Animal Enclosure/Exhibit</p>	<p>P1: Prepare for visitors on time according to safety requirements and animal welfare</p> <p>P2: Monitor the enclosure/exhibit to maintain customer and animal safety and comfort</p> <p>P3: Clean and maintain enclosure/exhibit for good animal hygiene and attractive appearance</p> <p>P4: Close down enclosure/exhibit as required by animal comfort in prompt manner</p> <p>P5: Use and care for equipment to ensure its safe and effective operation at all times</p> <p>P6: Complete reports and documentation to organizational and legal requirements</p>
<p>2. Provide Tourists With Information On Animals</p>	<p>P1: Offer information to customers about the animals and all aspects of their acre and behaviors</p> <p>P2: Respond to customer questions about animals in an informative and interesting way</p>
<p>3. Co-ordinate & Monitor Animal Care</p>	<p>P3: Formulate appropriate animal diets and feeding regimes to maintain health and comfort</p> <p>P4: Handle and feed young animals safely, hygienically and sensitively</p> <p>P5: Monitor animal health constantly and acting or informing supervisors accordingly</p> <p>P6: Administer animal health treatments as instructed in a safe and effective manner</p> <p>P7: Monitor and modify animal behavior under instruction appropriately and safely</p> <p>P8: Operate and maintain controlled environments to ensure animal welfare and customer safety at all times</p> <p>P9: Capture, restrain and transport animals as required in a safe and careful manner that does not unduly upset or injure the animals</p> <p>P10: Use animal identification techniques to accurately record information and appropriately inform supervisors</p> <p>P11: Monitor quality in the animal enclosure as needed for animal welfare and customer satisfaction</p>
<p>4. Train and</p>	<p>P1: Develop animal training plans suited to the animals’ natural</p>



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Condition Animals

behaviors and the organizational requirements

P2: Train and condition animals according to instructions and with due regard for their maximum health and well being

P3: Design and present animal shows that treat the animals appropriately

Understanding and Knowledge:

The trainee must be able to demonstrate knowledge and understanding required to carry out tasks covered in this competency standards which includes the knowledge of:

- Animal types within the organisation
- Animal escape procedures
- Animal welfare and ethics policies
- Cleaning procedures in specific relation to animal enclosures
- Equipment procedures for animal husbandry and general enclosure equipment
- Health & safety requirements for animal enclosures
- Animal observation skills

Critical evidence (s) required:

The trainee needs to produce following critical evidence (s) to be competent in this competency standard:

- Ability to use animal husbandry and general enclosure equipment correctly
- Ability to undertake routine cleaning and maintenance duties
- Ability to complete enclosure documentation accurately
- Ability to apply safely procedures to selected animal groups

Tools & Equipment required:

Sr. No	DESCRIPTION
1	Animal care utensils
2	Animal welfare policy document
3	Personal safety equipment



Digital Skills

1015-TT&L-35. Operate digital media technology

Overview:

This unit describes the performance outcomes, skills and knowledge required to identify, select and use a digital media package and supporting technologies.

Unit of Competency	Performance Criteria
1. Use appropriate OHS office work practices	P1: Use safe work practices to ensure ergonomic, work organization, energy and resource conservation requirements are addressed P2: Use wrist rests and document holders where appropriate P3: Use monitor anti-glare and radiation reduction screens where appropriate
2. Identify and select appropriate digital media package	P1: Identify the basic requirements of a design brief, including user environment P2: Research and review suitable available digital media packages P3: Select an appropriate digital media package to meet design brief requirements
3. Use digital media package	P1: Procure or create suitable data to meet requirements of the brief P2: Manipulate data using digital media package tools P3: Ensure naming and storing of documents in appropriate file format in directories or folders
4. Review digital media design	P1: P2: Evaluate design for creative, dramatic and technical quality, file size, and suitability to meet the brief P3: Test and run any incorporated graphics, video or sound as part of a digital media presentation and present designs in the appropriate format P4: Review final product against design brief

Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Basic principles of visual design
- Functions and features of digital media packages and technologies
- Graphic design and stylistic language conventions



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- OHS principles and responsibilities for ergonomics, such as work periods and breaks
- Principles of digital imaging and file formats, video and sound file formats, file management and transfer systems
- Vendor product directions in digital media hardware and software
- Visualization and interpreting creative information, scripts (text) and images

Critical Evidence(s) Required

A person who demonstrates competency in this unit must be able to provide evidence of the ability to identify, select and use a digital media package and supporting technologies. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

Demonstrated evidence of the ability to:

- Identify basic requirements of a design brief
- Use digital media package to meet organizational requirements
- Use OHS principles and responsibilities for ergonomics, such as work periods and breaks
- Use help manuals and online help when appropriate
- Use digital media technologies to support design brief requirements.

1015-TT&L-36. Create user documentation

Overview:

This unit describes the performance outcomes, skills and knowledge required to create user documentation that is clear to the target audience and easy to navigate.

Unit of Competency	Performance Criteria
1. Determine documentation standards and requirements	<p>P1: Determine documentation requirements</p> <p>P2: Investigate documentation and industry standards for requirements and determine appropriate application to user documentation</p> <p>P3: Design documentation templates using appropriate software and obtain approval from appropriate person</p>
2. Produce user documentation	<p>P1: Conduct a review of the subject system, program, network or application in order to understand its functionality</p> <p>P2: Gather existing technical, design or user specifications and supporting documentation</p> <p>P3: Create user documentation based on template to record the operation of the subject system, program, network or application</p>
3. Review and obtain sign-off	<p>P1: Submit user documentation to target audience for review</p> <p>P2: Gather and analyze feedback</p> <p>P3: Make changes to user documentation</p> <p>P4: Submit user documentation to appropriate person for approval</p>



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Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Content features, including clarity and readability
- Document design, web design and usability
- Functions and features of templates and style guides
- Instructional design principles

Critical Evidence(s) Required

A person who demonstrates competency in this unit must be able to provide evidence of the ability to create user documentation that is clear to the target audience and easy to navigate. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments. Demonstrated evidence is required of the ability to create user documentation that:

- Meets business requirements
- Caters for a diverse readership
- Is clear to the target audience
- Is easy to navigate.

1015-TT&L-37. Create technical documentation

Overview:

This unit describes the performance outcomes, skills and knowledge required to create technical documentation that is clear to the target audience and easy to navigate.

Unit of Competency	Performance Criteria
1. Identify and analyze documentation requirements and client needs	<p>P1: Consult with client to identify documentation requirements</p> <p>P2: Interpret and evaluate documentation requirements and confirm details with client</p> <p>P3: Investigate industry and documentation standards for requirements</p> <p>P4: Define and document the scope of work to be produce</p> <p>P5: Consult with client to validate and confirm the scope of work</p>



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2. Design documentation	<p>P1: Identify information requirements with reference to layout and document structure</p> <p>P2: Create document templates and style guides consistent with information requirements</p> <p>P3: Conduct a review of the system in order to understand its functionality</p> <p>P4: Extract content that meets information requirements according to copyright restrictions</p> <p>P5: Develop the structure of the technical documentation giving focus to the flow of information, style, tone and content format</p> <p>P6: Validate the technical documentation structure with the client</p>
3. Develop documentation	<p>P1: Write technical documentation based on the template and scope of work using the information gathered</p> <p>P2: Translate technical terminology into plain English where appropriate</p> <p>P3: Apply content format and style according to documentation standards and templates</p>
4. Evaluate and edit documentation	<p>P1: Submit technical documentation to appropriate person for review</p> <p>P2: Gather and analyze feedback</p> <p>P3: Incorporate alterations into the technical documentation</p> <p>P4: Edit the technical documentation for technical and grammatical accuracy</p>
5. Prepare documentation for publication	<p>P1: Check that the completed technical documentation meets client requirements and scope of work</p> <p>P2: Submit the technical documentation to appropriate person for approval</p> <p>P3: Prepare the technical documentation for publication and distribution using appropriate channels</p>

Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Content features, such as clarity and readability
- Document design, web design and usability
- Functions and features of templates and style guides
- Instructional design principles
- Organizational policies, procedures and standards that cover document design.



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Critical Evidence(s) Required

A person who demonstrates competency in this unit must be able to provide evidence of the ability to create technical documentation that is clear to the target audience and easy to navigate. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

Demonstrated evidence is required of the ability to:

- Establish customer needs
- Design and develop technical documentation, such as system, procedures, training material and user guides, incorporating appropriate standards
- Update document with client feedback
- Prepare documentation for publication.



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1015-TT&L-38. Use social media tools for collaboration and engagement

Overview:

This unit describes the performance outcomes, skills and knowledge required to establish a social networking presence using social media tools and applications. The unit specifically identifies the requirement to review, compare and use different types of social networking tools and applications.

Unit of Competency	Performance Criteria
1. Describe different types of social media tools and applications	P1: Explain characteristics of the term social media P2: Identify different types of social-media tools and applications P3: Illustrate some of the issues associated with the use of social media tools and applications
2. Compare different types of social media tools and applications	P1: Select one social media type for Review P2: Review most popular tools and applications within that social media type P3: Itemize benefits across a range of the most popular tools and applications P4: Select most appropriate social media tool or application
3. Set up and use popular social media tools and applications	P1: Identify social media tools and applications for possible implementation P2: Initiate preferred social media tools and applications for use P3: Establish social media interface using text and file content P4: Initiate social networking interaction P5: Test and evaluate tools and applications for ease of use P6: Present findings

Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:



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- Basic technical terminology in relation to social networking and social media applications and tools
- Basic knowledge of uploading images, text files, pdf files, audio files, video files and link associated files
- Features and functions of social media applications
- Import and export software functions
- Linking documents
- OHS principles and responsibilities for ergonomics, including work periods and breaks
- Tagging to facilitate collaborative folksonomy
- Social media applications and procedures for connecting to social networking sites
- Use of input and output devices
- Use of RSS feeds to connect a social network.

Critical Evidence(s) Required

A person who demonstrates competency in this unit must be able to provide evidence of the ability to create technical documentation that is clear to the target audience and easy to navigate. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

Demonstrated evidence is required of the ability to:

- Establish customer needs
- Design and develop technical documentation, such as system, procedures, training material and user guides, incorporating appropriate standards



1015-TT&L-39. E-Commerce – SEO (Search Engine Optimization)

Overview:

This competency unit covers to develop efficient E-Marketing strategies in accordance with the Vision and Mission statement of the organization driven by Electronic means.

Unit of Competency	Performance Criteria
1. SEO (Search Engine Optimization)	P1: Apply SEO techniques P2: Employ SEO key words P3: Demonstrate SEO techniques to priorities their site or web application using automated tools

Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- SEO Methods including but not limited to Getting Indexed, Preventing Crawling, and Increasing Prominence.
- White-hat, Black-hat SEO techniques for web application
- SEO key words for web pages’ translation.

Critical Evidence(s) Required

A person who demonstrates competency in this unit must be able to provide evidence of the ability to write and edit copy that is clear to the target audience and easy to navigate. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.



1015-TT&L-40. E-Commerce – SCM (Supply Chain Management)

Overview:

This competency unit covers to develop efficient E-Marketing strategies in accordance with the Vision and Mission statement of the organization driven by Electronic means.

Unit of Competency	Performance Criteria
1. SCM (Supply Chain Management)	P1: Identity potential Suppliers P2: Select the appropriate supplier Place order as per requirement/inventory P3: Inspect received order P4: Maintain Inventory as per Inventory Control / store keeping techniques P5: Identity different available transportation mode P6: Identify steps of reverse SCM i.e. from consumer to organization

Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Procurement Cycle (Launch of RFP/RFQ, Tender, Bidding, Comparative Statement, Award of Contract, Maintenance)
- Different techniques to manage
- Product delivery and their traceability
- Incorporation of Outsourcing in logistics.
- Electronic Data Interchange methodologies and format

Critical Evidence(s) Required

A candidate who demonstrates competency in this unit must be able to provide evidence of the ability to write and edit copy that is clear to the target audience and easy to navigate. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.



1015-TT&L-41. Social Media Marketing

Overview:

This competency unit covers to develop efficient E-Marketing strategies in accordance with the Vision and Mission statement of the organization driven by Electronic means.

Unit of Competency	Performance Criteria
1. Social Media Marketing	<p>P1: Identify different Social media marketing techniques</p> <p>P2: Apply suitable Classified Advertisement techniques on social media</p> <p>P3: Perform Electronic Mail Marketing</p> <p>P4: Create Blogs</p>

Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

Describe Knowledge of different social media sites that is Facebook, Twitter, LinkedIn, Google+ etc., Comparative Statement, Award of Contract, Maintenance)

- Brand pages' creation on social media sites.
- Familiarity of banner ads integration on different web sites like newspaper site in any demographic region.
- Skills to regularly update brand/product/service blogs.
- Electronic Data Interchange methodologies and format
- Direct marketing techniques e.g. Email, SMS (Mobile- Commerce) for the projection of company newsletters

Critical Evidence(s) Required

A candidate who demonstrates competency in this unit must be able to provide evidence of the ability to implement e-marketing strategies that is clear to the target audience and easy to navigate. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.



Entrepreneurial Skills

1015-TT&L-42. Develop Entrepreneurial Skills

Overview:

This Competency Standard identifies the competencies required to develop entrepreneurial skills by Hotel manager, in accordance with the organization’s approved guidelines and procedures. You will be expected to develop a business plan, collect information regarding revenue generation, develop a marketing plan and develop basic business communication skills. Your underpinning knowledge regarding entrepreneurial skills will be sufficient to provide you the basis for your work.

Unit of Competency	Performance Criteria
1. Develop a business plan	P1: Conduct a market survey to collect following information <ul style="list-style-type: none">• Business Model• Financials• Equipment Estimation• Revenue Generation Sources• Marketing strategy• Market Trends• Overall Expenses P1: Select the best option in terms of cost, service, quality, sales, operational expenses P2: Compile the information collected through the market survey, in the business plan format
2. Develop a marketing plan	P1: Make a marketing plan for the service products, price, placement, promotion, people, packaging and positioning P2: Include the information of marketing plan in the business plan
3. Develop basic business communication skills	P1: Communicate with guests using effective communication skills Use different modes of communication to communicate effectively e.g.: presentation, speaking, writing, listening, visual representation, reading etc. P2: Use specific business terms used in the market

Knowledge and Understanding



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The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- 7Ps of marketing including product, price, placement, promotion, people, packaging and positioning
- 7Cs of business communication
- Different modes of communication and their application in the industry
- Specific business terms used in the industry
- Available funding sources
- Low interest loans to start a new business
- Market survey and its tools e.g: questionnaire, interview, observation etc
- Market trends for specific product offering
- State the main elements of business plan
- Business plan format

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) to be competent in this competency standard:

- List 7Ps
- List 7Cs



1015-TT&L-43. Apply project information management and communications techniques

Overview:

This unit describes the skills and knowledge required to provide a critical link between people, ideas and information at all stages in the project life cycle. It involves assisting the project team to plan communications, communicating information related to the project, and reviewing communications. It applies to individuals who are project practitioners working in a project support role.

Unit of Competency	Performance Criteria
1. Contribute to communications planning	P1: Identify, source and contribute relevant information requirements to initial project documentation P2: Contribute to developing and implementing the project communications plan and communications networks
2. Conduct information-management activities	P1: Act on and process project information according to agreed procedures as directed, to aid decision-making processes throughout project life cycle P2: Maintain information to ensure data is secure and auditable
3. Communicate project information	P1: Communicate with clients and other stakeholders during project using agreed networks, processes and procedures to ensure flow of necessary information P2: Ensure reports are prepared and released according to authorization, or produced for release by others P3: Seek information and advice from appropriate project authorities as required
4. Contribute to assessing effectiveness of communication	P1: Assist in ongoing review of project outcomes to determine effectiveness of communications-management activities P2: Report communications-management issues and responses to higher project authorities for application of lessons learned to future projects

Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:



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- Summarize models and methods of communications management in context of project life cycle and other project management functions
- Importance of managing risk by treating information securely
- Methods of reviewing outcomes
- Organizational policies and procedures relevant to this role in a specific context.

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) to be competent in this competency standard:

A person who demonstrates competency in this unit must be able to provide evidence of the ability to apply project information management and communications techniques. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

1015-TT&L-44. Apply Project Human Resources Management

Overview:

This unit describes the skills and knowledge required to assist with aspects of human resources management of a project. It involves establishing human resource requirements, identifying the learning and development needs of people working on the project, facilitating these needs being met, and resolving conflict in the team. It applies to individuals who are project practitioners working in a project support role.

Unit of Competency	Performance Criteria
1. Assist in determining human resource requirements	<p>P1: Analyze work breakdown structure to determine human resource requirements</p> <p>P2: Prepare a skills analysis of project personnel against project task requirements</p> <p>P3: Assist in assigning responsibilities for achieving project deliverables</p>
2. Contribute to establishing and maintaining productive team relationships	<p>P1: Actively seek views and opinions of team members during task planning and implementation</p> <p>P2: Promote cooperation and effective activities, goals and relationships within team</p> <p>P3: Communicate with others using styles and methods appropriate to organizational standards, group expectations and desired outcomes</p> <p>P4: Communicate information and ideas to others in a logical, concise and understandable manner</p>



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	P5: Regularly seek feedback on nature and quality of work relationships, and use feedback as basis for own improvement and development
3. Assist with human resource monitoring	P1: Monitor work of project personnel against assigned roles and responsibilities within delegated authority levels P2: Monitor and control actual effort against project plan P3: Review skill levels against allocated tasks and recommend solutions, where required, to others P4: Advise others within delegated authority when assigned responsibilities are not met by project personnel P5: Undertake work in a multi-disciplinary environment according to established human resource management practices, plans, guidelines and procedures P6: Resolve conflict within delegated authority according to agreed dispute-resolution processes P7: Assist in offering human resource development opportunities to individuals with skill gaps
4. Contribute to evaluating human resource practices	P1: Contribute to assessing effectiveness of project human resources management P2: Document lessons learned to support continuous improvement processes

Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Alternative project personnel engagement options
- Job design principles and work breakdown structures
- Learning and development approaches that can be incorporated into project life cycle
- Methods for skills analysis
- Project roles, responsibilities and reporting requirements for human resources.

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) to be competent in this competency standard:

A candidate who demonstrates competency in this unit must be able to provide evidence of the ability to apply project human resources management approaches. The evidence should



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integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.



1015-TT&L-45. Develop Project Management Plan

Overview:

This unit describes the skills and knowledge to develop a plan for a hotel management plan, including assessing project requirements and planning for all stages to completion and final documentation.

Unit of Competency	Performance Criteria
1. Prepare project management plan	P1: Evaluate and assess project brief and related documents P2: Produce document on project tasks and associated timelines, including installation processes and test requirements P3: Assess and produce document on resource requirements to assist allocation of appropriate resources P4: Produce training plan assessing training needs and associated timelines for efficient project implementation P5: Determine and document budgetary requirements P6: Discuss roles of all identified parties associated with project to ensure their involvement P7: Produce project verification document, including monitoring and control processes, and review processes such as quality audits P8: Consult with all relevant parties prior to finalizing draft plan and make changes as appropriate
2. Develop and evaluate management plan	P1: Produce preliminary plan for consultation, including identified factors that may impact on realization of project and observance of relevant legislation, codes, regulation and standards P2: Consult with client and clarify any amendment P3: Develop final plan with recommendations
3. Communicate project information	P1: Produce and document final plan to include implementation details and training needs P2: Present plan to client and obtain sign off
4. Contribute to assessing effectiveness of communication	P1: Assist in ongoing review of project outcomes to determine effectiveness of communications-management activities P2: Report communications-management issues and responses to higher project authorities for application of lessons learned to future projects

Knowledge and Understanding



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The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Key attributes of common telecommunications applications and related equipment
- Evaluate the connections to carrier infrastructure or equipment
- Current legislation relating to the design of installation of telecommunications equipment and connection to carrier services
- Advantages of leasing and purchase options to assist in delivering cost effective solutions
- Evaluate network and transmission equipment
- Network topologies, and interface and interconnect solutions
- Workplace health and safety (WHS) issues that need to be built into a plan, with consideration of:
 - electrical safety
 - materials handling
 - physical hazards
 - confined spaces
 - heights
 - lifting
- Evaluate the power requirements and electrical safety aspects of the installation plan
- Performance parameters and typical faults that may be encountered in client equipment and related connection and transmission media
- Various test equipment types suitable for tests to be made
- Warranty information for equipment supplies and contractor work guarantees.

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) to be competent in this competency standard:

A person who demonstrates competency in this unit must be able to provide evidence of the ability to develop a project management plan. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

- determine the project attributes and specifications
- prepare a coherent draft project management plan
- consult on and revise a project management plan
- document final project management plan and obtain sign off



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1015-TT&L-46. Develop sales Plan

Overview:

This unit describes the skills and knowledge required to develop a sales plan for a product or service for a team covering a specified sales territory based on strategic objectives and in accordance with established performance targets. It applies to individuals working in a supervisory or managerial sales role who develop a sales plan for a product or service.

Unit of Competency	Performance Criteria
1. Identify organizational strategic direction	P1: Obtain and analyze assessment of market needs and strategic planning documents P2: Review previous sales performance and successful approaches to identify factors affecting performance P3: Analyze information on market needs, new opportunities, customer profiles and requirements as a basis for decision making



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	P4: Carry out competitor analysis for rate structure
2. Establish performance targets	P1: Determine practical and achievable sales targets P2: Establish realistic timelines for achieving targets P3: Determine measures to allow for monitoring of performance P4: Ensure objectives of the sales plan and style of the campaign are consistent with organizational strategic objectives and corporate image
3. Develop a sales plan for a product	P1: Determine approaches to be used to meet sales objectives P2: Identify additional expertise requirements and allocate budgetary resources accordingly P3: Identify risks and develop risk controls P4: Develop advertising and promotional strategy for product P5: Identify appropriate distribution channels for product P6: Prepare a budget for the sales plan P7: Present documented sales plan to appropriate personnel for approval
4. Identify support requirements	P1: Identify and acquire staff resources to implement sales plan P2: Develop an appropriate selling approach P3: Train staff in the selling approach selected P4: Develop and assess staff knowledge of product to be sold
5. Monitor and review sales plan	P1: Monitor implementation of the sales plan P2: Record data measuring performance versus sales targets P3: Make adjustments to sales plan as required to ensure required results are obtained

Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Outline principles and techniques for selling
- Outline methods for monitoring sales outcomes
- Statistical techniques for analyzing sales and market trends
- Internal and external sources of information that are relevant to identifying organizational strategic direction and developing a product sales plan.
- Competitors intelligence



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Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) to be competent in this competency standard:

A person who demonstrates competency in this unit must be able to provide evidence of the ability to develop a sales plan. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

- Analyze information from a range of sources to develop a sales plan for a product and sales territory that meets organizational strategic direction including:
 - resource requirements and budget
 - achievable sales targets
 - performance measures
 - approaches to be used to meet objectives
 - risk management
 - advertising and promotional strategy
 - product distribution channels
- Acquire staff, develop selling approach and provide training support on product knowledge and sales approach
- Monitor and evaluate performance and adjust the plan as appropriate.



1015-TT&L-47. Address customer needs

Overview:

This unit describes the skills and knowledge required to manage an ongoing relationship with a customer over a period of time. This includes helping customers articulate their needs and managing networks to ensure customer needs are addressed. It applies to individuals who are expected to have detailed product knowledge in order to recommend customized solutions. In this role, individuals would be expected to apply organizational procedures and be aware of, and apply as appropriate, broader factors involving ethics, industry practice and relevant government policies and regulations.

Unit of Competency	Performance Criteria
1. Assist customer to articulate needs	<p>P1: Ensure customer needs are fully explored, understood and agreed</p> <p>P2: Explain and match available services and products to customer needs</p> <p>P3: Identify and communicate rights and responsibilities of customers to the customer as appropriate</p>
2. Satisfy complex customer needs	<p>P1: Explain possibilities for meeting customer needs</p> <p>P2: Assist customers to evaluate service and/or product options to satisfy their needs</p> <p>P3: Determine and prioritize preferred actions</p> <p>P4: Identify potential areas of difficulty in customer service delivery and take appropriate actions in a positive manner</p>
3. Manage networks to ensure customer needs are addressed	<p>P1: Establish effective regular communication with customers</p> <p>P2: Establish, maintain and expand relevant networks to ensure appropriate referral of customers to products and services from within and outside the organization</p> <p>P3: Ensure procedures are in place to ensure that decisions about targeting of customer services are based on up-to-date information about the customer and the products and services available</p> <p>P4: Ensure procedures are put in place to ensure that referrals are based on the matching of the assessment of customer needs and availability of products and service</p> <p>P5: Maintain records of customer interaction in accordance with organizational procedures</p>
4. Convert customer enquiries into sales	<p>P1: Use information provided by customers or accessed from the customer relationship management (CRM) system to identify any need</p>



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- P2:** Identify suitable products/services to meet needs
- P3:** Make convincing sales pitches to customers following standard scripts
- P4:** Handle customer queries, objections and rebuttals following standard scripts
- P5:** Adapt your approach and style to customer preferences, within the limits of your competence and authority
- P6:** Refer issues outside your area of competence and authority to appropriate people, following your organization’s procedures
- P7:** Identify and act on opportunities to up-sell or cross-sell other products/services to customers
- P8:** Confirm customer wishes and needs in order to close sales
- P9:** Obtain required financial information from customers, following your organization’s procedures
- P10:** Complete your organization’s post-sales procedures in order to complete/ fulfill sales
- P11:** Comply with relevant standards, policies, procedures and guidelines when converting customer enquiries into sales

Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Organizational procedures and standards for establishing and maintaining customer service relationships
- Consumer rights and responsibilities
- Ways to establish effective regular communication with customers
 - Outline details of products or services including with reference to:
 - possible alternative products and services
 - Variations within a limited product and service range.

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) to be competent in this competency standard:

A person who demonstrates competency in this unit must be able to provide evidence of the ability to address customer needs. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.



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- . Demonstrated evidence is required of the ability to:
- address customer s needs
 - check your work is complete and free from errors
 - use organizational procedures to document customer satisfaction
 - develop and maintain networks to support meeting customer needs
 - Identify potential difficulties in meeting customer needs and taking appropriate action.
 - communicate effectively with customers including
 - helping customers to articulate their needs and evaluate options
 - explaining products/services and how they match customer needs
 - establishing regular communication
 - explaining customer rights and responsibilities



1015-TT&L-48. Manage personal finances

Overview:

This unit of competency describes the outcomes required to develop, implement and monitor a personal budget in order to plan regular savings and manage debt effectively.

Unit of Competency	Performance Criteria
1. Develop a personal budget	<p>P1: Calculate current living expenses using available information to prepare a personal budget.</p> <p>P2: Keep a record of all income and expenses for a short period of time to help estimate ongoing expenses.</p> <p>P3: Subtract total expenses from total income to determine a surplus or deficit budget for the specified period.</p> <p>P4: Find reasons for a deficit budget and ways to reduce expenditure identified.</p> <p>P5: Identify ways to increase income, if possible</p>
2. Develop longer term personal budget	<p>P1: Analyze income and expenditure and set longer term personal, work and financial goals.</p> <p>P2: Develop a longer-term budget based on the outcomes of short-term budgeting, and adjust to meet living, work and future career requirements.</p> <p>P3: Identify obstacles that might affect finances such as job loss, sickness or unexpected expenses contingency savings</p> <p>P4: Formulate a regular savings plan based on budget, using secure savings products and services.</p> <p>P5: Monitor expenditure against budget and identify areas of possible expenditure saving</p>
3. Identify ways to maximize future finances	<p>P1: Determine sources and ways to maximize personal income, including from work, investments or available government payments/allowances.</p> <p>P2: Get further education or training to maintain or improve future income.</p> <p>P3: Identify the need for debt to finance living and other expenses, and determine the appropriate levels of debt and repayment.</p> <p>P4: Consolidate existing debt, where possible, to minimize interest costs and fees.</p> <p>P5: Seek professional money management services, where available, to ensure financial plans are effective and achievable.</p>



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Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Abilities to plan and organize to keep records and monitor a personal budget
- Abilities to set and review goals
- Basic financial management and record keeping to enable development and management of a personal budget
- Benefits of financial goal setting and personal budgeting to enable effective management of personal finances
- Numeracy skills to compare income and expenditure

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) to be competent in this competency standard:

A candidate who demonstrates competency in this unit must be able to provide evidence of the ability to manage personal finances. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

Demonstrated evidence is required of the ability to:

- develop a personal budget based on analysis of expenditure and income;
- formulate goals and identify financial contingency plans; and
- Monitor expenditure for a period of up to 2 weeks.



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1015-TT&L-49. Solve problems which jeopardize safety and security

Overview:

This unit is focus on negotiation in critical incidents and the development of strategic responses designed to resolve threatening incidents.

Unit of Competency	Performance Criteria
1. Identify a problem	<p>P1: Form a problem statement and analyze root cause</p> <p>P2: Take initiative in tackling problems rather than relying solely on directives</p> <p>P3: Follow logic steps in understanding root cause and analyzing potential solutions.</p>
2. Determine strategies for a required solution	<p>P1: Analyze all aspects of the incident for degree of hazard, priorities, optional outcomes and appropriate strategies</p> <p>P2: Analyze and determine strategies and priorities on the</p>



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	<p>incident sought from a range of sources</p> <p>P3: Assess long term objectives against resources and priorities</p> <p>P4: Apply a range of communication techniques to make and maintain contact with the key people</p> <p>P5: Provide clear and factual information to enable an honest and realistic assessment of the interests of the key people and their positions</p> <p>P6: Resolve the conflict and express their likely consequences clearly and do an analysis of the benefits</p> <p>P7: Reassess points of disagreements for common positive</p> <p>P8: Positions</p>
<p>3. Coordinate support services</p>	<p>P1: Assess the need for support services in terms of the determined strategies and priorities</p> <p>P2: Negotiate the resources of support services according to established procedures and availability</p> <p>P3: Provide information on strategies to support services and maintain the communication</p> <p>P4: Delegate roles and responsibilities according to expertise and resources</p>
<p>4. Restore order</p>	<p>P1: Assess the incidents for degree of risk and take appropriate action to reduce and remove the impact of the incident and restore order</p> <p>P2: Take action designed to minimize risk and the preserve the safety and security of all involve</p> <p>P3: Take action to prevent the escalation of the incident appropriate to the circumstances and agreed procedures.</p> <p>P4: Carry out the use of force for the restoration of control and the maintenance of security in the least restrictive manner.</p> <p>P5: Complete reports accurately and clearly provided to the appropriate authority promptly</p> <p>P6: Review, evaluate and analyze the incident and the organizational response to it and report it promptly and accurately.</p>
<p>5. Provide leadership. direction and guidance to the work group</p>	<p>P1: Link between the function of the group and the</p> <p>P2: goals of the organization</p> <p>P3: Participate in decision making routinely to develop, implement and review work of the group and to allocate responsibilities where appropriate</p> <p>P4: Give opportunities and encouragement to others to develop new and innovative work practices and strategies</p> <p>P5: Identify conflict and resolve with minimum disruption to work group function</p> <p>P6: Provide staff with the support and supervision necessary to perform work safely and without risk to health</p> <p>P7: Allocate tasks within the competence of staff and support</p>



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with appropriate authority, autonomy and training

P8: Supervise appropriately the changing priorities and situations and takes into account the different needs of individuals and the requirements of the task

Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Organization’s policies, guidelines and procedures related to control and surveillance, safety and preventing and responding to incidents and breaches of orders covered in the range of variables.
- Organization’s management and accountability systems
- Teamwork principles and strategies
- Principles of effective communication
- Guidelines for use of equipment and technology
- Code of conduct

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) to be competent in this competency standard:

A candidate who demonstrates competency in this unit must be able to provide evidence of the ability to resolve problems which jeopardize safety and security. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.



Soft Skills

1015-TT&L-50. Manage meetings

Overview:

This unit describes the skills and knowledge required to manage a range of meetings including overseeing the meeting preparation processes, chairing meetings, organizing the minutes and reporting meeting outcomes. It applies to individuals employed in a range of work environments who are required to organize and manage meetings within their workplace, including conducting or managing administrative tasks in providing agendas and meeting material. They may work as senior administrative staff or may be individuals with responsibility for conducting and chairing meetings in the workplace.

Unit of Competency	Performance Criteria
1. Prepare for meetings	P1: Develop agenda in line with stated meeting purpose P2: Ensure style and structure of meeting are appropriate to its purpose P3: Identify meeting participants and notify them in accordance with organizational procedures P4: Confirm meeting arrangements in accordance with requirements of meeting P5: Dispatch meeting working papers to participants within designated timelines
2. Conduct meetings	P1: Chair meetings in accordance with organizational requirements, agreed conventions for type of meeting and legal and ethical requirements P2: Conduct meetings to ensure they are focused, time efficient and achieve the required outcomes P3: Ensure meeting facilitation enables participation, discussion, problem-solving and resolution of issues P4: Brief minute-taker on method for recording meeting minutes in accordance with organizational requirements and conventions for type of meeting
3. Follow up meetings	P1: Check transcribed meeting notes to ensure they reflect a



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true and accurate record of the meeting and are formatted in accordance with organizational procedures and meeting conventions

P2: Distribute and store minutes and other follow-up documentation within designated timelines, and according to organizational requirements

P3: Report outcomes of meetings as required, within designated timelines

Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Outline meeting terminology, structures, arrangements
- Outline responsibilities of the chairperson and explain group dynamics in relation to managing meetings
- Describe options for meetings including In-person/physical, teleconferencing, web-conferencing and using webcams
- Identify the relevant organizational procedures and policies regarding meetings, chairing and minutes including identifying organizational formats for minutes and agendas.

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) to be competent in this competency standard:

A candidate who demonstrates competency in this unit must be able to provide evidence of the ability to manage meetings. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

Demonstrated evidence is required of the ability to:

- apply conventions and procedures for formal and informal meetings including:
 - developing and distributing agendas and working papers
 - identifying and inviting relevant meeting participants
 - organizing and confirming meeting arrangements
 - running the meeting and following up
- organize, take part in and chair a meeting
- record and store meeting documentation



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- Follow organizational policies and procedures

1015-TT&L-51. Manage workforce planning

Overview:

This unit describes the skills and knowledge required to manage planning in relation to an organization’s workforce including researching requirements, developing objectives and strategies, implementing initiatives and monitoring and evaluating trends. It applies to individuals who are human resource managers or staff members with a role in a policy or planning unit that focuses on workforce planning.

Unit of Competency	Performance Criteria
1. Identify workforce	<p>P1: Review current data on staff turnover and demographics</p> <p>P2: Assess factors that may affect workforce supply</p> <p>P3: Develop organization’s requirement for skilled workforce</p>
2. Develop workforce objectives and strategies	<p>P1: Review organizational strategy and establish aligned objectives for modification</p> <p>P2: Prepare strategies to address unacceptable staff turnover, if required</p> <p>P3: Define objectives to retain required skilled labor</p> <p>P4: Define objectives for workforce diversity and cross-cultural management</p> <p>P5: Obtain agreement and endorsement for objectives and establish targets</p> <p>P6: Develop contingency plans to cope with extreme situations</p>
3. Implement initiatives to support workforce planning objectives	<p>P1: Implement action to support agreed objectives for recruitment, training, redeployment and redundancy</p> <p>P2: Develop and implement strategies to assist workforce to deal with organizational dynamics</p> <p>P3: Implement succession planning model to ensure desirable workers are developed and retained</p> <p>P4: Implement programs to ensure workplace is an employer of choice</p>
4. Monitor and evaluate workforce trends	<p>P1: Evaluate workforce plan against patterns in exiting employee and workforce changes</p> <p>P2: Monitor labor supply trends for areas of high turnover in external environment</p>



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- P3:** Monitor effects of labor trends on demand for labor
- P4:** Survey organizational climate to gauge worker satisfaction
- P5:** Refine objectives and strategies in response to national and international changes and make recommendations in response to global trends.
- P6:** Regularly review government policy on labor jobs according to labor rights.
- P7:** Evaluate effectiveness of change processes against agreed objectives

Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Explain current information about external labor supply relevant to the specific industry or skill requirements of the organization
- Outline industrial relations relevant to the specific industry
- Describe labor force analysis and forecasting skills

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) to be competent in this competency standard:

A person who demonstrates competency in department must be able to provide evidence of the ability to manage workforce planning. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

Demonstrated evidence is required of the ability to:

- Review and interpret information from a range of internal and external sources to identify:
 - current staff turnover and demographics
 - labor supply trends factors that may affect workforce supply
 - organization’s workforce requirements objectives and strategies



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- Manage workforce planning including developing, implementing, monitoring and reviewing strategies to meet workforce needs
- Review relevant trends and supply and demand factors that will impact on an organization’s workforce
- Develop a workforce plan that includes relevant research and specific strategies to ensure access to a skilled and diverse workforce.

1015-TT&L-52. Undertake project work

Overview:

This unit describes the skills and knowledge required to undertake a straightforward project or a section of a larger project. It covers developing a project plan, administering and monitoring the project, finalizing the project and reviewing the project to identify lessons learned for application to future projects. This unit applies to individuals who play a significant role in



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ensuring a project meets timelines, quality standards, budgetary limits and other requirements set for the project.

Unit of Competency	Performance Criteria
1. Define project	<p>P1: Assess project scope and other relevant documentation</p> <p>P2: Identify project stakeholders</p> <p>P3: Seek clarification of discrepancies from delegating authority related to project and project parameters</p> <p>P4: Determine and access available resources to undertake project</p>
2. Develop project plan	<p>P1: Develop project feasibility report</p> <p>P2: Develop project plan in line with the project parameters</p> <p>P3: Develop and approve project budget</p> <p>P4: Formulate risk management plan for project, including Workplace Health and Safety (WHS)</p>
3. Administer and monitor project	<p>P1: Ensure project team members are clear about their responsibilities and the project requirements</p> <p>P2: Ensure outcomes and documented time lines of the project are met</p> <p>P3: Maintain required recordkeeping systems throughout the project</p> <p>P4: Implement and monitor plans of project finances and resources</p> <p>P5: Prepare project progress reports as required to stakeholders</p> <p>P6: Monitor risk management as required to ensure project outcomes are met</p>
4. Finalize the project	<p>P1: Complete financial recordkeeping associated with project for audit</p> <p>P2: Maintain proper record of unused items during project</p> <p>P3: Complete project documentation and obtain necessary sign-offs for concluding project</p>

Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Give examples of project management tools and how they contribute to a project
- Outline types of documents and other sources of information commonly used in defining the parameters of a project
- Explain processes for identifying and managing risk in a project
- Explain the organization’s procedures and processes that are relevant to managing a project including:



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- lines of authority and approvals
- quality assurance
- human resources
- budgets and finance
- recordkeeping
- reporting
- Outline the legislative and regulatory context of the organization in relation to project work, including workplace health and safety (WHS) requirements.

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) to be competent in this competency standard:

A person who demonstrates competency in this unit must be able to provide evidence of the ability to undertake project work. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

Demonstrated evidence is required of the ability to:

- define the parameters of the project including:
 - project scope
 - project stakeholders
 - relationship of project to organizational objectives
 - reporting requirements
 - resource requirements
- use project management tools to develop and implement a project plan including:
 - deliverables
 - work breakdown
 - budget and allocation of resources
 - timelines
 - risk management
 - recordkeeping and reporting
- consult and communicate with relevant stakeholders to generate input and engagement in planning, implementing and reviewing the project
- provide support to team members to enable them to achieve deliverables and to transition them as appropriate at completion of the project
- finalize the project including documentation and reporting
- review and document the project outcomes



1015-TT&L-53. Identify and communicate trends in career development

Overview:

This unit describes the skills and knowledge required to conduct research to identify and communicate career trends. It establishes the need to interact professionally with others in assessing career needs, to effectively assist clients identify competencies they require for a career and employability in a given context. It also examines how to maintain quality of career development services and professional practice. It applies to individuals seeking to identify and communicate trends in career development.

Unit of Competency	Performance Criteria
1. Research and explore career trends	<p>P1: Apply knowledge of changing organizational structures, lifespan of careers and methods of conducting work search, recruitment and selection processes</p> <p>P2: Analyze changing worker and employer issues, rights and responsibilities in context of changing work practices</p> <p>P3: Examine importance of quality careers development services</p> <p>P4: Maintain all research, documentation, sources and references (digital or physical).</p> <p>P5: Analyze implications of relevant policy, legislation, professional codes of practice and national standards relating to worker and employer issues</p> <p>P6: Confirm cluster employability skills and preferences that may open employment options in other career pathways</p>
2. Assess and confirm ongoing career development	<p>P1: Assess success of previous career development services</p> <p>P2: Maintain privacy and security of all data, research and personal records according to relevant policy</p> <p>P3: Establish existing work-life balance and friendly environment</p>
3. Maintain quality of career development services and professional practice	<p>P1: Analyze and review relevance of career theories, models, frameworks and SOPs</p> <p>P2: Incorporate into career development services and professional practice</p> <p>P3: Comply with all relevant policies</p>

Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:



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- Diversity and its potential effects on career choices
- Outline human psychological development and needs in relation to career development
- Outline relevant policy, legislation, codes of practice and standards relevant to career development
- Explain recruitment and selection processes in the context of career development services
- Describe a range of data gathering and research techniques
- Explain techniques used to analyze trends.

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) to be competent in this competency standard:

A person who demonstrates competency in this unit must be able to provide evidence of the ability to identify and communicate trends in career development. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

Demonstrated evidence is required of the ability to:

- research and analyze current economic, labor market, employment, career and vocational educational and training trends
- identify choices and career development needs for individuals within a given context
- report and document management of research and career development materials
- Comply with all relevant local, state/territory and national legislation, policies and practices.

1015-TT&L-54. Apply interpersonal skills

Overview:

This unit describes the skills and knowledge required to use advanced and specialized communication skills in the client-counselor relationship. This unit applies to individuals whose job role involves working with clients on personal and psychological issues within established policies, procedures and guidelines.

Unit of Competency

Performance Criteria



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1. Communicate effectively	P1: Identify communication barriers and use strategies to overcome these barriers in the client-counselor relationship P2: Facilitate the client-counselor relationship through selection and use of micro skills P3: Observe and respond to non-verbal communication cues P4: Integrate case note taking with minimum distraction
2. Use specialized counseling interviewing skills	P1: Select and use communication skills according to the sequence of a counseling interview P2: Identify points at which specialized counseling interviewing skills are appropriate for inclusion P3: Use specialized counseling communication techniques based on their impacts and potential to enhance client development and growth P4: Identify and respond appropriately to strong client emotional reactions
3. Evaluate own communication	P1: Reflect on and evaluate own communication with clients P2: Recognize the effect of own values and beliefs on communication with clients P3: Identify and respond to the need for development of own skills and knowledge

Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Legal and ethical considerations for communication in counseling practice, and how these are applied in individual practice:
 - codes of conduct/practice
 - discrimination
 - human rights
 - practitioner/client boundaries
 - privacy, confidentiality and disclosure
 - rights and responsibilities of workers, employers and clients
 - work role boundaries responsibilities and limitations of the counselor role
 - workplace health and safety
- **Communication techniques and micro-skills including:**
 - attending behaviors active listening, reflection of content feeling, summarizing
 - questioning skills open, closed, simple and compound questions
 - client observation skills
 - noting and reflecting skills
 - providing client feedback



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- **Components of the communication process including:**
 - encoder
 - decoder

- **Primary factors that impact on the communication process including:**
 - context
 - participants
 - rules
 - messages
 - channels
 - noise
 - feedback

- **Communication barriers and resolution strategies, including:**
 - environmental
 - physical
 - individual perceptions
 - cultural issues
 - language
 - age issues
 - disability

- **Observational techniques including:**
 - facial expressions
 - non-verbal behavior
 - posture
 - silence

- **Ways including:**
 - visual in which different people absorb information
 - auditory
 - kinesthetic

- **Impacts of trauma and stress on the communication process, including on:**
 - concentration and attention
 - memory
 - Intelligence
 - use of verbal and written language
 - use of body language
 - challenging within the counseling session

- **Self-evaluation practices, including:**
 - how to recognize own biases
 - Impact of own values on the counseling relationship.



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Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) to be competent in this competency standard:

A person who demonstrates competency in this unit must be able to provide evidence of the ability to apply specialist interpersonal and counseling interview skills. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

Demonstrated evidence is required of the ability to:

- interviewed at least 3 different clients using specialized interpersonal communication and counseling interviewing skills, including:
- micro-skills and communication techniques, including:
 - attending behaviors active listening,
 - reflection of content, summarizing
 - questioning skills open, closed, simple and compound questions
 - client observation skills
 - noting and reflecting skills
 - providing client feedback
- specialized counseling interviewing skills, including:
 - challenging
 - reframing
 - focusing
- integrated clear case note taking into the interview process
- Completed a structured process of self-reflection and evaluation of own communication used during the 3 interviews.



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1015-TT&L-55. Work safely in an office environment

Overview:

This unit describes the performance outcomes, skills and knowledge required to participate in workplace occupational health and safety (OHS) processes to protect workers own health and safety, and that of others.

Unit of Competency	Performance Criteria
1. Work safely	<p>P1: Follow established safety procedures when conducting</p> <p>P2: Work</p> <p>P3: Carry out pre-start systems and equipment checks in</p> <p>P4: accordance with workplace procedures</p>
2. Implement workplace safety requirements	<p>P1: Identify designated persons for reporting queries and concerns about safety in the workplace</p> <p>P2: Identify existing and potential hazards in the workplace, report them to designated persons and record them in accordance with workplace procedures</p> <p>P3: Identify and implement workplace procedures and work instructions for controlling risks</p> <p>P4: Report emergency incidents and injuries to designated persons</p> <p>P5: Maintain emergency contact list</p>
3. Participate in OHS consultative processes	<p>P1: Contribute to workplace meetings, inspections or other consultative activities</p> <p>P2: Raise OHS issues with designated persons in accordance with organizational procedures</p> <p>P3: Take actions to eliminate workplace hazards or to reduce risks</p>
4. Follow safety procedures	<p>P1: Identify and report emergency incidents</p> <p>P2: Follow organizational procedures for responding to emergency incidents</p> <p>P3: Check of safety tools</p>

Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:



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- Explain responsibilities of employers and employees under relevant health and safety regulation
- Describe emergency procedures including procedures for fires, accidents and evacuation
- Outline commonly used hazard signs and safety symbols.

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) to be competent in this competency standard:

A candidate who demonstrates competency in this unit must be able to provide evidence of the ability to participate in workplace OHS processes. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

Assessment must ensure the safety processes; hazards and risk are relevant to the area of work. Evidence of the following is essential:

- Accurately following all relevant safety procedures
- Identifying and reporting hazards to designated personnel
- Knowledge of relevant health and safety regulations
- Knowledge of relevant materials, equipment and work processes.

1015-TT&L-56. Develop workplace documents

Overview:

This unit covers interpreting and composing a range of workplace documents from a number of sources. It includes interpreting written information for workplace purposes as well as planning, drafting and reviewing a basic document before writing the final version. The focus is on the content and structure of written materials and not on the use of computer technology

Unit of Competency	Performance Criteria
1. Interpret written information	<p>P1: Read workplace materials to identify the subject and key information for using or reporting to others.</p> <p>P2: Read procedural manuals and codes of practice to locate specific information to carry out work functions in accordance with policy and standards.</p> <p>P3: Read a range of written materials to locate and select required information for summaries, short reports and response to requests.</p> <p>P4: Identify the cultural context and prior knowledge required to</p>



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	<p>interpret workplace information and obtain assistance when required.</p> <p>P5: Determine candidate and purpose for the document</p> <p>P6: Seek assistance with interpretation of complex materials in accordance with organizational procedures.</p>
2. Develop written materials	<p>P1: Identify and comply with established requirements for a range of written materials</p> <p>P2: Determine format and structure</p> <p>P3: Identify organizational requirements</p> <p>P4: Establish method of communication</p> <p>P5: Develop introductory guide for incumbents</p>
3. Draft document	<p>P1: Develop draft document to communicate key points</p> <p>P2: Obtain and include any required additional information</p>
4. Review document	<p>P1: Check draft for suitability of tone for audience, purpose, format and communication style</p> <p>P2: Check draft for readability, grammar, spelling, sentence and paragraph construction and correct any inaccuracies or gaps in content.</p> <p>P3: Check draft for sequencing and structure</p> <p>P4: Check draft to ensure it meets organizational requirements</p> <p>P5: Ensure draft is proofread, where appropriate, by supervisor or colleague</p>
5. Write final document	<p>P1: Make and proofread necessary changes</p> <p>P2: Ensure document is sent to intended recipient within required time frames</p> <p>P3: File copy of document in accordance with organizational policies and procedures</p>

Knowledge and Understanding

The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Reading and writing procedures at a level to cope with a range of workplace materials
- Integration of information from a number of sources in order to generate meaning
- Ways to write and sequence paragraphs according to the required purpose of written material
- Outline the linking ideas in written material through selection and use of words, grammatical structures, headings and punctuation appropriate to the purpose
- Spelling, punctuation and grammar for workplace documents at an experienced level
- Response to diversity, including gender and disability
- Implementation of ergonomic requirements for office work



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- Environmental policies such as those relating to paper use/wastage/recycling
- Preparation of general information and papers according to target audience
- Problem solving skills to determine document design and production processes
- Usage of resources to assist in document production, such as dictionary, thesaurus, templates, style sheets
- Ways to produce business letters, memos, job applications, resumes, meeting agendas and minutes
- Ways to handle courier/postal services

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) to be competent in this competency standard:

A person who demonstrates competency in this unit must be able to provide evidence of the ability to interpret written information for workplace purposes and plan, draft and review a basic document before writing the final version. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

Evidence of the following is essential:

- Producing a range of documents that accurately convey required information including single and multipage business letters, memos, job applications, resumes, meeting agendas and minutes.
- Knowledge of organizational policies and procedures for document production



1015-TT&L-57. Maintain professionalism in workplace

Overview:

This unit of competency describes the outcomes required maintain a professional image in the workplace, including behaving ethically, demonstrating motivation, respecting timeframes and maintaining personal appearance.

Unit of Competency	Performance Criteria
1. Respect work timeframes	<p>P1: Demonstrate punctuality in meeting, set working hours and times.</p> <p>P2: Utilize working hours only for working and follow company regulations.</p> <p>P3: Complete work tasks within deadlines according to order of priority</p> <p>P4: Perform extra ordinary during working hours</p>
2. Maintain personal appearance and hygiene	<p>P1: Clean hair, body and nails regularly</p> <p>P2: Wear suitable cloths for the workplace, and respect local and cultural contexts</p> <p>P3: Meet specific company dress code requirements</p> <p>P4: Keep smiling and have positive body language during working hours</p>
3. Maintain adequate distance with colleagues and clients	<p>P1: Respect personal space of colleagues and clients with reference to local customs and cultural contexts.</p> <p>P2: Avoid cross transmission of infections (especially through respiration).</p>
4. Work in an ethical manner	<p>P1: Follow company values/ethics codes of ethics and/or conduct, policies and guidelines.</p> <p>P2: Use company resources in accordance with company ethical standards.</p> <p>P3: Undertake work practices in compliance with company ethical standards, organizational policy and guidelines.</p> <p>P4: Instruct co-workers on ethical, lawful and reasonable directives.</p> <p>P5: Share Company values/practices with co-workers using appropriate behavior and language.</p> <p>P6: Report work incidents/situations and/or resolved in accordance with company protocol/guidelines.</p>

Knowledge and Understanding



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The candidate must be able to demonstrate underpinning knowledge and understanding required to carry out tasks covered in this competency standard. This includes the knowledge of:

- Application of good manners and right conduct
- Basic practices for oral and personal hygiene
- Common products used for oral and personal hygiene
- Outline the company code of conduct/values
- Outline the Company regulations, performance and ethical standards
- Work responsibilities/job functions
- Communication skills
- Workplace hygiene standards

Critical Evidence(s) Required

The candidate needs to produce following critical evidence(s) to be competent in this competency standard:

A candidate who demonstrates competency in this unit must be able to provide evidence of the ability to maintain professionalism in the workplace. The evidence should integrate employability skills with workplace tasks and job roles and verify competency is able to be transferred to other circumstances and environments.

Evidence of the following is essential:

- clarify and affirm work values/ethics/concepts consistently in the workplace;
- comply with required working times;
- conduct work practices satisfactorily and consistently, in compliance with work ethical standards, organizational policy and guidelines;
- Keep adequate distance while interacting with colleagues and clients.



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Islamabad 31st May, 2019

NOTIFICATION

No. F. 5(13)/2018-DD (TE): In pursuance of sub-section (d) of section-6" Functions of the Commission" National Vocational & Technical Training Commission (NAVTTC) Act-2011, NAVTTC is pleased to approve and notify following qualifications in twenty (20) trades for Level 1-5 under National Vocational Qualification Framework (NVQF), which have been developed in compatibility with latest global trends in the fields and fulfilling requirements of competency based training and assessment (CBT&A) system. The qualifications have been developed and validated in collaboration with TEVTAs, QABs, industry and other relevant stakeholders: -

S#	National Vocational Qualifications
1.	National Qualification Level-5 diploma in Automobile Technology
2.	National Qualification Level-5 diploma in Civil Technology
3.	National Qualification Level-5 diploma in Construction Technology
4.	National Qualification Level-5 diploma in Information & Commutation Technology (ICT)
5.	National Qualification Level-5 diploma in Garment Manufacturing Technology
6.	National Qualification Level-5 diploma in Electrical Technology
7.	National Qualification Level-5 diploma in Electronics Technology
8.	National Qualification Level-5 diploma in Instrumentation Technology
9.	National Qualification Level-5 diploma in Computer Aided Design & Manufacturing (CAD /CAM)
10.	National Qualification Level-5 diploma in Mechanical Technology
11.	National Qualification Level-5 diploma in Graphics Designing
12.	National Qualification Level-5 diploma in Heating, Ventilation, Air-conditioning & Refrigeration (HVACR) Technology
13.	National Qualification Level-5 diploma in Media Production



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14.	National Qualification Level-5 diploma in Hotel Management
15.	National Qualification Level-5 diploma in Professional Chef
16.	National Qualification Level-5 diploma in Tourism Management
17.	National Qualification Level-5 diploma in Hair & Beauty Services
18.	National Qualification Level-5 diploma in Fashion Designing
19.	National Qualification Level-5 diploma in Ceramics Technology
20.	National Qualification Level-5 diploma in Telecom Technology

2. All the TVET related institutions / organizations are required to implement aforementioned qualifications so that a uniform and standardized TVET qualification system is established in Pakistan and efforts are made for international equivalence / recognition of these qualifications.

3. Competency Standards of the above enlisted qualifications can be accessed at NAVTTC's website (www.navttc.org).

(Muqem Islam)

Director General (Skill Standards & Curricula)

Phone: 051-9215385

Distribution:

1. Federal Secretary, Ministry of Federal Education & Professional Training, Govt of Pakistan
2. Federal Secretary, Ministry of Overseas Pakistanis and Human Resource Development, Govt of Pakistan, Islamabad
3. Federal Secretary, Ministry of Industry and Production, Govt of Pakistan, Islamabad
4. Federal Secretary, Ministry of Textile Industry, Govt of Pakistan, Islamabad
5. Federal Secretary, Ministry of Commerce, Govt of Pakistan, Islamabad



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6. Federal Secretary, Ministry of Railway, Govt of Pakistan, Islamabad
7. Federal Secretary, Ministry of Climate Change, Govt of Pakistan, Islamabad
8. Federal Secretary, Ministry of Religious Affairs, Govt of Pakistan, Islamabad
9. Federal Secretary, Ministry of Communication, Govt of Pakistan, Islamabad
10. Federal Secretary, Ministry of Aviation Division, Govt of Pakistan, Islamabad
11. Federal Secretary, Ministry of Science & Technology, Govt of Pakistan, Islamabad
12. Chairperson, Punjab Technical Education and Vocational Training Authority (P-TEVTA), Lahore
13. Managing Director, Khyber Pakhtunkhwa Technical Education and Vocational Training Authority (KP-TEVTA),
14. Managing Director, Sindh Technical Education and Vocational Training Authority (S-TEVTA), Karachi
15. Chairman, Azad Jammu & Kashmir, Technical Education and Vocational Training Authority (AJ&K TEVTA), Muzafarabad
16. Director TVET Cell, Gilgit Baltistan, Gilgit
17. Director General, Punjab Vocational Training Council (PVTC), Punjab
18. Managing Director, Technology Upgradation and Skill Development Company (TUSDEC) Lahore
19. Project Director, Punjab Skill Development Program (PSDP) Lahore
20. CEO, Punjab Skill Development Fund, Lahore
21. Rector, UNTECH University Islamabad
22. National Deputy Leader, GIZ Islamabad
23. PS to Minister of Federal Education & Professional Training, Govt of Pakistan
24. PS to Special Adviser to the Prime Minister on Youth Affairs, Prime Minister's Office, Islamabad
25. Chairperson, Federal of Pakistan Chamber of Commerce and Industry (FPCCI), Karachi
26. Conveyor, Sector Skills Council (Textile/ Construction/ Renewable Energy/ Hospitality and Tourism)
27. Director Technical Education and Vocational Training Authorities (TEVTA), Balochistan
28. Chairman, Pakistan Tourism Development Corporation, Lahore
29. Chairman, PCSIR Headquarters, Islamabad



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30. Director General, Pakistan Forest Institute, Peshawar
31. Chairman, Wafaq ul Madaris, Multan
32. Director General, Staff Welfare, Islamabad
33. Director General, NISTE Capital Administration and Development Division, Islamabad
34. Director General, National Training Bureau, Islamabad
35. Chairmen, Provincial Technical Education Boards
36. Chairmen, Provincial Trade Testing Boards
37. Secretary, IBCC, Islamabad: *with the request that National qualifications of Level 5 diploma in the aforementioned trades may be considered equivalent to Diploma of Associate Engineer/HSSC after inclusion of compulsory courses in the light of IBCC general requirement.*

Copy for information to: -

1. DG (P&D)/(A&F)/ (A&C) (S&C) NAVTTC
2. Director General(s), NAVTTC Regional Office(s).
3. Sr. Technical Advisor, TSSP-GIZ
4. Staff Officer to Chairman, NAVTTC
5. PS to Executive Director, NAVTTC Islamabad
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National Competency Standards Level-5 for “Tourism Management”

