Government of Pakistan

**National Vocational and Technical Training Commission**

**Prime Minister’s Hunarmand Pakistan Program**

 "Skills for All"



**Course Contents/ Lesson Plan**

**Course Title:** **Travel and Tourism Manger Program**

**Duration: 6 Months**

**Revised Edition**

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| --- | --- |
| **Trainer Name** |  |
| **Author Name** | **Hashoo Hunar Association (HHA)** |
| **Course Title** | **Travel and Tourism Manager Program** |
| Objectives and Expectations  | **Employable skills and hands-on practice in Travel and Tourism Manger Program.**The Travel and Tourism Manger Program a comprehensive 6-month program comprising intense hands-on training combined with conceptual theoretical knowledge, coupled with industrial internship, aims at imparting modern skills and knowledge to the field of Travel and tourism. The prime objective of this program is to create a new generation of Travel and Tourism Manager employees and entrepreneurs who possess hands on skills and a professional vision to explore new horizons of excellence in this field. This course aims to train “excellent” professionals, who will be able to work effectively as a team, with initiative and observing the principles of HACCP. This is a completely practical course in our facilities and real workplaces that will allow our students for the best insertion in the labor market.**Main Expectations:** In short, the course under reference should be delivered by professional instructors in such a robust hands-on manner that the trainees are comfortably able to employ their skills for earning money (through wage/self-employment) at its conclusion. This course thus clearly goes beyond the domain of the traditional training practices in vogue and underscores an expectation that a market-centric approach will be adopted as the main driving force while delivering it. The instructors should therefore be experienced enough to be able to identify the training needs for the possible market roles available out there. Moreover, they should also know the strengths and weaknesses of each trainee to prepare them for such market roles during/after the training. 1. Specially designed practical tasks to be performed by the trainees have been included in the Annexure-I to this document. The record of all tasks performed individually or in groups must be preserved by the management of the training Institute clearly labeling name, trade, session, etc so that these are ready to be physically inspected/verified through monitoring visits from time to time. The weekly distribution of tasks has also been indicated in the weekly lesson plan given in this document.
2. To materialize the main expectations, a special module on **Job Search & Entrepreneurial Skills** has been included in the latter part of this course (6months) through which, the trainees will be made aware of the Job search techniques in the local as well as international job markets (Gulf countries). Awareness around the visa process and immigration laws of the most favored labor destination countries also form a part of this module. Moreover, the trainees would also be encouraged to venture into self-employment and exposed to the main requirements in this regard. It is also expected that a sense of civic duties/roles and responsibilities will also be inculcated in the trainees to make them responsible citizens of the country.
3. A module on **Work Place Ethics** has also been included to highlight the importance of good and positive behavior in the workplace in the line with the best practices elsewhere in the world. An outline of such qualities has been given in the Appendix to this document. Its importance should be conveyed in a format that is attractive and interesting for the trainees such as through PPT slides +short video documentaries. Needless to say that if the training provider puts his heart and soul into these otherwise non-technical components, the image of the Pakistani workforce would undergo a positive transformation in the local as well as international job markets.

To maintain interest and motivation of the trainees throughout the course, modern techniques such as: • Motivational Lectures • Success Stories• Case StudiesThese techniques would be employed as an additional training tool wherever possible (these are explained in the subsequent section on Training Methodology). Lastly, evaluation of the competencies acquired by the trainees will be done objectively at various stages of the training and a proper record of the same will be maintained. Suffice to say that for such evaluations, practical tasks would be designed by the training providers to gauge the problem-solving abilities of the trainees. 1. **Motivational Lectures**

The proposed methodology for the training under reference employs motivation as a tool. Hence besides the purely technical content, a trainer is required to include elements of motivation in his/her lecture. To inspire the trainees to utilize the training opportunity to the full and strive towards professional excellence. Motivational lectures may also include general topics such as the importance of moral values and civic role & responsibilities as a Pakistani. A motivational lecture should be delivered with enough zeal to produce a deep impact on the trainees. It may comprise of the following:* Clear Purpose to convey the message to trainees effectively.
* Personal Story to quote as an example to follow.
* Trainees fit so that the situation is actionable by trainees and not represent a just idealism.
* Ending Points to persuade the trainees on changing themselves.

 A good motivational lecture should help drive creativity, curiosity, and spark the desire needed for trainees to want to learn more.The impact of a successful motivational strategy is amongst others commonly visible in increased class participation ratios. It increases the trainees’ willingness to be engaged on practical tasks for a longer time without boredom and loss of interest because they can see in their mind's eye where their hard work would take them in short (1-3 years); medium (3 -10 years) and long term (more than 10 years). As this tool is expected that the training providers would make arrangements for regular well planned motivational lectures as part of a coordinated strategy interspersed throughout the training period as suggested in the weekly lesson plans in this document.Course-related motivational lectures online link is available in **Annexure-II**.1. **Success Stories**

Another effective way of motivating the trainees is using Success Stories. Its inclusion in the weekly lesson plan at regular intervals has been recommended till the end of the training. A success story may be disseminated orally, through a presentation, or using a video/documentary of someone that has risen to fortune, acclaim, or brilliant achievement. A success story shows how a person achieved his goal through hard work, dedication, and devotion. An inspiring success story contains compelling and significant facts articulated clearly and easily comprehendible words. Moreover, it is helpful if it is assumed that the reader/listener knows nothing of what is being revealed. The optimum impact is created when the story is revealed in the form of:-* Directly in person (At least 2-3 cases must be arranged by the training institute)
* Through an audio/ videotaped message (2-3 high-quality videos must be arranged by the training institute)

It is expected that the training provider would collect relevant high-quality success stories for inclusion in the training as suggested in the weekly lesson plan given in this document. The suggestive structure and sequence of a sample success story and its various shapes can be seen in **Annexure III**. 1. **Case Studies**

Where a situation allows, case studies can also be presented to the trainees to widen their understanding of the real-life specific problem/situation and to explore the solutions.In simple terms, the case study method of teaching uses a real-life case example/a typical case to demonstrate a phenomenon in action and explain theoretical as well as practical aspects of the knowledge related to the same. It is an effective way to help the trainees comprehend in depth both the theoretical and practical aspects of the complex phenomenon in depth with ease. Case teaching can also stimulate the trainees to participate in discussions and thereby boost their confidence. It also makes the classroom atmosphere interesting thus maintaining the trainees’ interest in training till the end of the course.Depending on suitability in the trade, the weekly lesson plan in this document may suggest case studies be presented to the trainees. The trainer may adopt a PowerPoint presentation or video format for such case studies whichever is deemed suitable, but only those cases must be selected that are relevant and of a learning value. The Trainees should be required and supervised to carefully analyze the cases. For this purpose, they must be encouraged to inquire and collect specific information/data, actively participate in the discussions, and intended solutions to the problem/situation. Case studies can be implemented in the following ways: - 1. A good quality trade-specific documentary ( At least 2-3 documentaries must be arranged by the training institute)
2. Health & Safety case studies (2 cases regarding safety and industrial accidents must be arranged by the training institute)
3. Field visits( At least one visit to a trade-specific major industry/ site must be arranged by the training institute)
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| Entry-level of trainees | Intermediate |
| **Learning Outcomes of the course** | By the end of this course, students will be able to:• Demonstrate professionalism and service standards in travel and Tourism Sector to ensure quality guest service.• Understand Travel and tourism industry and its Importance.• Comprehensive hands-on Tour Guiding • Importance of communication skills in travel and tourism industry• Understanding Customer care in Tourism and hospitality Industry• Understanding how to manage a Tour Company• Hands on Design Travel Packages• Learn how to plan an Itinerary• Brief introduction to Hospitality industry• Deep understanding about Eco-Tourism, Responsible Tourism, Sustainable Tourism, Cultural Tourism and Adventure Tourism• Define operational issues in tourism business.• Learn how to manage operational issues in tourism business.• Learn about the importance of human resource in tourism business.• Observe occupational health & safety regulations• Job Search in Industry (Domestic and international) and Resume Development |
| **­­­Course Execution Plan** | The total duration of the course: **6 months (24 Weeks)**Class hours:**4 hours per day**Theory: **40%**Practical: **60%**Weekly hours: **20 hours per week**Total contact hours: **480 hours** |
| **Companies offering jobs in the respective trade** | 1. TDCP
2. ITHM
3. Federal Institute of Tourism and Hotel Management
4. Institute of Tourism & Hotel Management
5. Government Institutes
6. Corporate Companies
7. Tour Operators
8. Lodging Industry
 |
| **Job Opportunities** | All over the world there is a high demand of tourism workers. Tourism is one of the fastest growing industries of the world. Nearly above 6.5 million jobs are expected worldwide by 2023. The latest increased in tourism in Saudi Arabia and Gulf countries has also increased the demand of tourism workers The tourism sector of Pakistan has also opened its door for the world. Since last year domestic tourism has also increased many folds that in turn have enhanced the demand of workers in Pakistan also.Unfortunately, Tourism sector in Pakistan remained under privileged in since its birth. The latest initiative of the government has created lot of awareness and demand of this sector.With the help of this course, we will be able to give necessary skills training in the travel and tourism sector to our youth. There are also opportunities for new start-up of entrepreneurship because of high demand in the emerging market of tourists for:* TDCP
* ITHM
* Federal Institute of Tourism and Hotel Management
* Institute of Tourism & Hotel Management
* Government Institutes
* Corporate Companies
* Tour Operators
 |
| **No of Students** | 20 |
| **Learning Place** | Classroom / Field visits |
| **Instructional Resources** | **Development Platform:** * Tutorials
* Videos
* Course Curriculum
* Field visits

**Learning Material:** * Curriculum
* Videos
* Support books
* Google
* Daily Consumable

**Reference books:**1. Ecology and Tourism by Dr.G.poiyamoazhi
2. Organizational Behaviour – Fred Luthans
3. Introduction to Hospitality - I & II – Dennis Foster
4. IGCSE Travel and Tourism (0471) Syllabus 2023 onward – Updated for Pakistan
5. Food & Beverage Service – Vijay Dhawan
6. Textbook of Tourism Management by Abdul Moiz Imran.
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**MODULES**

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| **Scheduled Weeks** | **Module Title** | **Learning Units** | **Activity/Assignment** |
| **Week 1**  | **Introduction to Travel and Tourism** | * Introduction of Tourism
* History of Tourism
* Factors that Motivate People to Travel
* Traditional and Niche Tourism
* Difference between just travelling and tourism
* What is Tourism Management
 | **Group discussions on personal travel experiences.** |
| **Week 2** | **Basics of Tourism** | * Tourism Types
* Tourism Terminologies
* Factors Affecting Tourism
 | **Identify Tourist Attractions in Pakistan, make presentation and present in class.** |
| **Week 3** | **Tourism Demand and Supply** | * Tourist Types
* Motivational Factors of Tourist
* Consumer Behavior of Tourism
* What is a Tourist Destination?
* How Can a Destination Attract Tourists?
* The Five A’s
* Types of Tourist Destinations
* What is Destination Management?
* Why Manage Destinations?
* The Destination Management Organization (DMO).
* What is Tourism Supply?
* Components of Tourism Supply
* Categories of Tourism Supply Components
 | * **Understand the topics through Group Discussion.**
* **Group presentation: Identify Tourist Attractions in Gilgit-Baltistan, make presentation and present in class.**
 |
| **Week 4** | **Tourism Functional Management** | * Who is a Tour Operator?
* Types of Tour Operators
* Characteristics of Tour Operator
* Tour Operator’s Reference Material
* Role of Travel Agencies and Tour Operators
* Tourism- Product and Services
 | **Guest speaker** |
| **Week 5** | **Tourism Impacts, Tourism Multiplier Effect, Travel Industry Terminologies and Tourism Regulations** | * Economic Impacts of Tourism
* Environmental Impacts of Tourism
* Social Impacts of Tourism
* Travel Terminologies.

**Travel Industry Regulations.*** Introduction to Tourism Regulatory bodies in Pakistan
* Requirements and Steps for Register a Travel Company in Pakistan
* Requirements to Serve Inbound tourist.
 | **Guest Speaker from Tourism Regulatory Body.** |
| **Week 6** | **Customer Service in Tourism** | * Definition.
* Importance of Customer Service.
* Handling Complaints.
* Handling Difficult Tourist.
* Customer Care.
* Understanding Customer Service Excellence.
* Principals of customer service in Hospitality, leisure, travel and tourism
 | **Practical in class on how to handle guest complaints, handling difficult tourist.** |
| **Week 7** | **Tour Guiding I** | * Who is Tour Guide.
* Types of Tour Guide.
* Difference Between Good and Best Tour Guide.
* Pakistan Tour Guide Act 1976.
* Using Basic Customer Related Language.
* Prepare for Tour.
* Personal Hygiene.
 | **Guest Speaker: A professional and Experience Tour Guide.** |
| **Week 8** | **Tour Guiding II** | * Meeting the Participants for a Sightseeing Excursion.
* Effective Communication.
* Caring for Customers.
* Leaving the Departure point.
* Leading a Tour Group.
* Giving a commentary
 | * **Performing Tour guide responsibilities and duties practically in class.**
* **Field Trip: Tour on an attraction**
 |
| **Week 9** | **Tour Guiding III** | * Answering Questions.
* Using Different Forms of Transport.
* Concluding a Tour.
* Tour Guide Code of Conduct.
* Liaising with the Main Office.
* Conducting a Regular City Tour.
* Conducting a Tour at a Museum or Cultural Center.
* Conducting a Rural Tour.
 | * **Performing Tour guide responsibilities and duty practically in class.**
* **Visit Museum or Cultural Center**
 |
| **Week 10** | **Tour Guiding IV** | * Conducting Tour for Specialized Sightseeing.
* Establishing Good Security Measures.
* Giving Basic First Aid Responding to Emergencies.
* Dealing with Emergencies.
* Handling Client Complaints as a Guide.
* Receiving Visitors at the Airport or other Points of Arrival.
* Transferring Clients to Accommodations.
* Transferring Clients to Departure points.
 | * **One Day First Aid training with collaboration of Rescue 1122 or FOUCUS.**
* **Visit to Nearby Hotel and Perform Group Check-in and Check-out process.**
 |
| **Week 11** | **MS Office Basics** | * MS Word
* MS Excel
* MS power point
 | **Practical Work in Lab** |
| **Week 12** | **Tourism Geography** | * World regions and Tourism Flow
* Global Tourism Destinations.
* Maps and resources.
* Physical Geography
* Cultural & human geography
* Transportation & accessibility
* Tourism infrastructure
* Tourism impacts
* Study Tourism Patterns
* Learn About Major Tourism Regions
 | **Group Presentations: SWOT Analysis on world Famous Destinations.** |
| **Week 13** | **Cultural and Heritage Tourism** | * Definition
* Understand how culture influences travel and tourism.
* Cultural and Heritage Attractions in Pakistan.
* Watching a Move Related Heritage in Pakistan (Mohenjo Daro)
* Manage Culture and Heritage Attractions.
* Vulnerability of Culture and Heritage Attraction.
 | **Field Trip: Visit a Cultural and Heritage Site.** |
| **Week 14** | **Introduction to Hospitality Industry** | * Introduction and Background.
* Scope of Hospitality Industry
* How it links with Travel and Tourism Industry?
* Why Tourism Industry is Incomplete without it?
* Types of Accommodations
* Types of Rooms
* Overview of hotel Operations
 | **Field trip to Nearby Hotel to understand overall operations of a hotel.****Visit an Airport to** |
| **Week 15** | **Front Office and****Housekeeping Departments** | **Introduction of FOD*** Hierarchy of FOD
* Handling reservations (phone, email, online)
* Welcoming guests and check-in/check-out process
* Managing room assignments and key issuance
* Handling guest complaints and special requests
* Managing the guest folio (billing and payments)
* Providing information about the hotel or area

**Introduction of HKD*** Hierarchy of HKD
* Cleaning guest rooms, bathrooms, and suites
* Maintaining public areas (lobby, hallways, restrooms)
* Managing laundry services (bed linen, towels, uniforms)
* Reporting maintenance issues to the engineering team
* Keeping track of inventory (linens, cleaning supplies)
 | **Field Visit to a Hotel to understand FOD and HKD.****Perform practical in class.** |
| **Week 16** | **Food and Beverage, Sales and Marketing Departments** | **Introduction to Food and Beverage Service.*** Importance of F&B in hospitality.
* Hierarchy of F&B
* Types of food service establishments (fine dining, casual, buffet, etc.).
* Personal Hygiene & Grooming Standards.
* Communication & Customer Service Skills.
* Menu Knowledge.
* Food Service Techniques.
* Table Etiquettes.

**Introduction to Sales and Marketing in Hotel*** Importance of Sales and Marketing in Hotel
* Hierarchy of Sales and Marketing
* Role and Responsibilities of Sales and Marketing in Hotel
 | * **Performing F&B Related practical in class.**
* **Field trip to a Restaurant.**
* **Guest Speaker: A professional Sales and Marketing Expert from Hospitality Industry.**
 |
| **Week 17** | **Adventure Tourism** | **Introduction to Adventure Tourism*** What is adventure tourism?
* Types Benefits and challenges
* Global & local trends
* Popular destinations & activities
* Watch a Movie Related Hard Adventure Tourism

**Risk Management & Safety*** Understanding risk in adventure tourism
* Legal issues and liability
* Personal safety & group safety
* Emergency response planning

**Planning & Organizing Adventure Tours*** How to design an adventure itinerary?
* Permits, transport, local guides, gear
* Customer briefing and expectations
* Sustainable practices
* Budgeting and pricing
 | * **Organizing a day hike to an attraction to perform practical and experience basic need and requirement.**
* **Practice of installing a camp and basic knots.**
* **Rescue training for a day with collaboration of FOCUS or Rescue 1122**
 |
| **Week 18** | **Eco Tourism, Sustainable Tourism and Responsible Tourism** | **Eco Tourism** * Definition
* protect **natural areas**
* Minimizing environmental impact
* Supporting conservation efforts
* Educating tourists about the ecosystem

**Sustainable Tourism*** Definition
* Long-term impact on environment, culture, and economy
* Balancing growth and preservation
* Encouraging tourism that doesn’t harm future generations

**Responsible Tourism*** Definition
* Individual responsibility of travelers and companies
* Respecting local cultures and customs
* Supporting local businesses and reducing negative impact
 | **Watching Topic related videos and class discussion** |
| **Week 19** | **Managing a Tour Company** | * Product Development
* Supplier & Partner Management
* Booking & Reservation Management
* Marketing and Promotion
* Sales and Customer Service
* Tour Execution & Operations
* Financial Management
* Legal & Compliance
* Staff Training & Development
* **Innovation & Sustainability**
 | **Guest Speaker:****A professional Tour Operator or Tour Manager.** |
| **Week 20** | **Design Travel Packages**  | * Define the Target Audience
* Choose the Destination(s)
* Select Inclusions
* Design the Itinerary
* Set the Price
* Add Terms & Conditions
* Create Marketing Materials
* Launch & Sell the Package
* Manage Bookings and Support
* Monitor & Improve
 | **Practically performing and design a tour packages in groups.** |
| **Week 21** | **Itinerary Planning** | * Understanding the Client’s Needs
* Types of Itineraries
* Day-by-Day Breakdown
* Transportation Planning
* Accommodation Details
* Meal Planning
* Attraction & Activity Planning
* Time Management
* Budgeting
* Contingency Planning
* Presentation of the Itinerary
 | **Individual Task: Making a proper Itinerary for the Given Destination.** |
| **Week 22** | **Tourism Marketing and Trends in Tourism** | **Introduction to Tourism Marketing*** Branding, Positioning & Storytelling
* Digital Marketing in Tourism
* Tourism Sales & Promotion Techniques

**Trends in Tourism*** Experiential & Immersive Travel
* Digital & Smart Tourism
* Workcations & Digital Nomadism
* Wellness & Mindfulness Tourism
* Adventure & Soft Adventure Travel
* Underrated Destinations / Offbeat Travel
* **Solo Travel**
* **Purpose-Driven Travel (Volunteerism)**
 | * **Making a Marketing Plan for adventurous or cultural Itinerary.**
* **Understand the Trends in Tourism Through Videos and Discussion.**
 |
|  **Week 23** | **Job Search in Industry, Resume Development,**  | * Scope of the Course
* Job search in Tourism Industry Domestically and Globally
* Resume Development
 | **Resume Development using Canva and MS Word.** |
| **Week 24** | **Revision and Assessment** | * Revision of the course
* Farewell Tour
* Assessment
* Certificate Distribution
 | **Final Assessment** |