

SECTOR : TOURISM

SYLLABUS FOR

SECOND YEAR – SIX MONTHS

ADVANCED MODULE TRAINING IN

ECO – TOURISM

(DURATION – 26 WEEKS)

Advance Module on Ecotourism

Duration – 6 months

Ecotourism has become an important economic activity in natural areas around the world. It provides opportunities for visitors to experience powerful manifestations of nature and culture and to learn about the importance of biodiversity conservation and local cultures. At the same time, ecotourism generates income for conservation programs and economic benefits for communities living in rural and remote areas. The concept of urban getaways is fast emerging. Ecotourism in present times is fast emerging as an organized sector and the need for trained personnel having full understanding of the ecotourism approaches is being felt. The distinct but interrelated aspects of ecotourism, conservation management and business development must be fully understood by ecotourism planners and service providers and hence the need for such a module. The proposed module is of six months duration.

Eligibility:-

BBBT one year certificate in Tourism from ITI.

Course Objectives:-

- Understand the basic concepts, nature based tourism, ecotourism benefits, scope and evolution of ecotourism.
- Develop and understanding of an appreciation for sustainable tourism.
- Identify social, economic, and environmental impacts associated with ecotourism.
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- Identify best management practices of ecotourism based on local case studies.
- Knowledge of current trends in ecotourism.
- Ability to discuss the importance of the local ecology, culture, history and economic development balanced with a social responsibility
- Awareness of conserving natural resources and maintaining the fusion of ecotourism with local culture.
- State of art for handling ecotourists.

Employment Opportunities:-

- Tour & nature Guides
- Restaurant/food kiosk handling
- Camping and trekking manager
- Service provider at ecotourism destinations
- Hospitality industry
- Conservation education resource person
- Adventure activity manager
- G-1 level guide at National parks and sanctuaries.

Methods of presentation:-

The course will be taught through classroom lectures and group discussion, supported by readings from the course text, additional suggested resources and material supplied by the instructor. Opportunities for applying the materials will be

provided through field exercise and trips. The course will encourage Innovative student centered learning.

- Each student will be required to complete several field based assignments and also share personal observations and experiences in class room.
- The students will be encouraged to develop and exposed the ideas and perspectives that various topics being to the understanding of the complex nature of environmental protection.
- They will be encouraged to think critically which will require analyzing, summarizing, interpreting, synthesizing and critiquing the ideas of others as well as being receptive to the critical thoughts of others.
- The students will be also encouraged to think creatively and contribute towards design, documentation and development of ideas related to ecotourism approaches and develop a nature conservationists” attitude.
- The students will be given outdoor experiences like working through pristine forest ecosystems of protected areas, camping out, including in adventure activities etc so as to apply the class room was in a practical setting.

Course requirements:- includes class participation, presentation of assignments on time, field visits, class room activities etc. Failure to complete one or more of the course requirements will lead to failing in the course and the institutes administrations decision will be final.

Methods of Evaluation:-

The degree to which students achieve the stated course objectives will be measured by examinations, assignments and evaluation.

Grading Scheme:-

Exams, Assignment, Group presentation, Conduct , Communication Skills

Assignment:-

A written assignment will be required in minimum pages as told by instructor. The assignment must be written using computer. Details of the assignment will be provided during course. Late assignments will be penalized.

Presentation:-

Student groups will select and present on a topic related to ecotourism Students are required to form group of four to five. Groups will be formed by the instructor who will also assign the work and date of presentation.

Class discussion:-

Students are required to participate in class room discussion. At the end of the course students also be evaluated based on his/her participation in discussion.

**Ecotourism
Advance Module Syllabus**

(Duration Six months)

1. Theory

What is ecotourism (Definition of ecotourism principles importance of ecotourism Defining environment, Environment and ecotourism who is an ecotourist? Priorities and preferences of ecotourists potential of ecotourism in Madhya Pradesh and current trends to ecotourism.

2. Ecotourism Resources

Different categories of resources: natural (wildlife, water, vegetation, flora and fauna climate, landscapes), built, cultural/heritage (industrial heritage, ancient monuments, rock paintings, religious sites), ecotourism events or products (adventure sports, historical cultural, commercial events etc.). Identification of ecotourism products (historical, cultural physical, nature, wild life, buildings) and Description of ecotourism activities (-trekking, white water rafting, wildlife, viewing/safari, camping, nature trails, cycling, fishing and angling river cruise, herbal tourism, urban ecotourism, rural tourism, nature education etc.)

Protected Areas brief description and types, protected area management, protection and conservation measures, role of protected areas in the field of education, protection of local culture /heritage, scientific research National Parks and Sanctuaries of India. National Parks and Sanctuaries of Madhya Pradesh, their wildlife and vegetation.

3. Sustainable tourism

What is sustainable tourism –drivers of sustainability – nature , society, commerce, human resource, Beneficiaries of sustainability, tourists, local community, future generations importance of sustainable tourism development, Community based tourism, features of sustainable tourism development – biodiversity, agriculture, management, transport etc. Examples of sustainable tourism in different areas of the world.

4. Advantages of ecotourism

a) To the community-

Long term economic benefits (tourist purchase, direct and incorrect employment, foreign exchange), preservation of the natural environment, employment (guide services entertainment, hotels/restaurants, local there operators supplier educating tourists, local skills/crafts, policing).

Social Benefits - stronger community feeling. Varied employment opportunities, improved transport and services, improved infrastructure, improved facilities, upliftment in the status of living of locals. Increase in community involvement in the role of community in policymaking, developing partnerships, local knowledge, giving consent /decision making, providing entertainment, handicrafts, souvenirs educating, publicity etc.

b) To the environment (avoids damage to flora and fauna, protects areas of outstanding natural beauty, improves the visual impact of buildings).

c) Preservation of culture and heritage

5. Disadvantages of ecotourism – Litter, waste, pollution, overbuilding, destruction of flora and fauna.

6. Codes of conduct for tourists and locals – respect mother earth leave nothing except footprints, be informed in advance, respect others privacy, use marked footpaths/trails support organizations that are committed to the environment, use eco friendly services, suppliers, travel companies, do not take anything except

photographs, do not use products from animals at risk, communicate to tourists to raise local awareness on forest protection (respect for environment, conservation, knowledge of areas, plants, animals, prevention of environmental abuse).

7. Communication skills ways of spreading information on ecotourism (posters, leaflets, guide internet, audio visual aids, training centers, green campaigns, nature interpretation centre, Etiquettes and mannerisms, important precautions and conflict handling).

8. Waste management and conservation (recycling, reusing, careful use of water, careful use of energy, alternative energy sources , solar, biogas etc. waste recycling)

9. Staff training and involvement (Education assessment for – local community, Governments, non-government organizations, supply sectors of the tourism industry, tourists.)

10. Adventure tourism:- types of adventure activities and ecotourism, land Based (trekking, mountaineering, rock climbing etc.) water based (while water rafting, parasailing, surfing etc), safety measures etc.

11. Legal issues

- Ethical and legal responsibilities of travel agencies
- Ecotourism and a study of law relating to accommodation, travel agency, airways, surface transport, consumer protection Act 1986, Ancient Monuments Preservation Act 1904, Ancient Monuments and Archeological site and Remains Acts, 1972, Law relating to Foreigners Acts 1946, Foreign exchange Regulation Act 1973, Wild life protection Act 1972, Indian Forest Act- 1972. Trekking and camping rules memorandum of understanding.

12. Tourist management:- purpose of visitor management (ensuring the destination is sustainable), elements of visitor management (marketing, capacity vs demand , market segmentation , activity zones, visitor control, monitoring, benefits to visitor management of developing new products (increases numbers of visitors, enhances the visit/experience increases repeat visits, encourages higher spending, extends the season for visitation, increases sympathy for causes i.e. wildlife.)

13. Environmental impacts of ecotourism – positive environmental impacts (on wildlife, vegetation, ancient monuments, letter, pollution, construction, infrastructure,) different examples of the positive and negative environmental impacts of tourism preservation of the Taj Mahal (India) , creation of national parks, maintenance of forests, the importance of environmental policies for travel and tourism (whether natural or artificial is a fundamental ingredient of the tourism product).

14. Tour Operators :- Types of operators identify and describe the different and products types of tour operator; large, small, outbound, inbound relationship of outbound operators to inbound operators (identify principles , policy, practice , ways of monitoring etc). types of products/packages offered by an ecotourism tour operator

(cruising, nature based, activity based, adventure sports based , budget oriented , group size oriented) environmental commitment made by tour operators (member of societies/organization, mission statements and objectives, education, employment , support to local communities , funding use re-cycled paper, use environmentally friendly materials etc).

15. Role of Tour Guide/Tourists Manager (health and safety, services, education, comfort services. prevention of damage to environment, maintain good relations with suppliers and local community, ensure timeliness, maintain good relations, as representatives of the department/company protect/guard the interest and reputation.)

16. Accommodation for Ecotourism :- types of accommodation used in ecotourism (ecolodges, traditional hotels) methods of site selection (location, size ,proximate to ecotourist location, protection of cultural attributes of site, visual aspects, land quality, energy and water efficient location) use of resources at ecotourist sites: (solar/wind/hydraulic power , re-usable resources, waste management, conservation).

17. Hospitality :- Basics of hospitality (and restaurant/campsite setup, table laying, cutlery and crockery and its use, service methods, billing, lining types and wash cycle, public area cleaning , telephone etiquettes, guest dealing and guest relations, complaint handling, basic recipes , qualities of a waiter/receptionist/steward, personal hygiene and grooming etc) Describe how environmental initiatives can be incorporated into a hospitality firm (limit water and electricity consumption, use eco friendly detergents, waste separation at source, provision of information for guests), how a hotel company communicates and implements its environmental policies to consumers (re-use towels, linking heating and lighting to outside temperatures, use of organic products on menus etc.)

18. Understanding Policies on Ecotourism :- National policy, Karnataka ecotourism policy, Himachal ecotourism policy, Gujarat ecotourism policy, Madhya Pradesh ecotourism policy.

19. Carrying Capacity :- Identification of the influences that limit the capacity for visitors before damage to the locality (physical, social, cultural, ecological, administrative, visitor experience etc.)

20. Project preparation (need to make a project, basis and role of ecotourism planning-local level, tourism policy, marketing, economic, infrastructure , education /training, activity), assessment of ecotourism potential sites, destination planning principles and considerations (tourist characteristics/travel patterns, attractions, accommodation infrastructure, transportation network, land availability, socio cultural factors , environment indicators, economic factors)

21. Marketing Ecotourism methods of marketing ecotourism products (specialist brochure, information through specialist agencies , focused on likely ecotourism , links with publishers, links with TV programmes.) influence on ecotourism of the marketing mix (product, price, place, promotion, physical environment, people, process).

22. Need of forming Ecotourism societies benefits of having ecotourism societies (protection of destinations, research, membership, books/publication, education)Describe the international ecotourism society guidelines (enhance quality of life, minimize environmental impact, enhance consumer education, minimize the social and ecological costs of large visitor numbers etc.)

23. Monitoring- Identification of the methods of monitoring environmental implications of ecotourism (auditing, analysis)

24. Non-Governmental sector – influences of the voluntary sector (pressure groups, tourism concern etc.)

25. Guide category G-1 training:- Identification of all Mammals common birds and insects, Identification of common trees, and knowledge of interesting facts about them, general knowledge about forests of the National parks, knowledge of animal tracks and signs, wildlife census and census figures, knowledge of interpretation centre, tourist rules, do's and don'ts geology and geomorphology of the National Parks/Sanctuary, knowledge about the forests of the area, certificate of training in first aid.

II – Practical

1. Proposed field visits -

- a) Visit to Ecotourism destination with jungle Lodges and Resorts, Bangalore
- b) Visit to Kanha National Park/ Bandhavgarh National Park
- c) Visit to Corbett National Park, Uttranchal
- d) Local field visits for assignments given.

2. Proposed assignments :-

- a) Development of a trek route and conducting a trekking activity on the designed trek route (ITI campus or near by forest area)
- b) Camping arrangement (ITI campus) – Layout of a camp site, tent pitching, organizing a camp for local youth.
- c) Vermicompost (structure and preparation).
- d) Designing of Eco structures like eco hut, signage, dustbins, and furniture
- e) Documentation of local tribal folk lore, cultural tales.
- f) Listing of local flora and fauna and describing them.
- g) Adventure activities.
- h) Any other.

3. Equipment requirement for training purpose.

- a) For camping training- Backpack Dome Tents, Regular Tents, Toilet tents, Mattress, Sleeping Bag, Rucksacks, Petromax/lamps, Utensils for cooking and serving etc.
- b) Binoculars – 10 x 50 Olympus
- c) Digital Camera – 10 mega pixel
- d) Video Camera
- e) LCD projector and Screen
- f) Computer
- g) Provision for Vermicompost structure requirements.
- h) Drawing board and drawing material
- i) GPS for laying out a trek route.

j) First Aid kits.

SPACE REQUIREMENTS SUGESTED FOR A BATCH OF 32 STUDENTS

space		
Class Room	:	40 Sq. Mtr.

Furniture for Students & Teacher :

S. No.	Item	Quantity
1.	Dual desk (With Chair)	16
2.	Teacher Table	01
3.	Teacher Chair	01
4.	White Magnetic board	01

SECTOR : TOURISM

Syllabus for
SECOND YEAR – SIX MONTHS
ADVANCED MODULE TRAINING IN
TOUR & TRAVEL MANAEMENT

(DURATION – 26 WEEKS)

TOUR & TRAVEL MANAEMENT

UNIT NO.	WEEK NO.	TOPIC
UNIT - I	1-5	INTRODUCTION
		Definition of Travel Agent and Tour Operators and distinction between the two History of Travel agency system in India since the institution of Pandas to the present age. Changing Status of travel agents and tour Operation Rights. Duties and nature of their activities Role of travel agent and Tour Operations in the 21 st Century.
UNIT - II	6-9	<u>FUNCTIONS AND SERVICES:</u>
		Function of travel Agents and Tour Operators. Detailed study of the following services: <ol style="list-style-type: none"> 1. Planning of sight-seeing and shopping 2. Preparation of Itineraries. 3. Ticketing – Bus/Rail reservations 4. Marketing of Tourism packages.
UNIT-III	10-15	TRANSPORT SYSTEM
		Surface Transport system, Approved Transit Transport, Document connected with road transport R.T.O., Transport and Insurance Documents, Road Taxies Fitness Certificates.
UNIT-IV	16-20	STRUCTURE
		Organizational structure of travel Agents and Tour Operators. How to form a Travel Agency & Linkages of Travel Agents and Tour Operators with Transport, Accommodation providers, Rail and Bus & National Tourist Travel associations.
UNIT-V	21-26	LEGAL RESPONSINBILITIES AND GUIDELINES
		Legal Responsibilities of travel Agents, difficulties of Travel Agents. Familiarization Trips, Important Guidelines and literature for Travel Agency business. State & Travel agency.

OTHER REQUIREMENTS SUGGESTED FOR A BATCH OF 32 STUDTNES

(Space, Furniture & Teaching aids)

A)	Space		
	Class Room	:	40 Sq. Mtr.
B)	Furniture		
	Class Room		
	• Instructor chair & Table	:	01 No.
	• Dual Desk	:	16 No.
	First Aid Box	:	01 No.
	Book Shelf (glass panel)	:	01 No.
	Storage rack	:	01 No.
C)	Teaching aids		
	Magnetic White Board	:	01 No.
	Display Board	:	01 No.

SECTOR : TOURISM

SYLLABUS FOR

SECOND YEAR – SIX MONTHS

ADVANCED MODULE TRAINING IN

HOSPITALITY MANAGEMENT

(DURATION – 26 WEEKS)

HOSPITALITY MANAGEMENT

Sr. No.	WEEK No.	Task	Practical	Theory
1	1	Using the English Language and/or other Customer related foreign	Ability to execute all job related guest contact in the English language, greeting guests, registration	Basic Vocabulary Front Office and accommodation
2	2	language	Giving information selling rooms, dealing with enquiries etc.	Vocabulary. Phonetic alphabet
3	3	Preparing for work	Ability to hold a simple everyday conversation with guest. Language standard to approved level	Basic hygiene and Front Office system
4	4	Preparing for work	Arrivals List Departure list Reservations Room availability Room allocation Functions activities	Front Office Organization and layout
5	5	Caring for Customers	Quality and Standards of service: Greeting Advance ckeck-in Checking- in Giving information Checking - out	Hotel markets/ customer profiles and guest history Etiquette/politeness
6	6	Caring for Customers	Dealing with special requests saying goodbye. Standard dialogue and exchanges	Communication theory including body language
7	7	Welcoming guests to the hotel	Standards for: Arrival by Taxi , Private car by foot and other forms of transport. Group and individual arrivals	Hotel Security Systems
8	8	Welcoming guests to the hotel	Greeting Standards: <ul style="list-style-type: none"> . Welcome phrase . Politeness and etiquette . Welcome cards .Call guest procedures Providing information/packs	Basic Hygiene
9	9	Welcoming guests to the hotel	Handling guest feed back . Advance payment .Dinner bookings etc.	Front Office procedures
10	10	Issuing and controlling room	Procedures and Sequence for the Handling of Guest Keys: Receiving and sorting keys.	Local Knowledge and government regulations
11	11	Issuing	Issue of Keys for:	Basic hygiene

		and controlling room Keys	.Guest arrival .Group arrivals .Registered Guest . Lost Keys Standard and control for master keys	
12	12	Dealing with guest enquires	Efficiency of implementing requests : follow up procedures	Basic hygiene
13	13	Servicing Checkout/ Departure	Job Procedures and sequence of work. Observing safety and security aspects ckecking and adjusting: *Air conditioning *Television/Radio * Lighting etc.	Job description
14	14	Servicing ckeckout/ departure	Cheking and reporting lost property and ;maintenance carrying out trays and disposing of rubbish Bed making, handling clean and soiled linen:	Formats for lost and found property safety and returning of lost and found property
15	15	Servicing checkout/d eapature	Routine cleaning of: * Furniture and fittings *Walls *Floors * Morrors * Lights *Ceilings Replenishing guest supplies vacuuming standards for serviced rooms-cleanliness and pre Jaredness	
16	16	Handling mail and messages	Procedure for: . Handling incoming and outgoing mail . . Sorting guest mail and notifying guests . Mail before arrival .Mail after departure .Internal mail distribution	Security and safe custody systems
17	17	Handling mail and messages	Procedures for handling messages . Accuracy of : . Writing skills. Guest messages . Filling Systems Promptness of : Delivery of message to guest Sundry sales Using the Telephone	Security and safe custody systems
18.	18	Handling complaints	Standards and techniques for handing complaints; Listening recording, understanding guests position and needs.	Human relation Theory

19	19	Handling complaints	Procedures for: .Talking action and follow—up .Reporting to higher authority	Communications theory including body language
20	20	Checking – out guests	Organization of ckeck outs/timing Avoidance of queues: .Avoidance of queues: . Advance ckeckout . Group ckeckout	Caring for the Customer
21	21	Checking - out guests	Procedures for preparing and receiving payments of Guest bills, procedures for paying guest bills: . Cash . Credit card / approval	Front Office and cashiering systems: Checkout Procedures
22	22	Checking - out guests	Sequence and procedure of :Recording ckeck-outs . Room rack/computer . Notifying ckeck-outs; cashier, housekeeping . Left Luggage . .Luggage clearance. Luggage errand cards return of room key .Guests who walk out without paying	Referral reservation arrangements.
23	23	Arranging Departures and seeing guests off	Procedure for: . Arranging Transportation. .Thanking the guest for staying at the hotel . .Checking that they enjoyed their stay. . . Inquiring about future visits . . .Saying good by guest. Comment cards.	Caring for the customer
24	24	Giving basic first aid and responding to emergenci es	Standard procedures for emergencies Promptness and accuracy and accuracy in : * Notifying accident etc • Marking necessary reports. • Calling for doctor and ambulance	Elementary physiology first aid box; medicines and their use. Characteristic of accidents/injuries and corresponding treatment
25	25	Telephone Numbers	• Fire- fighters • Taking direct action • Effectiveness in preventing, putting out fires.	* Common accidents; slipping, falling, scalding, insect bites and stings
26	26	First Aid	First Aid	Emergencies- heart attacks. Strokes, shock, major loss of blood. Life saving techniques (resuscitation) * Mouth to mouth

				* Cardio- pulmonary (CPR) fire/smoke; prevention, control, extinguishing evacuation
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Tools & Equipments

S.No.	Item	Quantity
1.	EPBAX System + AVS M/C	As per Requirement
2.	Filing Rack Drawer Type	As per Requirement
3.	Safe Deposit Lockers/swipe Godrej	As per Requirement
4.	Painting for walls with imported frames	As per Requirement
5.	Signage system for way management and door sign set	As per Requirement
6.	Information board velvet slot board with gold foil letters with stand	As per Requirement
7.	First aid box with fully equipped medicines and instruction	As per Requirement
8.	Fire Extinguisher hand held ABC 2 kg	As per Requirement
9.	Flower vases with Artificial Plants Set of 12 Years	As per Requirement
10.	Chandelier & side Lights set	As per Requirement
11.	Pedestal Fans with Swivel Mechanism (steward)	As per Requirement
12.	Guest Umbrellas	As per Requirement
13.	Fax Machine	As per Requirement
14.	Computer system with Multimedia	As per Requirement
15.	Color Printer	As per Requirement
16.	Color T.V. with cable	As per Requirement
17.	Sofa set	As per Requirement

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STUDENTS**

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	First Aid Box	:	01 No.
	Book shelf (glass panel)	:	01 No.
	Storage rack	:	01 No.
C)	Teaching aids		
	Magnetic White Board	:	01 No.
	Display Board	:	01 No.