

Upgradation of ITIs into Centers of Excellence-Broad guidelines for implementation of the scheme for Sector “Tourism”

These Centres will be providing multiskill training to meet the skill requirement of particular sector of industry with their active involvement in all aspects of training. The training will be provided in three parts as given below:

- Training in Basic skill areas for a period of one year.
- Training in Advanced modules for next six months.
- The testing & certification for the Basic skill training during first year & also for advanced training during next six months will be conducted by NCVT
- Training in specialized modules mainly in the industry (The course curricula, duration etc will be designed in consultations with the IMC/local industry. The trade testing & certification for this component will be done jointly by the State Government & Industry. Said certificate will be recognized by NCVT
- As per the recommendations of the EFC, Training in the shop floor should constitute at least 25-40% of the curriculum.

The training programme will have multi-entry and multi-exit provisions. Trainee can opt to go to the labour market after completing broad based basic training of one year duration as well as after completing 1½ year of training. Trainee can come back after some time to seek admission for advanced / specialised training in another module .

ITI pass out trainee of the particular trade(s) from the conventional system can seek admission for advanced/specialised training .As per the approved curricula in the Area/Sector of “Tourism”

Uniform rotation of trainees in six modules each of eight weeks duration as mentioned below is envisaged to be taken up. The trades from where existing infrastructure i.e. equipment/ instructor etc. could be utilized for the training in **Sector Tourism** and space requirement of each module is as under

S.No.	Module	Name of Module	Trade(s) from where existing equipment/instructor could be utilised
1.	2.	3.	4
1.	TBT- 1	Tourism Concepts & Impact	Tourist Guide
2.	TBT- 2	Tourism Products of India & Geogrophy for Tourism	Tourist Guide
3.	TBT- 3	Travel Agency & Tour operator and guides & escorts	Tourist Guide
4.	TBT- 4	Indian Society , Culture & History	-

5.	TBT- 5	Computer Application & Tourism Industry	COPA
6.	TBT-6	Business English & Entrepreneurship	-

G-01-ENTERPRENEURSHIP AND COMMUNICATION SKILLS...2 hrs/week
 In addition, 4 hours/week have been kept for Library studies & Physical Training

Vocational Instructors:

NAME OF THE MODULE	No. of Vocational Instructors (VIs)
FBT – 01 to 06	Six VIs one each for 6 module of relevant trades/ skill areas
G-01	One contract/part time / guest faculty for Generic module, ENTERPRENEURSHIP AND COMMUNICATION SKILLS –G-01

The eligibility and other criteria will be as follows:

Eligibility : 10th pass under 10+2 system

Batch size : 96 trainees 16 in each module (20% supernumeraries be allowed to take care of drop outs as already exist under CTS)

Admission:

For basic training, admissions are to be made in August / Feb each year.

Fee Structure:

Fee Structure may be decided by States Govt. in consultation with IMCs . It may be desirable to prescribe a uniform tuition fee for a sector in all Centres of Excellence of a state .

Space: Since workshop/theory class rooms are envisaged to be accommodated in the existing building of the ITI, therefore, following norms are prescribed only for new infrastructure is to be created .

- (1) Workshop space of 80 Sqm for each basic module
- (2) Three Theory classrooms of 30 Sqm each

The Theory classrooms should have latest infrastructure including AV aids as per details given below:

Suitable Chairs/ tables*	-As required
OHP/Epidiascope	- 1 No.
Laptop computer/PC (latest) & LCD projector**	-1 No.
Magnetic white board	-1 No.
White board	-1 No.
Flip chart	-1 No.

Storage Almirah

- As required

(* Optimum utilization of space/flexibility may be kept in view)

(**Keeping in view the constraints of funds under the scheme, it is proposed to procure only one set of Laptop computer/PC / LCD projector for CoE. However, States if so desire may procure additional Laptop computer/PC/LCD projector from their funds) While selecting furniture, it should be kept in mind that these are meant for Centres of Excellence. Criteria like maximum flexibility/utilization of space should be kept in view.

Office Equipment:

For each CoE one Scanner, one Photocopy Machine and one PC/printer along with suitable accessories/furniture and internet connection (if not already available in the institute) is proposed to be provided for each CoE, in addition to the equipment prescribed in the syllabus.

Addition/alteration/Construction:

For Civil Works, tentative amount of Rs 40.00 lakhs have been proposed per CoE. It is envisaged to have separate block/ wing for the Centres of Excellence in the ITI campus. In case space is available in the existing building of an ITI for taking up new areas as per requirement of the cluster of Industry, the existing space will be renovated as per the need. Alternately, separate block will be built up in the same campus keeping in view the space requirements of the Electrical Sector .

While planning for addition /alteration/Construction of workshop and Class rooms, following may be kept in view:

concept of a Centre of Excellence

the fact that the requirement of funds for construction /addition /alteration for advanced training will be higher than that of basic training

Publicity

Wide publicity & advertisement be given for better response . The role of the local as well as the concerned Industry is very vital for the success of this program.

States may consider providing additional equipment/ other facilities like separate Library/upgradation of existing Library, Conference Hall/ Committee Room etc. from their own funds.

Proposed Qualification of Trainers in Centre of Excellence

S.No.	Module	Name of Module	Qualification
1.	2.	3.	4.
1.	Module 1	Tourism Concepts & Impact	Master Degree in Tourism/ PGDT
2.	Module 2	Tourism Products of India & Geography for Tourism	Master Degree in Ancient History , Culture & Archeology
3.	Module 3	Travel Agency & Tour Operation And Guides & Escorts	Master Degree in Tourism/ PGDT
4.	Module 4	Indian Society , Culture & History	Master Degree in Ancient History , Culture & Archeology
5.	Module 5	Computer Application & Tourism Industry	B.E. Computer Science/ M.C.A.
6.	Module 6	Business English & Entrepreneurship	M.A. English

Module I – Tourism Concepts & Impact

Week No.	Theory	Practicals
1.	<u>Introduction :-</u> Concepts , defination & historical development of tourism . Eco Tourism	Visit & Field Study of historical & Tourist Intrest Places for Two weeks within the respective state . Visit of different travel agencies for one week & submit reports .The reports is evaluated on various dimentions .
2.	<u>Types of Tourists :-</u> Tourist traveler , excursionists ,Medical, Education & Business	
3.	<u>Form of tourism :-</u> inbound outbound domestic international manila declaration	
4.	Tourism system & environment	
5.	Introduction to demand for tourism patterns . patterns & characteristics of the supply of tourism	
6.	Determinants & motivations of tourism demand.	
7.	Impacts of tourism at the destination	
8.	Factors affecting the future of tourism business	

Equipment list:

Sl. No.	Item/ Specification	Quantity proposed for 6 batch of 96 trainees
1.	Mini Bus	01 No.
2.	Video camera	01 No.
3.	Still digital camera	01 No.

Furniture			
	Class Room		
	• Instructor Chair & Table	:	01 No
	• Dual Desk	:	10 No.
	Trainees Locker	:	02 sets of 10
	First Aid Box	:	01 No.
	Book Shelf (glass panel)	:	01 No.
	Storage rack	:	01 No.

Module II — Tourism Products of India & Geography for Tourism

Week No.	Theory	Practicals
1.	<ul style="list-style-type: none"> Definition , Concept & classification of tourism product. & Different categories of tourism product natural & men made. 	<ul style="list-style-type: none"> Visit to Historical Monuments , National Park & museums for One week , Visit to Fairs , Handicrafts & Craft Melas for One week & submit reports .The reports is evaluated on various dimentions . Preparation of maps on locations of tourist destination India/World. Study of time zone , time differences , Visit to other state & preparation of projects reports for taking tourist to a hill station , Mountain , Main Rivers.
2.	<ul style="list-style-type: none"> Historical buildings , gardens , museums with emphasis on India. & Cultural Heritage of India , Understanding of Indian History , Spirit of Indian Culture , 	
3.	<ul style="list-style-type: none"> The early vedic Age & later Vedic Age , Caste system of India & Indian Rituals , Fairs & Festivals of India . 	
4.	<ul style="list-style-type: none"> Indian cuisine with regional variations , classical dances of India , Handicrafts & Craft Melas of India & Elementary knowledge of chief Indian communities & religions Hindu , Buddhist , Jain, Muslim, Sikh, Christian , tribes 	
5.	<ul style="list-style-type: none"> Importance of Geography in Tourism , Latitude , Longitude , international Data Line & How to read map Location of tourist destination India/world. 	

Week No.	Theory	Practicals
6.	<ul style="list-style-type: none"> • Elements of weather & climate Itinerary planning Air Factors affecting global & regional tourist movements . & 	
7.	<ul style="list-style-type: none"> • Time Zones , Time differences , GMT variations concept of Elapsed Time and Flying time. & Geography of coastl regions & their significance in the Indian tourism . 	
8.	<ul style="list-style-type: none"> • Study of moutains & Their Flora & Funa & Main rivers of India & their role in the devlopment in Indian tourism. & Case studies of selected Indian states like Madhya Pradesh & Rajasthan, 	

Tools & equipment Kit

Sl. No.	Item/ Specification	Quantity proposed for 6 batch of 96 trainees
1.	Location and navigational equipment <ul style="list-style-type: none"> • Hand held GPS units • Compass clinometers • Prismatic compass 	 01 01 01
2.	Field gear <ul style="list-style-type: none"> • Gloves • Hard hats • High visibility jackets • Waders • Wellington boots • Walking boots 	As required
3.	Camping equipment <ul style="list-style-type: none"> • Tents (Vango, Valle and Mammut) • Mallets • Pegs • Ground sheets • Cutlery • Cooking pots • Cooking pans • Plates 	As required
4.	Miscellaneous <ul style="list-style-type: none"> • Anemometers • Windwatch <li style="padding-left: 20px;">- which incorporates a barometer, altimeter, temperature probe and anemometer in a single hand held device. It can also measure wind-chill • Digital cameras • Spring scales • Calipers • Conductivity meters <li style="padding-left: 20px;">- both low range and high range. • pH meters • Stopwatches • Temperature probes • Thermo-hygrometers • Water carriers • Infiltration kits 	 01 01 01 01 01 01 01 01 01 01 01 01 01 01 10

<i>Sl. No.</i>	<i>Item/ Specification</i>	<i>Quantity proposed for 6 batch of 96 trainees</i>
	<ul style="list-style-type: none"> • Buckets • Kick test apperatus • Bamboo canes • Ski boots • Cool boxes 	<p>01</p> <p>01</p> <p><i>As required</i></p> <p><i>As required</i></p> <p><i>As required</i></p>

Furniture			
	Class Room		
	<ul style="list-style-type: none"> • Instructor Chair & Table • Dual Desk 	<p>:</p> <p>:</p>	<p>01 No</p> <p>10 No.</p>
	Tool Cabinet	:	02 Nos.
	Trainees Locker	:	02 sets of 10
	First Aid Box	:	01 No.
	Book Shelf (glass panel)	:	01 No.
	Storage rack	:	01 No.

Module III – Travel Agency & Tour Operation And Guides & Escorts

Week No.	Theory	Practicals
1.	<ul style="list-style-type: none"> Definition of Travel Agency , History & Groth of Travel , Tour Operation Unit , Tourist , Visitor & Excursionist . Brief History and Development of Travel Trade in India and abroad , Significance of travel . 	<ul style="list-style-type: none"> Visit to Different Travel Agency & Tour Operators and Make a Project report to set up travel agency/Tour-Operation Business .
2.	<ul style="list-style-type: none"> Nature and forms of travel . International convention :- Warsaw 1924, Chicago 1944 , Brussels 1961 , 1966 & 1970 , Athens Helsinki 1976 . 	
3.	<ul style="list-style-type: none"> Functions of travel agency & tour operators with differentiations & inter-relationship of TA/TO . Products of a travel agent . 	
4.	<ul style="list-style-type: none"> Govt. rules for getting approval , how to set up travel agency/tour operation business. IATA approval for travel agents . 	
5.	<ul style="list-style-type: none"> Definition of tour Guides , Educations of the Guides , Scop of work , Mannerism , Guiding in Monuments , Guiding in wild life , Wild life park , Subsidiary duties of a Guide Responsibility of a Guide , Training of a Guide , Earning of a tourist Guide , Leadarship And Social Skill of a Guide. 	

Week No.	Theory	Practicals
6.	<ul style="list-style-type: none"> Definition of Escort , Qualities of a good Escort , Difference between Guides & Escort , Presentation and Speaking . 	
7.	<ul style="list-style-type: none"> Skill of an Escort & a Guide , Personality of an Escort and Guide . 	
8.	<ul style="list-style-type: none"> Definition of Interpreter , role of Interpreter . 	

Note :- Equipment & Vehicle Suggested in Module Number –1 would be Used for this module . No separate purchase of equipment & vehicle is required.

Furniture			
	Class Room		
	<ul style="list-style-type: none"> Instructor Chair & Table 	:	01 No
	<ul style="list-style-type: none"> Dual Desk 	:	10 No.
	Workshop/Lab		
	<ul style="list-style-type: none"> Suitable Drawing table 	:	10 Nos.
	<ul style="list-style-type: none"> Discussion Table 	:	01 No.
	Trainees Locker	:	02 sets of 10
	First Aid Box	:	01 No.
	Book Shelf (glass panel)	:	01 No.
	Storage rack	:	01 No.

Module IV – Indian Society , Culture & History

Week No.	Theory	Practicals
1.	<ul style="list-style-type: none"> Brief history of India upto 1200 AD with reference to tourism . 	<ul style="list-style-type: none"> Study of brief history of India upto 1947 and make a projects reports . study of Indian religious faiths of Indian communities and make a projects reports Study of Indian classical dance and music. and make a projects reports.
2.	<ul style="list-style-type: none"> Brief history of India from upto 1200 AD to 1947 with reference to tourism . 	
3.	<ul style="list-style-type: none"> Elementary knowledge of Indian history , cultural heritage , structure of Indian society – varnashran vyavastha , development of caste system in India. 	
4.	<ul style="list-style-type: none"> Chief Indian communities and religious faiths :- Hinduism , Buddhism, Jainism , Christianity , islam , Sikhism , 	
5.	<ul style="list-style-type: none"> Indian art and sculptures :- Indus valley art Mauryan , sunga , Satvahana , Mathura and gandhara school of art gupta art , chandella art , pallava art , chola and rashtrakuta art . 	
6.	<ul style="list-style-type: none"> Painting :- Ajanta , Mughal and Rajput. 	
7.	<ul style="list-style-type: none"> Indian classical dance and music. 	

Week No.	Theory	Practicals
8.	<ul style="list-style-type: none"> Indian rituals and ceremonies , multiplicity of Indian culture , Unity in diversity , main characteristics of Indian culture . 	

<i>Furniture</i>			
	Class Room		
	<ul style="list-style-type: none"> Instructor Chair & Table Dual Desk 	:	01 No 10 No.
	Trainees Locker	:	02 sets of 10
	First Aid Box	:	01 No.
	Book Shelf (glass panel)	:	01 No.
	Storage rack	:	01 No.

Module V – Computer Application & Tourism Industry

Week No.	Theory	Practicals
1.	<ul style="list-style-type: none"> Computer basics , history and characteristics of computer classification of computer & computer generation , computers impact on society . 	Practical knowledge of Computer operating systems , MS office and other packages related with tourism , Visit to travel agency , airlines for familiarity with handling of CRS (Computerised Reservation System) typing letters , Fax messages , mail – merging , sending fax , and email .
2.	<ul style="list-style-type: none"> Algorithm & flowchart , simple model of computer 	
3.	<ul style="list-style-type: none"> Data representation :- Binary number system , Binary addition & subtraction , Hexadecimal , Octal 	
4.	<ul style="list-style-type: none"> Input & Output devices :- Description of input devices , Description of output devices , CPU (registers , Buses , CU. ALU.) 	
5.	<ul style="list-style-type: none"> Computer storage :- Memory cells , memory units , memory classification , RAM , ROM , EPROM , EEPROM , CACHE , VIRTUAL MEMORY , Memory storage devices (floppy Disk , Hard disk , CD) 	
6.	<ul style="list-style-type: none"> Operating System :- DOS , Windows , Introduction to computer Languages. 	
7.	<ul style="list-style-type: none"> Database management system :- File record , Indexing , Sorting , Label , and Queries . 	
8.	<ul style="list-style-type: none"> Use of communication systems such as internet , e-mail, fax, 	

Resources

Tool List

Sl. No.	Item/ Specification	Quantity proposed for 6 batch of 96 trainees
.	WORK STATION/NODES. Processor @ 1G Hz or higher 128 MB RAM 40 /60GB HDD 1.44 MB (3.5") FDD SVGA COLOUR MONITOR 14" or above 101- KEY BOARD/INTERNET MOUSE PS/2,3 Button 16 BIT ETHERNET CARD 08	12
5.	500 VA or OF LINE UPS FOR NODES	12
4.	Laser Printer (black & white)	02
5.	OPTICAL SCANNER (DESK TOP TYPE)	01
6.	Web cam (Digital camera)	01
7.	CD/DVD writer	As required
8.	Floppy Diskette 3.5"	As required
9.	Thermometer	01
10.	Door mat	01
11.	Wall clock	01
12.	Computer table 650x 500x750mm –	12
13.	Storage cabinet 600x700x450mm - 01	01
14.	SOFTWARE LIST OPERATING SYSTEM Window XP Professional Version MS Office professional version . Antivirus software (a) Application Package – Inventory control , Finantial statement , Sales analysis , data Entry. (b) Additional equipment for institutes which are already conducting earlier courses and having equipment supplied through D.O.E. Through internet (c) CRS (Computerised Reservation System) (d) Cargo (e) Mapping Tools (f) Google Earth	As per requirement

<i>Furniture</i>		
Class Room		
• Instructor Chair & Table	:	01 No
• Dual Desk	:	10 No.
Workshop/Lab		
• Suitable Revolving Chair	:	25 Nos.
• Discussion Table	:	01 No.
Tool Cabinet	:	02 Nos.
Trainees Locker	:	02 sets of 10
First Aid Box	:	01 No.
Book Shelf (glass panel)	:	01 No.
Storage rack	:	01 No.

Module VI – Business English & Entrepreneurship

Week No.	Theory	Practicals
1.	<ul style="list-style-type: none"> • Communication :- Meaning , Importance & Objectives , Principles of communication , Forms of communication , Process of communication , Barriers of Effective communication , Techniques of effective communication. 	<ul style="list-style-type: none"> • The students are required to submit a written of the topics as per the schedule by the course instructor The report is evaluated on various dimensions of written communications and suggestions improvement will be offered. <p style="text-align: center;">The students are required to identify topics of interest and to make oral presentation in the class the course instructor shall evaluate the students presentation skill and suggest methods for improvement .</p> <p style="text-align: center;">Group communications exercise will also</p>
2.	<p>Written Communication</p> <ul style="list-style-type: none"> • Business Letters :- Types ,Inquiries, circulars, Quotations,orders,Acknowledgements,execution s , complaints , claims &Adjustments ,collection Letters , banking correspondence ,agency Correspondence. 	
3.	<ul style="list-style-type: none"> • Application Letter :- , Bio data , interview letters, Letter of Reference , letter of confirmation , Promotion ,Retrenchment ,Resignations. Application of Electronics Media & Communication , Telly Communication , Tele conferencing , Fax , Email . 	
4.	<ul style="list-style-type: none"> • Report writing :- Types of reports ,components of formal reports , Business reports ,Reports by individuals , Report by committee Meetings - Notice - Agenda ,Resolution & Minutes 	
5.	<ul style="list-style-type: none"> • Oral Communication :- Listening & Speaking , Meeting Speeches & techniques of electing response , proving questions . Recording & closing , observation , Method , Group Discussion & Interviews. 	
6.	<ul style="list-style-type: none"> • Nonverbal Expression :- Body language , Gestures , Postures, Facial Expressions , Dress code . 	

Week No.	Theory	Practicals
7.	<ul style="list-style-type: none"> • Group Communication :- Effective group discussion , Essentials – Role –Playing , Team building , Integreated communication , inbasket exercises . 	<p>be given and evaluated by the course instructor.</p>
8.	<p>ENTREPRENEURSHIP</p> <p>a) Needs, scope for self-employment with special reference to self-employment scheme and sources of Assistance in Central & State Government Organization like DIC, SIDA, SISI, NSIC, SIDO, Financial institutes and Banks</p> <p>b) Entrepreneurial values, attitude & motivation.</p> <p>c) Identifying & developing entrepreneurial competence and networking, entrepreneurial culture.</p> <p>d) Characteristics of successful entrepreneur and successful enterprise</p> <p>e) The causes of failure and identification of entrepreneurship abilities through self assessment and other technique</p> <p>f) Types of business in different trades and the importance of skill</p> <p>g) Understanding the consumer, market through consumer behavior, market survey scope and influence publicity and advertisement, consumer Action forum.</p> <p>h) SWOT</p> <p>i) Self Analysis</p> <p>j) Competition Analysis</p> <p>k) Creativity and Idea Generation</p> <p>l) Project Formation, Feasibility, Viability, Profitable study</p> <p>m) Investment Procedure – Loan Procurement- Agencies – Banking Process</p> <p>n) Accounting and Analysis – Bank Operation i.e. Debit and Credit Book Keeping, Financial Software packages, invoicing and challans .</p> <ul style="list-style-type: none"> • 	<p>Practice of communication on phone .</p> <p>Practice on photocopying the documents.</p> <p>Practice on sending messages using fax machines.</p>

Tools & Equipment

Sl. No.	Item/ Specification	Quantity
1.	Telephone	01
2.	FAX Machines with answering facility	01
3.	Photocopy machine	01

Furniture			
	Class Room		
	• Instructor Chair & Table	:	01 No
	• Dual Desk	:	10 No.
	Computer tables	:	08
	Trainees Locker	:	02 sets of 10
	First Aid Box	:	01 No.
	Book Shelf (glass panel)	:	01 No.
	Storage rack	:	01 No.