

**PDEA'S
ANNASAHEB MAGAR HAHAVIDYALAYA HADAPSAR PUNE -28**

B.VOC
TOURISM AND SERVICE INDUSTRIES
ADD-ON COURSE
UPCOMING TRENDS IN TOURISM
FROM 14TH SEP TO 21ST SEP 2019

B. Voc (Tourism and Service industries) Add-On Course day wise program report 2019-20

- **Day 1-** 14th Sep 2019
- **Guest speaker Name:** Ms. Ghatge Nishita
- **Organization Name:** Sun Tourism Pune
- **Lecture topic:** Skill required for a tourism person



Learning Outcome:

1. Customer service skills

It should never be forgotten that it's the customer who provides the funds to pay salaries and other expenses which allow a hotel or restaurant to remain profitable and reinvest in its infrastructure. Thus, it is essential that employees and managers succeed in satisfying and even delighting customers. Excellent customer service skills is all about understanding the customer's needs and being able to deliver a positive customer service experience.

2. Networking skills

One of the key skills needed in the hospitality industry is to be able to network effectively. Unlike many other sectors of business, networking in this field is not about job-hopping, but is rather a way to stimulate repeat business from customers. Building a loyal clientele who are interested in returning to the hotel/restaurant/tour will, in the long run, also enhance one's career

3. Communication skills

Exceptional communication skills are highly valued in most industries and the higher up one gets in the hierarchy, the more important they become. In the hospitality and tourism

4. Flexibility skills

Compared to other professions, hospitality and tourism jobs often demand that employees work odd hours like nights and weekends. It is also necessary to be able switch rapidly from one task to another as the situation may arise. Thus, flexibility is an essential attribute to succeed in the hospitality and tourism sector.

5. Organizational skills

Organizational skills are at a premium in the hospitality and tourism trade. Given the need to multi-task and respond to spur-of -the-moment requests, it is necessary to maintain an organizational structure so as to be able to accomplish daily tasks in an efficient manner. One piece of advice: plan each day ahead keeping a checklist of things that need to be done. This will also help you develop strong time management skills.

6. Language skills

Language skills are a particular plus in the hospitality field as they increase one's value as an employee. Speaking clients' language enables one to establish a more intimate relationship with them which promotes customer satisfaction and loyalty.

7. Commitment

It may sound trite to mention this one, but it can be noted that many young people start out in the hospitality field with an enthusiastic outlook, but don't realize how demanding the work is and consequently get bored quickly. If they fail to understand that their job is to keep clients happy no matter the cost, such individuals will never progress beyond entry-level jobs.

8. Can-do attitude

It is essential that hospitality professionals be prepared to accept challenges in the workplace no matter how difficult the task may appear. Resolving a difficult situation for an employer boosts one's chances of getting a pay rise and /or a promotion. Exuding enthusiasm for one's job, instead of being sour, will enhance one's esteem both from customers and employers. For example, Kurt Ritter, the former CEO of Rezidor Hotels (and a graduate of the Ecole hôtelière de Lausanne), adopted the motivational tagline of "Yes, I can!" for his staff.

9. Multitasking skills

Being able to fulfill multiple roles in a hospitality or tourism enterprise is a way for employees to render themselves indispensable to their employers. It's important to be able to juggle different tasks simultaneously, while completing each task assigned. Thus the ability to multitask may be one of the most important skills in this industry. One way for students to get a head start in developing their ability to multitask is to work on the side while pursuing their studie

- **Day 2- 16th Sep 2019**
- **Guest speaker Name:** Ms. Manilaxmi
- **Organization Name:** Beauty Solutions Pune.
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- **Lecture topic:** Grooming



- **Learning Outcome:**

What is personality?

How a person he or she carry their self official causally looks the way they are is their personality.

What is grooming?

Carrying our personality giving a touch of makeup with good communication and good skills is grooming.

- A proper hygiene
- A proper diet including fruit and salads
- Exercise and yoga
- taking a proper care of skin
- keeping skin moisture and glowing
- Official wear should be decent with decent colors

- **Day 3 - 17th Sep 2019**
- **Guest speaker Name:** Mr. Patil Sushil
- **Organization Name:** Savikrishna Holidays Pune.
- **Lecture topic:** Special Tours



- **Learning outcome:**
- **Special tours**
- **Meaning of special tours**
- **Characteristics of the special tours.**
- **Special tours:**

Special tours mainly consider as special tours organized for specific group. Sometimes it is the group of people wants to travel to same place and travel agent to organize tour.
- **Meaning of special tours :**

Any tour organized for any specific group of society may be similar with gender, age, education with or without their common interest through some travel agent or at their own can be called as special tour.
- **Characteristics of the special tour :**

These type of tour having some interesting characteristics.

 1. Specific group of the society is needed for this tour. May be it is with the same age group or the same gender or the same educational stream. etc
 2. All the members of this tour should have the same interest involved in this tour.
 3. There is some specific reason to travel pilgrimage tour to Buddha gaya.
- **List of the special tours :**
 1. Women's special tour.
 2. Senior citizen tour.
 3. Student special tour.
 4. Children tour.

Day 4 - 18th Sep 2019

- **Guest speaker Name:** Mr. Shah Bhavik
- **Organization Name:** Parasnath Tours and Travels Pune.
- **Lecture topic:** Marketing Strategies



What Is a Tourism Marketing Strategy?

The term “tourism marketing strategy” is often used incorrectly to describe the individual tactics a destination uses to promote themselves

Instead, your tourism marketing strategy is your master marketing outline. Yes, it includes the individual tactics you’ll be using in your marketing, but it also contains so much more.

Your destination’s tourism marketing strategy will also include:

Buyer Personas

Goals

KPIs

Website Optimizations

Paid Marketing Guidelines

Content Creation Calenda

- **Day 5** – 19 Sep 2019
- **Guest speaker Name:** Miss Arpita Koparkar
- **Organization Name:** Halo Tour
- **Lecture Topic:** Documentation



Learning outcomes:-

Documentation is a set of documents provided on paper, or online, or on digital or analog media, such as audio tape or CDs. Examples are user guides, white papers, on-line help, quick-reference guides. Paper or hard-copy documentation has become less common. Documentation is often distributed via websites, software products, and other on-line applications.

Passport -

A passport is a travel document, usually issued by a country's government to its citizens, that certifies the identity and nationality of its holder primarily for the purpose of international travel. [1] Standard passports may contain information such as the holder's name, place and date of birth, photograph, signature, and other relevant identifying information.

Visa -

A visa is a conditional authorization granted by a territory to a foreigner, allowing them to enter, remain within, or to leave that territory. Visas typically may include limits on the duration of the foreigner's stay, areas within the country they may enter, the dates they may enter, the number of permitted visits or an individual's right to work in the country in question. Visas are associated with the request for permission to enter a territory and thus are, in most countries, distinct from actual formal permission for an alien to enter and remain in the country.

In each instance, a visa is subject to entry permission by an immigration official at the time of actual entry, and can be revoked at any time. A visa most commonly takes the form of a sticker endorsed in the applicant's passport or other travel document.

Boarding Pass -

A boarding pass or boarding card is a document provided by an airline during check-in, giving a passenger permission to enter the restricted area of an airport (also known as the airside portion of the airport) and to board the airplane for a particular flight. At a minimum, it identifies the passenger, the flight number, and the date and scheduled time for departure. A boarding pass may also indicate details of the perks a passenger is entitled to (e.g. lounge access, priority boarding) and is thus presented at the entrance of such facilities to show eligibility.

Travel Insurance -

Travel insurance is insurance that is intended to cover medical expenses, trip cancellation, lost luggage, flight accident and other losses incurred while traveling, either internationally or domestically. Travel insurance can usually be arranged at the time of the booking of a trip to cover exactly the duration of that trip, or a "multi-trip" policy can cover an unlimited number of trips within a set time frame. Some policies offer lower and higher medical-expense options; the higher ones are chiefly for countries that have high medical costs, such as the United States.

Green card – (permanent Resident)

A Green Card holder (permanent resident) is someone who has been granted authorization to live and work in the United States on a permanent basis. As proof of that status, U.S. Citizenship and Immigration Services (USCIS) grants a person a permanent resident card, commonly called a "Green Card."

Day 6- 20 Sep 2019

Guest speaker name: Mrs. Chahya kadam

Organization name: Riya Study Abroad

Lecture topic: tourism scope and study in abroad.

Learning outcome:

Definition: Scope of tourism studies and job prospect.

In 7 top most Tourism University.

Why to study in aboard?

not only study knowing different countries and international explorer.

Competitive Exams:

IELTS: it is a British exam and it is taken by many countries.

PTE

TOEFL

GRE: it is for engineering and it needs above 300 marks.

GMAT

Scope:

Fortest grooming

Allied industry

Day 7 – 21 Sep 2019

- **Guest speaker Name:** Mr. Rushikesh Deshmukh
- **Organization Name:** Sun Tourism
- **Lecture Topic:** Guide & Escort



Learning Outcomes:-

Definitions:

1. Tour Guide: A tour guide or a tourist guide is a person who provides assistance, information on cultural, historical and contemporary heritage to people on organized tours and individual clients at educational establishments, religious and historical sites, museums, and at venues of other significant interest, attractions sites.

2. Tour Escort: Tour Escorts are assigned with accompanying and guiding visitors at public establishments such as a museum or an art gallery, or at a tourist place. In this role, they must be intimately familiar with the place or places they visit with the visitors.

➤ Occupation :

1. Tour Guide:

Adventure guide who requires guiding skills plus specialist recreational skills such as white water rafting, hiking or mountaineering.

Bilingual guide who offers interpretation of language as well as guiding skills.

Guide coordinator who is usually one who has worked as a guide and now supervises, coordinates and trains guides.

Indigenous guide who conducts tours with a special cultural emphasis and which requires a deep understanding of their culture. Local guide who specializes in a particular city or region. Nature-based and eco-tour guide who conducts day or extended tours and requires guiding skills and specialist environmental knowledge.

Site guide who may work, for example, in museums, cultural centers, theme parks and sporting facilities

2. Tour Escort:

Escort individuals or groups on cruises, sightseeing tours, or through places of interest such as industrial establishments, public buildings, and art galleries.

Describe tour points of interest to group members, and respond to questions.

Monitor visitors' activities in order to ensure compliance with establishment or tour regulations and safety practices.

Distribute brochures, show audiovisual presentations, and explain establishment processes and operations at tour sites.

Collect fees and tickets from group members.

Speak foreign languages in order to communicate with foreign visitors.

- **Skills:**

- 1. Tour Guide:**

- Having good presentation skills.
 - Being enthusiastic and friendly.
 - Having good verbal communication skills.
 - Being able to interact with people from different backgrounds.
 - Having multiple language skills.
 - Being able to work with a team.
 - Having time management skills.
 - Being able to retain historical facts.
 - Having excellent knowledge about points of interest of specific cities.

- 2. Tour Escort:**

- . STRONG COMMUNICATION SKILL
 - . PERSONABLE & OUTGOING
 - . A MEMORY LIKE A STEAL TRAP
 - . IMPROVISATIONAL SKILLS
 - . JUST ENOUGH ENTHUSIASM

- . HUMOR
- . PUNCTUALITY
- . A KEEN SENSE OF DIRECTION
- . THE KNOWLEDGE OF A LOCAL
- . PASSION FOR THEIR CITY

- **DIFFERENC:**

THE TOUR GUIDE IS A QUALIFIED PERSON WHO ACCOMPANIES PEOPLE VISITING WORKS OF ART, MUSEUMS, GALLERIES, ARCHAEOLOGICAL SITES, AND WHO EXPLAIN THE HISTORICAL, ARTISTICAL, MONUMENTAL AND NATURAL ATTRACTIONS. THE TOUR ESCORT IS A QUALIFIED PERSON WHO ACCOMPANIES PEOPLE TRAVELING THROUGH DIFFERENT COUNTRIES AND ABROAD TO ASSURE THE REGULAR RUNNING OF THE PLANNED TRIPS. HE PROVIDES THE NECESSARY SUPPORT SERVICES FOR ITS ENTIRE DURATION, GIVING SIGNIFICANT INFORMATION OF THE SITE.