



PROGRAMME GUIDE

2024-25



PROGRAM-GUIDE

CERTIFICATE FOR FOOD AND BEVERAGE SERVICE – STEWARD (CFBSS)

- Scheme of Examination
- Detailed Syllabus
- Counseling and Study Structure
- Study Modules & Books Information

Supported By



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DIPLOMA IN FOOD & BEVERAGE SERVICE (DFBS)

DIPLOMA IN FOOD & BEVERAGE SERVICE (DFBS)

डिप्लोमा इन फूड एण्ड बेवरेज सर्विस

(A) Duration : 12 Months (D) Courses : 10

(अ) अवधि : 12 माह (द) कोर्सेस : 10

(B) Eligibility : 12th Pass (E) Credit : 32

(ब) पात्रता : 12 वी पास (ई) क्रेडिट : 32

(C) Contents and Scheme of Examination

(स) पाठ्यक्रम विषय सूची एवं परीक्षा योजना

Course Code	Title of the Course	Credit	Total Marks	Theory		Practical Marks		Assignments		Key Learning Outcomes
				Max	Min	Max	Min	Max	Min	
Semester I										
DFBS 1	Plan for serving food and beverages भोजन एवं पेय पदार्थों की सेवा के लिए योजना	4	100	50	20	20	08	30	12	<ul style="list-style-type: none">• Check assigned service area as per duty roster• Check the pre-bookings for the areas assigned• Inspect the food service area for the cleaning and laying the table, e.g., customer dining areas, sideboards/side tables/trolleys/counters, service preparation areas• Assess requirement of resources viz. tableware, cutlery, linen• Identify workplace procedures for serving food and beverage

										<ul style="list-style-type: none"> • Check that service areas are hygienic, clean, free from damage and ready for use in line with service style • Prepare and adjust dining area for comfort and ambience, e.g., light, music, temperature, odour-less, pest-free, clean linen and furniture arrangement • Check that service equipment is clean, functional, free from damage, located where it should be and switched on ready for use • Set up furniture in accordance with standard operating procedures, bookings, customer requests and customer/staff convenience and safety • Check that sufficient stock of service items are clean, free from damage and stored ready for service • Check availability of condiments and accompaniments ready for service and store them safely • Check dining furniture, table linen and table items are clean and undamaged • Arrange restaurant furniture according to the food service operation • Check the menus and promotional items and ensure that they contain accurate information and are ready for customer use • Comply with industry
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										<p>requirements in relation to standard of dress and personal hygiene</p> <ul style="list-style-type: none"> • Lay out tables/counters according to the outlet's procedures • Dispose of broken and cracked items and other waste in accordance with standard operating procedures and environmental considerations • Prepare a suitable range of decorations, coasters and edible and non-edible garnishes and stock, in accordance with standard operating procedures • Carry out all work in accordance with occupational health and safety • Check dining/restaurant/public amenity areas customer facilities for cleanliness prior to service, in accordance with standard operating procedures • Prepare and adjust the dining environment to ensure comfort and ambience for customers • Verify menu variations and daily specials with kitchen staff (liaising with duty chef) • Complete preparation for serving food and beverage following workplace procedures • Complete checklists for preparation for performing duties
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DFBS 2	Greet customer, take order, serve food and beverage ग्राहक का स्वागत करें, आर्डर लें, भोजन और पेय परोसें	3	100	50	20	20	8	30	12	<ul style="list-style-type: none"> • Greet customers, identify their requirements and check any booking records as appropriate to the service operation • Check details of reservations where Appropriate • Escort and seat customers according to table allocation and special requirements • Offer chair assistance in seating the guest • Offer available pre-meal services to customers and address guest by surname to extent possible • Present menus and drinks lists to customers, in accordance with standard operating procedures provide information to customers, giving clear explanations and description of information such as menu choices and options, information about food and beverages, specials for the day, information about the location or area location of customer facilities • Make sure customers have access to the correct menu • Give accurate information on individual dishes according to customers' requirements • Take the opportunity to maximize the order using appropriate sales techniques
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										<ul style="list-style-type: none"> • Check products and brand preferences with the customer in a courteous manner • Advise customers on a selection of drinks and make recommendations where required to assist customers to make a choice where appropriate • Identify any specific customer preference • Record and relay information about any special requests or dietary or cultural requirements promptly and accurately to duty chef • Answer customer questions on menu items correctly and courteously • Record orders legibly, using the format required by the enterprise, verify order with customer and convey them promptly to the kitchen and bar as per standard procedure • Identify, record and deal with their order promptly, repeat order to reconfirm and inform about approximate waiting time • Seek information from the kitchen or other appropriate person, where answers are unknown • Provide and adjust glassware, service ware and cutlery, suitable for menu choices, and condiments in accordance with standard operating procedures
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										<ul style="list-style-type: none"> • Carry out all work in accordance with occupational health and safety • Check quality and presentation of food and beverage in accordance with standard operating procedures • Check service ware for chips, marks, spills and drips • Collect food and beverage selections promptly from service areas, convey them to customers safely • Monitor flow of service for meal and beverage delivery • Recognize and follow up promptly, any delays or deficiencies in service • Promptly advise and reassure customers about any delays and problems • Serve food and beverage courteously and to the correct person, in accordance with standard operating procedures and hygiene requirements for, say, table d'hôte, a la carte, counter service, pre-set meal, buffet, function, tea and coffee service, and in patient service • Check customer satisfaction at the appropriate time • Offer additional food and beverage at the times as per standard procedure and order and serve them accordingly • Clear tables of crockery, cutlery
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										<p>and glassware between the courses at the appropriate time and with minimal disruption to customers</p> <ul style="list-style-type: none"> • Remove and replace used table items as required and maintain the correct stocks • Remove leftover food items, condiments and accompaniments from the table when required and deal with them correctly • Clear finished courses from the table at the appropriate time according to the service operation • Clear finished courses and used crockery and cutlery systematically with assistance from other service staff • Check crockery, cutlery and other table items and replace or remove them as appropriate • Serve different courses with clean and undamaged service equipment of the appropriate type • Serve food of the type quality and quantity required using the appropriate service method Keep the service area tidy and clean
DFBS 3	<p>Prepare for food and beverage service operation</p> <p>भोजन और पेय सेवा संचालन के लिए तैयारी</p>	3	100	50	20	20	8	30	12	<ul style="list-style-type: none"> • Interact with captain / F&B supervisor and understand the service requirement • Get trained on food and beverage service operation

	करें									<ul style="list-style-type: none"> • Make note of food and beverage outlet's policy and guidelines • Receive any special instructions on operation of bar / café / restaurant • Make note of menu list and the cost of each item served • Receive details on different departments associated with food and beverages service operation • Clarify any doubts at any point of time with superior / mentor • Ensure that the dining tables are clean • Arrange tables in an orderly manner • Ensure that sufficient number of tables are available for reserved guests□ • Check that the menu lists are available for the table and is properly kept • Check whether all lighting and ventilation facilities are functioning as per standards • Ensure that all necessary table ware are placed in the dining table • Place napkins in the table as per requirement • Replenish table with essentials such as table ware, salt and pepper, ketch up, water, etc. as per standard of the outlet
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										<ul style="list-style-type: none"> • Obtain the list of available items in the restaurant at the given point of time • Obtain information about the ingredients and process of making of each available item in the menu from the kitchen staffs. • Obtain the list of unavailable items for the day • Make note of the special dishes served for the day (if any) • Note price detail of menu • Receive turnaround time for serving each menu Ensure that proper uniform / attire / personal protective equipment is worn as per the rules and requirements of the organization • Ensure that he/she presents himself/herself in the best possible manner
DFBS 4	Communication and Personality Development संचार और व्यक्तित्व विकास	3	100	70	28	—	—	30	12	<ul style="list-style-type: none"> • Interact with superior • Communicate with colleagues • Communicate effectively with customers • Identifying customer needs by asking questions • Create good knowledge on product and services and brief the customer clearly on them in a polite and professional manner • Develop in building friendly but impersonal relationship with the

										<p>customers</p> <ul style="list-style-type: none"> • Use appropriate language and tone and listen actively • Showing sensitivity to gender/ cultural and social differences • Plan and prepare for the customer expectations and provide appropriate product/services • Identify customer dissatisfaction and address their complaints • Practice of maintaining proper body language and dress code • Using communication clearly and effectively with the guest • Practice of informing the customers on any issues and developments involving them • Practice for responding back to the customer immediately • Design upselling /promoting suitable products and services • Develop in seeking feedback from Customers • Explain terms and conditions clearly • Practice of receiving job order and instructions from reporting superior • Identify and escalate unresolved problems or complaints to relevant superior • Plan for working output
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										<p>requirements, targets, performance indicators and incentives</p> <ul style="list-style-type: none"> • Set up to verify and deliver quality of work and report anticipated delays with reason • Practice to communicate maintenance and repair schedule to superior • Practice to receive feedback on work standards • Prepare document the completed work • Showing trust, support and respect to all colleagues and assist them with information and knowledge • Plan to achieve smooth overflow • Identify the potential and existing conflicts with colleagues and resolve them • List seeking assistance from colleagues when required • Practice to pass on essential information to colleagues in a timely manner • Practice behaving responsibly and use polite language with colleagues • Prepare to interact with colleagues from different functions to understand their nature of work • Construct teamwork, multi-tasking, cooperation, co-ordination and collaboration
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										<ul style="list-style-type: none"> • Set up a lookout for any errors and help colleagues to rectify them • Prepare target customers, their profiles and needs Develop building good rapport with the customer • Describe the market trends and customer expectations by discussing the same with frequent customers • Practice of seeking feedback and rating from customer • Develop practice of using customer oriented behaviour to gain loyalty and satisfaction • State to become friendly but not familiar with guest
DFBS 5	Basic Computer Skills बुनियादी कम्प्यूटर कौशल	4	100	5 0	20	20	08	30	12	<ul style="list-style-type: none"> • Appropriately start up and shut down your computer • Navigate the operating system and start applications • Perform basic functions of file management • Perform basic functions in a word processor and spreadsheet • Manage print settings and print documents • Receive and send emails • Use a web browser to navigate the Internet.
Semester II										

DFBS 6	Perform food and service operation भोजन और पेय सेवा संचालन करें	3	100	50	20	20	8	30	12	<ul style="list-style-type: none"> • Greet the customers in a pleasing beverage manner and as per outlet standards • Check for any reservations made under the customer's name • Accompany customers to their table and assist in their seating by pulling chairs • Ensure whether the customer is satisfied with the seating arrangement and facilitate changes if required • Provide customers with welcome drinks and snacks which are not a part of the menu (if applicable) • Share the menu card with the guests • Inform options available in the outlet such as buffet, a la carte, etc. • Receive orders from guests and note them carefully • Decline orders for unavailable items in the most pleasant manner • Ensure that no unavailable item is noted down as an order • Suggest customers about the available substitutes for an unavailable item ordered • Inform customers about the special dishes that are available
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										<p>for the day</p> <ul style="list-style-type: none"> • Respond to any query by guest regarding menu, ingredients used, food preparation process, etc. • Pass the received order to the kitchen department • Note the orders in the gadget (palmtop) / order sheet as available • Ensure that any special request from the customer in preparation of an ordered item is passed to the kitchen appropriately • Ensure guests meet regulatory requirement for serving alcoholic beverages • Take assistance of steward / captain in case of any clarifications / concerns • Fetch the ordered items from the kitchen • Handle glass, dishware as per standards and ensure no spills / wastage • Place special cutlery on the table if required for any item • Ensure that the customers are not served any item which they haven't ordered • Ensure that the standard order is followed in serving the dishes (starters are generally served
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										first) <ul style="list-style-type: none"> Follow serving standards such as serving on right hand side of customers, serving first to the kids, etc. Serve the food using appropriate cutlery and maintain high standard of hygiene Check for additional servings, orders, replenishment of cutlery, edibles, etc. Ensure all items are served to guests on time
DFBS 7	Dealing with Customer Payment and also Resolving Customer Service Issues ग्राहक भुगतान से निपटना और ग्राहक सेवा मुद्दों का समाधान करना	3	100	50	20	20	8	30	12	<ul style="list-style-type: none"> Make sure that payment point is working and that all needed material such as stationery, till/ credit/ debit rolls are available or processing either of cash, traveller's cheques, drafts Maintain the payment point and restock it when necessary Enter / scan information into the payment point correctly Organize and present accounts to customers on request Tell the customer how much they have to pay, if asked and modes of payments accepted Acknowledge the customer's payment and validate it where necessary Follow correct procedure for chip

										<p>and pin transactions</p> <ul style="list-style-type: none"> • Put the payment in the right place according to the organization's procedures • Give correct change for cash transactions • Carry out transactions without delay and give relevant confirmation to the customer • Make the payment point contents available for authorized collection • Process accounts in accordance with standard operating procedures • Farewell guests courteously from the restaurant/dining area in accordance with standard operating procedures • Spot customer service issues • Listen carefully to the customers about any problem they have raised • Ask customers about the problem to check your understanding • Recognize repeated problems and alert the appropriate authority • Share customer feedback with others to identify potential problems before they happen • Identify problems with systems
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										<p>and procedures before they begin to affect your customers</p> <ul style="list-style-type: none"> • Identify the options for resolving a customer service issue • Work with others to identify and confirm the options to resolve a customer service issue • Work out the advantages and disadvantages of each option for the customer and the organization • Pick the best option for the customer and the organization • Identify for the customer other ways that the issue may be resolved if one is unable to help • Take action to resolve customer service issue • Discuss and agree the options for solving the problem with the customer • Take action to implement the option agreed with the customer • Work with others and the customer to make sure that any promises related to solving the problem are kept • Keep the customer fully informed about what is happening to resolve the problem • Check with the customer to make sure the problem has been
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										<p>resolved to their satisfaction</p> <ul style="list-style-type: none"> Give clear reasons to the customer when the problem has not been resolved to their satisfaction
DFBS 8	<p>Maintaining Health Hygiene and Safety at Work Place</p> <p>कार्यस्थल पर स्वास्थ्य, स्वच्छता और सुरक्षा को बनाए रखना</p>	2	100	50	20	20	8	30	12	<ul style="list-style-type: none"> Comply with health, safety and security requirements and procedures for workplace. Identify potential hazards and breaches of safe work practices. Follow the organization's emergency procedures promptly, calmly and efficiently. Ensure cleanliness around workplace in hospitality and tourist areas Follow personal hygiene practices Take precautionary health measures Follow standard safety procedure Use safety tools or personal protective equipment Achieve safety standards
DFBS 9	<p>Introduction to Entrepreneurship</p> <p>उद्यमिता से परिचय</p>	2	100	70	28	—	—	30	12	<ul style="list-style-type: none"> Understand the various aspects and the process for setting-up and managing an new enterprise Knowledge of various Govt. schemes for promoting entrepreneurship Design a good plan for growth of

										<ul style="list-style-type: none"> • Entrepreneurship • Basic managerial skills
DFBS 10	Project Work परियोजना कार्य	5	—	—	—	100	40	—	—	<ul style="list-style-type: none"> • Through a simulated learning environment, students will acquire basic knowledge of hotel operations and receive hands-on training in various aspects of hotel operations, including food & beverage service. The diverse learning activities will develop students' interest and skills in the profession of the hospitality industry, and cultivate among them service culture, self-discipline, team work, and transferable skills in problem-solving, communication and presentation. • Analyse the up-to-date profile of the hospitality and tourism industries; • Apply the service knowledge, skills and develop professional attitude in the various aspects of the hotel operations including food and beverage service; • Describe and demonstrate work ethics and service culture through the practical work in hotel operations; • Rate and appraise the importance of safety, hygiene and sanitation at the hotel industry; • Evaluate the current trends and

										<p>challenges of hotel industry and analyse their impacts on the dynamic hotel industry;</p> <ul style="list-style-type: none"> • Develop and manage self-discipline and team building skills in a simulated hotel operations environment; • Develop self-understanding for further studies and career development in the related field.
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Note: For a PASS-A student would require to secure 40 % for both Theory and Practical.

Grand Total	Pass
1000	400

Detailed Syllabus

Diploma in Food and Beverage Service

Semester – I

DFBS 1 Planning for Serving Food and Beverage

Identifying the service area and resources required: –

- Check assigned service area as per duty roster
- Check the pre-bookings for the areas assigned
- Inspect the food service area for the cleaning and laying the table, e.g., customer dining areas, sideboards/side tables/trolleys /counters, service preparation areas
- Assess requirement of resources viz. tableware, cutlery, linen
- Identify workplace procedures for serving food and beverage

Preparing the service area: -

- Check that service areas are hygienic, clean, free from damage and ready for use in line with service style
- Prepare and adjust dining area for comfort and ambience, e.g., light, music, temperature, odour-less, pest-free, clean linen and furniture arrangement
- Check that service equipment is clean, functional, free from damage, located where it should be and switched on ready for use
- Set up furniture in accordance with standard operating procedures, bookings, customer requests and customer/staff convenience and safety
- Check that sufficient stock of service items are clean, free from damage and stored ready for service
- Check availability of condiments and accompaniments ready for service and store them safely
- Check dining furniture, table linen and table items are clean and undamaged
- Arrange restaurant furniture according to the food service operation
- Check the menus and promotional items and ensure that they contain accurate information and are ready for customer use
- Comply with industry requirements in relation to standard of dress and personal hygiene
- Lay out tables/counters according to the outlet's procedures
- Dispose of broken and cracked items and other waste in accordance with standard operating procedures and environmental considerations
- Prepare a suitable range of decorations, coasters and edible and non-edible garnishes and stock, in accordance with standard operating procedures
- Carry out all work in accordance with occupational health and safety
- Check dining/restaurant/public amenity areas customer facilities for cleanliness prior to service, in accordance with standard operating procedures
- Prepare and adjust the dining environment to ensure comfort and ambience for customers
- Verify menu variations and daily specials with kitchen staff (liaising with duty chef)

Rechecking preparation for service area: -

- Complete preparation for serving food and beverage following workplace procedures
- Complete checklists for preparation for performing duties

DFBS 2 Greet Customer, Take Order, Serve Food and Beverage**Greeting customers: -**

- Greet customers, identify their requirements and check any booking records as appropriate to the service operation
- Check details of reservations where appropriate
- Escort and seat customers according to table allocation and special requirements
- Offer chair assistance in seating the guest
- Offer available pre-meal services to customers and address guest by surname to extent possible
- Present menus and drinks lists to customers, in accordance with standard operating procedures provide information to customers, giving clear explanations and description of information such as menu choices and options, information about food and beverages, specials for the day, information about the location or area
- Location of customer facilities

Taking and processing orders: -

- Make sure customers have access to the correct menu
- Give accurate information on individual dishes according to customers' requirements
- Take the opportunity to maximize the order using appropriate sales techniques
- Check products and brand preferences with the customer in a courteous manner
- Advise customers on a selection of drinks and make recommendations where required to assist customers to make a choice where appropriate
- Identify any specific customer preference
- Record and relay information about any special requests or dietary or cultural requirements promptly and accurately to duty chef
- Answer customer questions on menu items correctly and courteously
- Record orders legibly, using the format required by the enterprise, verify order with customer and convey them promptly to the kitchen and bar as per standard procedure
- Identify, record and deal with their order promptly, repeat order to reconfirm and inform about approximate waiting time
- Seek information from the kitchen or other appropriate person, where answers are unknown

Serving food and beverage: -

- Provide and adjust glassware, service ware and cutlery, suitable for menu choices, and condiments in accordance with standard operating procedures
- Carry out all work in accordance with occupational health and safety
- Check quality and presentation of food and beverage in accordance with standard operating procedures
- Check service ware for chips, marks, spills and drips

- Collect food and beverage selections promptly from service areas, convey them to customers safely
- Monitor flow of service for meal and beverage delivery
- Recognize and follow up promptly, any delays or deficiencies in service
- Promptly advise and reassure customers about any delays and problems
- Serve food and beverage courteously and to the correct person, in accordance with standard operating procedures and hygiene requirements for, say, table d'hôte, a la carte, counter service, pre-set meal, buffet, function, tea and coffee service, and in patient service
- Check customer satisfaction at the appropriate time
- Offer additional food and beverage at the times as per standard procedure and order and serve them accordingly
- Clear tables of crockery, cutlery and glassware between the courses at the appropriate time and with minimal disruption to customers
- Remove and replace used table items as required and maintain the correct stocks
- Remove leftover food items, condiments and accompaniments from the table when required and deal with them correctly
- Clear finished courses from the table at the appropriate time according to the service operation
- Clear finished courses and used crockery and cutlery systematically with assistance from other service staff
- Check crockery, cutlery and other table items and replace or remove them as appropriate
- Serve different courses with clean and undamaged service equipment of the appropriate type
- Serve food of the type quality and quantity required using the appropriate service method
- Keep the service area tidy and clean

DFBS 3 Prepare for Food and Beverage Service Operation

Receiving instructions on food & beverages service operation: –

- Interact with captain/F&B supervisor and understand the service requirement
- Get trained on food and beverage service operation
- Make note of food and beverage outlet's policy and guidelines
- Receive any special instructions on operation of bar/café/restaurant
- Make note of menu list and the cost of each item served
- Receive details on different departments associated with food and beverages service operation
- Clarify any doubts at any point of time with superior/mentor

Inspecting the tables before serving: -

- Ensure that the dining tables are clean
- Arrange tables in an orderly manner
- Ensure that sufficient number of tables are available for reserved guests
- Check that the menu lists are available for the table and is properly kept
- Check whether all lighting and ventilation facilities are functioning as per standards

- Ensure that all necessary table ware are placed in the dining table
- Place napkins in the table as per requirement
- Replenish table with essentials such as table ware, salt and pepper, ketch up, water, etc. as per standard of the outlet

Receiving details of food and beverages menu in the outlet:-

- Obtain the list of available items in the restaurant at the given point of time
- Obtain information about the ingredients and process of making of each available item in the menu from the kitchen staffs.
- Obtain the list of unavailable items for the day
- Make note of the special dishes served for the day (if any)
- Note price detail of menu
- Receive turnaround time for serving each menu

Grooming personally as per organization standards:-

- Ensure that proper uniform/attire/personal protective equipment is worn as per the rules and requirements of the organization
- Ensure that he/she presents himself/herself in the best possible manner

DFBS 4 Communication and Personality Development

Grammar:

- Parts of Speech
- Articles and Determines
- Noun and Pronoun
- Adjective and Adverb
- Verb
- Conjunctions and Prepositions
- Tenses
- Punctuations
- Active & Passive Voice
- Type of Sentences (simple, complex, compound)
- Reported Speech (direct and indirect)
- Types of Sentences
- Prepositions
- Gerunds
- Infinitives

Written English:

- Advance Writing Skills (formal, informal paragraph)
- Story
- Letter

- Application

Personality development:

- Soft Skills Development
- Body Language
- Behavioral and Symptomatic Soft Skills
- Etiquette and Manners
- Positive Thinking
- Motivation
- Goal setting
- Team building
- Self Confidence
- Leadership Skills
- Time Management

DFBS 5 Basic Computer Skills

- **Computer Fundamentals**

INFORMATION CONCEPTS AND PROCESSING

A. Definitions

B. Need, Quality and Value of Information

C. Data Processing Concepts

ELEMENTS OF A COMPUTER SYSTEM

A. Definitions

B. Characteristics of Computers

C. Classification of Computers

D. Limitations

HARDWARE FEATURES AND USES

A. Components of a Computer

B. Generations of Computers

C. Primary and Secondary Storage Concepts

D. Data Entry Devices

E. Data Output Devices

SOFTWARE CONCEPTS

A. System Software

B. Application Software

C. Language Classification

D. Compilers and Interpreters

Operating Systems/Environments

BASICS OF MS-DOS

A. Internal commands

B. External commands

INTRODUCTION TO WINDOWS

A. GUI/Features

B. What are Windows and Windows 95 and above?

C. Parts of a Typical Window and their Functions

Second Semester – II

DFBS 6 Perform Food and Beverage Service Operation

Receiving the guest:-

- Greet the customers in a pleasing manner and as per outlet standards
- Check for any reservations made under the customer's name
- Accompany customers to their table and assist in their seating by pulling chairs
- Ensure whether the customer is satisfied with the seating arrangement and facilitate changes if required
- Provide customers with welcome drinks and snacks which are not a part of the menu (if applicable)

Taking food and beverage order from guests:-

- Share the menu card with the guests
- Inform options available in the outlet such as buffet, à la carte, etc.
- Receive orders from guests and note them carefully
- Decline orders for unavailable items in the most pleasant manner
- Ensure that no unavailable item is noted down as an order
- Suggest customers about the available substitutes for an unavailable item ordered
- Inform customers about the special dishes that are available for the day
- Respond to any query by guest regarding menu, ingredients used, food preparation process, etc.
- Pass the received order to the kitchen department
- Note the orders in the gadget (palmtop)/order sheet as available
- Ensure that any special request from the customer in preparation of an ordered item is passed to the kitchen appropriately
- Ensure guests meet regulatory requirement for serving alcoholic beverages
- Take assistance of steward/captain in case of any clarifications/concerns

Serving guest the order:-

- Fetch the ordered items from the kitchen
- Handle glass, dishware as per standards and ensure no spills/wastage
- Place special cutlery on the table if required for any item

- Ensure that the customers are not served any item which they haven't ordered
- Ensure that the standard order is followed in serving the dishes (starters are generally served first)
- Follow serving standards such as serving on right hand side of customers, serving first to the kids, etc.
- Serve the food using appropriate cutlery and maintain high standard of hygiene
- Check for additional servings, orders, replenishment of cutlery, edibles, etc.
- Ensure all items are served to guests on time

DFBS 7 Dealing with Customer Payment and also Resolving Customer Service Issues

Receiving payment after service:-

- Make sure that payment point is working and that all needed material such as stationery, till/ credit/ debit rolls are available or processing either of cash, traveller's cheques, drafts
- Maintain the payment point and restock it when necessary
- Enter / scan information into the payment point correctly
- Organize and present accounts to customers on request
- Tell the customer how much they have to pay, if asked and modes of payments accepted
- Acknowledge the customer's payment and validate it where necessary
- Follow correct procedure for chip and pin transactions
- Put the payment in the right place according to the organization's procedures
- Give correct change for cash transactions
- Carry out transactions without delay and give relevant confirmation to the customer
- Make the payment point contents available for authorized collection
- Process accounts in accordance with standard operating procedures
- Farewell guests courteously from the restaurant/dining area in accordance with standard operating procedures

Spotting customer service issues:-

- Spot customer service issues
- Listen carefully to the customers about any problem they have raised
- Ask customers about the problem to check your understanding
- Recognize repeated problems and alert the appropriate authority
- Share customer feedback with others to identify potential problems before they happen
- Identify problems with systems and procedures before they begin to affect your customers

Resolving customer problems:-

- Identify the options for resolving a customer service issue
- Work with others to identify and confirm the options to resolve a customer service issue
- Work out the advantages and disadvantages of each option for the customer and the organization

- Pick the best option for the customer and the organization
- Identify for the customer other ways that the issue may be resolved if one is unable to help
- Take action to resolve customer service issue
- Discuss and agree the options for solving the problem with the customer
- Take action to implement the option agreed with the customer
- Work with others and the customer to make sure that any promises related to solving the problem are kept
- Keep the customer fully informed about what is happening to resolve the problem
- Check with the customer to make sure the problem has been resolved to their satisfaction
- Give clear reasons to the customer when the problem has not been resolved to their satisfaction

DFBS 8 Maintain Health, and Hygiene and Safety at Workplace

Comply with Health, Safety and Security Requirements at Work:

- Comply with health and safety related instructions applicable to the workplace
- Use and maintain personal protective equipment as per protocol
- Carry out own activities in line with approved guidelines and procedures
- Maintain a healthy lifestyle and guard against dependency on intoxicants
- Follow environment management system related procedures
- Identify and correct (if possible) malfunctions in machinery and equipment
- Report any service malfunctions that cannot be rectified
- Store materials and equipment in line with manufacturer's and organisational requirements
- Safely handle and move waste and debris
- Minimize health and safety risks to self and others due to own actions
- Seek clarifications, from supervisors or other authorized personnel in case of perceived risks
- Monitor the workplace and work processes for potential risks and threats
- Carry out periodic walk-through to keep work area free from hazards and obstructions, if assigned
- Report hazards and potential risks / threats to supervisors or other authorized personnel
- Participate in mock drills / evacuation procedures organized at the workplace
- Undertake first aid, fire-fighting and emergency response training, if asked to do so
- Take action based on instructions in the event of fire, emergencies or accidents
- Follow organisation procedures for shutdown and evacuation when required.

Organisational Context:

- Knowledge of the health and safety related practices applicable at the workplace
- Potential hazards, risks and threats based on nature of operations
- Organizational procedures for safe handling of equipment and machine operations
- Potential risks due to own actions and methods to minimize these
- Environmental management system related procedures at the workplace

- Layout of the plant and details of emergency exits, escape routes, emergency equipment and assembly points
- Potential accidents and emergencies and response to these scenarios
- Reporting protocol and documentation required
- Details of personnel trained in first aid, fire-fighting and emergency response
- Actions to take in the event of a mock drills / evacuation procedures or actual accident, emergency or fire.

Technical / Domain Knowledge:

- Knowledge of occupational health and safety risks and methods
- Personal protective equipment and method of use
- Identification, handling and storage of hazardous substances
- Proper disposal system for waste and by-products
- Signage related to health and safety and their meaning; Importance of sound health, hygiene and good habits
- Ill-effects of alcohol, tobacco and drugs.

Core Skills / Generic Skills / Professional Skills:

- Respond to emergencies, accidents or fire at the workplace
- Evacuate the premises and help others in need while doing so
- The value of physical fitness, personal hygiene and good habits
- Raise alarm
- Safe and correct procedure of handling equipment and machinery
- Identify, report malfunctions in machinery and equipment and correct them if possible
- Identify and report service malfunctions and chemical leaks
- Keep work area free from potential hazards
- Report to supervisors and other authorized personnel for assistance.

DFBS 9 Introduction to Entrepreneurship

- Introduction to Entrepreneurship – Introduction and concept of Entrepreneurship.
- Theory of Entrepreneurship – Entrepreneurship in developing countries, Entrepreneurship stimulation, Entrepreneurship and economic growth, Entrepreneurship and Economic system, various theories of Entrepreneurship.
- Growth of Entrepreneurship – Role of Entrepreneurship, Growth of Entrepreneurs, Prospects for Entrepreneurship.
- Nature and Importance of Entrepreneurship – Entrepreneurship Qualities, Entrepreneurship Functions, Entrepreneurship Vs Entrepreneurs, Opportunity matrix, Entrepreneurship Decision, Role of Entrepreneurship, Growth of Entrepreneurship.
- Classification and types of Entrepreneurship – Business Entrepreneurs, Types of Entrepreneurship, Entrepreneurship and Motivation, Growth and Entrepreneurship.
- Nature and scope of management – Scope of Management, Meaning of Management, Characteristics of Management, Objectives of Management, Management as a profession,

Organization and Management, Branches of Management, Importance of Management, managerial Skills.

- Planning – Concepts, processes and types – Importance of Planning, Characteristics of Planning, a Good Plan, Advantages of Planning.
- Concepts of an Organization – Organization Concepts, organization theory, formal and informal organization, significance of organization, the organization process, analysis of organization, nature of organization, organization as an art, group dynamics, organization development.
- Motivation – Introduction, Meaning, Kinds of Motivation, MC Gregor's Theory X and Theory Y, Coordination, Need Hierarchy theory of Motivation, Motivational Techniques, Financial and Non-Financial Incentives.
- Leadership – Introduction, Characteristics of leadership, great man theory of leadership, role of leadership, leadership styles, techniques of leadership, functions of leadership, qualities of leadership, process of leadership, develop voluntary cooperation.
- Communication – Introduction, features of communication, Need, Communication Process, communication Process models, Gestural or non-verbal communication, Models of Grapevine, Communication Networks, Barriers of Communication, Effective communication, Improve written communication.
- Accounting in a small enterprise – Need, how accounts maintained? Objectives of accounting, Ledger, Trial Balance, Final accounts Balance sheet etc.
- Entrepreneurship development institutions -
- AISECT model of Entrepreneurship
- How to setup and AISECT Centre
- Training for self-employment

DFBS 10 Project Work

All the candidates are required to submit a project-report based on the work done by him/her during the project period. A detailed Viva shall be conducted by an external examiner based on the project report.

- Select the project.
- Collect the information related to project.
- Identify the technology in terms of front end, back end, hardware tools used, software tool used.
- Write the brief synopsis for project.
- Get the synopsis approved from project in charge.
- Proceed for the project using system development life cycle.
- System development life cycle contain the steps like in to gathering designing, coding, development, testing, dispatched.
- Demonstrate the complete project through power point presentation to project in charge.

COUNSELING AND STUDY STRUCTURE

Sl. No .	Course Code	Title of the Course	Credit	Total Hours of Study	Counseling and Study Structure (hours)			
					Face to Face Counseling	Self-study	Practical	Assignments
Semester – I								
1	DFBS 1	Planning for Serving Food and Beverage	4	120	12	34	24	36
2	DFBS 2	Greet Customer, Take Order, Serve Food and Beverage	4	120	12	34	24	36
3	DFBS 3	Prepare for Food and Beverage Service Operation	3	90	12	33	18	27
4	DFBS 4	Communication and Personality Development	3	90	12	33	18	27
5	DFBS 5	Basic Computer Skills	3	90	12	33	18	27
Semester – II								
6	DFBS 6	Perform Food and Beverage Service Operation	3	90	12	33	18	27
7	DFBS 7	Dealing with Customer Payment and also Resolving Customer Service Issues	3	90	12	33	18	27
8	DFBS 8	Maintain Health, and Hygiene and Safety at Workplace	2	60	8	22	12	18
9	DFBS 9	Introduction to Entrepreneurship	2	60	8	34	-	18
10	DFBS 10	Project Work	5	150	-	-	150	-

Study Modules & Books Information

Sr. No.	Course Code	Subject Name	Modules to be used
Semester – I			
1	DFBS 1	Planning for Serving Food and Beverage	TH03 : Food & Beverage Service – Steward
2	DFBS 2	Greet Customer, Take Order, Serve Food	TH03 : Food & Beverage Service – Steward
3	DFBS 3	Prepare for Food and Beverage Service	TH04 : Food and Beverage Service – Operation Trainee
4	DFBS 4	Communication and Personality	S68 : Effective Communication and Development Personality Development
5	DFBS 5	Basic Computer Skills	S01 : Fundamentals of Computers and Information Technology
Semester – II			
6	DFBS 6	Perform Food and Beverage Service Operation	TH04 : Food & Beverage Service –Trainee
7	DFBS 7	Dealing with Customer Payment and also Resolving Customer Service Issues	TH03 : Food and Beverage Service – Steward
8	DFBS 8	Maintain Health, and Hygiene and Safety at Workplace	S69 : Safety Practices, Primary Health and Personal Hygiene
9	DFBS 9	Introduction to Entrepreneurship	S – 56: - Introduction to Entrepreneurship
10	DFBS 10	Project Work	-

**CERTIFICATE FOR FOOD AND
BEVERAGE SERVICE – STEWARD
(CFBSS)**

Certificate for Food and Beverage Service – Steward (CFBSS)

फूड एण्ड बेवरेज सर्विस – स्टुवर्ड के लिए प्रमाणपत्र (CFBSS)

(A) Duration : 6 Months (D) Courses : 09

(अ) अवधि : 6 माह (द) कोर्सेस : 09

(B) Eligibility : 12th Pass (E) Credit : 16

(ब) पात्रता : 12वीं पास (इ) क्रेडिट : 16

(C) Contents and Scheme of Examination

(स) पाठ्यक्रम विषय सूची एवं परीक्षा योजना

Course Code	Title of the Course	Credit	Total Marks	Theory		Practical Marks		Assignments		Key Learning Outcomes
				Max	Min	Max	Min	Max	Min	
CFBSS 1	Planning for Serving Food and Beverages प्लान फॉर सर्विंग फूड एण्ड बेवरेजस	2	100	50	20	20	08	30	12	<ul style="list-style-type: none"> Identify the service area and resources required Prepare the service area Recheck preparation for service area
CFBSS 2	Greeting Customer, Taking Orders and Serving the Guest, Cleaning Tables and Counters ग्रीट कस्टमर, टेक ऑर्डर एण्ड सर्व द गेस्ट, क्लीन टेबल्स एण्ड काउन्टर्स	2	100	50	20	20	08	30	12	<ul style="list-style-type: none"> Greet customers Take and process orders Serve food and beverage Clear tables and counters after dining Present guest account/check for the services used Clean table and side boards of used tableware and waste food/beverages

CFBSS 3	Dealing with Customer Payment and also Resolving Customer Service Issues डील वीथ कस्टमर पेमेंट अण्ड अल्सो रीसॉल्व कस्टमर सर्विस इशूज़	2	100	50	20	20	08	30	12	<ul style="list-style-type: none"> • Make sure that payment point is working • Maintain the payment point and restock it when necessary • Scan information into the payment point correctly • Organize and present accounts to customers on request • Acknowledge the customers payment and validate when necessary • Give correct change for cash transactions and avoid delay • Make the payment point contents available for authorized collection • Process accounts in accordance with SOP • Farewell guests courteously • Listen carefully to the customers about any problem they have raised • Ask customers about the problem to check for understanding • Recognize repeated problems and alert the appropriate authority • Share customer feedbacks • Identify problems with systems and procedures
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										<ul style="list-style-type: none"> Identify the options for resolving a customer service issue
CFBSS 4	Communication with Customer and Colleagues कम्युनिकेशन विथ कस्टमर एण्ड कोलिग्स	1	100	70	28	-	-	30	12	<ul style="list-style-type: none"> Interact with superior Communicate with colleagues Communicate effectively with customers
CFBSS 5	Maintaining Customer – Centric Service Orientation मैनटेनिंग कस्टमर-सेंट्रिक सर्विस ओरिएंटेशन	1	100	50	20	20	08	30	12	<ul style="list-style-type: none"> Engage with customers to understand their service quality requirements Achieve customer satisfaction Fulfil customer requirement
CFBSS 6	Maintaining Standard of Etiquette and Hospitable Conduct and Following Gender and Age Sensitive Service Practices मैनटेनिंग स्टेण्डर्ड ऑफ एटिकेट एण्ड हॉस्पिटेबल कंडक्ट एण्ड फॉलोइंग जेन्डर एण्ड ऐज सेंसेटिव सर्विस प्रेक्टिसिस	2	100	50	20	20	08	30	12	<ul style="list-style-type: none"> Follow behavioural, personal and telephone etiquettes Treat customers with high degree of respect and professionalism Achieve customer satisfaction Educate customer on specific facilities and services available for different categories of customers Provide gender and age specific services as per their unique and collective requirements Follow standard etiquette with women at workplace
CFBSS 7	Maintaining IPR of Organisation and Customers मेनटेनिंग आईपीआर ऑफ ऑर्गनाइजेशन एण्ड कस्टमर्स	1	100	70	28	-	-	30	12	<ul style="list-style-type: none"> Secure company's IPR Respect customers copyright

CFBSS 8	Maintaining Health and Hygiene and Safety at Work Place मेनटेनिंग हेल्थ एण्ड हाईजीन एण्ड सेफ्टी एट वर्क प्लेस	1	100	50	20	20	08	30	12	<ul style="list-style-type: none"> • Ensure cleanliness around workplace in hospitality and tourist areas • Follow personal hygiene practices • Take precautionary health measures • Take precautionary measures to avoid work hazards • Follow standard safety procedure • Use safety tools or personal protective equipment • Achieve safety standards
CFBSS 9	On the Job Training ऑन दी जॉब ट्रेनिंग	4	100	-	-	100	40	-	-	<ul style="list-style-type: none"> • Practical experience of working in a reputed establishment

Note: For a PASS - A Student would require to secure 40% for both Theory and Practical.

Grand Total	Pass
900	360

Detailed Syllabus

CFBSS 1 Planning for Serving Food and Beverages

Identifying the service area and resources required:-

- Check assigned service area as per duty roster
- Check the pre-bookings for the areas assigned
- Inspect the food service area for the cleaning and laying the table, e.g., customer dining areas, sideboards/side tables/trolleys /counters, service preparation areas
- Assess requirement of resources viz. tableware, cutlery, linen
- Identify workplace procedures for serving food and beverage

Preparing the service area:-

- Check that service areas are hygienic, clean, free from damage and ready for use in line with service style
- Prepare and adjust dining area for comfort and ambience, e.g., light, music, temperature, odourless, pest-free, clean linen and furniture arrangement
- Check that service equipment is clean, functional, free from damage, located where it should be and switched on ready for use
- Set up furniture in accordance with standard operating procedures, bookings, customer requests and customer/staff convenience and safety
- Check that sufficient stock of service items are clean, free from damage and stored ready for service
- Check availability of condiments and accompaniments ready for service and store them safely
- Check dining furniture, table linen and table items are clean and undamaged
- Arrange restaurant furniture according to the food service operation
- Check the menus and promotional items and ensure that they contain accurate information and are ready for customer use
- Comply with industry requirements in relation to standard of dress and personal hygiene
- Lay out tables/counters according to the outlet's procedures
- Dispose of broken and cracked items and other waste in accordance with standard operating procedures and environmental considerations
- Prepare a suitable range of decorations, coasters and edible and non-edible garnishes and stock, in accordance with standard operating procedures
- Carry out all work in accordance with occupational health and safety
- Check dining/restaurant/public amenity areas customer facilities for cleanliness prior to service, in accordance with standard operating procedures
- Prepare and adjust the dining environment to ensure comfort and ambience for customers
- Verify menu variations and daily specials with kitchen staff (liaising with duty chef)

Rechecking preparation for service area:-

- Complete preparation for serving food and beverage following workplace procedures
- Complete checklists for preparation for performing duties

CFBSS 2 Greeting Customer, Taking Orders and Serving the Guest, Cleaning Tables and Counters

Greeting customers:-

- Greet customers, identify their requirements and check any booking records as appropriate to the service operation
- Check details of reservations where appropriate
- Escort and seat customers according to table allocation and special requirements
- Offer chair assistance in seating the guest
- Offer available pre-meal services to customers and address guest by surname to extent possible
- Present menus and drinks lists to customers, in accordance with standard operating procedures provide information to customers, giving clear explanations and description of information such as menu choices and options, information about food and beverages, specials for the day, information about the location or area
- location of customer facilities

Taking and processing orders:-

- Make sure customers have access to the correct menu
- Give accurate information on individual dishes according to customers' requirements
- Take the opportunity to maximize the order using appropriate sales techniques
- Check products and brand preferences with the customer in a courteous manner
- Advise customers on a selection of drinks and make recommendations where required to assist customers to make a choice where appropriate
- Identify any specific customer preference
- Record and relay information about any special requests or dietary or cultural requirements promptly and accurately to duty chef
- Answer customer questions on menu items correctly and courteously
- Record orders legibly, using the format required by the enterprise, verify order with customer and convey them promptly to the kitchen and bar as per standard procedure
- Identify, record and deal with their order promptly, repeat order to reconfirm and inform about approximate waiting time
- Seek information from the kitchen or other appropriate person, where answers are unknown

Serving food and beverage:-

- Provide and adjust glassware, service ware and cutlery, suitable for menu choices, and condiments in accordance with standard operating procedures
- Carry out all work in accordance with occupational health and safety
- Check quality and presentation of food and beverage in accordance with standard operating procedures
- Check service ware for chips, marks, spills and drips
- Collect food and beverage selections promptly from service areas, convey them to customers safely

- Monitor flow of service for meal and beverage delivery
- Recognize and follow up promptly, any delays or deficiencies in service
- Promptly advise and reassure customers about any delays and problems
- Serve food and beverage courteously and to the correct person, in accordance with standard operating procedures and hygiene requirements for, say, table d'hôte, a la carte, counter service, pre-set meal, buffet, function, tea and coffee service, and in patient service
- Check customer satisfaction at the appropriate time
- Offer additional food and beverage at the times as per standard procedure and order and serve them accordingly
- Clear tables of crockery, cutlery and glassware between the courses at the appropriate time and with minimal disruption to customers
- Remove and replace used table items as required and maintain the correct stocks
- Remove leftover food items, condiments and accompaniments from the table when required and deal with them correctly
- Clear finished courses from the table at the appropriate time according to the service operation
- Clear finished courses and used crockery and cutlery systematically with assistance from other service staff
- Check crockery, cutlery and other table items and replace or remove them as appropriate
- Serve different courses with clean and undamaged service equipment of the appropriate type
- Serve food of the type quality and quantity required using the appropriate service method
- Keep the service area tidy and clean

Clearing tables and counters after dining:-

- Clear tables of crockery, cutlery and glassware at the appropriate time after the meals, as per the course and with minimal disruption to customers
- Remove tableware, cutlery, condiments and other used items from the table as per the procedure after customer has finished dining for crockery, cutlery/silverware, glassware, menus/menu folders, table decorations, condiments and accompaniments, napkins and table coverings

Presenting guest account/check for the services used:-

- Provide after-meals services such as mouth fresheners and/or finger-bowls as per organization standards
- Present the customer accounts/check for services used, as per organization procedure to the guest

Cleaning table and side boards of used tableware and waste food/beverages:-

- Arrange table items used in food service area for cleaning or store them as required
- Prepare service and table linen for dispatch to laundry or clean down and remove disposable items
- Dispatch used crockery, cutlery and service dishes to dish cleaning area
- Store food items and accompaniments for future use in line with food hygiene regulations
- Leave dining and food service areas tidy and ready for cleaning
- Dispose of rubbish and waste food following recommended procedures

- Ensure that service equipment is clean, correctly stored and turned off where appropriate
- Ensure that dining furniture is clean and ready for future use
- Store and/or prepare equipment for the next service, in accordance with standard operating procedures
- Carry out all work in accordance with occupational Health and Safety

CFBSS 3 DEALING WITH CUSTOMER PAYMENT AND ALSO RESOLVING CUSTOMER SERVICE ISSUES

Receiving payment after service:-

- Make sure that payment point is working and that all needed material such as stationery, till/ credit/ debit rolls are available or processing either of cash, traveller's cheques, drafts
- Maintain the payment point and restock it when necessary
- Enter / scan information into the payment point correctly
- Organize and present accounts to customers on request
- Tell the customer how much they have to pay, if asked and modes of payments accepted
- Acknowledge the customer's payment and validate it where necessary
- Follow correct procedure for chip and pin transactions
- Put the payment in the right place according to the organization's procedures
- Give correct change for cash transactions
- Carry out transactions without delay and give relevant confirmation to the customer
- Make the payment point contents available for authorized collection
- Process accounts in accordance with standard operating procedures
- Farewell guests courteously from the restaurant/dining area in accordance with standard operating procedures

Spotting customer service issues:-

- Spot customer service issues
- Listen carefully to the customers about any problem they have raised
- Ask customers about the problem to check your understanding
- Recognize repeated problems and alert the appropriate authority
- Share customer feedback with others to identify potential problems before they happen
- Identify problems with systems and procedures before they begin to affect your customers

Resolving customer problems:-

- Identify the options for resolving a customer service issue
- Work with others to identify and confirm the options to resolve a customer service issue
- Work out the advantages and disadvantages of each option for the customer and the organization
- Pick the best option for the customer and the organization
- Identify for the customer other ways that the issue may be resolved if one is unable to help
- Take action to resolve customer service issue

- Discuss and agree the options for solving the problem with the customer
- Take action to implement the option agreed with the customer
- Work with others and the customer to make sure that any promises related to solving the problem are kept
- Keep the customer fully informed about what is happening to resolve the problem
- Check with the customer to make sure the problem has been resolved to their satisfaction
- Give clear reasons to the customer when the problem has not been resolved to their satisfaction

CFBSS 4 – Communication with Customer and Colleagues

Interacting with superior:-

- Receive job order and instructions from reporting superior
- Understand the work output requirements, targets, performance indicators and incentives
- Deliver quality work on time and report any anticipated reasons for delays
- Escalate unresolved problems or complaints to the relevant senior
- Communicate maintenance and repair schedule proactively to the superior
- Receive feedback on work standards
- Document the completed work schedule and handover to the superior

Communicating with colleagues:-

- Exhibit trust, support and respect to all the colleagues in the workplace
- Aim to achieve smooth workflow
- Help and assist colleagues with information and knowledge
- Seek assistance from the colleagues when required
- Identify the potential and existing conflicts with the colleagues and resolve
- Pass on essential information to other colleagues on timely basis
- Maintain the etiquette, use polite language, demonstrate responsible and disciplined behaviours to the colleagues
- Interact with colleagues from different functions clearly and effectively on all aspects to carry out the work among the team and understand the nature of their work
- Put team over individual goals and multi task or share work where necessary supporting the colleagues
- Highlight any errors of colleagues, help to rectify and ensure quality output
- Work with cooperation, coordination, communication and collaboration, with shared goals and supporting each other's performance

Communicating effectively with customers:-

- Ask more questions to the customers and identify their needs
- Possess strong knowledge on the product, services and market
- Brief the customers clearly
- Communicate with the customers in a polite, professional and friendly manner

- Build effective but impersonal relationship with the customers
- Ensure the appropriate language and tone are used to the customers
- Listen actively in a two way communication
- Be sensitive to the gender, cultural and social differences such as modes of greeting, formality, etc.
- Understand the customer expectations correctly and provide the appropriate products and services
- Understand the customer dissatisfaction and address to their complaints effectively
- Maintain a positive, sensible and cooperative manner all time
- Ensure to maintain a proper body language, dress code, gestures and etiquettes towards the customers
- Avoid interrupting the customers while they talk
- Ensure to avoid negative questions and statements to the customers
- Inform the customers on any issues or problems before hand and also on the developments involving them
- Ensure to respond back to the customer immediately for their voice messages, e-mails, etc.
- Develop good rapport with the customers and promote suitable products and services
- Seek feedback from the customers on their understanding to what was discussed
- Explain the terms and conditions clearly

CFBSS 5 - Maintaining Customer-Centric Service Orientation

Engaging with customers for assessing service quality requirements:-

- Keep in mind the profiles of expected customers
- Understand the target customers and their needs as defined by the company
- Organize regular customer events and feedback session frequently
- Build a good rapport with the customers including the ones who complain
- Have frequent discussions with regular customers on general likes and dislikes in the market, latest trends, customer expectations, etc.
- Receive regular feedbacks from the clients on current service, complaints, and improvements to be made, etc.
- Compulsively seek customer rating of service to help develop a set of regularly improved procedures
- Ingrain customer oriented behaviour in service at all level
- Aim to gain their long lasting loyalty and satisfaction
- Engage with customers on without intruding on privacy

Achieving customer satisfaction:-

- Ensure clarity, honesty and transparency with the customers
- Treat the customers fairly and with due respect

- Focus on executing company's marketing strategies and product development
- Focus on enhancing brand value of company through customer satisfaction

Fulfilling customer requirement:-

- Ensure that customer expectations are met
- Learn to read customers' needs and wants
- Willingly accept and implement new and innovative products and services that help improve customer satisfaction
- Communicate feedback of customer to senior, especially, the negative feedback
- Maintain close contact with the customers and focus groups
- Offer promotions to improve product satisfaction level to the customers periodically
- Weigh the cost of fulfilling unscheduled customer requests, consult with senior and advise the customer on alternatives

CFBSS 6 - Maintaining Standard of Etiquette and Hospitable Conduct and Following Gender and Age Sensitive Service Practices

Following behavioural, personal and telephone etiquettes:-

- Greet the customers with a handshake or appropriate gesture based on the type of customer on their arrival
- Welcome the customers with a smile
- Ensure to maintain eye contact
- Address the customers in a respectable manner
- Do not eat or chew while talking
- Use their names as many times as possible during the conversation
- Ensure not to be too loud while talking
- Maintain fair and high standards of practice
- Ensure to offer transparent prices
- Maintain proper books of accounts for payment due and received
- Answer the telephone quickly and respond back to mails faster
- Ensure not to argue with the customer
- Listen attentively and answer back politely
- Maintain personal integrity and ethical behavior
- Dress professionally
- Deliver positive attitude to work
- Maintain well-groomed personality
- Achieve punctuality and body language
- Maintain the social and telephonic etiquette

- Provide small gifts as token of appreciation and thanks giving to the customer
- Use appropriate tone, pitch and language to convey politeness, assertiveness, care and professionalism
- Demonstrate responsible and disciplined behaviours at the workplace
- Escalate grievances and problems to appropriate authority as per procedure to resolve them and avoid conflict

Treating customers with high degree of respect and professionalism:-

- Use appropriate titles and terms of respect to the customers
- Use polite language
- Maintain professionalism and procedures to handle customer grievances and complaints
- Offer friendly, courteous and hospitable service and assistance to the customer upholding levels and responsibility
- Provide assistance to the customers maintaining positive sincere attitude and etiquette
- Provide special attention to the customer at all time.

Achieving customer satisfaction:

- Achieve 100% customer satisfaction on a scale of standard
- Gain customer loyalty
- Enhance brand value of company.

Educating customer on specific facilities and services available:-

- Educate the tourists, employers and the colleagues at workplace on women rights and the respect that is to be given to them
- Inform about company's policies to prevent women from sexual harassments, both physical and verbal, and objectifications by other customers and staff
- List all the facilities available with respect to transportation facilities, night trips and safeguards, reporting abuse, maternity related and other grievance
- Inform about methods adopted to ensure safety and personal and baggage security of women, e.g., CCTV cameras, security guards, women's helpline
- Provide the necessary comfort to the female traveller customers such as secure and safe environment, chain locks/latches, smoke detector, comfortable accommodation, etc.
- Maintain compliant behavioural etiquette while dealing with women customers such as asking permission before entering room and for cleaning, avoiding touch contact, using abusive language or gesture, etc.
- Ensure that the customer feels safe at all times without being over threatened by the security procedures and related environment
- Ensure that in the event of terrorist attacks customers are calmly handled, led to safer places and instructed properly in order to achieve zero casualties

Providing different age and gender specific customer service:-

- Ensure the quality of facilities and services offered cater to the needs of every individual, be it man, woman, child, particularly the very young and the aged

- Be aware of the customer unique needs and wants of each category of customer, e.g., for an infant, for a young woman, for an old person, others
- Coordinate with team to meet these unique needs, also keeping in mind their diverse cultural backgrounds
- Provide entertainment programs and events suited for the children tourists
- Educate parents and attendants of senior citizens on basic safeguards and procedures for them in case of emergencies
- Arrange for transport and equipment as required by senior citizens
- Ensure availability of medical facilities and doctor

Following standard etiquette with women at workplace:-

- Treat women equally across both the horizontal as well as vertical segregation of roles in the workplace
- Ensure a fair and equal pay to the women as men, more of formal training, advancement opportunities, better benefits, etc.
- Involve women in the decision making processes and management professions
- Avoid specific discrimination and give women their due respect
- Motivate the women in the work place towards utilizing their skills
- Educate the tourists, employers and the colleagues at workplace on women rights and the respect that is to be given to them
- Establish policies to protect the women from sexual harassments, both physical and verbal, and objectifications by customers and colleagues
- Frame women friendly work practices such as flexible working hours, maternity leave, transportation facilities, night shift concessions, women grievance cell.
- Ensure the safety and security of women in the workplace, particularly when their nature of job is to deal with night shifts, attend guest rooms, back end work, etc.
- Ensure safety and security of women at all levels

CFBSS 7 - Maintaining IPR of Organisation and Customers

Securing company's IPR:-

- Prevent leak of new plans and designs to competitors by reporting on time
- Be aware of any of company's product, service or design patents
- Report IPR violations observed in the market, to supervisor or company head

Respecting customer's copyright:-

- Read copyright clause of the material published on the internet and any other printed material
- Protect infringement upon customer's business or design plans
- Consult supervisor or senior management when in doubt about using information available from customer
- Report any infringement observed by anyone in the company

CFBSS 8 – Maintaining Health and Hygiene and Safety at Work Place

Ensuring cleanliness around workplace:-

- keep the workplace regularly clean and cleared-off of food waste or other litter
- Ensure that waste is disposed-off as per prescribed standards or in trash cans earmarked for waste disposal
- Ensure that the trash cans or waste collection points are cleared everyday
- Arrange for regular pest control activities at the workplace
- To maintain records for cleanliness and maintenance schedule
- Ensure the workplace is well ventilated with fresh air supply
- Check the air conditioner and other mechanical systems on a regular basis and maintain them well
- Ensure the workplace is provided with sufficient lighting
- Ensure clean work environment where food is stored, prepared, displayed and served
- Ensure safe and clean handling and disposal of linen and laundry, storage area, accommodation, public areas, storage areas, garbage areas, etc.
- Identify and report poor organizational practices with respect to hygiene, food handling, cleaning
- Ensure adequate supply of cleaning consumables such as equipment, materials, chemicals, liquids
- Ensure to clean the store areas with appropriate materials and procedures
- Identify the different types of wastes, e.g., liquid, solid, food, non-food, and the ways of handling them for disposal

Following personal hygiene practices:-

- Wash hands on a regular basis, particularly on touching any dirty surfaces, before and after handling food, after using the toilet, etc. ensure to wash hands using suggested material such as soap, one use disposable tissue, warm water, etc.
- Wash the cups, glasses or other cutlery clean before and after using them
- Ensure to maintain personal hygiene of daily bath, clean clothing and uniform, footwear, head gear, cutting nails, healthy diet, using deodorant, etc.
- Ensure to maintain dental hygiene in terms of brushing teeth every day, using mouthwash regularly, using mouth freshener after eating, avoiding smoke at workplace, etc.
- Ensure no cross contaminations of items such as linen, towels, utensils, etc. occurs in the workplace

Taking precautionary health measures:-

- Report on personal health issues related to injury, food, air and infectious diseases
- Ensure not to go for work if unwell, to avoid the risk of being spread to other people
- Use a tissue, cover the mouth and turn away from people while sneezing or coughing
- Wash hands on using these tissues after coughing and sneezing and after using the wastes

- Ensure to use single use tissue and dispose these tissues immediately
- Coordinate for the provision of adequate clean drinking water
- Ensure to get appropriate vaccines regularly
- Avoid serving adulterated or contaminated food
- Undergo preventive health check-ups at regular intervals
- Take prompt treatment from the doctor in case of illness
- Have a general sense of hygiene and appreciation for cleanliness for the benefit of self and the customers or local community

Taking precautionary measures to avoid work hazards:-

- Assess the various hazards in the work areas
- Take necessary steps to eliminate or minimize them
- Analyse the causes of accidents at the workplace
- Suggest measures to prevent such accidents from taking place
- Take preventive measures to avoid risk of burns and other injury due to contact with hot Surfaces such as stoves, gas, fire, hot liquids, hot foods, hot oil, etc.
- Suggest methods to improve the existing safety procedures at the workplace

Following standard safety procedure:-

- Be aware of the locations of fire extinguishers, emergency exits, etc.
- Practice correct emergency procedures
- Check and review the storage areas frequently
- Stack items in an organized way and use safe lifting techniques to reduce risk of injuries from handling procedures at the storage areas
- Ensure to be safe while handling materials, tools, acids, chemicals, detergents, etc.
- Store the chemicals and acids in a well-ventilated and locked areas with warning signs displayed
- Ensure safe techniques while moving furniture and fixtures
- Ensure to reduce risk of injury from use of electrical tools
- Read the manufacturer's manual carefully before use of any equipment
- Unplug the electrical equipment before performing housekeeping, cleaning and maintenance to avoid injuries
- Keep the floors free from water and grease to avoid slippery surface
- Ensure to use non slip liquids and waxes to polish and treat floors, if required
- Use rubber mats to the places where floors are constantly wet
- Ensure safety from injuries of cuts to loss of fingers, while handling sharp tools such as knives, needles, etc.
- Use flat surfaces, secure holding and protective wear while using such sharp tools

- Use health and safety practices for storing, cleaning, and maintaining tools, equipment, and supplies
- Practice ergonomic lifting, bending, or moving equipment and supplies

Using safety tools or Personal Protective Equipment:-

- Ensure the workers have access to first aid kit when needed
- Ensure all equipment and tools are stored and maintained properly and safe to use
- Ensure to use personal protective equipment and safety gear such as gloves, mask, headwear, footwear, glasses, goggles, etc. for specific tasks and work conditions where required
- Ensure to display safety signs at places where necessary for people to be cautious
- Ensure electrical precautions such as insulated clothing, adequate equipment insulation, dry work area, switch off the power supply when not required, etc.
- Ensure availability of general health and safety equipment such as fire extinguishers, first aid equipment, safety equipment, clothing, safety installations such as fire exits, exhaust fans, etc., are available

Achieving safety standards:-

- Document all the first aid treatments, inspections, etc., conducted to keep track of the safety measures undertaken
- Comply with the established safety procedures of the workplace
- Report to the supervisor on any problems and hazards identified
- Ensure zero accident at workplace
- Adhere to safety standards and ensure no material damage

CFBSS 9 – ON THE JOB TRAINING

COUNSELING AND STUDY STRUCTURE

Sl. No	Course Code	Title of the Course	Credit	Total Hours of Study	Counseling and Study Structure (hours)			
					Face to Face Counseling	Self-study	Practical	Assignments
1	CFBSS 1	Planning for Serving Food and Beverages	2	60	8	22	12	18
2	CFBSS 2	Greeting Customer, Taking Orders and Serving the Guest, Cleaning Tables and Counters	2	60	8	22	12	18
3	CFBSS 3	Dealing With Customer Payment And Also Resolving Customer Service Issues	2	60	8	22	12	18
4	CFBSS 4	Communication with Customer and Colleagues	1	30	4	17	-	9
5	CFBSS 5	Maintaining Customer-Centric Service Orientation	1	30	4	11	6	9
6	CFBSS 6	Maintaining Standard of Etiquette and Hospitable Conduct and Following Gender and Age Sensitive Service Practices	2	60	8	22	12	18
7	CFBSS 7	Maintaining IPR of Organisation and Customers	1	30	4	17	-	9
8	CFBSS 8	Maintaining Health and Hygiene and Safety at Work Place	1	30	4	11	6	9
9	CFBSS 9	On the Job Training	4	120	-	-	120	-

STUDY MODULES & BOOKS INFORMATION

Sr. No	Course Code	Subject Name	Modules to be used
1	CFBSS 1	Planning for Serving Food and Beverages	TH01 A Guide Book for Food and Beverage Service – Steward
2	CFBSS 2	Greeting Customer, Taking Orders and Serving the Guest, Cleaning Tables and Counters	
3	CFBSS 3	Dealing With Customer Payment And Also Resolving Customer Service Issues	
4	CFBSS 4	Communication with Customer and Colleagues	
5	CFBSS 5	Maintaining Customer-Centric Service Orientation	
6	CFBSS 6	Maintaining Standard of Etiquette and Hospitable Conduct and Following Gender and Age Sensitive Service Practices	
7	CFBSS 7	Maintaining IPR of Organisation and Customers	
8	CFBSS 8	Maintaining Health and Hygiene and Safety at Work Place	
9	CFBSS 9	On the Job Training	

**CERTIFICATE FOR FOOD AND
BEVERAGE SERVICE – TRAINEE
(CFBST)**

Certificate for Food and Beverage Service – Trainee (CFBST)

खाद्य एवं पेय सेवा के लिए प्रमाणपत्र – प्रशिक्षु (CFBST)

(A) Duration : 6 Months (D) Courses : 10

(अ) अवधि : 6 माह (द) कोर्सेस : 10

(B) Eligibility : 12th Pass (E) Credit : 16

(ब) पात्रता : 12वीं पास (इ) क्रेडिट : 16

(C) Contents and Scheme of Examination

(स) पाठ्यक्रमविषय सूची एवंपरीक्षा योजना

Course Code	Title of the Course	Credit	Total Marks	Theory		Practical Marks		Assignments		Key Learning Outcomes
				Max	Min	Max	Min	Max	Min	
CFBST1	Prepare for food and beverage service operation भोजन एवं पेय सेवा के लिए संचालन तैयार करें	2	100	50	20	20	08	30	12	<ul style="list-style-type: none"> • Receive instructions on food & beverages service operation • Inspect the tables before serving • Receive details of food and beverages menu in the outlet • Groom personally as per organization standards
CFBST2	Perform food and beverage service operation भोजन एवं पेय सेवा संचालन करें	2	100	50	20	20	08	30	12	<ul style="list-style-type: none"> • Receive the guest • Take food and beverage order from guests • Serve guest the order

CFBST3	Undertake after-dining activities भोजन के बाद की गतिविधियों को रेखांकित करें	2	100	50	20	20	08	30	12	<ul style="list-style-type: none"> • Present bill to the customer • Remove dishware and tableware • Achieve quality and standards
CFBST4	Communication with Customer and Colleagues ग्राहक और सहकर्मियों के साथ संचार	1	100	70	28	-	-	30	12	<ul style="list-style-type: none"> • Interact with superior • Communicate with colleagues • Communicate effectively with customers
CFBST5	Maintaining Customer – Centric Service Orientation ग्राहक बनाए रखना – केन्द्र सेवा अभिविन्यास	1	100	50	20	20	08	30	12	<ul style="list-style-type: none"> • Engage with customers to understand their service quality requirements • Achieve customer satisfaction • Fulfil customer requirement
CFBST 6	Maintaining Standard of Etiquette and Hospitable Conduct and Following Gender and Age Sensitive Service Practices शिष्टाचार और मेहमान नवाज आचरण और निम्नलिखित लिंग और आयु संवेदनशील सेवा प्रथाओं के मानक को बनाए रखना	1	100	50	20	20	08	30	12	<ul style="list-style-type: none"> • Follow behavioural, personal and telephone etiquettes • Treat customers with high degree of respect and professionalism • Achieve customer satisfaction • Educate customer on specific facilities and services available for different categories of customers • Provide gender and age specific services as per their unique and collective requirements

										<ul style="list-style-type: none"> Follow standard etiquette with women at workplace
CFBST 7	Maintaining IPR of Organisation and Customers संगठन और ग्राहकों का आईपीआर बनाए रखना	1	100	70	28	-	-	30	12	<ul style="list-style-type: none"> Secure company's IPR Respect customers copyright
CFBST8	Maintaining Health and Hygiene and Safety at Work Place कार्यस्थल पर स्वास्थ्य, स्वच्छता और सुरक्षा को बनाए रखना	1	100	50	20	20	08	30	12	<ul style="list-style-type: none"> Ensure cleanliness around workplace in hospitality and tourist areas Follow personal hygiene practices Take precautionary health measures Take precautionary measures to avoid work hazards Follow standard safety procedure Use safety tools or personal protective equipment Achieve safety standards
CFBST9	Learn a foreign or local language(s) including English अंग्रेजी सहित एक विदेशी या स्थानीय भाषा सीखें	1	100	100	40	-	-	-	-	<ul style="list-style-type: none"> Gain understanding of common vocabulary required to address customers' queries Achieve 'minimal pass' level of language proficiency as per UN standards or as specified by company

CFBST10	On the Job Training जॉब के प्रशिक्षण पर	4	100	-	-	100	40	-	-	<ul style="list-style-type: none"> • Practical experience of working in a reputed establishment
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Note:- For a PASS - A Student would require to secure 40% for both Theory and Practical.

Grand Total	Pass
1000	400

Detailed Syllabus

CFBST 1 –Prepare for Food and Beverage Service Operation

Receiving instructions on food & beverages service operation: –

- Interact with captain/F&B supervisor and understand the service requirement
- Get trained on food and beverage service operation
- Make note of food and beverage outlet's policy and guidelines
- Receive any special instructions on operation of bar/café/restaurant
- Make note of menu list and the cost of each item served
- Receive details on different departments associated with food and beverages service operation
- Clarify any doubts at any point of time with superior/mentor

Inspecting the tables before serving: -

- Ensure that the dining tables are clean
- Arrange tables in an orderly manner
- Ensure that sufficient number of tables are available for reserved guests
- Check that the menu lists are available for the table and is properly kept
- Check whether all lighting and ventilation facilities are functioning as per standards
- Ensure that all necessary table ware are placed in the dining table
- Place napkins in the table as per requirement
- Replenish table with essentials such as table ware, salt and pepper, ketch up, water, etc. as per standard of the outlet

Receiving details of food and beverages menu in the outlet: -

- Obtain the list of available items in the restaurant at the given point of time
- Obtain information about the ingredients and process of making of each available item in the menu from the kitchen staffs.
- Obtain the list of unavailable items for the day
- Make note of the special dishes served for the day (if any)
- Note price detail of menu
- Receive turnaround time for serving each menu

Grooming personally as per organization standards: -

- Ensure that proper uniform/attire/personal protective equipment is worn as per the rules and requirements of the organization
- Ensure that he/she presents himself/herself in the best possible manner

CFBST 2 – Perform Food and Beverage Service Operation

Receiving the guest: -

- Greet the customers in a pleasing manner and as per outlet standards
- Check for any reservations made under the customer's name
- Accompany customers to their table and assist in their seating by pulling chairs

- Ensure whether the customer is satisfied with the seating arrangement and facilitate changes if required
- Provide customers with welcome drinks and snacks which are not a part of the menu (if applicable)

Taking food and beverage order from guests:-

- Share the menu card with the guests
- Inform options available in the outlet such as buffet, à la carte, etc.
- Receive orders from guests and note them carefully
- Decline orders for unavailable items in the most pleasant manner
- Ensure that no unavailable item is noted down as an order
- Suggest customers about the available substitutes for an unavailable item ordered
- Inform customers about the special dishes that are available for the day
- Respond to any query by guest regarding menu, ingredients used, food preparation process, etc.
- Pass the received order to the kitchen department
- Note the orders in the gadget (palmtop)/order sheet as available
- Ensure that any special request from the customer in preparation of an ordered item is passed to the kitchen appropriately
- Ensure guests meet regulatory requirement for serving alcoholic beverages
- Take assistance of steward/captain in case of any clarifications/concerns

Serving guest the order:-

- Fetch the ordered items from the kitchen
- Handle glass, dishware as per standards and ensure no spills/wastage
- Place special cutlery on the table if required for any item
- Ensure that the customers are not served any item which they haven't ordered
- Ensure that the standard order is followed in serving the dishes (starters are generally served first)
- Follow serving standards such as serving on right hand side of customers, serving first to the kids, etc.
- Serve the food using appropriate cutlery and maintain high standard of hygiene
- Check for additional servings, orders, replenishment of cutlery, edibles, etc.
- Ensure all items are served to guests on time

CFBST 3 – Undertake After-Dining Activities

Presenting bill to the customer:-

- Ensure that all the items that the customer has ordered have been served
- Take confirmation from the guest for preparing the bill
- Ensure that the customer is billed only for the items that were ordered
- Inform customers regarding any current offers in the outlet
- Provide the customer with the bill and feedback form

- Receive the cash/card and present it to the bill desk
- Return the balance cash, card and bill to the guests
- Receive signature from guests if it is a card payment
- Accompany guests till the door who are leaving, thank and greet them

Removing dishware and tableware:-

- Remove the dishware used to serve dishes to the customer
- Ensure that the dishes are removed thoroughly with no traces left
- Replenish tableware, napkins and other essentials for next serving

Achieving quality and standards:-

- Make note of the roles and responsibilities of all positions in F&B department
- Adapt to work in different outlets during job rotation (bar/restaurant/café)
- Provide assistance to co-workers in completing their job thereby indulging in team work
- Maintain a healthy relationship with all employees in the department
- Ensure that all the guests are satisfied with the service

CFBST 4 – Communication with Customer and Colleagues

Interacting with superior:-

- Receive job order and instructions from reporting superior
- Understand the work output requirements, targets, performance indicators and incentives
- Deliver quality work on time and report any anticipated reasons for delays
- Escalate unresolved problems or complaints to the relevant senior
- Communicate maintenance and repair schedule proactively to the superior
- Receive feedback on work standards
- Document the completed work schedule and handover to the superior

Communicating with colleagues:-

- Exhibit trust, support and respect to all the colleagues in the workplace
- Aim to achieve smooth workflow
- Help and assist colleagues with information and knowledge
- Seek assistance from the colleagues when required
- Identify the potential and existing conflicts with the colleagues and resolve
- Pass on essential information to other colleagues on timely basis
- Maintain the etiquette, use polite language, demonstrate responsible and disciplined behaviours to the colleagues
- Interact with colleagues from different functions clearly and effectively on all aspects to carry out the work among the team and understand the nature of their work
- Put team over individual goals and multi task or share work where necessary supporting the colleagues
- Highlight any errors of colleagues, help to rectify and ensure quality output
- Work with cooperation, coordination, communication and collaboration, with shared goals and supporting each other's performance

Communicating effectively with customers:-

- Ask more questions to the customers and identify their needs
- Possess strong knowledge on the product, services and market
- Brief the customers clearly
- Communicate with the customers in a polite, professional and friendly manner
- Build effective but impersonal relationship with the customers
- Ensure the appropriate language and tone are used to the customers
- Listen actively in a two way communication
- Be sensitive to the gender, cultural and social differences such as modes of greeting, formality, etc.
- Understand the customer expectations correctly and provide the appropriate products and services
- Understand the customer dissatisfaction and address to their complaintseffectively
- Maintain a positive, sensible and cooperative manner all time
- Ensure to maintain a proper body language, dress code, gestures andetiquettes towards the customers
- Avoid interrupting the customers while they talk
- Ensure to avoid negative questions and statements to the customers
- Inform the customers on any issues or problems before hand and also on thedevelopments involving them
- Ensure to respond back to the customer immediately for their voicemessages, e-mails, etc.
- Develop good rapport with the customers and promote suitable products andservices
- Seek feedback from the customers on their understanding to what wasdiscussed
- Explain theterms and conditions clearly

CFBST5–Maintaining Customer-Centric Service Orientation

Engaging with customers for assessing service quality requirements:-

- Keep in mind the profiles of expected customers
- Understand the target customers and their needs as defined by the company
- Organize regular customer events and feedback session frequently
- Build a good rapport with the customers including the ones who complain
- Have frequent discussions with regular customers on general likes and dislikes in the market,latest trends, customer expectations, etc.
- Receive regular feedbacks from the clients on current service, complaints, and improvements to be made, etc.
- Compulsively seek customer rating of service to help develop a set of regularly improved procedures
- Ingrain customer oriented behaviour in service at all level
- Aim to gain their long lasting loyalty and satisfaction
- Engage with customers on without intruding on privacy

Achieving customer satisfaction:-

- Ensure clarity, honesty and transparency with the customers
- Treat the customers fairly and with due respect
- Focus on executing company's marketing strategies and product development
- Focus on enhancing brand value of company through customer satisfaction

Fulfilling customer requirement:-

- Ensure that customer expectations are met
- Learn to read customers' needs and wants
- Willingly accept and implement new and innovative products and services that help improve customer satisfaction
- Communicate feedback of customer to senior, especially, the negative feedback
- Maintain close contact with the customers and focus groups
- Offer promotions to improve product satisfaction level to the customers periodically
- Weigh the cost of fulfilling unscheduled customer requests, consult with senior and advise the customer on alternatives

CFBST 6–Maintaining Standard of Etiquette and Hospitable Conduct and Following Gender and Age Sensitive Service Practices**Following behavioural, personal and telephone etiquettes:-**

- Greet the customers with a handshake or appropriate gesture based on the type of customer on their arrival
- Welcome the customers with a smile
- Ensure to maintain eye contact
- Address the customers in a respectable manner
- Do not eat or chew while talking
- Use their names as many times as possible during the conversation
- Ensure not to be too loud while talking
- Maintain fair and high standards of practice
- Ensure to offer transparent prices
- Maintain proper books of accounts for payment due and received
- Answer the telephone quickly and respond back to mails faster
- Ensure not to argue with the customer
- Listen attentively and answer back politely
- Maintain personal integrity and ethical behavior
- Dress professionally
- Deliver positive attitude to work
- Maintain well-groomed personality
- Achieve punctuality and body language
- Maintain the social and telephonic etiquette

- Provide small gifts as token of appreciation and thanks giving to the customer
- Use appropriate tone, pitch and language to convey politeness, assertiveness, care and professionalism
- Demonstrate responsible and disciplined behaviours at the workplace
- Escalate grievances and problems to appropriate authority as per procedure to resolve them and avoid conflict

Treating customers with high degree of respect and professionalism:-

- Use appropriate titles and terms of respect to the customers
- Use polite language
- Maintain professionalism and procedures to handle customer grievances and complaints
- Offer friendly, courteous and hospitable service and assistance to the customer upholding levels and responsibility
- Provide assistance to the customers maintaining positive sincere attitude and etiquette
- Provide special attention to the customer at all time.

Achieving customer satisfaction:-

- Achieve 100% customer satisfaction on a scale of standard
- Gain customer loyalty
- Enhance brand value of company.

Educating customer on specific facilities and services available:-

- Educate the tourists, employers and the colleagues at workplace on women rights and the respect that is to be given to them
- Inform about company's policies to prevent women from sexual harassments, both physical and verbal, and objectifications by other customers and staff
- List all the facilities available with respect to transportation facilities, night trips and safeguards, reporting abuse, maternity related and other grievance
- Inform about methods adopted to ensure safety and personal and baggage security of women, e.g., CCTV cameras, security guards, women's helpline
- Provide the necessary comfort to the female traveller customers such as secure and safe environment, chain locks/latches, smoke detector, comfortable accommodation, etc.
- Maintain compliant behavioural etiquette while dealing with women customers such as asking permission before entering room and for cleaning, avoiding touch contact, using abusive language or gesture, etc.
- Ensure that the customer feels safe at all times without being over threatened by the security procedures and related environment
- Ensure that in the event of terrorist attacks customers are calmly handled, led to safer places and instructed properly in order to achieve zero casualties

Providing different age and gender specific customer service:-

- Ensure the quality of facilities and services offered cater to the needs of every individual, be it man, woman, child, particularly the very young and the aged
- Be aware of the customer unique needs and wants of each category of customer, e.g., for an infant, for a young woman, for an old person, others
- Coordinate with team to meet these unique needs, also keeping in mind their diverse cultural backgrounds

- Provide entertainment programs and events suited for the children tourists
- Educate parents and attendants of senior citizens on basic safeguards and procedures for them in case of emergencies
- Arrange for transport and equipment as required by senior citizens
- Ensure availability of medical facilities and doctor

Following standard etiquette with women at workplace:-

- Treat women equally across both the horizontal as well as vertical segregation of roles in the workplace
- Ensure a fair and equal pay to the women as men, more of formal training, advancement opportunities, better benefits, etc.
- Involve women in the decision making processes and management professions
- Avoid specific discrimination and give women their due respect
- Motivate the women in the work place towards utilizing their skills
- Educate the tourists, employers and the colleagues at workplace on women rights and the respect that is to be given to them
- Establish policies to protect the women from sexual harassments, both physical and verbal, and objectifications by customers and colleagues
- Frame women friendly work practices such as flexible working hours, maternity leave, transportation facilities, night shift concessions, women grievance cell.
- Ensure the safety and security of women in the workplace, particularly when their nature of job is to deal with night shifts, attend guest rooms, back endwork, etc.
- Ensure safety and security of women at all levels

CFBST7–Maintaining IPR of Organisation and Customers

Securing company's IPR:-

- Prevent leak of new plans and designs to competitors by reporting on time
- Be aware of any of company's product, service or design patents
- Report IPR violations observed in the market, to supervisor or company head

Respecting customer's copyright:-

- Read copyright clause of the material published on the internet and any other printed material
- Protect infringement upon customer's business or design plans
- Consult supervisor or senior management when in doubt about using information available from customer
- Report any infringement observed by anyone in the company

CFBSS T – Maintaining Health and Hygiene and Safety at Work Place

Ensuring cleanliness around workplace:-

- keep the workplace regularly clean and cleared-off of food waste or other litter
- Ensure that waste is disposed-off as per prescribed standards or in trash cans earmarked for waste disposal
- Ensure that the trash cans or waste collection points are cleared everyday

- Arrange for regular pest control activities at the workplace
- To maintain records for cleanliness and maintenance schedule
- Ensure the workplace is well ventilated with fresh air supply
- Check the air conditioner and other mechanical systems on a regular basis and maintain them well
- Ensure the workplace is provided with sufficient lighting
- Ensure clean work environment where food is stored, prepared, displayed and served
- Ensure safe and clean handling and disposal of linen and laundry, storage area, accommodation, public areas, storage areas, garbage areas, etc.
- Identify and report poor organizational practices with respect to hygiene, food handling, cleaning
- Ensure adequate supply of cleaning consumables such as equipment, materials, chemicals, liquids
- Ensure to clean the store areas with appropriate materials and procedures
- Identify the different types of wastes, e.g., liquid, solid, food, non-food, and the ways of handling them for disposal

Following personal hygiene practices:-

- Wash hands on a regular basis, particularly on touching any dirty surfaces, before and after handling food, after using the toilet, etc. ensure to wash hands using suggested material such as soap, one use disposable tissue, warm water, etc.
- Wash the cups, glasses or other cutlery clean before and after using them
- Ensure to maintain personal hygiene of daily bath, clean clothing and uniform, footwear, head gear, cutting nails, healthy diet, using deodorant, etc.
- Ensure to maintain dental hygiene in terms of brushing teeth every day, using mouthwash regularly, using mouth freshener after eating, avoiding smoke at workplace, etc.
- Ensure no cross contaminations of items such as linen, towels, utensils, etc. occurs in the workplace

Taking precautionary health measures:-

- Report on personal health issues related to injury, food, air and infectious diseases
- Ensure not to go for work if unwell, to avoid the risk of being spread to other people
- Use a tissue, cover the mouth and turn away from people while sneezing or coughing
- Wash hands on using these tissues after coughing and sneezing and after using the wastes
- Ensure to use single use tissue and dispose these tissues immediately
- Coordinate for the provision of adequate clean drinking water
- Ensure to get appropriate vaccines regularly
- Avoid serving adulterated or contaminated food
- Undergo preventive health check-ups at regular intervals
- Take prompt treatment from the doctor in case of illness
- Have a general sense of hygiene and appreciation for cleanliness for the benefit of self and the customers or local community

Taking precautionary measures to avoid work hazards:-

- Assess the various hazards in the work areas

- Take necessary steps to eliminate or minimize them
- Analyse the causes of accidents at the workplace
- Suggest measures to prevent such accidents from taking place
- Take preventive measures to avoid risk of burns and other injury due to contact with hot Surfaces such as stoves, gas, fire, hot liquids, hot foods, hot oil, etc.
- Suggest methods to improve the existing safety procedures at the workplace

Following standard safety procedure:-

- Be aware of the locations of fire extinguishers, emergency exits, etc.
- Practice correct emergency procedures
- Check and review the storage areas frequently
- Stack items in an organized way and use safe lifting techniques to reduce risk of injuries from handling procedures at the storage areas
- Ensure to be safe while handling materials, tools, acids, chemicals, detergents, etc.
- Store the chemicals and acids in a well-ventilated and locked areas with warning signs displayed
- Ensure safe techniques while moving furniture and fixtures
- Ensure to reduce risk of injury from use of electrical tools
- Read the manufacturer's manual carefully before use of any equipment
- Unplug the electrical equipment before performing housekeeping, cleaning and maintenance to avoid injuries
- Keep the floors free from water and grease to avoid slippery surface
- Ensure to use non slip liquids and waxes to polish and treat floors, if required
- Use rubber mats to the places where floors are constantly wet
- Ensure safety from injuries of cuts to loss of fingers, while handling sharp tools such as knives, needles, etc.
- Use flat surfaces, secure holding and protective wear while using such sharp tools
- Use health and safety practices for storing, cleaning, and maintaining tools, equipment, and supplies
- Practice ergonomic lifting, bending, or moving equipment and supplies

Using safety tools or Personal Protective Equipment:-

- Ensure the workers have access to first aid kit when needed
- Ensure all equipment and tools are stored and maintained properly and safe to use
- Ensure to use personal protective equipment and safety gear such as gloves, mask, headwear, footwear, glasses, goggles, etc. for specific tasks and work conditions where required
- Ensure to display safety signs at places where necessary for people to be cautious
- Ensure electrical precautions such as insulated clothing, adequate equipment insulation, dry work area, switch off the power supply when not required, etc.
- Ensure availability of general health and safety equipment such as fire extinguishers, first aid equipment, safety equipment, clothing, safety installations such as fire exits, exhaust fans, etc., are available

Achieving safety standards:-

- Document all the first aid treatments, inspections, etc., conducted to keep track of the safety measures undertaken

- Comply with the established safety procedures of the workplace
- Report to the supervisor on any problems and hazards identified
- Ensure zero accident at workplace
- Adhere to safety standards and ensure no material damage

CFBST 9 – Learn a foreign or local language(s) including English

Gaining understanding of common vocabulary required:-

- Understand from the company, the typical foreign or vernacular language queries
- Learn keywords that may be used to pose those queries
- Practice short oral conversations in the language, preferably, with colleagues or fellow trainees
- Listen to focussed or recorded sentences as spoken typically in the language

Achieving ‘minimal pass standards’ of language proficiency:-

- Speak without hesitation and fear of being incorrect
- Express coherently in complete sentences over a variety of topics, albeit with effort
- Exhibit basic range of vocabulary and range of expression
- Seek to improve language proficiency to ‘working knowledge’ level

CFBST 10 – ON THE JOB TRAINING

Counseling and Study Structure

Sl. No	Course Code	Title of the Course	Credit	Total Hours of Study	Counseling and Study Structure (hours)			
					Face to Face Counseling	Self-study	Practical	Assignments
1	CFBST 1	Prepare for food and beverage service operation	2	60	8	22	12	18
2	CFBST 2	Perform food and beverage service operation	2	60	8	22	12	18
3	CFBST 3	Undertake after-dining activities	2	60	8	22	12	18
4	CFBST 4	Communication with Customer and Colleagues	1	30	4	17	-	9
5	CFBST 5	Maintaining Customer-Centric Service Orientation	1	30	4	11	6	9
6	CFBST 6	Maintaining Standard of Etiquette and Hospitable Conduct and Following Gender and Age Sensitive Service Practices	1	30	4	11	6	9
7	CFBST 7	Maintaining IPR of Organisation and Customers	1	30	4	17	-	9
8	CFBST 8	Maintaining Health and Hygiene and Safety at Work Place	1	30	4	11	6	9
9	CFBST 9	Learn a foreign or local language(s) including English	1	30	4	11	6	9
10	CFBST 10	On the Job Training	4	120	-	-	120	-

Study Modules & Books Information

Sl. No	Course Code	Subject Name	Modules to be used
1	CFBST 1	Prepare for food and beverage service operation	TH04 A Guide Book for Food and Beverage Service – Trainee
2	CFBST 2	Perform food and beverage service operation	
3	CFBST 3	Undertake after-dining activities	
4	CFBST4	Communication with Customer and Colleagues	
5	CFBST 5	Maintaining Customer-Centric Service Orientation	
6	CFBST 6	Maintaining Standard of Etiquette and Hospitable Conduct and Following Gender and Age Sensitive Service Practices	
7	CFBST 7	Maintaining IPR of Organisation and Customers	
8	CFBST 8	Maintaining Health and Hygiene and Safety at Work Place	
9	CFBST9	Learn a foreign or local language(s) including English	
10	CFBST10	On the Job Training	

**CERTIFICATE FOR FRONT OFFICE
ASSOCIATE (CFOA)**

Certificate for Front Office Associate (CFOA)

यह प्रमाणित किया जाता है कि, निम्नलिखित व्यक्ति (CFOA)

(A) Duration	:	04 Months	(D) Courses	:	09
(अ) अवधि	:	04 माह	(द) कोर्सेस	:	09
(B) Eligibility	:	12th Pass	(E) Credit	:	Non-Credit
(ब) पात्रता	:	12 वीं पास	(इ) क्रेडिट	:	नॉन क्रेडिट

(C) Contents and Scheme of Examination

(स) पाठ्यक्रम विषय सूची एवं परीक्षा योजना

Course Code	Title of the Course	Credit	Total Marks	Theory		Practical Marks		Assignments		Key Learning Outcomes
				Max	Min	Max	Min	Max	Min	
CFOA 1	Guest Registration, Check-in Procedure, Allotment of Room and Attending to Guest Queries गेस्ट रजिस्ट्रेशन, चेक-इन प्रोसीजर, अलॉटमेंट ऑफ रूम एण्ड अटेन्डिंग टू गेस्ट क्वेरीज	Non-Credit	100	70	28	30	12	-	-	<ul style="list-style-type: none"> • Knowledge about Complete guest registration • Follow standard registration guidelines • Check for room availability and reservation status • Check for guest room preference and/or reservation details • Achieve productivity standards • Assist the guest on any requirement • Respond to guest queries

										<ul style="list-style-type: none"> • Achieve guest satisfaction
CFOA 2	Performing Cashiering Activities परफॉर्मिंग कैशियरिंग एक्टिविटीज	Non-Credit	100	70	28	30	12	-	-	<ul style="list-style-type: none"> • Receive payment method details from guest • Prepare the invoice • Receive the payment • Document and record the details
CFOA 3	Communication with Customer and Colleagues कम्युनिकेशन विथ कस्टमर एण्ड कोल्लिग्स	Non-Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> • Interact with superior • Communicate with colleagues • Communicate effectively with customers
CFOA 4	Maintaining Customer-Centric Service Orientation मैनेटेनिंग कस्टमर-सेंट्रिक सर्विस ओरिएंटेशन	Non-Credit	100	70	28	30	12	-	-	<ul style="list-style-type: none"> • Engage with customers to understand their service quality requirements • Achieve customer satisfaction • Fulfill customer requirement
CFOA 5	Maintaining Standard of Etiquette and Hospitable Conduct and Following Gender and Age Sensitive Service Practices मैनेटेनिंग स्टैंडर्ड ऑफ एटिकेट एण्ड हॉस्पिटेबल कंडक्ट एण्ड फॉलोइंग जेन्डर एण्ड ऐज सेन्सिटिव सर्विस प्रैक्टिसिस	Non-Credit	100	70	28	30	12	-	-	<ul style="list-style-type: none"> • Follow behavioural, personal and telephone etiquettes • Treat customers with high degree of respect and professionalism • Educate customer on specific facilities and services available for

										different categories of customers <ul style="list-style-type: none"> • Provide gender and age specific services as per their unique and collective requirements • Follow standard etiquette with women at workplace
CFOA 6	Maintaining IPR of Organisation and Customers मेन्टेनिंग आईपीआर ऑफ ऑर्गनाइजेशन एण्ड कस्टमर्स	Non-Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> • Secure company's IPR • Respect customers copyright
CFOA 7	Maintaining Health and Hygiene and Safety at Work Place मेन्टेनिंग हेल्थ एण्ड हाईजीन एण्ड सेफ्टी एट वर्क प्लेस	Non-Credit	100	70	28	30	12	-	-	<ul style="list-style-type: none"> • Ensure cleanliness around workplace in hospitality and tourist areas • Follow personal hygiene practices • Take precautionary health measures • Take precautionary measures to avoid work hazards • Follow standard safety procedure • Use safety tools or personal protective equipment • Achieve safety standards
CFOA 8	Working Competence in a Foreign or Local Language(s) including English	Non-Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> • Gain understanding of common vocabulary

	वर्किंग कॉम्पीटेन्स इन ए फॉरेन ऑर लोकल लैंग्वेज (एस) इनक्लूडिंग इंग्लिश									required to address customers' queries • Achieve 'minimal pass' level of language proficiency as per UN standards or as specified by company
CFOA 9	On the Job Training ऑन द जॉब ट्रेनिंग	Non-Credit	100	-	-	100	40	-	-	• Practical experience of working in a reputed establishment

Note: For a PASS - A Student would require to secure 40% for both Theory and Practical.

Grand Total	Pass
900	360

Detailed Syllabus

CFOA 1 - Guest Registration, Check-in Procedure, Allotment of Room and Attending to Guest Queries

Welcoming the guest:-

- Greet the customer as per organization's guideline on arrival at hotel
- Make guest comfortable and feel good by offering a smile
- Maintain eye contact while interacting with the guest
- Look presentable and follow grooming standards

Checking for room availability and reservation status:-

- Interact with guest and identify if they are walk-in customer or reserved guest
- If they have walked in, check for availability of rooms as per guest requirement
- Inform guest about different type of rooms and confirm on guest preference

Completing guest Registration:-

- Collect information and documents from new guest or recheck of repeat guest, the details required for guest registration as per organisation's standards and government rules
- Cross check the identity document details of the guests against original
- Complete the registration details after interacting with the guest on details including room type, room number, tariff details, meal plan and payment method
- Receive guest signature on completed guest registration document
- Record the information on all fields in the hotel management system

Following standard registration guidelines:-

- Return the original document immediately after scanning or copying
- Ensure all mandatory guest details are captured as per regulatory requirement
- Ensure guest details are recorded appropriately in the hotel system for future reference
- Ensure that late night registrations are handled as per company's policy on customer facilitation, e.g., using handheld devices and without much delay to customer

Checking for guest room preference / reservation details:-

- Interact with guest and identify the room preference based on type of room, room rate, days of stay, number of guests, gender of the guest, room view
- Make note of any special request from guest, e.g., related to disability, nonsmoking
- Cross check the reservation details with the guest
- Suggest related-product sale that may revenue to the company
- Negotiate with guest when on discount requests
- Offer discounts within the limit advised by management, to retain the guest
- Decide on discount offers after considering the seasonal occupancy or as per instructions of Reservation Revenue Manager
- Confirm the type of room, tariff and other agreed details to the guest before allotting the room

Allotting the room as per guest preference:-

- Check for availability of room as per guest preference in the system / log in register

- Inform walk-in guest about any non-availability of room and inform next time and date of room availability
- Allot the room if it is already blocked for the guest as per reservation status and instructions - Check and allot guests in a group in adjacent rooms on same floor
- For the regular guest, check availability and allot room as per preference of the guest
- Allot the room as per company guidelines, e.g., preference to reserved guests
- Ensure guests are satisfied with room allocation as per their preference

Handling upgrade, downgrade and emergency scenario:-

- Inform guest about non availability of the preferred type of room, e.g., because of late check out by the guest
- Allot alternate room on non-availability of preferred rooms and ensure transfer to the preferred room at the earliest
- Upgrade the guest to a superior room type if the requested room is not available
- Inform guest on upgrade, reason, facilities in the upgraded room, tariff details
- Inform guest on any downgrade, reason, tariff and facilities in the room
- Allot the room on guest confirmation and transfer when superior room becomes availability
- Handle upgrade and downgrade as per directions of Front Office Manager

Achieving productivity standards:-

- Convert enquiry to sales
- Convince walk in guest to stay in the hotel
- Book guest reservation / confirmation with minimal discount
- Contribute in achieving the hotel's profit margin and guest occupancy targets

Assisting the guest on any requirement:-

- Ask for any requirement from guest during check-in
- Arrange for materials / consumables as required
- Coordinate with different department such as housekeeping, food & beverage, to fulfil guest requirement
- Inform travel desk on guest requirement such as cab booking, sight-seeing, travel ticket booking, etc.
- Ensure the guest are attended at every instance of their request and not ignored

Responding to guest queries:-

- Answer to guest queries regarding any offerings within the hotel, nearby tourist or office locations, etc.
- Assist guests on their query regarding ideal transportation, restaurants in the city, shopping area, etc.
- Attend and respond to the clarification requested on operation of any equipment / controls inside the room

Delivering message or materials to guest:-

- Deliver message (if any) to the guest on time
- Inform guest if there are any visitors
- Arrange and deliver any materials / consumables requested in the front office

Achieving guest satisfaction:-

- Ensure that the guest is not left unattended at any point of time
- Revert to guest on any request on time (turn-around time as per organization guideline)
- Ensure the guest are satisfied all the time

CFOA 2 – Performing Cashiering Activities**Receiving payment method details from guest:-**

- Seek details of mode of payment (cash, cheque, credit card, etc.)
- Seek details of the organization if the payment would be made directly by a corporate entity
- Inform Front Office Manager about guest from registered or affiliated organizations and seek confirmation
- Inform guests about any offers (bank card tie ups ensuring discount for guests)
- Seek details of payment for a group check-in
- Check if room payment has already been made via online reservation

Preparing the invoice:-

- Prepare advance receipt on advance payment by the guest
- Receive invoice pertaining to the guest from various facilities or departments such as restaurants, cafeteria, bar / pub, spa, salon, etc.
- Ensure guest signature is present on all invoices
- Attach all invoices to guest primary account
- Ensure all bills are current and updated in the hotel system
- Prepare a master invoice for a group check in
- Prepare the bill under company name and mention details if the payment is directly done by the corporate entity
- Prepare the invoice as per agreed tariff, applicable discount, applicable taxes, details of customer and other mandatory requirements

Receiving the payment:-

- Inform guest on the invoices prepared
- Confirm and get a clearance from the guest on details of billing
- Receive the payment from guest
- Check the authenticity of currency notes (during cash payment)
- Handle credit / debit cards in front of the guest and return the card after the transaction
- Inform guest about any failed transaction and get confirmation for further swiping of the card
- Receive guest signature on the payment advice document (customer and merchant copy)
- Follow company guidelines on mode of payment (accept foreign currency if approved by hotel / direct guest for foreign exchange desk)
- Ensure the entire payment is settled after deduction of advance and discount

Documenting and recording the details:-

- Receive guest signature on the invoice (customer and merchant copy) on payment

- Give the guest a copy of the invoice in the hotel envelope
- Document the payment details in the hotel system as per procedure
- Close the guest account on payment of dues
- Record all transaction of the front desk office
- Do daily accounts tally of cash at vault and reconcile

CFOA 3 – Communication with Customer and Colleagues

Interacting with superior:-

- Receive job order and instructions from reporting superior
- Understand the work output requirements, targets, performance indicators and incentives
- Deliver quality work on time and report any anticipated reasons for delays
- Escalate unresolved problems or complaints to the relevant senior
- Communicate maintenance and repair schedule proactively to the superior
- Receive feedback on work standards
- Document the completed work schedule and handover to the superior

Communicating with colleagues:-

- Exhibit trust, support and respect to all the colleagues in the workplace
- Aim to achieve smooth workflow
- Help and assist colleagues with information and knowledge
- Seek assistance from the colleagues when required
- Identify the potential and existing conflicts with the colleagues and resolve
- Pass on essential information to other colleagues on timely basis
- Maintain the etiquette, use polite language, demonstrate responsible and disciplined behaviours to the colleagues
- Interact with colleagues from different functions clearly and effectively on all aspects to carry out the work among the team and understand the nature of their work
- Put team over individual goals and multi task or share work where necessary supporting the colleagues
- Highlight any errors of colleagues, help to rectify and ensure quality output
- Work with cooperation, coordination, communication and collaboration, with shared goals and supporting each other's performance

Communicating effectively with customers:-

- Ask more questions to the customers and identify their needs
- Possess strong knowledge on the product, services and market
- Brief the customers clearly
- Communicate with the customers in a polite, professional and friendly manner
- Build effective but impersonal relationship with the customers
- Ensure the appropriate language and tone are used to the customers
- Listen actively in a two way communication

- Be sensitive to the gender, cultural and social differences such as modes of greeting, formality, etc.
- Understand the customer expectations correctly and provide the appropriate products and services
- Understand the customer dissatisfaction and address to their complaints effectively
- Maintain a positive, sensible and cooperative manner all time
- Ensure to maintain a proper body language, dress code, gestures and etiquettes towards the customers
- Avoid interrupting the customers while they talk
- Ensure to avoid negative questions and statements to the customers
- Inform the customers on any issues or problems before hand and also on the developments involving them
- Ensure to respond back to the customer immediately for their voice messages, e-mails, etc.
- Develop good rapport with the customers and promote suitable products and services
- Seek feedback from the customers on their understanding to what was discussed
- Explain the terms and conditions clearly

CFOA 4 - Maintaining Customer-Centric Service Orientation

Engaging with customers for assessing service quality requirements:-

- Keep in mind the profiles of expected customers
- Understand the target customers and their needs as defined by the company
- Organize regular customer events and feedback session frequently
- Build a good rapport with the customers including the ones who complain
- Have frequent discussions with regular customers on general likes and dislikes in the market, latest trends, customer expectations, etc.
- Receive regular feedbacks from the clients on current service, complaints, and improvements to be made, etc.
- Compulsively seek customer rating of service to help develop a set of regularly improved procedures
- Ingrain customer oriented behaviour in service at all level
- Aim to gain their long lasting loyalty and satisfaction
- Engage with customers on without intruding on privacy

Achieving customer satisfaction:-

- Ensure clarity, honesty and transparency with the customers
- Treat the customers fairly and with due respect
- Focus on executing company's marketing strategies and product development
- Focus on enhancing brand value of company through customer satisfaction

Fulfilling customer requirement:-

- Ensure that customer expectations are met
- Learn to read customers' needs and wants

- Willingly accept and implement new and innovative products and services that help improve customer satisfaction
- Communicate feedback of customer to senior, especially, the negative feedback
- Maintain close contact with the customers and focus groups
- Offer promotions to improve product satisfaction level to the customers periodically
- Weigh the cost of fulfilling unscheduled customer requests, consult with senior and advise the customer on alternatives

CFOA 5 - Maintaining Standard of Etiquette and Hospitable Conduct and Following Gender and Age Sensitive Service Practices

Following behavioural, personal and telephone etiquettes:-

- Greet the customers with a handshake or appropriate gesture based on the type of customer on their arrival
- Welcome the customers with a smile
- Ensure to maintain eye contact
- Address the customers in a respectable manner
- Do not eat or chew while talking
- Use their names as many times as possible during the conversation
- Ensure not to be too loud while talking
- Maintain fair and high standards of practice
- Ensure to offer transparent prices
- Maintain proper books of accounts for payment due and received
- Answer the telephone quickly and respond back to mails faster
- Ensure not to argue with the customer
- Listen attentively and answer back politely
- Maintain personal integrity and ethical behavior
- Dress professionally
- Deliver positive attitude to work
- Maintain well-groomed personality
- Achieve punctuality and body language
- Maintain the social and telephonic etiquette
- Provide small gifts as token of appreciation and thanks giving to the customer
- Use appropriate tone, pitch and language to convey politeness, assertiveness, care and professionalism
- Demonstrate responsible and disciplined behaviours at the workplace
- Escalate grievances and problems to appropriate authority as per procedure to resolve them and avoid conflict

Treating customers with high degree of respect and professionalism:-

- Use appropriate titles and terms of respect to the customers
- Use polite language

- Maintain professionalism and procedures to handle customer grievances and complaints
- Offer friendly, courteous and hospitable service and assistance to the customer upholding levels and responsibility
- Provide assistance to the customers maintaining positive sincere attitude and etiquette
- Provide special attention to the customer at all time.

Achieving customer satisfaction:

- Achieve 100% customer satisfaction on a scale of standard
- Gain customer loyalty
- Enhance brand value of company.

Educating customer on specific facilities and services available:-

- Educate the tourists, employers and the colleagues at workplace on women rights and the respect that is to be given to them
- Inform about company's policies to prevent women from sexual harassments, both physical and verbal, and objectifications by other customers and staff
- List all the facilities available with respect to transportation facilities, night trips and safeguards, reporting abuse, maternity related and other grievance
- Inform about methods adopted to ensure safety and personal and baggage security of women, e.g., CCTV cameras, security guards, women's helpline
- Provide the necessary comfort to the female traveller customers such as secure and safe environment, chain locks/latches, smoke detector, comfortable accommodation, etc.
- Maintain compliant behavioural etiquette while dealing with women customers such as asking permission before entering room and for cleaning, avoiding touch contact, using abusive language or gesture, etc.
- Ensure that the customer feels safe at all times without being over threatened by the security procedures and related environment
- Ensure that in the event of terrorist attacks customers are calmly handled, led to safer places and instructed properly in order to achieve zero casualties

Providing different age and gender specific customer service:-

- Ensure the quality of facilities and services offered cater to the needs of every individual, be it man, woman, child, particularly the very young and the aged
- Be aware of the customer unique needs and wants of each category of customer, e.g., for an infant, for a young woman, for an old person, others
- Coordinate with team to meet these unique needs, also keeping in mind their diverse cultural backgrounds
- Provide entertainment programs and events suited for the children tourists
- Educate parents and attendants of senior citizens on basic safeguards and procedures for them in case of emergencies
- Arrange for transport and equipment as required by senior citizens
- Ensure availability of medical facilities and doctor

Following standard etiquette with women at workplace:-

- Treat women equally across both the horizontal as well as vertical segregation of roles in the workplace

- Ensure a fair and equal pay to the women as men, more of formal training, advancement opportunities, better benefits, etc.
- Involve women in the decision making processes and management professions
- Avoid specific discrimination and give women their due respect
- Motivate the women in the work place towards utilizing their skills
- Educate the tourists, employers and the colleagues at workplace on women rights and the respect that is to be given to them
- Establish policies to protect the women from sexual harassments, both physical and verbal, and objectifications by customers and colleagues
- Frame women friendly work practices such as flexible working hours, maternity leave, transportation facilities, night shift concessions, women grievance cell.
- Ensure the safety and security of women in the workplace, particularly when their nature of job is to deal with night shifts, attend guest rooms, back end work, etc.
- Ensure safety and security of women at all levels

CFOA 6 – Maintaining IPR of Organisation and Customers

Securing company's IPR:-

- Prevent leak of new plans and designs to competitors by reporting on time
- Be aware of any of company's product, service or design patents
- Report IPR violations observed in the market, to supervisor or company head

Respecting customer's copyright: -

- Read copyright clause of the material published on the internet and any other printed material
- Protect infringement upon customer's business or design plans
- Consult supervisor or senior management when in doubt about using information available from customer
- Report any infringement observed by anyone in the company

CFOA 7 – Maintaining Health and Hygiene and Safety at Work Place

Ensuring cleanliness around workplace: -

- Keep the workplace regularly clean and cleared-off of food waste or other litter
- Ensure that waste is disposed-off as per prescribed standards or in trash cans earmarked for waste disposal
- Ensure that the trash cans or waste collection points are cleared everyday
- Arrange for regular pest control activities at the workplace
- To maintain records for cleanliness and maintenance schedule
- Ensure the workplace is well ventilated with fresh air supply
- Check the air conditioner and other mechanical systems on a regular basis and maintain them well
- Ensure the workplace is provided with sufficient lighting
- Ensure clean work environment where food is stored, prepared, displayed and served

- Ensure safe and clean handling and disposal of linen and laundry, storage area, accommodation, public areas, storage areas, garbage areas, etc.
- Identify and report poor organizational practices with respect to hygiene, food handling, cleaning
- Ensure adequate supply of cleaning consumables such as equipment, materials, chemicals, liquids
- Ensure to clean the store areas with appropriate materials and procedures
- Identify the different types of wastes, e.g., liquid, solid, food, non-food, and the ways of handling them for disposal

Following personal hygiene practices: -

- Wash hands on a regular basis, particularly on touching any dirty surfaces, before and after handling food, after using the toilet, etc. ensure to wash hands using suggested material such as soap, one use disposable tissue, warm water, etc.
- Wash the cups, glasses or other cutlery clean before and after using them
- Ensure to maintain personal hygiene of daily bath, clean clothing and uniform, footwear, head gear, cutting nails, healthy diet, using deodorant, etc.
- Ensure to maintain dental hygiene in terms of brushing teeth every day, using mouthwash regularly, using mouth freshener after eating, avoiding smoke at workplace, etc.
- Ensure no cross contaminations of items such as linen, towels, utensils, etc. occurs in the workplace

Taking precautionary health measures: -

- Report on personal health issues related to injury, food, air and infectious diseases
- Ensure not to go for work if unwell, to avoid the risk of being spread to other people
- Use a tissue, cover the mouth and turn away from people while sneezing or coughing
- Wash hands on using these tissues after coughing and sneezing and after using the wastes
- Ensure to use single use tissue and dispose these tissues immediately
- Coordinate for the provision of adequate clean drinking water
- Ensure to get appropriate vaccines regularly
- Avoid serving adulterated or contaminated food
- Undergo preventive health check-ups at regular intervals
- Take prompt treatment from the doctor in case of illness
- Have a general sense of hygiene and appreciation for cleanliness for the benefit of self and the customers or local community

Taking precautionary measures to avoid work hazards: -

- Assess the various hazards in the work areas
- Take necessary steps to eliminate or minimize them
- Analyse the causes of accidents at the workplace
- Suggest measures to prevent such accidents from taking place
- Take preventive measures to avoid risk of burns and other injury due to contact with hot Surfaces such as stoves, gas, fire, hot liquids, hot foods, hot oil, etc.
- Suggest methods to improve the existing safety procedures at the workplace

Following standard safety procedure: -

- Be aware of the locations of fire extinguishers, emergency exits, etc.
- Practice correct emergency procedures
- Check and review the storage areas frequently
- Stack items in an organized way and use safe lifting techniques to reduce risk of injuries from handling procedures at the storage areas
- Ensure to be safe while handling materials, tools, acids, chemicals, detergents, etc.
- Store the chemicals and acids in a well-ventilated and locked areas with warning signs displayed
- Ensure safe techniques while moving furniture and fixtures
- Ensure to reduce risk of injury from use of electrical tools
- Read the manufacturer's manual carefully before use of any equipment
- Unplug the electrical equipment before performing housekeeping, cleaning and maintenance to avoid injuries
- Keep the floors free from water and grease to avoid slippery surface
- Ensure to use non slip liquids and waxes to polish and treat floors, if required
- Use rubber mats to the places where floors are constantly wet
- Ensure safety from injuries of cuts to loss of fingers, while handling sharp tools such as knives, needles, etc.
- Use flat surfaces, secure holding and protective wear while using such sharp tools
- Use health and safety practices for storing, cleaning, and maintaining tools, equipment, and supplies
- Practice ergonomic lifting, bending, or moving equipment and supplies

Using safety tools or Personal Protective Equipment: -

- Ensure the workers have access to first aid kit when needed
- Ensure all equipment and tools are stored and maintained properly and safe to use
- Ensure to use personal protective equipment and safety gear such as gloves, mask, headwear, footwear, glasses, goggles, etc. for specific tasks and work conditions where required
- Ensure to display safety signs at places where necessary for people to be cautious
- Ensure electrical precautions such as insulated clothing, adequate equipment insulation, dry work area, switch off the power supply when not required, etc.
- Ensure availability of general health and safety equipment such as fire extinguishers, first aid equipment, safety equipment, clothing, safety installations such as fire exits, exhaust fans, etc., are available

Achieving safety standards: -

- Document all the first aid treatments, inspections, etc., conducted to keep track of the safety measures undertaken
- Comply with the established safety procedures of the workplace
- Report to the supervisor on any problems and hazards identified
- Ensure zero accident at workplace
- Adhere to safety standards and ensure no material damage

CFOA 8 – Learn a foreign or local language(s) including English

Gaining understanding of common vocabulary required:-

- Understand from the company, the typical foreign or vernacular language queries
- Learn keywords that may be used to pose those queries
- Practice short oral conversations in the language, preferably, with colleagues or fellow trainees
- Listen to focused or recorded sentences as spoken typically in the language

Achieving ‘minimal pass standards’ of language proficiency:-

- Speak without hesitation and fear of being incorrect
- Express coherently in complete sentences over a variety of topics, albeit with effort
- Exhibit basic range of vocabulary and range of expression
- Seek to improve language proficiency to ‘working knowledge’ level.

CFOA 9 – ON THE JOB TRAINING

Counseling and Study Structure

Sl. No.	Course Code	Title of the Course	Credit	Total Hours of Study	Counseling and Study Structure (hours)			
					Face to Face Counseling	Self-study	Practical	Assignments
1	CFOA 1	Guest Registration, Check-in Procedure, Allotment of Room and Attending to Guest Queries	Non-Credit	30	4	17	9	-
2	CFOA 2	Performing Cashiering Activities	Non-Credit	30	4	17	9	-
3	CFOA 3	Communication with Customer and Colleagues	Non-Credit	30	4	26	-	-
4	CFOA 4	Maintaining Customer-Centric Service Orientation	Non-Credit	30	4	17	9	-
5	CFOA 5	Maintaining Standard of Etiquette and Hospitable Conduct and Following Gender and Age Sensitive Service Practices	Non-Credit	30	4	17	9	-
6	CFOA 6	Maintaining IPR of Organisation and Customers	Non-Credit	30	4	26	-	-
7	CFOA 7	Maintaining Health and Hygiene and Safety at Work Place	Non-Credit	30	4	17	9	-
8	CFOA 8	Working Competence in a Foreign or Local Language(s) including English	Non-Credit	30	4	26	-	-
9	CFOA 9	On the Job Training	Non-Credit	60	-	-	60	-

Study Modules & Books Information

Sl. No.	Course Code	Subject Name	Modules to be used
1	CFOA 1	Guest Registration, Check-in Procedure, Allotment of Room and Attending to Guest Queries	TH01 A Guide Book for Front Office Associate
2	CFOA 2	Performing Cashiering Activities	
3	CFOA 3	Communication with Customer and Colleagues	
4	CFOA 4	Maintaining Customer-Centric Service Orientation	
5	CFOA 5	Maintaining Standard of Etiquette and Hospitable Conduct and Following Gender and Age Sensitive Service Practices	
6	CFOA 6	Maintaining IPR of Organisation and Customers	
7	CFOA 7	Maintaining Health and Hygiene and Safety at Work Place	
8	CFOA 8	Working Competence in a Foreign or Local Language(s) including English	
9	CFOA 9	On the Job Training	

**CERTIFICATE FOR TRAVEL
CONSULTANT (CTC)**

Certificate for Travel Consultant (CTC)

यात्रा सलाहकार के लिए प्रमाणपत्र (CTC)

(A)	Duration	:	04 Months	(D)	Courses	:	08
(अ)	अवधि	:	04 माह	(द)	कोर्सेस	:	08
(B)	Eligibility	:	12th Pass	(E)	Credit	:	Non-Credit
(ब)	पात्रता	:	12 वीं पास	(इ)	क्रेडिट	:	नॉन क्रेडिट

(C) Contents and Scheme of Examination

(स) पाठ्यक्रम विषय सूची एवं परीक्षा योजना

Course Code	Title of the Course	Credit	Total Marks	Theory		Practical Marks		Assignments		Key Learning Outcomes
				Max	Min	Max	Min	Max	Min	
CTC 1	Understanding Customer Requirement and Planning Travel Itinerary अन्डरस्टैंडिंग कस्टमर रिकवायरमेंट एण्ड प्लानिंग ट्रेवल आइटिनररि	Non-Credit	100	70	28	30	12	-	-	<ul style="list-style-type: none"> Welcome and manage the customers Engage with customers and identify their needs Gather the resources required to prepare the itinerary Estimate the cost of the tour
CTC 2	Coordinating Tour with Different Segment Wings and Monitoring the Tour कॉर्डिनेटिंग टूर विथ डिफरेंट सेगमेंट विंग्स एण्ड मॉनिटरिंग दी टूर	Non-Credit	100	70	28	30	12	-	-	<ul style="list-style-type: none"> Handover the finalized package to the customer Coordinate with different department wings Inform of any mishaps to customers in the planned tour itinerary Assist the customers as required Seek feedback from the customers

										<ul style="list-style-type: none"> Record and document the process Achieve customer satisfaction
CTC 3	Communicating Effectively with Customer and Colleagues कम्युनिकेटिंग इफेक्टिवली विथ कस्टमर एण्ड कोलिग्स	Non-Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> Interact with superior Communicate with colleagues Communicate effectively with customers
CTC 4	Maintaining Customer-Centric Service Orientation मैनेटेनिंग कस्टमर-सेंट्रिक सर्विस ओरिएंटेशन	Non-Credit	100	70	28	30	12	-	-	<ul style="list-style-type: none"> Engage with customers to understand their service quality requirements Achieve customer satisfaction Fulfill customer requirement
CTC 5	Maintaining Standard of Etiquette and Hospitable Conduct and Following Gender and Age Sensitive Service Practices मैनेटेनिंग स्टैण्डर्ड ऑफ एटिकेट एण्ड हॉस्पिटेबल कंडक्ट एण्ड फॉलोइंग जेन्डर एण्ड ऐज सेन्सेटिव सर्विस प्रैक्टिस	Non-Credit	100	70	28	30	12	-	-	<ul style="list-style-type: none"> Follow behavioural, personal and telephone etiquettes Treat customers with high degree of respect and professionalism Educate customer on specific facilities and services available for different categories of customers Provide gender and age specific services as per their unique and collective requirements

										<ul style="list-style-type: none"> Follow standard etiquette with women at workplace
CTC 6	Maintaining IPR of Organisation and Customers मेन्टेनिंग आईपीआर ऑफ ऑर्गनाइजेशन एण्ड कस्टमर्स	Non-Credit	100	100	40	-	-	-	-	<ul style="list-style-type: none"> Secure company's IPR Respect customers copyright
CTC 7	Maintaining Health and Hygiene at Hospitality and Tourism Areas मेनटेनिंग हेल्थ एण्ड हाईजीन एट हॉस्पिटेलिटी एण्ड टूरिज्म एरियाज	Non-Credit	100	70	28	30	12	-	-	<ul style="list-style-type: none"> Ensure cleanliness around workplace in hospitality and tourist areas Follow personal hygiene practices Take precautionary health measures
CTC 8	On the Job Training ऑन द जॉब ट्रेनिंग	Non-Credit	100	-	-	100	40	-	-	<ul style="list-style-type: none"> Practical experience of working in a reputed establishment

Note: For a PASS - A Student would require to secure 40% for both Theory and Practical.

Grand Total	Pass
800	320

Detailed Syllabus

CTC 1 – Understanding Customer Requirement and Planning Travel Itinerary

Welcoming and managing the customers:-

- Receive the customers with a smile
- Ensure that any of the customers who walk in are not left unattended
- Offer refreshments to the customer
- Make the customers comfortable and be accessible to them for any queries
- Explain the different services and products that the company offers
- Brief them on promotional plans if any during their visit

Engaging with customers and identify their needs:-

- Understand the type of tour customers are looking for, such as a leisure package, heritage package, pilgrimage package, cruise package, adventure package, etc.
- Understand the needs of the customer if they are planning for a multiple place visit or a single location
- Initiate queries and identify the needs of the customer based on their travel needs, shopping needs, package needs, etc.
- Understand the duration of their travel, number of people planning the travel, mode of travel, budget, etc.
- Understand an appropriate destination of their interest, travel dates, accommodation preferences, etc.
- Identify the type of group planning the travel such as family, friends, colleagues, etc.
- Analyze the type of package that can be offered based on the customer needs and their budget
- Suggest some best place options, best things to do in these places, best eateries and experiences to have, etc. to the customers who have not planned of any particular travel destination or type
- Ensure to be polite and listen to them with attentiveness understanding their requirement
- Send mails or stay in touch through phone if the walk in customers do not confirm their booking across the table and ask time for deciding
- Ensure to be updated on the current prices of the accommodation, transportation, travel fares, etc. from the procurement team
- Keep the customers posted on any new product arrivals

Attending to bookings:-

- Handle the incoming calls, mail and walk-ins from travel agents and direct customers
- Brief the customers on the rough estimate cost of the package according to their needs
- Inform the customers on the terms and conditions of pay and other details as per company policy
- Educate the customers on the destinations completely making it easier for them to choose
- Suggest alternative travel plans and dates to the customers if any interesting event or entertainment is to happen at those dates in the destination

Gathering the resources required to prepare the itinerary:-

- Collect all resources such as brochures, internet, travel books and other sources of information required for the travel

- Ensure to have the railway and airline timetable for the preferred destination
- Gather as many travel magazines related to the destination
- Coordinate with government tourist offices of the destination
- Update information on the different categories of hotel, taxes, meals, types of room available, tariff plans with respect to season and off season time, etc. in the destination
- Compile all the customer needs

Estimating the cost of the tour:-

- Analyze the cost of travel to the destination by the different modes of transportation
- Coordinate with the various departments to understand the cost of different levels of accommodation in the destination
- Coordinate with various travels to understand their package rates at the destination
- Browse through the entrance fees of the places of attractions
- Plan on the cost of meals, shopping, guides, etc. based on the destination's cost of living
- Gather together all these costs
- Include any miscellaneous expense that can be occurred during the travel
- Estimate the total cost of the tour along with a markup cost given

Preparing the Itinerary:-

- Decide on the route map and ensure the routing is planned with nearby locations packed together in an effective way saving time
- Plan the itinerary in a way all places of attraction and interest are covered within the time available for the customers and in an efficient way
- Consider details like interest of tourist, energy level of the tourists, etc. while planning the itinerary
- Prepare the itinerary right from the start of journey till the end of journey
- Ensure to add all the important tourist destination into this
- Mention the opening and closing time of the places of attraction and information about the background of the place too
- Include the distance between every location that is mentioned on the day to day schedule
- Mention the various restaurant options in and around their scheduled location
- Schedule in a planned and organized way
- Include time taken for every activity that can be easier for the tourist to Understand the allotted time and the available timing
- Ensure the tour package is tailored according to the customer interest

CTC 2 – Coordinating Tour with Different Segment Wings and Monitoring the Tour

Handing over the finalized package to the customer:-

- Provide relevant travel information, reviews, news and handy travel tools catering to the customer needs
- Ensure to update the customer with the destination maps, weather forecast during their stay, destination guides, etc.
- Notify the customers on luggage limits and insurance, medical, visa, passport, currency and other requirements as required

- Advice customers on the issues that can be faced during the travel in terms of safety, travel, finance, currency, etc., in specific to the destination as appropriate

Coordinating with different department wings:-

- Coordinate for the booking of hotels, tickets, visa, etc. with the respective department in charge
- Confirm the customer names at the airlines and hotel once booking is made
- Transportation, guides, accommodation, insurance, visa, etc.
- Ensure to perform the necessary processing in case the customer cancels the tour after everything is booked or planned
- Make sure to coordinate for the transportation of cab, mini-van, coach, etc. depending on the number of tourists and their budget
- Arrange for a tour escort or a guide based on the customer
- Ensure the escort or guide is well versed in the language preferred and understandable by the customer and is well aware about the destination
- Coordinate with the appropriate department on events, entertainment, etc. arranged during the travel

Informing of any mishaps to customers in the planned tour itinerary:-

- Inform the customers if there is any alteration required to the planning and the itinerary with respect to cancellations, delays, postponement, etc.
- Convince the customers in a polite way in-case of any discrepancy in the planned itinerary
- Compensate them with a better option
- Process for refunds on time if there is any

Assisting the customers as required:

- Assist the customers in case if they decide to have a change or upgrade to the planned itinerary while on the tour
- Ensure to assist them in a quick and convenient way for their wants
- Ensure the altered service offered matches the customer expectation

Seeking feedback from the customers:-

- Get in touch with the customer after the tour and understand their feel about the package offered
- Collect the feedback from them to ensure if their expectation was met
- Provide some form of questionnaire or similar type through mail, phone, app or in person, to get a rating for the service rendered
- Attend to the customer complaints and dissatisfaction with immediate effect and action
- Assist their complaints with right solutions
- Ensure to resolve and rectify if there was any negative feedback received from the customers

Recording and documenting the process:-

- Record the entire details of the customer
- Document the monthly status reports of the walk-ins and the turn out for the management records
- Ensure to maintain privacy of the customer personal details

Achieving customer satisfaction:-

- Ensure to maintain the trust and reliability source right from the time the customer walks in till the tour ends
- Ensure all needs of the customers are met
- Ensure to maintain long terms relationships with the customers

CTC 2 – Communicate Effectively with Customer and Colleagues

Interacting with superior:-

- Receive job order and instructions from reporting superior
- Understand the work output requirements, targets, performance indicators and incentives
- Deliver quality work on time and report any anticipated reasons for delays
- Escalate unresolved problems or complaints to the relevant senior
- Communicate maintenance and repair schedule proactively to the superior
- Receive feedback on work standards
- Document the completed work schedule and handover to the superior

Communicating with colleagues:-

- Exhibit trust, support and respect to all the colleagues in the workplace
- Aim to achieve smooth workflow
- Help and assist colleagues with information and knowledge
- Seek assistance from the colleagues when required
- Identify the potential and existing conflicts with the colleagues and resolve
- Pass on essential information to other colleagues on timely basis
- Maintain the etiquette, use polite language, demonstrate responsible and disciplined behaviours to the colleagues
- Interact with colleagues from different functions clearly and effectively on all aspects to carry out the work among the team and understand the nature of their work
- Put team over individual goals and multi task or share work where necessary supporting the colleagues
- Highlight any errors of colleagues, help to rectify and ensure quality output
- Work with cooperation, coordination, communication and collaboration, with shared goals and supporting each other's performance

Communicating effectively with customers:-

- Ask more questions to the customers and identify their needs
- Possess strong knowledge on the product, services and market
- Brief the customers clearly
- Communicate with the customers in a polite, professional and friendly manner
- Build effective but impersonal relationship with the customers
- Ensure the appropriate language and tone are used to the customers
- Listen actively in a two way communication
- Be sensitive to the gender, cultural and social differences such as modes of greeting, formality, etc.
- Understand the customer expectations correctly and provide the appropriate products and services

- Understand the customer dissatisfaction and address to their complaints effectively
- Maintain a positive, sensible and cooperative manner all time
- Ensure to maintain a proper body language, dress code, gestures and etiquettes towards the customers
- Avoid interrupting the customers while they talk
- Ensure to avoid negative questions and statements to the customers
- Inform the customers on any issues or problems before hand and also on the developments involving them
- Ensure to respond back to the customer immediately for their voice messages, e-mails, etc.
- Develop good rapport with the customers and promote suitable products and services
- Seek feedback from the customers on their understanding to what was discussed
- Explain the terms and conditions clearly

CTC 4 – Maintaining Customer-Centric Service Orientation

Engaging with customers for assessing service quality requirements:-

- Keep in mind the profiles of expected customers
- Understand the target customers and their needs as defined by the company
- Organize regular customer events and feedback session frequently
- Build a good rapport with the customers including the ones who complain
- Have frequent discussions with regular customers on general likes and dislikes in the market, latest trends, customer expectations, etc.
- Receive regular feedbacks from the clients on current service, complaints, and improvements to be made, etc.
- Compulsively seek customer rating of service to help develop a set of regularly improved procedures
- Ingrain customer oriented behaviour in service at all level
- Aim to gain their long lasting loyalty and satisfaction
- Engage with customers on without intruding on privacy

Achieving customer satisfaction:-

- Ensure clarity, honesty and transparency with the customers
- Treat the customers fairly and with due respect
- Focus on executing company's marketing strategies and product development
- Focus on enhancing brand value of company through customer satisfaction

Fulfilling customer requirement:-

- Ensure that customer expectations are met
- Learn to read customers' needs and wants
- Willingly accept and implement new and innovative products and services that help improve customer satisfaction
- Communicate feedback of customer to senior, especially, the negative feedback
- Maintain close contact with the customers and focus groups
- Offer promotions to improve product satisfaction level to the customers periodically

- Weigh the cost of fulfilling unscheduled customer requests, consult with senior and advise the customer on alternatives

CTC 5 – Maintaining Standard of Etiquette and Hospitable Conduct and Following Gender and Age Sensitive Service Practices

Following behavioural, personal and telephone etiquettes:-

- Greet the customers with a handshake or appropriate gesture based on the type of customer on their arrival
- Welcome the customers with a smile
- Ensure to maintain eye contact
- Address the customers in a respectable manner
- Do not eat or chew while talking
- Use their names as many times as possible during the conversation
- Ensure not to be too loud while talking
- Maintain fair and high standards of practice
- Ensure to offer transparent prices
- Maintain proper books of accounts for payment due and received
- Answer the telephone quickly and respond back to mails faster
- Ensure not to argue with the customer
- Listen attentively and answer back politely
- Maintain personal integrity and ethical behavior
- Dress professionally
- Deliver positive attitude to work
- Maintain well groomed personality
- Achieve punctuality and body language
- Maintain the social and telephonic etiquette
- Provide small gifts as token of appreciation and thanks giving to the customer
- Use appropriate tone, pitch and language to convey politeness, assertiveness, care and professionalism
- Demonstrate responsible and disciplined behaviours at the workplace
- Escalate grievances and problems to appropriate authority as per procedure to resolve them and avoid conflict

Treating customers with high degree of respect and professionalism:-

- Use appropriate titles and terms of respect to the customers
- Use polite language
- Maintain professionalism and procedures to handle customer grievances and complaints
- Offer friendly, courteous and hospitable service and assistance to the customer upholding levels and responsibility
- Provide assistance to the customers maintaining positive sincere attitude and etiquette
- Provide special attention to the customer at all time.

Achieving customer satisfaction:-

- Achieve 100% customer satisfaction on a scale of standard
- Gain customer loyalty
- Enhance brand value of company.

Educating customer on specific facilities and services available:-

- Educate the tourists, employers and the colleagues at workplace on women rights and the respect that is to be given to them
- Inform about company's policies to prevent women from sexual harassments, both physical and verbal, and objectifications by other customers and staff
- List all the facilities available with respect to transportation facilities, night trips and safeguards, reporting abuse, maternity related and other grievance
- Inform about methods adopted to ensure safety and personal and baggage security of women, e.g., CCTV cameras, security guards, women's helpline
- Provide the necessary comfort to the female traveller customers such as secure and safe environment, chain locks/latches, smoke detector, comfortable accommodation, etc.
- Maintain compliant behavioural etiquette while dealing with women customers such as asking permission before entering room and for cleaning, avoiding touch contact, using abusive language or gesture, etc.
- Ensure that the customer feels safe at all times without being over threatened by the security procedures and related environment
- Ensure that in the event of terrorist attacks customers are calmly handled, led to safer places and instructed properly in order to achieve zero casualties

Providing different age and gender specific customer service:-

- Ensure the quality of facilities and services offered cater to the needs of every individual, be it man, woman, child, particularly the very young and the aged
- Be aware of the customer unique needs and wants of each category of customer, e.g., for an infant, for a young woman, for an old person, others
- Coordinate with team to meet these unique needs, also keeping in mind their diverse cultural backgrounds
- Provide entertainment programs and events suited for the children tourists
- Educate parents and attendants of senior citizens on basic safeguards and procedures for them in case of emergencies
- Arrange for transport and equipment as required by senior citizens
- Ensure availability of medical facilities and doctor

Following standard etiquette with women at workplace:-

- Treat women equally across both the horizontal as well as vertical segregation of roles in the workplace
- Ensure a fair and equal pay to the women as men, more of formal training, advancement opportunities, better benefits, etc.
- Involve women in the decision making processes and management professions
- Avoid specific discrimination and give women their due respect
- Motivate the women in the work place towards utilizing their skills
- Educate the tourists, employers and the colleagues at workplace on women rights and the respect that is to be given to them
- Establish policies to protect the women from sexual harassments, both physical and verbal, and objectifications by customers and colleagues

- Frame women friendly work practices such as flexible working hours, maternity leave, transportation facilities, night shift concessions, women grievance cell.
- Ensure the safety and security of women in the workplace, particularly when their nature of job is to deal with night shifts, attend guest rooms, back end work, etc.
- Ensure safety and security of women at all levels

CTC 6 – Maintaining IPR of Organisation and Customers

Securing company's IPR:-

- Prevent leak of new plans and designs to competitors by reporting on time
- Be aware of any of company's product, service or design patents
- Report IPR violations observed in the market, to supervisor or company head

Respecting customer's copyright:-

- Read copyright clause of the material published on the internet and any other printed material
- Protect infringement upon customer's business or design plans
- Consult supervisor or senior management when in doubt about using information available from customer
- Report any infringement observed by anyone in the company

CTC 7 – Maintaining Health and Hygiene at Hospitality and Tourism Areas

Ensuring cleanliness around workplace:-

- Keep the workplace regularly clean and cleared-off of food waste or other litter
- Ensure that waste is disposed-off as per prescribed standards or in trash cans earmarked for waste disposal
- Ensure that the trash cans or waste collection points are cleared everyday
- Arrange for regular pest control activities at the workplace
- To maintain records for cleanliness and maintenance schedule
- Ensure the workplace is well ventilated with fresh air supply
- Check the air conditioner and other mechanical systems on a regular basis and maintain them well
- Ensure the workplace is provided with sufficient lighting
- Ensure clean work environment where food is stored, prepared, displayed and served
- Ensure safe and clean handling and disposal of linen and laundry, storage area, accommodation, public areas, storage areas, garbage areas, etc.
- Identify and report poor organizational practices with respect to hygiene, food handling, cleaning
- Ensure adequate supply of cleaning consumables such as equipment, materials, chemicals, liquids
- Ensure to clean the store areas with appropriate materials and procedures
- Identify the different types of wastes, e.g., liquid, solid, food, non-food, and the ways of handling them for disposal

Following personal hygiene practices:-

- Wash hands on a regular basis, particularly on touching any dirty surfaces, before and after handling food, after using the toilet, etc.
- Ensure to wash hands using suggested material such as soap, one use disposable tissue, warm water, etc.
- Wash the cups, glasses or other cutlery clean before and after using them
- Ensure to maintain personal hygiene of daily bath, clean clothing and uniform, footwear, head gear, cutting nails, healthy diet, using deodorant, etc.
- Ensure to maintain dental hygiene in terms of brushing teeth every day, using mouthwash regularly, using mouth freshener after eating, avoiding smoke at workplace, etc.
- Ensure no cross contaminations of items such as linen, towels, utensils, etc. occurs in the workplace

Taking precautionary health measures:-

- Report on personal health issues related to injury, food, air and infectious diseases
- Ensure not to go for work if unwell, to avoid the risk of being spread to other people
- Use a tissue, cover the mouth and turn away from people while sneezing or coughing
- Wash hands on using these tissues after coughing and sneezing and after using the wastes
- Ensure to use single use tissue and dispose these tissues immediately
- Coordinate for the provision of adequate clean drinking water
- Ensure to get appropriate vaccines regularly
- Avoid serving adulterated or contaminated food
- Undergo preventive health checkups at regular intervals
- Take prompt treatment from the doctor in case of illness
- Have a general sense of hygiene and appreciation for cleanliness for the benefit of self and the customers or local community.

CTC 8 – ON THE JOB TRAINING

COUNSELING AND STUDY STRUCTURE

Sl. No	Course Cod	Title of the Course	Credit	Total Hours of Study	Counseling and Study Structure (hours)			
					Face to Face Counseling	Self study	Practical	Assignments
1	CTC 1	Understanding Customer Requirement and Planning Travel Itinerary	Non-Credit	30	4	17	9	-
2	CTC 2	Coordinating Tour with Different Segment Wings and Monitoring the Tour	Non-Credit	30	4	17	9	-
3	CTC 3	Communicating Effectively with Customer and Colleagues	Non-Credit	30	4	26	-	-
4	CTC 4	Maintaining Customer-Centric Service Orientation	Non-Credit	30	4	17	9	-
5	CTC 5	Maintaining Standard of Etiquette and Hospitable Conduct and Following Gender and Age Sensitive Service Practices	Non-Credit	30	4	17	9	-
6	CTC 6	Maintaining IPR of Organisation and Customers	Non-Credit	30	4	26	-	-
7	CTC 7	Maintaining Health and Hygiene at Hospitality and Tourism Areas	Non-Credit	30	4	17	9	-
8	CTC 8	On the Job Training	Non-Credit	90	-	-	90	-

STUDY MODULES & BOOKS INFORMATION

Sr. No	Course Code	Subject Name	Modules to be used
1	CTC 1	Understanding Customer Requirement and Planning Travel Itinerary	TH02 A Guide Book for Travel Consultant
2	CTC 2	Coordinating Tour with Different Segment Wings and Monitoring the Tour	
3	CTC 3	Communicating Effectively with Customer and Colleagues	
4	CTC 4	Maintaining Customer-Centric Service Orientation	
5	CTC 5	Maintaining Standard of Etiquette and Hospitable Conduct and Following Gender and Age Sensitive Service Practices	
6	CTC 6	Maintaining IPR of Organisation and Customers	
7	CTC 7	Maintaining Health and Hygiene at Hospitality and Tourism Areas	
8	CTC 8	On the Job Training	