



GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT & ENTREPRENEURSHIP
DIRECTORATE GENERAL OF TRAINING

COMPETENCY BASED CURRICULUM

TOURIST GUIDE

(Duration: One Year)

CRAFTSMEN TRAINING SCHEME (CTS)

NSQF LEVEL- 3.5



SECTOR –TOURISM AND HOSPITALITY



Directorate General of Training

TOURIST GUIDE

(Non-Engineering Trade)

(Revised in March 2023)

Version: 2.0

CRAFTSMEN TRAINING SCHEME (CTS)

NSQF LEVEL – 3.5

Developed By

Ministry of Skill Development and Entrepreneurship

Directorate General of Training

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CONTENTS

S No.	Topics	Page No.
1.	Course Information	1
2.	Training System	2
3.	Job Role	6
4.	General Information	7
5.	Learning Outcome	9
6.	Assessment Criteria	10
7.	Trade Syllabus	13
8.	Annexure I (List of Trade Tools & Equipment)	22
9.	Annexure II (List of Trade experts)	25

1. COURSE INFORMATION

During the one-year duration of “Tourist Guide” trade, a candidate is trained on Professional Skill, Professional Knowledge and Employability Skill related to job role. In addition to this, a candidate is entrusted to undertake project work, extracurricular activities and industrial visit to build up confidence. The broad components covered under Professional Skill subject are as below:

During the one-year duration the trainee learns about different types of Tourism industry, organizational hierarchy of tourism industry and Role/ function of Govt. & Tourist Boards, ITDC, State Govt. Tourist Dept. & Tourism Corporations etc. The Trainee carries out survey of places of tourist interest, understand packages/ offers to promote tourism. Collect information, identifies different categories of accommodation available in the city and different modes of transport available for the tourists. Visit to the Passport Office to learn the procedure of obtaining passport for a tourist and plans tour programme for inbound and out bound foreign nationals taking various factors into consideration. The trainee learns the procedure for bookings, cancellation, changing of tickets & concession given in Railways. The Trainee also undergoes four weeks on-job Training. The trainee visits to airline/travel agency to study its workings in respect of bookings, cancellations and changing of air tickets etc. He learns the procedure of travel insurance covering life, baggage, sickness etc. and becoming agent of national & International airline. The Trainee visits the Regional transport office to learn the registration procedure of different types of vehicles, the formalities involved etc. The Trainee understands the importance and methods of advertising, publicity, coupons, picture postcard, public relation, press and media. Plans and prepares the advertisements for newspapers, magazines etc. and makes brochures for tourist office, hotels, etc. for tour promotion. He draws map of India and locate major tourist destination and adjoining tourism market. The Trainee locates tourist organizations, regional tourist offices, Directorate of Tourism, etc., analyze their strength and weaknesses in attracting/ serving tourists. The Trainee also undergoes four weeks on-job Training.

2. TRAINING SYSTEM

2.1 GENERAL

The Directorate General of Training (DGT) under Ministry of Skill Development & Entrepreneurship offers a range of vocational training courses catering to the need of different sectors of economy/ Labour market. The vocational training programmes are delivered under the aegis of Directorate General of Training (DGT). Craftsman Training Scheme (CTS) with variants and Apprenticeship Training Scheme (ATS) are two pioneer schemes of DGT for strengthening vocational training.

‘Tourist Guide’ trade under CTS is one of the popular courses delivered nationwide through a network of ITIs. The course is of one year duration. It mainly consists of Domain area and Core area. The Domain area (Trade Theory & Practical) imparts professional skills and knowledge, while the core area (Employability Skill) imparts requisite core skills, knowledge, and life skills. After passing out the training program, the trainee is awarded National Trade Certificate (NTC) by DGT which is recognized worldwide.

Candidates broadly need to demonstrate that they are able to:

- Read and interpret parameters/documents, plan and organize work processes, identify necessary materials and tools;
- Perform tasks with due consideration to safety rules, accident prevention regulations and environmental protection stipulations;
- Apply professional skill, knowledge & employability skills while performing jobs.
- Document the parameters related to the task undertaken.

2.2 PROGRESSION PATHWAYS

- Can join industry as Tourist Guide and will progress further as Senior Tourist Guide, Supervisor and can rise up to the level of Manager.
- Can become Entrepreneur in the related field.
- Can join Apprenticeship programs in different types of industries leading to a National Apprenticeship certificate (NAC).
- Can join Advanced Diploma (Vocational) courses under DGT as applicable.

2.3 COURSE STRUCTURE

Table below depicts the distribution of training hours across various course elements during a period of one year: -

S No.	Course Element	Notional Training Hours
1.	Professional Skill (Trade Practical)	840
2.	Professional Knowledge (Trade Theory)	240
3.	Employability Skills	120
	Total	1200

Every year 150 hours of mandatory OJT (On the Job Training) of industry opportunity not available the group project is mandatory.

On the Job Training (OJT)/ Group Project	150
Optional Courses (10th/ 12th class certificate along with ITI certification or add on short term courses)	240

Trainees of one-year or two-year trade can also opt for optional courses of up to 240 hours in each year for 10th/ 12th class certificate along with ITI certification or add on short term courses.

2.4 ASSESSMENT & CERTIFICATION

The trainee will be tested for his skill, knowledge and attitude during the period of course through formative assessment and at the end of the training programme through summative assessment as notified by the DGT from time to time.

a) The **Continuous Assessment** (Internal) during the period of training will be done by **Formative Assessment Method** by testing for assessment criteria listed against learning outcomes. The training institute has to maintain an individual trainee portfolio as detailed in assessment guideline. The marks of internal assessment will be as per the formative assessment template provided on www.bharatskills.gov.in.

b) The final assessment will be in the form of summative assessment. The All India Trade Test for awarding NTC will be conducted by Controller of examinations, DGT as per the guidelines. The pattern and marking structure is being notified by DGT from time to time. **The learning outcome and assessment criteria will be the basis for setting question papers for final assessment. The examiner during final examination will also check** the individual trainee's profile as detailed in assessment guideline before giving marks for practical examination.

2.4.1 PASS REGULATION

For the purposes of determining the overall result, weightage of 100% is applied for six months and one year duration courses and 50% weightage is applied to each examination for two years courses. The minimum pass percent for Trade Practical and Formative assessment is 60% & for all other subjects is 33%.

2.4.2 ASSESSMENT GUIDELINE

Appropriate arrangements should be made to ensure that there will be no artificial barriers to assessment. The nature of special needs should be taken into account while undertaking the assessment. Due consideration should be given while assessing for teamwork, avoidance/reduction of scrap/wastage and disposal of scrap/waste as per procedure, behavioral attitude, sensitivity to the environment and regularity in training. The sensitivity towards OSHE and self-learning attitude are to be considered while assessing competency.

Assessment will be evidence based comprising some of the following:

- Job carried out in labs/workshop
- Record book/ daily diary
- Answer sheet of assessment
- Viva-voce
- Progress chart
- Attendance and punctuality
- Assignment
- Project work
- Computer based multiple choice question examination
- Practical Examination

Evidences and records of internal (Formative) assessments are to be preserved until forthcoming examination for audit and verification by examination body. The following marking pattern to be adopted for formative assessment:

Performance Level	Evidence
(a) Marks in the range of 60%-75% to be allotted during assessment	
For performance in this grade, the candidate should produce work which demonstrates attainment of an acceptable standard of craftsmanship with occasional guidance, and due regard for safety procedures and practices.	<ul style="list-style-type: none"> • Demonstration of good skills and accuracy in the field of work/ assignments. • A fairly good level of neatness and consistency to accomplish job activities. • Occasional support in completing the task/

	job.
(b) Marks in the range of 75%-90% to be allotted during assessment	
For this grade, a candidate should produce work which demonstrates attainment of a reasonable standard of craftsmanship, with little guidance, and regard for safety procedures and practices.	<ul style="list-style-type: none"> • Good skill levels and accuracy in the field of work/ assignments. • A good level of neatness and consistency to accomplish job activities. • Little support in completing the task/job.
(c) Marks in the range of more than 90% to be allotted during assessment	
For performance in this grade, the candidate, with minimal or no support in organization and execution and with due regard for safety procedures and practices, has produced work which demonstrates attainment of a high standard of craftsmanship.	<ul style="list-style-type: none"> • High skill levels and accuracy in the field of work/ assignments. • A high level of neatness and consistency to accomplish job activities. • Minimal or no support in completing the task/ job.

3. JOB ROLE

Tourist Guide; guides tourists and visitors to places of interest and explains historical background and importance of site. Accompanies tourists on their excursions to and around places of tourist interest and explains historical, cultural, social, religious and architectural significance of monuments. Answers questions of tourists relating to various economic and social aspects of life or people. May assist tourists in shopping. May act as interpreter to tourists to converse with people and or shopkeepers, hoteliers, etc.

Reference NCO-2015:

- a) 5113.0200 – Tourist Guide

Reference NOS:

- a) THC/Q4407
- b) THC/N4410
- c) THC/N4421
- d) THC/N4204
- e) THC/N9407
- f) THC/N9408
- g) THC/N9409
- h) THC/N9410
- i) THC/N9411
- j) THC/N9412
- k) THC/N9415

4. GENERAL INFORMATION

Name of the Trade	TOURIST GUIDE
Trade Code	DGT/1089
NCO - 2015	5113.0200
NOS Covered	THC/Q4407, THC/N4410, THC/N4421, THC/N4204, THC/N9407, THC/N9408, THC/N9409, THC/N9410, THC/N9411, THC/N9412, THC/N9415
NSQF Level	Level 3.5
Duration of Craftsmen Training (Instructional Hours)	One Years (1200 hours + 150 hours OJT/Group Project)
Entry Qualification	Passed 10 th class examination
Minimum Age	14 years as on first day of academic session.
Eligibility for PwD	LD, CP, LC, DW, AA, AUTISM, ID, SLD
Unit Strength (No. of Student)	24 (There is no separate provision of supernumerary seats)
Space Norms	56 Sq. m
Power Norms	4 KW
Instructors Qualification for:	
(i) Tourist Trade Guide	<p>B. Voc/ Degree in Tourism from UGC recognized university with one year experience.</p> <p style="text-align: center;">OR</p> <p>Graduate with subject of Indian History from UGC recognized university with two years' experience in the relevant field.</p> <p style="text-align: center;">OR</p> <p>Diploma (Minimum 2 years) in Tour and Travel management from recognized board of education or relevant Advanced Diploma (Vocational) from DGT with two years' experience in the relevant field.</p> <p style="text-align: center;">OR</p> <p>NTC/NAC passed in the trade of "Tourist Guide" with three years' experience in the relevant field.</p> <p><u>Essential Qualification:</u> Relevant Regular / RPL variants of National Craft Instructor Certificate (NCIC) under DGT.</p>

	<u>NOTE:</u> Out of two Instructors required for the unit of 2(1+1), one must have Degree/Diploma and other must have NTC/NAC qualifications. However, both of them must possess NCIC in any of its variants.
(ii) Employability Skill	<p>MBA/ BBA / Any Graduate/ Diploma in any discipline with Two years' experience with short term ToT Course in Employability Skills. (Must have studied English/ Communication Skills and Basic Computer at 12th / Diploma level and above)</p> <p style="text-align: center;">OR</p> <p>Existing Social Studies Instructors in ITIs with short term ToT Course in Employability Skill.</p>
(iii) Minimum Age for Instructor	21 Years
List of Tools and Equipment	As per Annexure – I

5. LEARNING OUTCOME

Learning outcomes are a reflection of total competencies of a trainee and assessment will be carried out as per the assessment criteria.

5.1 LEARNING OUTCOMES:

1. Enumerate the Duties and responsibilities of Tourist Guides. THC/Q4407
2. Assess the types of tourists visiting different places and ascertain their needs. THC/N4410
3. Motivate tourists visiting different places and promote tourism. THC/N4421
4. Identify different categories of accommodation available in the city and different modes of transport available for the tourists. THC/N4410
5. Prepare a project report on travel destinations covering history. THC/N9407
6. Interact with different transportation agencies like airline, Railways, taxis etc. to find out their routes, timings of flights and Trains, the fares of different classes of airlines, trains & rental taxis including Radio cabs. THC/N4410
7. Plan the inbound and out bound Tour programmer for Indian Nationals in India. THC/N4410
8. Plan tour programme for inbound and out bound foreign nationals taking into consideration factors such as (food habit, sensitivity, interpreter, caterer etc.) THC/N9408
9. Perform bookings, cancellation, changing of tickets & concession given in Railways. THC/N4410
10. Perform bookings, cancellations and changing of air tickets & the concessions given. THC/N4410
11. Carryout the registration procedure of different types of vehicles, the formalities involved etc. THC/N4204
12. Prepare handouts on present & future tourism zones as specified by WTO, IATA, Geography, PATA areas. THC/N9409
13. Carryout survey of tourists at a tourist place to prepare their profile and arrange site-seeing tours to local boys and girls to a tourist place. THC/N9410
14. Plan and prepare the advertisements for newspapers, magazines etc. and make brochures for tourist office, hotels, etc. for tour promotion of tourist activities. THC/N9411
15. Prepare MS-office files and other packages related with tourism. THC/N9412
16. Handle CRS, typing letters, fax messages, mail merging, sending fax and e-mail. THC/N9412
17. Prepare simple profit and loss account and balance sheet using an accounting package, mailing list of customers along with Storing and retrieving information of customer's creating and using a database packages. THC/N9412
18. Draw charts on tourism systems interrelating tourism market, transportation, destination and marketing in the context of India's popular tourism states. THC/N9415

6. ASSESSMENT CRITERIA

LEARNING OUTCOMES	ASSESSMENT CRITERIA
1. Enumerate the Duties and responsibilities of Tourist Guides. THC/Q4407	Visit various tourist places/industries.
	Collect the data regarding tourism.
	Study the collected data.
	Familiarize with the Significance of Training in the Tourist industry.
2. Assess the types of tourists visiting different places and ascertain their needs. THC/N4410	Conduct a survey of any 10 places of tourist interest in state to know about their perceptions about availability of accommodation, transportation & other infrastructure facilities.
	Assess the demand, infrastructure facilities, types of tourist visiting different places.
	Prepare a report.
3. Motivate tourists visiting different places and promote tourism. THC/N4421	Motivate different types of Tourists visiting different places.
	Visit Railway Station/Airlines to find out different packages offered to promote tourism.
	Prepare a report.
4. Identify different categories of accommodation available in the city and different modes of transport available for the tourists. THC/N4410	Study tourist facilities available in state.
	Collect information regarding different categories of accommodation available in the city.
	Collect information regarding different modes of Transport Available for the tourist.
	Prepare a report.
5. Prepare a project report on travel destinations covering history. THC/N9407	Conduct a survey on travel destinations covering history.
	Prepare a project report on travel destinations covering history.
6. Interact with different transportation agencies like airline, Railways, taxis etc. to find out their routes, timings of flights and Trains, the fares of different classes of airlines, trains & rental taxis including Radio cabs.	Operate, understand organization & role of travel Agency.
	Interact with different transportation agencies like airline, Railways, taxis etc. to find out their routes, timings of flights and Trains.
	Identify the fares of different classes of airlines, trains & rental taxis including Radio cabs.

THC/N4410	
7. Plan the inbound and out bound Tour programmer for Indian Nationals in India. THC/N4410	Plan a tour for inbound and out bound Indian nationals in India. Make a programme for Indian National in India depending upon cost, mode of transport etc.
8. Plan tour programme for inbound and out bound foreign nationals taking into consideration factors such as (food habit, sensitivity, interpreter, caterer etc.) THC/N9408	Practical exercises/ field visits to know the procedure for booking accommodation in a hotel for a tourist. Visit to the Passport Office to learn the procedure of obtaining passport for a tourist. Plan tour programme for inbound and out bound foreign nationals taking into consideration factors much as (food habit, sensitivity, interpreter, caterer etc.)
9. Perform bookings, cancellation, changing of tickets & concession given in Railways. THC/N4410	Practice exercises in reading timetable to know the types of trains, class of travel, types of fare & use of Railway Time Table. Visit to a Railway station to study the procedure for bookings, cancellation, changing of tickets & concession given in different respect.
10. Perform bookings, cancellations and changing of air tickets & the concessions given. THC/N4410	Visit to the office of an airline/travel agency. Study working in respect of bookings, cancellations and changing of air tickets & the concessions given in different respect.
11. Carryout the registration procedure of different types of vehicles, the formalities involved etc. THC/N4204	Visit the office of regional transport office. Learn the registration procedure of different types of vehicles, the formalities involved etc.
12. Prepare handouts on present & future tourism zones as specified by WTO, IATA, Geography, PATA areas. THC/N9409	Prepare handouts on present & future tourism zones as specified by WTO, IATA, Geography, PATA areas. Identify tourist generating regions in India and preferred tourist destinations. Make a report.
13. Carryout survey of tourists at a tourist place to prepare their profile and arrange site-seeing tours to local boys and girls to a tourist place.	Make a survey of tourists at a tourist place. Prepare their profile. Arrange site-seeing tours to local boys and girls to a tourist place. Communication skill, imparting running comments of the

THC/N9410	area concerned.
14. Plan and prepare the advertisements for newspapers, magazines etc. and make brochures for tourist office, hotels, etc. for tour promotion of tourist activities. THC/N9411	Collect advertisements from newspapers, magazines.
	Making an analysis of the above collected data.
	Collection of brochures from tourist office, hotels, etc. to understand tour promotion of tourist activities is being done.
15. Prepare MS-office files and other packages related with tourism. THC/N9412	Practice in computer using MS office & other software packages related to the tourism.
	Plan & Program tour for India & abroad - costing concept, various tour suppliers & also estimate the different tour packages.
16. Handle CRS, typing letters, fax messages, mail merging, sending fax and e-mail. THC/N9412 17. Prepare simple profit and loss account and balance sheet using an accounting package, mailing list of customers along with Storing and retrieving information of customer's creating and using a database. THC/N9412	Visit to travel agency, airlines for familiarity with handling of CRS, typing letters, fax messages, mail merging, sending fax and e-mail.
	Prepare simple profit and loss account and balance sheet using an accounting package. Preparing mailing list of customers.
	Create, Store and retrieve information of customer's using database packages.
18. Draw charts on tourism systems interrelating tourism market, transportation, destination and marketing in the context of India's popular tourism states. THC/N9415	Draw map of India and locate major tourist destination and adjoining tourism market.
	Study tours to locate tourist organization tourist offices, regional tourist offices, Directorate of Tourism, etc. to analyses their strength and weaknesses in attracting serving tourists.
	Draw charts on tourism systems interrelating tourism market, transportation, destination and marketing in the context of India's popular tourism states.

7. TRADE SYLLABUS

SYLLABUS FOR TOURIST GUIDE TRADE			
DURATION: ONE YEAR			
Duration	Reference Learning Outcome	Professional Skills (Trade Practical)	Professional Knowledge (Trade Theory)
Professional Skill 42 Hrs; Professional Knowledge 12 Hrs	Enumerate the Duties and responsibilities of Tourist Guides.	1. Familiarize with the Significance of Training in the Tourist industry.	a) Introduction to Tourism industry b) Career opportunities in Tourism industry. c) Different types of Tourism industry. d) An orientation programme on the course and related job opportunities by the industry expert and instructor. e) Organizational hierarchy of Tourist industry f) Attributes of Tourism industry service personnel g) Communication skills & etiquettes h) Duties and responsibilities of Tourist Guides.
Professional Skill 42 Hrs; Professional Knowledge 12 Hrs	Assess the types of tourists visiting different places and ascertain their needs.	2. The demand, infrastructure facilities, types of tourist visiting different places & prepare a report. 3. Make a survey of any 10 places of tourist interest in state to know about their perceptions about availability of accommodation, transportation & other infrastructure facilities & prepare a report.	a) Tourism: Definition, Meaning, Nature & Scope. b) Definition & differentiation of: Tourist, Traveler, Visitor and excursionist. Domestic & international tourists, c) Forms of tourism: Inbound, outbound, domestic and international. d) Leisure, recreation Tourism their Interrelationship. e) Components and element of Tourism. f) Type & Typologies of Tourism.

			g) World geography in details about continents & countries, capital and languages etc.
Professional Skill 42 Hrs; Professional Knowledge 12 Hrs	Motivate tourists visiting different places and promote tourism.	4. Motivation of different types of Tourists visiting different places. 5. Visit to Railway Station/Airlines to find out different packages offered to promote tourism & prepare a report.	a) Understanding Tourism motivations b) Nature, Characteristics & components of tourism industry: <ul style="list-style-type: none"> ➤ Tourism attraction, ➤ Accommodation, ➤ Catering ➤ Shopping, ➤ Entertainment, ➤ Infrastructure, ➤ Hospitality, ➤ Transport. c) Factors affecting growth and development of International a national Tourism.
Professional Skill 63 Hrs; Professional Knowledge 18 Hrs	Identify different categories of accommodation available in the city and different modes of transport available for the tourists.	6. Study of tourist facilities available in state. 7. Collect the information regarding different categories of accommodation available in the city. 8. Collect information regarding different modes of Transport Available for the tourist.	a) Role & function of Govt. & Tourist Boards, ITDC, State Govt. Tourist Dept. & Tourism Corporations, National Trade Associations & International organization, Pacific Asia Travel Association (PATA), Indian association of Tour operators (IATA), Travel Agent's Association of India (TAAI), Federation of Hotel & Restaurant Association of India (FHRAI), Adventure Tour Operators Association (ATOT). b) Tourism Infrastructure- Types, forms & Significance. c) Accommodation- Forms & Types. d) Transport Sector- Modes & relative significance.

			<p>e) Other supporting Infrastructure required for Tourism</p> <p>f) Transport systems of India- Indian Railways (Luxury Trains) Road Transport etc.</p>
<p>Professional Skill 21 Hrs;</p> <p>Professional Knowledge 06 Hrs</p>	<p>Prepare a project report on travel destinations covering history.</p>	<p>9. Prepare project report on travel destinations covering history.</p>	<p>a) Time management, resource management, manpower management and inventory</p> <p>b) Management cost - benefit analysis, Economic Impact of Tourism - Income and employment multipliers of Tourism, balance of payment foreign exchange etc.</p> <p>c) Socio cultural Impacts on Tourism.</p> <p>d) Impacts of Tourism on ecology & environment.</p>
<p>Professional Skill 42 Hrs;</p> <p>Professional Knowledge 12 Hrs</p>	<p>Interact with different transportation agencies like airline, Railways, taxis etc. to find out their routes, timings of flights and Trains, The fares of different classes of airlines, trains& rental taxis including Radio cabs.</p>	<p>10. Operations & understand organization & role of travel Agency.</p> <p>11. Interact with different transportation agency like airline, Railways, taxis etc. to find out their routes, timings of flights and Trains, The fares of different classes of airlines, trains& rental taxis including Radio cabs.</p>	<p>a) Travel agencies & tour operators - meaning, role, future prospects & types.</p> <p>b) Departmental & organizational setup, linkage & arrangements with hotels, airlines & transport agencies & other segments of tourism industry,</p> <p>c) Travel terminology.</p>
<p>Professional Skill 42 Hrs;</p> <p>Professional Knowledge 12 Hrs</p>	<p>Plan the inbound and out bound Tour programmer for Indian Nationals in India.</p>	<p>12. Tour planning inbound and out bound.</p> <p>13. Programme for Indian National in India depending upon cost, mode of transport etc.</p>	<p>a) Procedure for approval of Travel agents, tour operators by Dept. of Tourism, GOI</p> <p>b) IATA rules & regulations & procedure for getting IATA Certificate.</p> <p>c) Basis of approval of a travel agency.</p> <p>d) Fiscal and non-fiscal</p>

			<p>incentives available to branch agencies & tour operators.</p> <p>e) Terms and conditions to become sub agent of IATA approved agencies</p> <p>f) Assessing locality, capital investment, risk & market potential for opening a travel Agency.</p>
<p>Professional Skill 63 Hrs;</p> <p>Professional Knowledge 18 Hrs</p>	<p>Plan tour programme for inbound and out bound foreign nationals taking into consideration factors such as (food habit, sensitivity, interpreter, caterer etc.)</p>	<p>14. Practical exercises/ field visits to know the procedure for booking accommodation in a hotel for a tourist.</p> <p>15. Visit to the Passport Office to learn the procedure of obtaining passport for a tourist.</p> <p>16. Tour planning programme for inbound and out bound foreign nationals taking into consideration factors much as (food habit, sensitivity, interpreter, caterer etc.)</p>	<p>a) Role and functions of travel agents and tour operators,</p> <p>b) Providing travel information & counseling to the tourists.</p> <p>c) Mode of transport in different localities,</p> <p>d) Reservation (both air transport & Hotel accommodation).</p> <p>e) Procedure of ticketing: Ticket bookings, Cancellation, Changing tickets in railways road transport & sea travel for domestic & International travel.</p> <p>f) Documentation - passport, VISA, handling business & corporate clients, handling conferences & connections, incentive tours. Procedures of hotel booking & cancellation.</p>
<p>Professional Skill 63 Hrs;</p> <p>Professional Knowledge 18 Hrs</p>	<p>Perform bookings, cancellation, changing of tickets & concession given in Railways.</p>	<p>17. Exercises in reading timetable to know the types of trains, class of travel, types of fare & use of Railway Time Table.</p> <p>18. Visit to a Railway station to study the procedure for bookings, cancellation, changing of tickets & concession given in different respect.</p>	<p>a) On Line Bus booking & cancellation.</p> <p>b) Idea of map for different types of transport.</p> <p>c) Current and popular travel trade abbreviations & other terms in air, rail, road & sea travel, Indian airlines, Indian railways, ABC, TIM, Air Tariff Manual, large tariff manual, hotel</p>

			bookings.
Professional Skill 63 Hrs; Professional Knowledge 18 Hrs	Perform bookings, cancellations and changing of air tickets & the concessions given.	19. Visit to the office of an airline/travel agency to study its workings in respect of bookings, cancellations and changing of air tickets & the concessions given in different respect.	a) Procedure of travel insurance covering life, baggage, sickness etc. b) Procedure of becoming agent of national & International airline. c) Basics of air ticketing: <ul style="list-style-type: none"> ➤ (domestic & international) types of fares, ➤ Details of ticket, Procedure for booking, ➤ Cancellation, ➤ Rules governing working of basic fares ➤ Extra mileage percentage ➤ Baggage rules & bounding, d) Familiarization with travel related foreign exchange regulations, coding, decoding, time differentials, GMT, CRS, outbound tour making of package programmes, e) Travel related documents, Visas, ITC, health certificate, RBI regulations, passport, tax, currency conservation, customs, travel insurance.
Professional Skill 63 Hrs; Professional Knowledge 18 Hrs	Carryout the registration procedure of different types of vehicles, the formalities involved etc.	20. Visit the office of regional transport office to learn the registration procedure of different types of vehicles, the formalities involved etc.	a) Concept and types of package tour: <ul style="list-style-type: none"> ➤ Itinerary preparation and techniques, ➤ Handling of tour file, ➤ Costing of tour, ➤ Charter operations, ➤ Documentation for surface transport, ➤ Contract carriage permits,

			<ul style="list-style-type: none"> ➤ State carriage, ➤ All India tourist permit, ➤ Taxes, registration, license & fitness certificate.
Professional Skill 63 Hrs; Professional Knowledge 18 Hrs	Prepare handouts on present & future tourism zones as specified by WTO, IATA, Geography, PATA areas.	<p>21. Prepare handouts on present & future tourism zones as specified by WTO, IATA, Geography, PATA areas.</p> <p>22. Tourist generating regions to India and preferred tourist destination.</p>	<p>a) Meaning and concept of resources, attractive destinations and resorts.</p> <p>b) Types of resources - natural, man-made, socio-cultural, religious, Indian heritage.</p> <p>c) Basic knowledge of Indian and world geography, culture wild life, fairs, festivals, trade fair exhibitions, musical concerts, coastal areas and sea beaches, museums, art galleries, places of historical importance, islands, etc. selection of tour sites in different states.</p>
Professional Skill 42 Hrs; Professional Knowledge 12 Hrs	Carryout survey of tourists at a tourist place to prepare their profile and arrange site-seeing tours to local boys and girls to a tourist place.	<p>23. Make a survey of tourists at a tourist place to prepare their profile.</p> <p>24. Arrange site-seeing tours to local boys and girls to a tourist place.</p> <p>25. Communication skill, imparting running comments of the area concerned.</p>	<p>a) Meaning and roll of tourism marketing,</p> <p>b) Difference between selling and marketing,</p> <p>c) Special features of tourism marketing,</p> <p>d) Marketing concept,</p> <p>e) Elements of marketing Product promotion, Physical distribution Price.</p>
Professional Skill 63 Hrs; Professional Knowledge 18 Hrs	Plan and prepare the advertisements for newspapers, magazines etc. and make brochures for tourist office, hotels, etc. for tour promotion of tourist activities.	<p>26. Collection of advertisements from newspapers, magazines and making an analysis of the same.</p> <p>27. Collection of brochures from tourist office, hotels, etc. to understand tour promotion of tourist activities is being done.</p>	<p>a) Basis of segmentation, identifying target market, types of tourism, profile of tourist, establishing a product, creating a position statement, principles of product positioning, pricing the product. Meaning, importance, methods,</p>

			<p>tourism communication, advertising, publicity, VCR, coupons, picture postcard, personal selling, press and media, public relations and communications.</p> <p>b) Marketing techniques of travel agency, marketing of fairs and festivals, marketing of conventions, incentive travel, workshops, and seminars.</p>
<p>Professional Skill 42 Hrs;</p> <p>Professional Knowledge 12 Hrs</p>	<p>Prepare MS-office files and other packages related with tourism.</p>	<p>28. Practical knowledge of Computer operating systems, MS-office and other packages related with tourism.</p>	<p>a) Use of communication systems such as internet, e-mail, fax etc.,</p> <p>b) Basics of computer, parts of computer, operating systems of computer.</p>
<p>Professional Skill 42 Hrs;</p> <p>Professional Knowledge 12 Hrs</p>	<p>Handle CRS, typing letters, fax messages, mail merging, sending fax and e-mail.</p> <p>Prepare simple profit and loss account and balance sheet using an accounting package, mailing list of customers along with Storing and retrieving information of customer's creating and using a database packages.</p>	<p>29. Visit to travel agency, airlines for familiarity with handling of CRS, typing letters, fax messages, mail merging, sending fax and e-mail.</p> <p>30. Preparing simple profit and loss account and balance sheet using an accounting package.</p> <p>31. Preparing mailing list of customers.</p> <p>32. Storing and retrieving information of customer's creating and using a database packages.</p>	<p>a) Basic application of computers, knowledge of MS-office, making road, transport, airlines, hotel booking and different packages, developing tour packages, travel accounting, basics of accounting systems.</p> <p>b) Maintenance of ledger, simple final accounts, familiarity with foreign exchange, credit card transactions.</p>
<p>Professional Skill 42 Hrs;</p> <p>Professional Knowledge 12 Hrs</p>	<p>Draw charts on tourism systems interrelating tourism market,</p>	<p>33. Draw map of India and locate major tourist destination and adjoining tourism market.</p>	<p>a) Aviation Geography-</p> <ul style="list-style-type: none"> ➤ Time differences, ➤ Flight time, ➤ Elapse time,

Knowledge 12 Hrs	transportation, destination and marketing in the context of India's popular tourism states.	<p>34. Study tours to locate tourist organization tourist offices, regional tourist offices, Directorate of Tourism, etc. to analyse their strength and weaknesses in attracting serving tourists.</p> <p>35. Draw charts on tourism systems interrelating tourism market, transportation, destination and marketing in the context of India's popular tourism states.</p>	<p>b) Booking Familiarization, Important Airlines, Airport of India,</p> <p>c) Coding & decoding of country domestic ticketing.</p>
Project work/ Industrial visit			

SYLLABUS FOR CORE SKILLS

1. Employability Skills (Common for all CTS trades) (120Hrs)

Learning outcomes, assessment criteria, syllabus and Tool List of Core Skills subjects which is common for a group of trades, provided separately in www.bharatskills.gov.in/www.dgt.gov.in

List of Tools & Equipment			
TOURIST GUIDE (for batch of 24 Candidates)			
S No.	Name of the Tools and Equipment	Specification	Quantity
A. MACHINERY & EQUIPMENT			
1.	Computer	CPU: 32/64 Bit i3/i5/i7 or latest processor, Speed: 3 GHz or Higher. RAM:-4 GB DDR-III or Higher, Wi-Fi Enabled. Network Card: Integrated Gigabit Ethernet, with USB Mouse, USB Keyboard and Monitor (Min. 17 Inch.) Licensed Operating System and Antivirus compatible with trade related software.	06+1 Nos.
2.	Computer table		06+1 Nos
3.	Computer chairs		12+1 Nos
4.	UPS FOR NODES		As required
5.	LCD projector/Interactive Smart Board		01 No.
6.	Laser jet printer	All in one printer/scanner/photocopier	01 Nos.
7.	Political maps		As required
8.	Road maps		As required
9.	Mobile Public address system		01 No.
10.	Optical Scanner	Desktop Type	01 No.
11.	Web cam (Digital camera)		24+1 No.
12.	Thermometer		01 No.
13.	Software List: a) Operating System: Latest version of Windows b) MS Office professional version. c) Application Package – Inventory control, financial statement, Sales analysis, data Entry. d) Additional equipment for institutes which are already conducting earlier courses and having equipment supplied through D.O.E.		As per requirement (All latest Softwares)

	e) Through internet: <ul style="list-style-type: none"> ➤ CSR (Computerized Reservation System) ➤ Cargo ➤ Mapping Tools ➤ Google Earth 		
14.	Location and navigational equipment <ul style="list-style-type: none"> • Hand held GPS units • Compass clinometers • Prismatic compass 		01 No. 01 No. 01 No.
15.	Field gear <ul style="list-style-type: none"> • Gloves • Hard hats • High visibility jackets • Waders • Wellington boots • Walking boots 		As required
16.	Camping equipment <ul style="list-style-type: none"> • Tents (Vango, Valle and Mammut) • Mallets • Pegs • Ground sheets • Cutlery • Cooking pots • Cooking pans • Plates 		As required
17.	Miscellaneous <ul style="list-style-type: none"> • Anemometers • Wind watch - which incorporates a barometer, altimeter, temperature probe and anemometer in a single hand held device. It can also measure wind-chill • Digital cameras • Spring scales • Calipers • Conductivity meters - both low range and high range. • pH meters • Stopwatches • Temperature probes • Thermo-hygrometers • Water carriers • Infiltration kits 		01 No. 01 No. 01 No. 01 No. 01 No. 01 No. 01 No. 01 No. 01 No. 01 No. 01 No. 12Nos.

18.	Video camera		01 No.
19.	Still digital camera		01 No
B. SHOP FLOOR FURNITURE AND MATERIALS			
	Class Room • Instructor Chair & Table • Dual Desk		01 No. 12 Nos.
	Workshop/Lab • Suitable Chair • Discussion Table		25 (24+1) Nos. 01 No.
	Computer table	650x 500x750mm	25(24+1) Nos.
	Storage cabinet	600x700x450mm	02 Nos.
	Door mat		01 No.
	Tool Cabinet		02 Nos.
	Trainees Locker (Set of 10)		02 Nos.
	First Aid Box		01 No.
	Book Shelf	Glass panel	02 Nos.
	Storage rack		02 Nos.
Note: - 1. All the tools and equipment are to be procured as per BIS specification.			

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List of Expert Members contributed/ participated for finalizing the course curriculum of Tourist Guide Trade.

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15.	Amol Aswal, Principal	New Taj Institute of Hotel Management, Dehradun	Member

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27.	Capt. Yogesh Uniyal, Manager	Uniyal Bakers and manufacturers.	Member
28.	Neena Sharma, Director	Synergy consultant, Dehradun	Member
29.	Ravindra Mohan Kala, State Secretary, Scout & Guide	55-Rajpur road, Dehradun	Member
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31.	P. N. Yadav, Dy. Director.	ATI Kanpur	Member

ABBREVIATIONS

CTS	Craftsmen Training Scheme
ATS	Apprenticeship Training Scheme
CITS	Craft Instructor Training Scheme
DGT	Directorate General of Training
MSDE	Ministry of Skill Development and Entrepreneurship
NTC	National Trade Certificate
NAC	National Apprenticeship Certificate
NCIC	National Craft Instructor Certificate
LD	Locomotor Disability
CP	Cerebral Palsy
MD	Multiple Disabilities
LV	Low Vision
HH	Hard of Hearing
ID	Intellectual Disabilities
LC	Leprosy Cured
SLD	Specific Learning Disabilities
DW	Dwarfism
MI	Mental Illness
AA	Acid Attack
PwD	Person with disabilities

