

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- 4



## SECTOR – TOURISM AND HOSPITALITY



# **TOURIST GUIDE**

(Non-Engineering Trade)

(Revised in 2019)

Version: 1.2

### **CRAFTSMEN TRAINING SCHEME (CTS)**

## **NSQF LEVEL - 4**

Developed By

Ministry of Skill Development and Entrepreneurship

Directorate General of Training **CENTRAL STAFF TRAINING AND RESEARCH INSTITUTE** EN-81, Sector-V, Salt Lake City, Kolkata – 700 091 www.cstaricalcutta.gov.in

## 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	14
	Annexure I (List of Trade Tools & Equipment)	24
	Annexure II (List of Trade experts)	27



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 broachers 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.



#### **2.1 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)	1200
2.	Professional Knowledge (Trade Theory)	240
3.	Employability Skills	160
	Total	1600

#### **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%. There will be no Grace marks.



#### **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 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

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

Performance Level	Evidence
(a) Weightage in the range of 60%-75% to be allo	otted 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> <li>Demonstration of good skills and accuracy in the field of work/ assignments.</li> <li>A fairly good level of neatness and consistency to accomplish job activities.</li> <li>Occasional support in completing the task/ job.</li> </ul>
(b) Weightage in the range of 75%-90% to be all	otted during assessment
For this grade, a candidate should produce work which demonstrates attainment of a reasonable standard of craftsmanship, with	<ul> <li>Good skill levels and accuracy in the field of work/ assignments.</li> <li>A good level of neatness and consistency</li> </ul>



little guidance, and regard for safety procedures and practices.	<ul><li>to accomplish job activities.</li><li>Little support in completing the task/job.</li></ul>
(c) Weightage in the range of more than 90% to 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> <li>be allotted during assessment</li> <li>High skill levels and accuracy in the field of work/ assignments.</li> <li>A high level of neatness and consistency to accomplish job activities.</li> <li>Minimal or no support in completing the task/ job.</li> </ul>



**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:

(i) 5113.0200 – Tourist Guide



Name of the Trade	TOURIST GUIDE		
Trade Code	DGT/1089		
NCO - 2015	5113.0200		
NSQF Level	Level 4		
Duration of Craftsmen Training	One Year (1600 Hours)		
Entry Qualification	Passed 10 <sup>th</sup> 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	Guide	B. Voc/ Degree in Tourism from UGC recognized university with one		
	Trade		year experience.		
			OR		
			Graduate with subject of Indian History from UGC recognized		
			university with two years' experience in the relevant field.		
			OR		
			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.		
			OR		
			NTC/NAC passed in the trade of "Tourist Guide" with three		
			years' experience in the relevant field.		
			Essential Qualification:		
			Relevant National Craft Instructor Certificate (NCIC) in any of the		
			variants under DGT.		



		NOTE: 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.			
		MBA/ BBA / Any C	Graduate/ Diploma in any	discipline with Two years'	
(ii) Employability Sl	kill	experience with s	short term ToT Course in	Employability Skills from	
		DGT institutes.			
		(Must have studied English/ Communication Skills and Basic Computer at 12th / Diploma level and above) OR			
		Existing Social Studies Instructors in ITIs with short term ToT Course			
		in Employability Skills from DGT institutes.			
(iii) Minimum Age fo Instructor	or	21 Years			
List of Tools and Equipment		As per Annexure – I			
Distribution of train	ing on	hourly basis: (Indic	cative only)		
Total Hrs/ Week	Т	rade Practical	Trade Theory	Employability Skills	
40 Hours		30 Hours	6 Hours	4 Hours	
	•			·	



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 (TRADE SPECIFIC)**

- 1. Enumerate the Duties and responsibilities of Tourist Guides.
- 2. Assess the types of tourists visiting different places and ascertain their needs.
- 3. Motivate tourists visiting different places and promote tourism.
- 4. Identify different categories of accommodation available in the city and different modes of transport available for the tourists.
- 5. Prepare a project report on travel destinations covering history.
- 6. Interact with different transportation agencies like airline, Railways, taxies etc. to find out their routes, timings of flights and Trains, the fares of different classes of airlines, trains & rental taxis including Radio cabs.
- 7. Plan the inbound and out bound Tour programmer for Indian Nationals in India.
- 8. Plan tour programme for inbound and out bound foreign nationals taking into consideration factors such as (food habit, sensitivity, interpreter, caterer etc.)
- 9. Perform bookings, cancellation, changing of tickets & concession given in Railways.
- 10. Perform bookings, cancellations and changing of air tickets & the concessions given.
- 11. Carryout 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.
- 13. Carryout survey of tourists at a tourist place to prepare their profile and arrange siteseeing tours to local boys and girls to a tourist place.
- 14. Plan and prepare the advertisements for newspapers, magazines etc. and make broachers for tourist office, hotels, etc. for tour promotion of tourist activities.
- 15. Prepare MS-office files and other packages related with tourism.
- 16. Handle CRS, typing letters, fax messages, mail merging, sending fax and e-mail.
- 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.
- 18. Draw charts on tourism systems interrelating tourism market, transportation, destination and marketing in the context of India's popular tourism states.



## 6. ASSESSMENT CRITERIA

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



	to final out that would a	
	to find out their routes,	and Trains.
	timings of flights and Trains,	Identify the fares of different classes of airlines, trains & rental
	the fares of different	taxis including Radio cabs.
	classes of airlines, trains &	
	rental taxis including Radio	
	cabs.	
7.	Plan the inbound and out	Plan a tour for inbound and out bound Indian nationals in India.
	bound Tour programmer	Make a programme for Indian National in India depending upon
		cost, mode of transport etc.
	India.	
8.	Plan tour programme for	Practical exercises/ field visits to know the procedure for
	inbound and out bound	booking accommodation in a hotel for a tourist.
	foreign nationals taking into	Visit to the Passport Office to learn the procedure of obtaining
	consideration factors such	passport for a tourist.
	as (food habit, sensitivity,	Plan tour programme for inbound and out bound foreign
	interpreter, caterer etc.)	nationals taking into consideration factors much as (food habit,
		sensitivity, interpreter, caterer etc.)
0		
9.	Perform bookings,	Practice exercises in reading timetable to know the types of
	cancellation, changing of	trains, class of travel, types of fare & use of Railway Time Table.
	tickets & concession given	Visit to a Railway station to study the procedure for bookings,
	in Railways.	cancellation, changing of tickets & concession given in different
		respect.
10.	Perform bookings,	Visit to the office of an airline/travel agency.
	cancellations and changing	Study working in respect of bookings, cancellations and
	of air tickets & the	changing of air tickets & the concessions given in different
	concessions given.	respect.
11	Carryout the registration	Visit the office of regional transport office.
11.	Carryout the registration	
	procedure of different	Learn the registration procedure of different types of vehicles,
	types of vehicles, the	the formalities involved etc.
	formalities involved etc.	
12.	Prepare handouts on	Prepare handouts on present & future tourism zones as
	present & future	specified by WTO, IATA, Geography, PATA areas.



	tourism zones as specified by WTO, IATA, Geography, PATA areas.	Identify tourist generating regions in India and preferred tourist destinations. Make a report.
	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. Plan and prepare the advertisements for newspapers, magazines etc. and make broachers for tourist office, hotels, etc. for tour promotion of tourist activities.	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 area concerned. Collect advertisements from newspapers, magazines. Making an analysis of the above collected data. Collection of broachers 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.	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.
	Handle 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, mailing list of customers along with Storing and retrieving information of customer's creating and using a database.	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	Draw map of India and locate major tourist destination and			
systems interrelating	adjoining tourism market.			
tourism market,	Study tours to locate tourist organization tourist offices,			
transportation, destination	regional tourist offices, Directorate of Tourism, etc. to analyses			
and marketing in the	their strength and weaknesses in attracting serving tourists.			
context of India's popular	Draw charts on tourism systems interrelating tourism market,			
tourism states.	transportation, destination and marketing in the context of			
	India's popular tourism states.			



SYLLABUS FOR TOURIST GUIDE TRADE						
DURATION: ONE YEAR						
Duration	Reference Learning Outcome		Professional Skills (Trade Practical) With Indicative Hours		Professional Knowledge (Trade Theory)	
Professional Skill 60 Hrs;	Enumerate the Duties and responsibilities of	1.	FamiliarizewiththeSignificanceofTrainingintheTouristindustry.(60)	a) b)	Introduction to Tourism industry Career opportunities in	
Professional Knowledge 12 Hrs	Tourist Guides.		hrs.)	c)	Tourism industry. Different types of Tourism industry.	
				d)	An orientation programme on the course and related job opportunities by the industry	
				e)	expert and instructor. Organizational hierarchy of Tourist industry	
				f)	Attributes of Tourism industry service personnel	
				g)	Communication skills & etiquettes	
				h)	Duties and responsibilities of Tourist Guides. (12 Hrs)	
Professional Skill 60 Hrs;	Assess the types of tourists visiting different places	2.	The demand, infrastructure facilities, types of tourist visiting different places &	a)	Tourism: Definition, Meaning, Nature & Scope.	
Professional	and ascertain their		prepare a report. (30 hrs.)	b)	Definition & differentiation	
Knowledge	needs.	3.	Make a survey of any 10		of: Tourist, Traveler, Visitor	
12 Hrs			places of tourist interest in state to know about their perceptions about		and excursionist. Domestic & international tourists,	
			availability of	c)	Forms of tourism:	
			accommodation, transportation & other		Inbound, outbound, domestic and international.	



			infractoriations facilities	(ام	
			infrastructure facilities	a)	Leisure, recreation
			&prepare a report. (30 hrs.)		Tourism their
				I ,	Interrelationship.
				e)	Components and element of
				0	Tourism.
				f)	Type & Typologies of
					Tourism.
				g)	World geography in details
					about continents &
					countries, capital and
				<u> </u>	languages etc. (12 Hrs)
Professional	Motivate tourists	4.	Motivation of different	a)	Understanding Tourism
Skill 60 Hrs;	visiting different		types of Tourists visiting		motivations
	places and		different places. (28 hrs.)	b)	Nature, Characteristics &
Professional	promote tourism.	5.	Visit to Railway		components of tourism
Knowledge			Station/Airlines to find out		industry:
12 Hrs			different packages offered		Tourism attraction,
			to promote tourism &		Accommodation,
			prepare a report. (32 hrs.)		Catering
					Shopping,
					Entertainment,
					Infrastructure,
					Hospitality,
					Transport.
				c)	Factors affecting growth and
					development of
					International a national
					Tourism. (12 Hrs)
Professional	Identify different	6.	Study of tourist facilities	a)	Role & function of Govt. &
Skill 90 Hrs;	categories of	_	available in state. (40 hrs.)		Tourist Boards, ITDC, State
	accommodation	7.	Collect the information		Govt. Tourist Dept. &
Professional	available in the		regarding different		Tourism
Knowledge	city and different		categories of		Corporations, National
18 Hrs	modes of		accommodation available		Trade Associations &
	transport available		in the city. (30 hrs.)		International organization,
	for the tourists.	8.	Collect information		Pacific Asia
			regarding different modes		Travel Association
			of Transport Available for		(PATA), Indian association
			the tourist. (20 hrs.)		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.
			e)	Other supporting Infrastructure required for Tourism
			f)	Transport systems of India- Indian Railways (Luxury Trains) Road Transport etc. (18 Hrs)
Professional Skill 30 Hrs;	Prepare a project report on travel	9. Prepare project report on travel destinations covering	a)	Time management, resource management, manpower
Professional Knowledge	destinations covering history.	history. (30 hrs.)	b)	management and inventory Management cost - benefit analysis, Economic
06 Hrs				Impact of Tourism - Income and employment multipliers of Tourism, balance of payment foreign exchange etc.
			c)	Socio cultural Impacts on Tourism.
			d)	Impacts of Tourism on ecology & environment. (06 Hrs)
Professional Skill 60 Hrs;	Interact with different transportation	<ol> <li>Operations &amp; understand organization &amp; role of travel Agency. (20 hrs.)</li> </ol>	a)	Travel agencies & tour operators - meaning, role, future prospects & types.
Professional	agencies like	11. Interact with different	b)	Departmental &



Knowledge 12 Hrs	airline, Railways, taxies etc. to find out their routes, timings of flights and Trains, The fares of different classes of airlines, trains& rental taxis	transportation agency like airline, Railways, taxies etc. to find out their routes, timings of flights and Trains, The fares of different classes of airlines, trains& rental taxis including Radio cabs. (40 hrs.)	c)	organizational setup, linkage & arrangements with hotels, airlines & transport agencies & other segments of tourism industry, Travel terminology. (12 Hrs)
	including Radio cabs.			
Professional Skill 60 Hrs; Professional	Plan the inbound and out bound Tour programmer for Indian	<ul><li>12. Tour planning inbound and out bound. (28 hrs.)</li><li>13. Programme for Indian National in India depending</li></ul>	a)	Procedure for approval of Travel agents, tour operators by Dept. of Tourism, GOI
Knowledge 12 Hrs	Nationals in India.	upon cost, mode of transport etc. (32 hrs.)	b)	IATA rules & regulations & procedure for getting IATA Certificate.
			c)	Basis of approval of a travel agency.
			d)	Fiscal and non-fiscal incentives available to branch agencies & tour operators.
			e)	Terms and conditions to become sub agent of IATA approved agencies
			f)	Assessing locality, capital investment, risk & market potential for opening a travel Agency. (12 Hrs)
Professional	Plan tour	14. Practical exercises/ field	a)	
Skill 90 Hrs;	programme for	visits to know the		agents and tour operators,
Professional Knowledge	inbound and out bound foreign nationals taking	procedure for booking accommodation in a hotel for a tourist. (25 hrs.)	b)	Providing travel information & counseling to the tourists.
18 Hrs	into consideration factors such as (food habit,	15. Visit to the Passport Office to learn the procedure of obtaining passport for a	c) d)	Mode of transport in different localities, Reservation (both air



	sensitivity,	tourist. (25 hrs.)	transport & Hotel
	interpreter,	16. Tour planning programme	accommodation).
	caterer etc.)	for inbound and out bound	e) Procedure of ticketing:
		foreign nationals taking	Ticket bookings,
		into consideration factors	Cancellation, Changing
		much as (food habit,	tickets in railways road
		sensitivity, interpreter,	transport & sea travel for
		caterer etc.) (40 hrs.)	domestic & International
			travel.
			f) Documentation - passport,
			VISA, handling business &
			corporate clients, handling
			conferences & connections,
			incentive tours. Procedures
			of hotel booking &
			cancellation. (18 Hrs)
Professional	Perform bookings,	17. Exercises in reading	a) On Line Bus booking &
Skill 90 Hrs;	cancellation,	timetable to know the	cancellation.
	changing of tickets	types of trains, class of	b) Idea of map for different
Professional	& concession given	travel, types of fare & use	types of transport.
Knowledge	in Railways.	of Railway Time Table. (45	c) Current and popular
18 Hrs		hrs.)	travel trade abbreviations
		18. Visit to a Railway station to	& other terms in air, rail,
		study the procedure for	road & sea travel, Indian
		bookings, cancellation,	airlines, Indian railways,
		changing of tickets &	ABC, TIM, Air Tariff Manual,
		concession given in	large tariff manual, hotel
		different respect. (45 hrs.)	bookings. (18 Hrs)
Professional	Perform bookings,	19. Visit to the office of an	a) Procedure of travel
Skill 90 Hrs;	cancellations and	airline/travel agency to	insurance covering life,
	changing of air	study its workings in	baggage, sickness etc.
Professional	tickets & the	respect of bookings,	b) Procedure of becoming
Knowledge	concessions given.	cancellations and changing	agent of national &
18 Hrs		of air tickets & the	International airline.
		concessions given in	c) Basics of air ticketing:
		different respect. (90 hrs.)	> (domestic &
			international) types of
			fares,
			Details of ticket,



				Procedure for booking,
				<ul> <li>Cancellation,</li> </ul>
				<ul> <li>Rules governing working</li> </ul>
				of basic fares
				<ul> <li>Extra</li> <li>mileage</li> </ul>
				U U
				percentage ➤ Baggage rules &
				<ul> <li>Baggage rules &amp; bounding,</li> </ul>
			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. (18 Hrs)
Professional C	Carryout the	20. Visit the office of regional	a)	Concept and types of
Skill 90 Hrs; re	egistration	transport office to learn the		package tour:
p	procedure of	registration procedure of		Itenery preparation and
Professional d	lifferent types of	different types of vehicles,		techniques,
Knowledge V	vehicles, the	the formalities involved		Handling of tour file,
_	ormalities	etc. (90 hrs.)		<ul><li>Costing of tour,</li></ul>
ir	nvolved etc.			<ul> <li>Charter operations,</li> </ul>
				> Documentation for
				surface transport,
				➢ Contract carriage
				permits,
				<ul> <li>State carriage,</li> </ul>
				<ul> <li>All India tourist permit,</li> </ul>
				> Taxes, registration,
				license & fitness
				certificate. (18 Hrs)



Professional Skill 90 Hrs; Professional Knowledge 18 Hrs	Prepare handouts on present & future tourism zones as specified by WTO, IATA, Geography, PATA areas.	<ul> <li>21. Prepare handouts on present &amp; future tourism zones as specified by WTO, IATA, Geography, PATA areas. (40 hrs.)</li> <li>22. Tourist generating regions to India and preferred tourist destination. (50 hrs.)</li> </ul>	a) b) c)	Meaning and concept of resources, attractive destinations and resorts. Types of resources - natural, man-made, socio- cultural, religious, Indian heritage. 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. (18 Hrs)
Professional Skill 60 Hrs;	Carryout survey of tourists at a tourist	23. Make a survey of tourists at a tourist place to prepare	a)	Meaning and roll of tourism marketing,
	place to prepare	their profile. (20 hrs.)	b)	Difference between selling
Professional	their profile and	24. Arrange site-seeing tours		and marketing,
Knowledge	arrange site-seeing	to local boys and girls to a	c)	Special features of tourism
12 Hrs	tours to local boys	tourist place. (25 hrs.)	N	marketing,
	and girls to a	25. Communication skill,		Marketing concept,
	tourist place.	imparting running comments of the area	e)	Elements of marketing Product promotion,
		concerned. (15 hrs.)		Physical distribution Price.
				(12 Hrs)
Professional	Plan and prepare	26. Collection of	a)	Basis of segmentation,
Skill 90 Hrs;	the	advertisements from		identifying target market,
	advertisements for	newspapers, magazines		types of tourism, profile of
Professional	newspapers,	and making an analysis of		tourist,
Knowledge	magazines etc. and	the same. (45 hrs.)		establishing a product,
18 Hrs	make broachers	27. Collection of broachers		creating a position
	for tourist office,	from tourist office, hotels,		statement, principles of
	hotels, etc. for	etc. to understand tour		product positioning, pricing



	tour promotion of tourist activities.	promotion of tourist activities is being done. (45 hrs.)	b)	the product. Meaning, importance, methods, tourism communication, advertising, publicity, VCR, coupons, picture postcard, personal selling, press and media, public relations and communications. Marketing techniques of travel agency, marketing of fairs and festivals,
Duefasional		20 Dreatical lunar lades (		marketing of conventions, incentive travel, workshops, and seminars. (18 Hrs)
Professional Skill 60 Hrs;	Prepare MS-office files and other	28. Practical knowledge of Computer operating	a)	Use of communication systems such as internet,
	packages related	systems, MS-office and		e-mail, fax etc.,
Professional Knowledge 12 Hrs	with tourism.	other packages related with tourism. (60 hrs.)	b)	Basics of computer, parts of computer, operating systems of computer. (12 Hrs)
Professional	Handle CRS, typing	29. Visit to travel agency,	a)	••
Skill 60 Hrs;	letters, fax messages, mail	airlines for familiarity with handling of CRS, typing		computers, knowledge of MS-office, making road,
Professional	merging, sending	letters, fax messages, mail		transport, airlines, hotel
Knowledge	fax and e-mail.	merging, sending fax and e-		booking and different
12 Hrs		mail. (20hrs.)		packages, developing tour
		30. Preparing simple profit and		packages, travel
	Prepare simple	loss account and balance		accounting, basics of
	profit and loss account and	sheet using an accounting package. (20 hrs.)	b)	accounting systems. Maintenance of ledger,
	balance sheet	31. Preparing mailing list of	5)	simple final accounts,
	using an	customers. (10 hrs.)		familiarity with foreign
	accounting	32. Storing and retrieving		exchange, credit card
	package, mailing	information of customer's		transactions. (12 Hrs)
	list of	creating and using a		
	customers along	database packages. (10		



	with Storing and	hrs.)	
	retrieving		
	information of		
	customer's		
	creating and using		
Duefeesienel	packages.	22 Draw man of India and	a) Aviation Coorrector
Professional	Draw charts on	33. Draw map of India and	a) Aviation Geography-
Skill 60 Hrs;	tourism systems	locate major tourist	Time differences,
	interrelating	destination and adjoining	Flight time,
Professional	tourism market,		<ul><li>Elapse time,</li></ul>
Knowledge	transportation,	34. Study tours to locate	b) Booking Familiarization,
12 Hrs	destination and	tourist organization tourist	Important Airlines, Airport
	marketing in the	offices, regional tourist	of India,
	context of India's	offices, Directorate of	c) Coding & decoding of
	popular tourism	Tourism, etc. to analyse	country domestic ticketing.
	states.	their strength and	(12 Hrs)
		weaknesses in attracting	
		serving tourists. (30 hrs.)	
		35. Draw charts on tourism	
		systems interrelating	
		tourism market,	
		transportation, destination	
		and marketing in the	
		context of India's popular	
		tourism states. (20 hrs.)	
		Project work/ Industrial visit	



#### SYLLABUS FOR CORE SKILLS

1. Employability Skills (Common for all CTS trades) (160Hrs)

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



F

	List of Tools & Equipment				
	TOURIST GUIDE (for I	oatch of 24 Candidates)			
S No.	Name of the Tools and Equipment	Specification	Quantity		
A. MA	CHINERY & EQUIPMENT	1			
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.	24+1 Nos.		
2.	UPS FOR NODES		As required		
3.	LCD projector		01 No.		
4.	LCD Screen		01 No.		
5.	Mobile Phone		02 Nos.		
6.	Telephone	With STD and ISD facility	01 No.		
7.	FAX with answering facility		01 No.		
8.	Laser jet printer		01 Nos.		
9.	Laser jet colour printer	01 No. All in one Machine can	01 Nos.		
10.	Scanner	also be installed.	01 No.		
11.	Photocopy machine		01 No.		
12.	Political maps		As required		
13.	Road maps		As required		
14.	Mobile Public address system		01 No.		
15.	Optical Scanner	Desktop Type	01 No.		
16.	Web cam (Digital camera)		24+1 No.		
17.	CD/DVD writer	External	01 No.		
18.	Thermometer		01 No.		
19.	Wall clock		01 No.		
20.	Software List:		As per		



	<ul> <li>a) Operating System: Latest version of Windows</li> <li>b) MS Office professional version.</li> <li>c) Antivirus software</li> <li>d) Application Package – Inventory control, financial statement, Sales analysis, data Entry.</li> <li>e) Additional equipment for institutes which are already conducting earlier courses and having equipment supplied through D.O.E.</li> </ul>	requirement ( All latest Softwares)
	<ul> <li>f) Through internet:</li> <li>CSR (Computerized Reservation</li> </ul>	
	System)	
	> Cargo	
	Mapping Tools	
	Google Earth	
21.	Location and navigational equipment	
	Hand held GPS units	01 No.
	Compass clinometers	01 No.
	Prismatic compass	01 No.
22.	Field gear	
	• Gloves	
	• Hard hats	
	High visibility jackets	As required
	• Waders	
	Wellington boots	
	Walking boots	
23.	Camping equipment	
	• Tents (Vango, Valle and Mammut)	
	Mallets	
	• Pegs	
	Ground sheets	As required
	Cutlery	
	Cooking pots	
	Cooking pans	
	• Plates	
24.	Miscellaneous	
	Anemometers	01 No.



	Wind watch		01 No.
	- which incorporates a barometer,		
	altimeter, temperature probe and		
	anemometer in a single hand held		
	device. It can also measure wind-chill		
	Digital cameras		01 No.
	• Spring scales		01 No.
	Calipers		01 No.
	Conductivity meters		01 No.
	- both low range and high range.		
	• pH meters		01 No.
	Stopwatches		01 No.
	Temperature probes		01 No.
	Thermo-hygrometers		01 No.
	Water carriers		01 No.
	Infiltration kits		12Nos.
25.	Video camera		01 No.
26.	Still digital camera		01 No
B. SHO	<b>DP FLOOR FURNITURE AND MATERIALS</b>		
27.	Class Room		
	<ul> <li>Instructor Chair &amp; Table</li> </ul>		01 No.
	Dual Desk		12 Nos.
28.	Workshop/Lab		
	Suitable Chair		25 (24+1) Nos.
	Discussion Table		01 No.
29.	Computer table	650x 500x750mm	25(24+1) Nos.
30.	Storage cabinet	600x700x450mm	02 Nos.
31.	Door mat		01 No.
32.	Tool Cabinet		02 Nos.
33.	Trainees Locker (Set of 10)		02 Nos.
34.	First Aid Box		01 No.
35.	Book Shelf	Glass panel	02 Nos.
36.	Storage rack		02 Nos.
	-		02 Nos.
36.	-	pe procured as per BIS specification	



The DGT sincerely acknowledges contributions of the Industries, State Directorates, Trade Experts, Domain Experts, trainers of ITIs, NSTIs, faculties from universities and all others who contributed in revising the curriculum.

Special acknowledgement is extended by DGT to the following expert members who had contributed immensely in this curriculum.

S No.	Name & Designation Sh/Mr/Ms	Organization	Remarks
1.	Deepankar Mallick, Director,	ATI-Kanpur	Member
	Chairman		
2.	Anil Kumar, Joint Director of Training.	ATI-EPI Dehradun	Member
3.	Magan Bhandari, F&B	Hotel Great value, Rajpur Road,	Member
	Manager	Dehradun	
4.	H.S. Nigam, V.I.	ATI-Kanpur	Member
5.	R.C. Pandey, Principal	Government Institute of Hotel	Member
		Management and Nutrient,	
		Dehradun	
6.	Udaychamyal, Lecturer	Institute of Hotel Management,	Member
		Dehradun	
7.	Ashok Devi Trivedi, Dy.	RVTI Allahabad.	Member
	Director		
8.	Usha Devi Mishra, T.O.(D.M)	RVTI Allahabad	Member
9.	V.S. Kaintura, Manager	Jeet Restaurant, Mussoorie	Member
10.	S.K. Suri, Manager	New India Tourist Centre,	Member
		Dehradun	
11.	Rajendra Singh, Manager	Ramanand Residency, Mussoorie	Member
	Catering		
12.	Pankaj Thapliyal , G.M.	Country Inn, Mussoorie	Member
13.	P.K.Shrma, Personal manager	Jay Pee Residency, Mussoorie	Member
14.	Neeraj Aggrawl, Director	Ram Institute of hotel	Member
		Management, Dehradun	
15.	Amol Aswal, Principal	New Taj Institute of Hotel	Member
		Management, Dehradun	



16.	Shubender Rohilla, Hotler	Ramanand Residency, Mussoorie	Member
17.	G.R. Uniyal, Proprietor	Uniyal Bakers	Member
18.	Sachin Kumar, Instructor	RVTI, Allahabad.	Member
	Catering & Hospitality.		
19.	Sanjay, Catering in charge	Taj Institute of Hotel	Member
		Management, Dehradun.	
20.	Saty Bir Singh, Administrative	Lal Bahadur Shastri National	Member
	Officer	Academy, Musssoorie	
21.	V.P.S. Negi, H.O.D.	Kukreja Instituta of Hotel	Member
		Management, Dehradun	
22.	Vivek Kumar, Assistant	Institute of Hotel Management,	Member
	lecturer	Dehradun	
23.	C.S. Negi, A.G.M.	GMVN, Dehradun	Member
24.	Sanjiv Kumar, Principal	ITI Gujrala, Dehradun	Member
25.	P.S. Negi, Head of catering	Kukreja Institute of Hotel	Member
	Department	Management, Dehradun	
26.	A.K. Singh, Joint. Director	Tourism Development Board	Member
		Uttaranchal, Dehradun	
27.	Capt. Yogesh Uniyal, Manager	Uniyal Bakers and	Member
		manufacturers.	
28.	Neena Sharma, Director	Synergy consultant, Dehradun	Member
29.	Ravindra Mohan Kala, State	55-Rajpur road, Dehradun	Member
	Secretary, Scout & Guide		
30.	Tanuj Nayyar, Senior Sa <sup>y</sup> s	Jay Pee Residency, Manore-	Member
	Chef.	Mussoorie.	
31.	P. N. Yadav, Dy. Director.	ATI Kanpur	Member



#### **ABBREVIATIONS**

CTS	Craftsmen Training Scheme	
ATS	Apprenticeship Training Scheme	
CITS	Craft Instructor Training Scheme	
DGT	DGT Directorate General of Training	
MSDE	MSDE Ministry of Skill Development and Entrepreneurship	
NTC	National Trade Certificate	
NAC	National Apprenticeship Certificate	
NCIC	National Craft Instructor Certificate	
LD	Locomotor Disability	
СР	Cerebral Palsy	
MD	Multiple Disabilities	
LV	Low Vision	
НН	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	



