

Syllabus for the trade

Of

ASSISTANT TOURIST GUIDE

(SEMESTER PATTERN)

UNDER

CRAFTSMAN TRAINING SCHEME

Redesigned in: 2014

By

Government of India

CENTRAL STAFF TRAINING AND RESEARCH INSTITUTE

Directorate General of Employment & Training

Ministry of Labour & Employment

EN 81, SECTOR – V, SALT LAKE CITY,

Kolkata, West Bengal – 700 091

GENERAL INFORMATION

1. **Name of the Trade** : Assistant Tourist Guide
 2. **NCO Code No.** : 5113.20
 3. **Duration of Craftsman Training** : One year (2 semesters)
 4. **Power Norms** : 4.0 KW
 5. **Space Norm** : a) Work shop: 56 Sq. Meter
: b) Class Room: 30 Sq. Meter
 6. **Entry Qualification** : Passed 10th class examination
 7. **Unit Strength** : 20 Trainees
 8. **Instructors/Trainer's Qualification** : a) NTC/NAC in the trade with three years' experience in the relevant field.

OR

: b) Diploma in Tour and Travel management with two year Post Qualification experience as a Tour guide from a recognized organization

OR

c) Degree in Tourism with one year post qualification experience

OR

: d) Graduate with due subject of Indian History with two year experience in the relevant field
 9. **Desirable Qualification:** : Preference will be given to a candidate with Craft Instructor Certificate (CIC)
- Note: At least one Instructor must have degree /Diploma in the relevant field**
10. **Job Description** : After successful completion of training, the person will be able to : -
 - Work with tour and coach operators, freelance or as a consultant.
 - Providing general assistance to the Senior Tour Guide and assist in carrying out certain Administrative tasks relevant to effectively carrying out tour guiding duties.
 - Assist with development and implementation of new tour packages.
 - Assist in developing marketing sales and promotional information for the company.

Syllabus for the Trade of “Assistant Tourist Guide” Under CTS Scheme

Duration: Six Month

Semester: First

Semester Code: ATG: SEM I

Week	Trade Practical	Trade Theory
1-2	<p>a) Familiarization with the Significance of Training in the Tourist industry</p>	<p>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 services personnel g) Communication skills & etiquettes h) Duties and responsibilities of Assistant Tourist guides.</p>
3-4	<p>a) The demand, infrastructure facilities, types of tourist visiting different places & prepare a report. b) 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.</p>	<p>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.</p>
5-6	<p>a) Motivation of different types of Tourists visiting different places. b) Visit to Railway Station/Airlines to find out different packages offered to promote tourism & prepare a report</p>	<p>a) Understanding Tourism motivations b) Nature, Characteristics & components of tourism industry: ➤ Tourism attraction, ➤ Accommodation, ➤ Catering, ➤ Shopping, ➤ Entertainment, ➤ Infrastructure, ➤ Hospitality, ➤ Transport. c) Factors affecting growth and development of International a national Tourism.</p>

7-8	<p>a) Study of tourist facilities available in state.</p> <p>b) Collect the information regarding different categories of accommodation available in the city.</p> <p>c) Collect information regarding different modes of Transport Available for the tourist.</p>	<p>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).</p> <p>b) Tourism Infrastructure- Types, forms & Significance.</p> <p>c) Accommodation- Forms & Types.</p> <p>d) Transport Sector- Modes & relative significance.</p> <p>e) Other supporting Infrastructure required for Tourism</p> <p>f) Transport systems of India- Indian Railways (Luxury Trains) Road Transport etc.</p>
9-10	<p>a) Preparation of a 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>
11-12	<p>a) Operations & understand organization & role of travel Agency,</p> <p>b) Interact with different 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.</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>
13-14	<p>a) Tour planning inbound and out bound,</p> <p>b) 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 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>

15-16	<p>a) Practical exercises/ field visits to know the procedure for booking accommodation in a hotel for a tourist.</p> <p>b) Visit to the Passport Office to learn the procedure of obtaining passport for a tourist.</p> <p>c) Tour planning programme for inbound and out bound foreign nationals taking into consideration factors such 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>
17-20	<p>On the job Training (OJT) (4 weeks) Note: - <i>During OJT student have to maintain a log book on daily basis indicating activities performed during the day which shall also be countersigned by the section / department supervisor.</i></p>	
21-23	<p>a) Exercises in reading timetable to know the types of trains, class of travel, types of fare & use of Railway Time Table.</p> <p>b) 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 bookings.</p>
24	Revision and evaluation of OJT	
25	Examination	
26	Holiday	

Note: -

- *At least one industrial visit in every two weeks shall be arranged and the trainees will submit the activities learned there and 10 marks internal assessment will be awarded based on it.*
- *One hour soft skill class to be arranged on daily basis.*

Duration: Six Month

Semester: Second

Semester Code: ATG: SEM II

Week	Practical	Theory
1-2	<p>a) 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.</p>	<p>a) Procedure of travel insurance covering life, baggage, sickness etc.</p> <p>b) Procedure of becoming agent of national & International airline.</p> <p>c) Basics of air ticketing:</p> <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, <p>d) Familiarization with travel related foreign exchange regulations, coding, decoding, time differentials, GMT, CRS, outbound tour making of package programmes,</p> <p>e) Travel related documents, Visas, ITC, health certificate, RBI regulations, passport, tax, currency conservation, customs, travel insurance.</p>
3	<p>a) Visit the office of regional transport office to learn the registration procedure of different types of vehicles, the formalities involved etc.</p>	<p>a) Concept and types of package tour:</p> <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,➤ State carriage,➤ All India tourist permit,➤ Taxes, registration, license & fitness certificate.
4	<p>a) Preparation of handouts on present & future tourism zones as specified by WTO, IATA, Geography, PATA areas,</p> <p>b) 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>

5-7	<p>a) Make a survey of tourists at a tourist place to prepare their profile.</p> <p>b) Arrange site-seeing tours to local boys and girls to a tourist place.</p> <p>c) 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 –</p> <ul style="list-style-type: none"> ➤ Product promotion, ➤ Physical distribution ➤ Price.
8-10	<p>a) Collection of advertisements from newspapers, magazines and making an analysis of the same.</p> <p>b) 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, 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>
11-13	<p>a) 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>
14-16	<p>a) Visit to travel agency, airlines for familiarity with handling of CRS, typing letters, fax messages, mail merging, sending fax and e-mail.</p> <p>b) Preparing simple profit and loss account and balance sheet using an accounting package. Preparing mailing list of customers.</p> <p>c) 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>
17-20	<p>On the job Training (4 weeks)</p> <p>Note: - During OJT student have to maintain a log book on daily basis indicating activities performed during the day which shall also be countersigned by the section / department supervisor.</p>	

21-22	<p>a) Draw map of India and locate major tourist destination and adjoining tourism market.</p> <p>b) 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.</p> <p>c) Draw charts on tourism systems interrelating tourism market, transportation, destination and marketing in the context of India's popular tourism states.</p> <p style="text-align: center;">Same contents as</p>	<p>a) Aviation Geography-</p> <ul style="list-style-type: none"> ➤ Time differences, ➤ Flight time, ➤ Elapse time, <p>b) Booking Familiarization, Important Airlines, Airport of India,</p> <p>c) Coding & decoding of country domestic ticketing.</p>
23-24	<p>Prepare Project Report for taking tourist to:</p> <p>a) Hill Station,</p> <p>b) Historical places,</p> <p>c) National parks,</p> <p>d) Fairs & Festivals, Souvenir industry etc..</p>	
25	Revision	
26	Examination	

Note: -

- *At least one industrial visit in every two weeks shall be arranged and the trainees will submit the activities learned there and 10 marks internal assessment will be awarded based on it.*
- *One hour class on soft skill to be arranged on daily basis.*

Trade: Assistant Tourist Guide

List of Tools & Equipment Trainees Tool Kit for 20 Trainees + One Instructor

S. No.	Description	Quantity
1.	Latest computer with Internet and multi-media facility	20+1
2.	500 VA or OF LINE UPS FOR NODES	20+1
3.	LCD projector	01 No.
4.	LCD Screen	01 No.
5.	Mobile Phone	2 nos.
6.	Telephone facility) (STD and ISD	01 No.
7.	FAX with answering facility	01 No.
8.	Laser jet printer	2 nos.
9.	Laser jet colour printer	2 nos.
10.	Scanner	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)	20+1 No.
17.	External CD/DVD writer	02 No.
18.	Thermometer	01 No.
19.	Wall clock	01 No.
20.	Software List: a) Operating System: Latest version of Windows b) MS Office professional version. c) Antivirus software d) Application Package – Inventory control, financial statement, Sales analysis, data Entry. e) Additional equipment for institutes which are already conducting earlier courses and having equipment supplied through D.O.E. f) Through internet: ➤ CRS (Computerized Reservation System) ➤ Cargo ➤ Mapping Tools ➤ Google Earth	As per requirement
21.	1. Location and navigational equipment • Hand held GPS units • Compass clinometers • Prismatic compass	01 01 01
22.	2. Field gear • Gloves • Hard hats • High visibility jackets • Waders • Wellington boots • Walking boots	As required
23.	3. Camping equipment • Tents (Vango, Valle and Mammut) • Mallets • Pegs • Ground sheets • Cutlery	As required

	<ul style="list-style-type: none"> • Cooking pots • Cooking pans • Plates 	
24.	4. 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 01 01 01 01 01 01 01 01 01 01 01 01 10
25.	Video camera	01 No.
26.	Still digital camera	01 No

Furniture Items

S. No.	Description	Quantity
1.	Class Room <ul style="list-style-type: none"> • Instructor Chair & Table • Dual Desk 	 01 No. 12 Nos.
2.	Workshop/Lab <ul style="list-style-type: none"> • Suitable Revolving Chair • Discussion Table 	 25 Nos. 01 No.
3.	Computer table 650x 500x750mm	21 Nos.
4.	Storage cabinet 600x700x450mm	02 Nos.
5.	Door mat	01 No.
6.	Tool Cabinet	02 Nos.
7.	Trainees Locker (Set of 10)	02 Nos.
8.	First Aid Box	01 No.
9.	Book Shelf (glass panel)	02 Nos.
10.	Storage rack	02 Nos.