



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



Directorate General of Training

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

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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.

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 (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, 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.
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 site-seeing tours to local boys and girls to a tourist place.
14. Plan and prepare the advertisements for newspapers, magazines etc. and make brochures 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.