

Syllabus
For the trade of
TOURIST GUIDE
Under CTS

2002

Designed by
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Ministry of Labour (D.G.E.&T.)
CENTRAL STAFF TRAINING AND RESEARCH INSTITUTE
EN – Block, Sector – V, Salt Lake,
Kolkata-700091.

**List of the Trade Committee Members approved the syllabus for the trade of
“Tourist Guide” under CTS**

1.	Shri R.N.Halder, Jt. Director	CSTARI, Kolkata	Chairman
2.	Shri T.P.Das, Asstt. Director	India Tourism Govt. of India Kolkata-71	Member
3.	Shri A. Dugar, Director	Tirupathi Tours & Travels Kolkata	Member
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10.	Shri M.S.Ekambaram, ADT	CSTARI, Kolkata	Member
11.	Sri P.K. Kolay, T.O.	CSTARI, Kolkata	Member
12.	G. Nandi, Jr. D'man	CSTARI., Kolkata	Member

GENERAL INFORMATION

1. Name of the Trade : Tourist Guide
2. NCO code No. :
3. Duration of Craftsmen Training : Six Months (26 Weeks)
4. Entry Qualification : Passed 12th Class under 10+2 system or equivalent
5. Space required : 3.5 sq.mt. per trainee

SYLLABUS FOR THE TRADE OF “TOURIST GUIDE”

Week No.	Practical	Theory
1	Familiarization with the Institute. Importance of trade training. Types of work done by the trainees in the Institute. Types of jobs made by the trainees in the trade. Introduction to safety including fire fighting equipment and their uses etc.	Importance of safety and general precautions observed in the Institute and in the section. Importance of the trade in the development of industrial economy of the country. Related instruction. Subject to be taught, achievement to be made. Recreational, medical facilities & other extra curricular activities of the Institute. System including professional prospects etc.
2	The demand, infrastructure facilities, types of tourist visiting different places & prepare a report. Make a survey of any 10 tourists visiting spot in state to know about their perceptions about availability of accommodation, transportation & other infrastructure facilities & prepare a report.	Introduction to the course, meaning of tourism, leisure, recreations, pilgrim, visitor, explorer, definition of domestic & international tourists, forms of tourism – inbound, outbound, domestic and international.
3	Motivation of different types of tourists visiting different places. Visit to Railway Station/Airlines to find out different packages offered to promote tourism & prepare a report.	Nature & Characteristics, components of tourism industry – a) Tourism attraction, accommodation, catering, shopping, entertainment, infrastructure, hospitality, transport.
4	Study of tourist facilities available in state.	Role & function of Govt. & Tourist Boards, ITDC, State Govt. Tourist Dept. & Tourism Corporations, National Trade Associations & International organisation, Pacific Asia Travel Association (PATA) (IATA) Indian association of Tour operators, travel agent's association of India (TAAI), Federation of Hotel & Restaurant Association of India, adventure tour operators association.

5-6	Preparation of a project report on travel destinations covering history.	Time management, resource management, and manpower management, and inventory management, cost-benefit analysis.
7-8	Operations & understand organisation & role of travel agency.	Travel agencies & tour operators – meaning, role, future prospects & types. Dept. & organisational setup, linkage & arrangements with hotels, airlines & transport agencies & other segments of tourism industry, travel terminology.
9-10	Tour planning inbound and out bound, programme for Indian National in India depending upon cost, mode of transport etc.	Procedure for approval of Travel agents, tour operators by Dept. of Tourism, GOI, IATA rules & regulations & procedure for getting IATA Certificate. Basis of approval of a travel agency, fiscal and non-fiscal incentives available to branch agencies & tour operators. Terms and conditions to become sub agent of IATA approved agencies, assessing locality, capital investment & risk, market potential, opening a travel office.
11-12	<p>Practical exercises/ field visits to know the procedure for booking of accommodation in a hotel for a tourist. Visit to the Passport Office to learn the procedure of obtaining passport for a tourist.</p> <p>Tour planning programme for inbound and out bound for foreign nationals taking into consideration factors much as (food habit, sensitivity, interpreter, caterer etc.)</p> <p>Field visits to know the procedure for booking of accommodation in a hotel for a tourist. Pr. Exercises is making service & accommodation vouchers for tour operators.</p>	<p>Role and functions of travel agents and tour operators, providing travel information & counseling to the tourists mode of transport in different localities reservation (both air transport & accommodation).</p> <p>Procedure of ticketing & ticket bookings, cancellation, changing tickets in railways road transport & sea travel for International & domestic travel.</p> <p>Documentation – passport, VISA, handling business & corporate clients, handling conferences & connections, incentive tours.</p> <p>Procedures of hotel booking & cancellation.</p>

13	<p>Exercises in reading timetable to know the types of trains, class of travel, types of fare & use of Rly. Time Table.</p> <p>Visit to a Railway station to study the procedure for bookings, cancellation, changing of tickets & concession given in different respect.</p>	<p>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>
14	<p>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>Procedure of travel insurance covering life, baggages, sickness etc.</p> <p>Procedure of becoming agent of national International airline.</p> <p>Basics of air ticketing (domestic & international) types of fares, details of ticket, procedure for booking, cancellation, familiarisation with travel related foreign exchange regulations, rules governing working of basic fares, extra mileage percentage, baggage rules & bounding, coding, decoding, time differentials, GMT, CRS, outbound tour making of package programmes, travel related documents, Visas, ITC, health certificate, RBI regulations, passport, tax, currency conservation, customs, travel insurance.</p>
15	<p>To visit the office of regional transport office to learn the registration procedure of different types of vehicles, the formalities involved etc.</p>	<p>Concept and types of package tour, itenery 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.</p>

16-18	<p>Preparation of handouts on present & future tourism zones as specified by WTO, IATA, Geography, PATA areas, Tourist generating regions to India and preferred tourist destination. To draw charts on tourism systems interrelating tourism market, transportation, destination and marketing in the context of India's popular tourism states. To draw map of India and locate major tourist destination and adjoining tourism market. Study tours to locate tourist organisation-tourist offices, regional tourist offices, Directorate of Tourism, etc. to analyse their strength and weaknesses in attracting serving tourists.</p>	<p>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.</p>
19-20	<p>Make a survey of tourists at a tourist place to prepare their profile. To arrange site-seeing tours to local boys and girls to a tourist place. Communication skill, imparting running comments of the area concerned.</p> <p>Collection of advertisements from newspapers, magazines and making an analysis of the same.</p> <p>Collection of brochures from tourist office, hotels, etc. to understand tour promotion of tourist activities is being done.</p>	<p>Meaning and roll of tourism marketing, difference between selling and marketing, special features of tourism marketing, marketing concept, elements of marketing – product promotion, physical distribution and price.</p> <p>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.</p> <p>Meaning, importance, methods, tourism communication, advertising, publicity, VCR, coupons, picture postcard, personal selling, press and media, public relations and communications.</p> <p>Marketing techniques of travel agency, marketing of fairs and festivals, marketing of conventions, incentive travel, workshops, seminars.</p>
21-23	<p>Practical knowledge of Computer operating systems, MS-office and other packages related with tourism.</p>	<p>Use of communication systems such as internet, e-mail, fax, basics of computer, parts of computer operating systems.</p>

	<p>other packages related with tourism. Visit to travel agency, airlines for familiarity with handling of CRS, typing letters, fax messages, mail-merging, sending fax and e-mail. Preparing simple profit and loss account and balance sheet using an accounting package. Preparing mailing list of customers. Storing and retrieving information of customer's creating and using a database packages.</p>	<p>of computer, operating systems. 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, maintenance of ledger, simple final accounts, familiarity with foreign exchange, credit card transactions.</p>
24-25	<p>Prepare Project Report for taking tourist to a) Hill Station, b) Historical places, c) National parks, d) Fairs & Festivals, Souvenir industry etc.</p>	
26	<p>REVISION & TEST</p>	

LIST OF TOOLS (For a batch of 16 Trainees)

1. Latest computer with Internet and multi-media facility	-----	10 nos.
2. Overhead projector	-----	1 no
3. Cellular Phone	-----	2 nos.
4. OHP Screen	-----	1 no.
5. Telephone (STD and ISD facility)	-----	1 no.
6. Telephone	-----	1 no.
7. FAX with answering facility	-----	1 no.
8. Laser jet colour printer	-----	1 no.
9. Dot Matrix printer	-----	4 nos.
10. Scanner	-----	1 no.
11. Photocopy machine	-----	1 no.
12. Bus with 16 seater	-----	1 no.