

Dated the 18th December, 2015

**A PROGRAMME TO BRING UP TOURIST FACILITATORS
GUIDELINES**

1 Title

A training programme to bring up Tourist Facilitators in the North East.

2 Vision/Objectives

Given the fact that North East Region, the most ethnically and linguistically diverse region, abounding in natural beauty with vast untapped tourist potential does not have suitably trained guides to conduct tourists, the Ministry of Tourism has decided to put in place a program of training to bring up tourist facilitator (volunteers) in the shortest possible period of time subject to the conditions indicated herein.

3 Implementation

The following will be authorities for implementation:

- a) The Additional Director General of Tourism.

For the matters of policy, strategy and the size of the programme and the matters connected therewith.

- b) HSRT Unit – Skill Development, MoT

For processing financial sanctions and issuing clarification on administrative aspect.

- c) The Programme Monitoring Unit - Skill Development, MoT.

For monitoring the programme.

- d) The Director, IITM

For conduct of the programme and certification.

4 Target group & Eligibility

10 +2 pass-outs in any stream in the age group of 18 years to 28 years on the last date of application.

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5 Training target

Initially Two batches of 30 each totalling 60 candidates to be trained.

6 Venue

The courses will be conducted at Tezpur, Assam.

7 Publicity

The IITTM will provide adequate publicity to the programme through inserting advertisements in English and Hindi newspapers and also through its website. The IITTM will also contact the various Colleges and Institutions and sensitize their Principals/Heads about the program and seek their support. The IITTM will be reimbursed the cost of advertisements in the news papers.

8 Selection

The selection will be done on a first come first admitted basis.

9 Class Size

Each batch of trainees shall have 30 trainees.

10 Duration

Each program will be of a duration of 30 working days (6 weeks) with 8 hours per day including breaks for lunch and refreshment.

11 Course contents

Some of the suggestive topics to be covered during the programme shall be (with specific reference to North Eastern Region):

- An introduction to Indian Society and Culture
- An overview of the tourism & travel industry
- An overview of the hospitality industry and accommodation sector.
- General information about India
- Introduction to Geography of India
- Introduction to transport systems, vehicles and various forms of accessibility- air, land, water and rail
- Working of travel agencies and tour operations
- Travel documentation and formalities

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- Working knowledge of computers
- Effective communication skills
- Managerial and behavioural skills
- Etiquettes and body language
- Tourism products of India and the region
- Tour escorting and interpretation - roles and responsibilities of tour escorts,
- Tour commentary, conducting tours, interpretation, tourist care
- Understanding tourist behaviour and psychology
- Group management/handling complaints and grievances
- Presentation skills and top visual priority
- Tourism ethics and handling emergencies
- Campaign clean India and pride in Nation
- First Aid
- Study tour with practical inputs specific to tour escorting

12 Faculty

Faculty from the IITTM and guest faculty from other academic institutions, tourism, travel and allied industries, museums, regional level guides, archaeologists, communication experts, tour escort etc.

13 Stipend

Each trainee certified successful will be paid a onetime stipend of Rs1500/-.

14 Certification

The trainees with minimum attendance of 90% will be required to appear in an end-of-programme test which will comprise a written examination as well as a presentation on a topic given by IITTM. Those who pass the examination successfully will be each awarded a certificate by the IITTM. However the Director, IITTM will have the discretion for reasons to be recorded in writing to relax the attendance norms by 10% as to eligibility for appearing in the end of the programme test.

15 Employment Facilitation

- i) The IITTM will invite the local industry leaders / prospective employers on the valedictory days.
- ii) The Regional Director, Indiatourism will sensitize the State Government in the North East about this programme.

16 Pass-outs records

After conclusion of training of every batch, IITTM will ensure that the list of the pass-outs along with their full contact details like address, telephone number, Mobile numbers (excluding female trainees) etc and their employment and salary status, if any is posted on their website.

17 Stay Arrangement

The IITTM will be reimbursed the expenditure incurred by it on stay arrangement of out-station trainees @ Rs.2000/- per trainee on a specific claim to that effect supported by a statement certifying the expenditure incurred along with the certificate in the following format.

“It is certified that the IITTM incurred an expenditure of Rs..... towards lodging of trainees at Tezpur, Assam and that the amount is worked out @ Rs. per trainee; and that the names of the beneficiary trainees are duly indicated in the relevant register”.

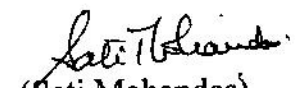
18 Funding of the program

The IITTM will be provided funds by the Ministry of Tourism. The following will be cost per trainee for a course of 30 training days:

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| i) Training cost @ Rs 500/- per trainee per day (as per provision in para 20 (i) of the CBSP scheme) | Rs 15000/- |
| ii) Certification @ Rs 500/- per trainee (as per provision in para 20 (i) of the CBSP scheme) | Rs 500/- |
| Sub total | Rs 15500/- |
| iii) Administrative charges per trainee @ 5% of sub total | Rs 775/- |
| iv) Stipend @ Rs 1500/- per trainee | Rs 1500/- |
| Total | Rs 17775/- |

The following will be admissible extra:

- i Cost of advertisement
- ii Lodging of out station trainees
- iii Air fare by national carrier (economy class) and DA of IITTM faculty members as per actual.


(Sati Mohandas)
Consultant/HSRT