

# GUIDELINES FOR LICENSING OF TOURIST GUIDES

Commissioner of Tourism

Gandhinagar

No.:PVS/TouristGuide/2020/30

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## Guidelines for licensing of Tourist Guides

### **Introduction and Objectives:**

Government of Gujarat is actively developing Gujarat as the most preferred tourist destination in India and world, as a result of these efforts the number of tourist visiting Gujarat is increasing at a sturdy pace every year.

Tourist Guides play a vital role in bringing satisfaction to tourists visiting any place. Guiding involves disseminating knowledge about our cultural heritage among the common masses such as tourists, students or common art lovers who require varying nature of information before and while visiting any place of their choice. The experience acquired with the help of received or gathered information, enrich the, knowledge of individual, help one to plan things in advance and ease out one's stay at tourist destinations, which make the tour memorable as a whole. The Tourism Corporation of Gujarat Limited (TCGL) have decided to conduct various Guide trainings courses, on regular basis in order to meet the need of Guides in the state.

Commissioner of Tourism, hereby, notifies the Guidelines for the selection, training and licensing of Tourist Guides. These Guidelines would become operational from the date of approval.

### **2. Scope:**

For the state of Gujarat there shall be two levels of tourist guides - one the City /Destination Level Guides and the other the State Level Tourist Guides. The City/Destination Level guides shall be experts of sites/ tourist attractions in the specific locations whereas, State Level Tourist Guides shall be allowed to guide/ accompany tourist in the entire state of Gujarat.

Sr. No.	Types of Guides	License Color Coding
1	Level I: City/Destination Guides	Yellow Color
2	Level II: State Level Guides	Green Color

### **3. Eligibility to be a tourist guide:**

The following eligibility is prescribed for a tourist guide

Sr. No	Criteria	City/Destination Guides	State Level Tourist Guides
3.1	Age	Should be minimum 20 years of Age	Should be minimum 20 years of Age
3.2	Educational Qualification	Minimum 10 plus 2 levels cleared	A Graduate of a recognized University
3.3	Domicile	Should be a domicile of the state of Gujarat. Candidates have to submit the proof of Domicile with the application of admission for the Guide Training Course. The following will be accepted as	Should be a domicile of the state of Gujarat. Candidates have to submit the proof of Domicile with the application of admission for the Guide Training Course.

		documentary proof for Domicile (Any 2): (i) Adhaar Card (ii) Passport (iii) Voter Identity Card (iv) Ration Card (v) School leaving Certificate (vi) Certificate of Residence proof by the competent authority	The following will be accepted as documentary proof for Domicile (Any 2): (i) Adhaar Card (ii) Passport (iii) Voter Identity Card (iv) Ration Card (v) School leaving Certificate (vi) Certificate of Residence proof by the competent authority
3.4	Language Proficiency	Candidates should have knowledge of Gujarati, Hindi and English language.	Preference to be given to the candidates for city/destination having knowledge of foreign languages
3.5	Police Clearance Certificate (PCC)	Candidates will have to submit a Police Clearance Certificate from the local issuing authority for verification of non existence of any previous criminal record/cases for the safety of the tourist.	Candidates will have to submit a Police Clearance Certificate from the local issuing authority for verification of non existence of any previous criminal record/cases for the safety of the tourist.

#### **4. Process of selection**

- 4.1 The process of selection would be undertaken by Commissioner of Tourism or any other agency designated by Commissioner of Tourism for conducting this process.
- 4.2 Commissioner of Tourism will determine and declare the number of seats available for training, region wise and licensing under each category.
- 4.3 The applications shall be invited through an open advertisement. Applicants shall submit their applications online through Gujarat Tourism website [www.gujarattourism.com](http://www.gujarattourism.com) in the prescribed Pro forma along with photocopies of all documents required as proof of their eligibility and in no case; applicants would be allowed to submit any additional documents as proof at a later stage.
- 4.4 The applicants shall submit all original documents for verification. Failure to produce original documents would lead to rejection of candidature.
- 4.5 Candidates have to submit the proof of Domicile with the application of admission for the Guide Training Course. The following will be accepted as documentary proof for Domicile: (Any 2 of below )
  - i) Certificate of Residence proof by the competent authority.
  - ii) Passport.
  - iii) Voter Identity Card.
  - iv) Ration Card.
  - v) School Leaving Certificate.
  - vi) Adhaar Card
- 4.6 Commissioner of Tourism or any chosen agency by Commissioner of Tourism may undertake a written or online test to scrutinize the candidates for the training.
  - 4.6.1 An entrance test would be conducted to evaluate the general intelligence and suitability of applicants for admission to guide training. The entrance test would be of 1 and half hour duration for 100 marks and will cover the following subjects:
    - (i) Knowledge of monuments / tourism destinations In the region - 30 marks

- (ii) History & Culture of state - 30 marks
- (iii) General Knowledge - 40 marks

4.6.2 A merit list of all applicants who pass the entrance test would be prepared on the basis of aggregated marks.

4.6.3 Whether to conduct such written exam or not will be at sole discretion of Commissioner of Tourism.

## **5 Training of Candidates**

5.1 Training of the guides will be conducted by Commissioner of Tourism or any other agency chosen by Commissioner of Tourism.

5.2 The Guide Training Program shall be consisting of both Classroom Training and Field Training.

5.3 The duration of the Guide Training Courses will be as decided by Commissioner of Tourism or any other agency chosen by Commissioner of Tourism.

5.4 During the training, the trainees would be imparted knowledge of essential guiding skills, tourism products / aspects of the States within the region, and fair knowledge of social, political and economic policies etc., of the entire country.

5.5 The field training would be given at all important Monuments (excluding Archaeological Survey of India (ASI) Protected) which are open to tourists and would also include special practical training as well as visits to important landmarks, places of interest etc., in the state.

5.6 Commissioner of Tourism chosen training agency will submit a list of individuals those who have successfully completed the training programmes.

5.7 A minimum of 80 per cent attendance, both in class room teaching and field training, taken separately, would be essential for certification. However, relaxation up to 10% can be given by the Commissioner of Tourism or the concerned authority in the approved / designated agency handling / conducting the course, in genuine cases of sickness, specific family circumstances or other - wise satisfactory reasons.

### **5.8 Evaluation of training programme**

5.8.1 Trainees would be eligible for successful completion of guide training certificate after passing evaluation criteria laid down by Commissioner of Tourism.

5.8.2 Commissioner of Tourism or any chosen agency by Commissioner of Tourism may undertake candidate evaluation by means of written and practical examination, if required.

## **6 Issuance of Guide License**

6.1 On successful completion of their guide training course, the successful candidates would be issued Certificate / ID Card by Commissioner of Tourism in City / Destination Level Tourist Guide or State Level tourist Guide whichever they qualify in.

6.2 The certificates / ID- Card would be valid for a period of 03 years & it is mandatory for all the successful candidates to carry the license with them and display the name tag while rendering their professional services for tourists.

6.3 Every State Level Guide shall communicate to the nearest Tourist Reception Centre/Tourist Information Bureau, his principal place and contact number and shall also inform about his activities on timely basis.

## **7 Renewal of Guide License :**

7.1 The City / Destination Level Tourist Guide or State Level Tourist Guide Certificate would be renewed every 3 years and subject to the performance of guide and passing one Refresher

Course conducted by any other institute identified/designated by the Commissioner of Tourism.

- 7.2 The guide must submit the guide Certificate / ID-Card for renewal 45 days prior to date of expiry of its validity along with certificate of successful completion of Refresher Course. The certificate or license should be handed to Commissioner of Tourism in person.
- 7.3 The guide will submit an annual statement indicating the number of assignments handled including handling of VIPs, groups, FITs in the prescribed Performa to Commissioner of Tourism.
- 7.4 The current licensed guide will also be required to join the refresh class and upon successful completion of the course, their license will be renewed as a City / Destination Guide for three years.

#### **8. Frequency of refresher courses and the procedure for induction of guides:**

- 8.1 All license holders who have been licensed by Gujarat Tourism Corporation Limited before the date of this guideline will be released, must be able to take part in the refresher course organized by the Commissioner of Tourism to prove their ability as a guide. Also, the guides who have been training from IITTM-Gwalior in the last three years by Gujarat Tourism Corporation Limited will also have to take refresher training, only after which the previously registered guides will be given certificate/credential. All these candidates will have to issue a police clearance certificate from a local official to verify the existence of any previous criminal records / cases for the safety of the tourists. They must prove their ability to participate in the refresher cell every three years.
- 8.2 The Courses would be so organized by TCGL that the guides are able to attend the same, prior to the Renewal of guide license. The designated Institute for the purpose of guide training shall be decided from time to time by Ministry of Tourism, Government of Gujarat / TCGL in consultation with the stake holders and the concerned institutes.
- 8.3 In the near past, a guide which has been given refresher training in collaboration with IITTM-Gwalior but has not renewed the license will have to form a committee and issue licenses as State-Level Guide and City/Destination Guide.

#### **9. Course fee**

Commissioner of Tourism will have the right to determine the fee, if any, for the Guide Training programmes and/ or the Refresher Programmes.

#### **10. Signing of Regulatory Terms and Conditions**

All Tourist guides would be required to sign their acceptance and observance of rules and regulations as prescribed by the Commissioner of Tourism in the Terms and Conditions regulating the conduct and performance of licensed guides, prior to their being issued a guide license (**Annexure-I**).

#### **11. Penal provision**

- 11.1 Penalty proceedings against licensed guides can be initiated if any complaint or information regarding mis-conduct or violation of terms and conditions is received by Commissioner of Tourism.
- 11.2 On receipt of any complaint or such information against an approved guide, TCGL shall undertake a fact-finding inquiry by self or through any subordinate officer. After ascertaining the facts and having being convinced that a prima- facie case exists, a Show Cause notice would be served to the said guide, giving him/her an opportunity to submit

a defense of the allegations leveled against him/her within a period of 30 days from the date of receipt of the notice. Show cause notice can be served by Commissioner of Tourism/TCGL with the prior approval of the Commissioner of Tourism.

11.3 A final decision on such representation would be made with the approval of the Commissioner of Tourism/TCGL within 45 days of receipt of reply to the Show Cause notice.

11.4 Penalty, if the guide is found guilty for the first time, his/ her license would be suspended for 6 months. If he/she is found guilty for the second time the license would be suspended for a year. If the guide is found guilty for the third time the license would be permanently withdrawn. Final decision on all such occasion would be with the approval of the Commissioner of Tourism.

11.5 The decision imposing the penalties would be a Speaking Order, after considering the case on merit and after careful consideration of all material facts brought to the notice and clearly mentioning the reasons for the decision. Principal Secretary (Tourism) would be the appellate authority in respect of orders passed by Commissioner of Tourism.

## **12. Guide Service Fess/ Tariff**

The fees to be charged by the guides would be fixed / revised from time to time by Commissioner of Tourism/TCGL/Guide association/Tourist Guide Federation of India in consultation with Indian Association of Tour Operators(IATO) / TRAVEL AGENTS ASSOCIATION OF INDIA(TAAI) representatives or in consultation with concerned Stakeholders / Tour Operators and which should not be exceed by the fees laid down by India Tourism, Gol for existing License Guide, for that particular City/Destination.

## **13. Retirement:**

There would be no retirement age prescribed for licensed guides. However, after attaining the age of 65 years they have to undergo a physical - cum-mental fitness test and produce a Medical Fitness Certificate from Registered Medical Officer (RMO) before their licenses are renewed.

**Note:** Commissioner of Tourism reserves the right to issue clarifications, modify or amend the guidelines from time to time, without assigning any reasons.

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## Annexure – I

### **Terms and conditions regulating the conduct and performance of licensed Tourist Guides**

1. The licensed guide, when on duty, shall; always wear the laminated guide license issued by Commissioner of Tourism and also wear the name tag while accompanying tourists.
2. The guide license is strictly non – transferable and the licensed guide would not lend his / her guide license or any other document which may have been issued to him / her by Commissioner of Tourism to any other person(s). Any violation of this rule would make him / her liable to disciplinary action and withdrawal of the guide license granted to him / her.
3. In case of loss or damage to the guide license the guide would immediately inform the office of Commissioner of Tourism and the nearest Police Station. The Guide would have to apply afresh for the duplicate guide license on the basis of First Information Report (FIR) and statement that the guide license has been lost. The guide would be responsible for the safe custody of the guide License.
4. The guide would not solicit tips from tourists. Demand/acceptance of fees or prizes in excess of the fixed fee from the tourist will be considered as non-existent.
5. The licensed guide would dress in a presentable manner to uphold the dignity and honor of the profession to which he / she belongs and of the country.
6. The guides would charge the guide fees fixed from time to time by guide associations/ travel agent association/ tour operator association if any.
7. The guide would not canvass business of any kind on behalf of the business houses, travel agents, hoteliers, paying - guest houses, shop-keepers, transport operators, etc., nor he / she would accept monetary commission from them or indulge in any other unethical practices.
8. The guide would not enter into any other business arrangements with any of the establishments either by way of partnership or on commission basis.
9. Guides found to be canvassing for shopping establishments like shops selling handicrafts etc., would be liable for cancellation of their license.
10. The City/State Level Guides should not be regularly / permanently employed in Travel & Hospitality industry.
11. Taking into account the timeliness of the tourist's guide, all the knowledgeable information about the place to visit must be provided to the traveler as per his satisfaction and the visit is memorable. Complaint against the Guide for insufficient/unclear information provided will be considered Indiscipline.
12. The guide would take tourists only for sightseeing to the monuments and public buildings, which are a part of the sightseeing tour included in the itinerary of the tourists. Under no circumstances should any guide would try to change the itinerary of the tourist for his/her own convenience/benefits. In case, any guide is found to have contravened this provision his / her license is liable to be cancelled / revoked.

13. The guide would not refuse without valid reasons any assignments given to him / her by Commissioner of Tourism /TCGL or other agencies such as travel agents / tour operators / hoteliers, etc empanelled under TCGL. If the guide repeatedly refuses three assignments in a season, his / her guide license would be liable to be suspended / revoked.
14. The State Level Guides licensed by Commissioner of Tourism would not refuse assignments from Commissioner of Tourism/TCGL unless there is a valid reason for doing so.
15. The guide would maintain good conduct and courteous behavior towards tourists or other officials with whom he / she comes in contact during the course of his / her assignment.
16. The guide would be liable to following penalties in case of late arrival for assignments from Commissioner of Tourism/TCGL:-
  - (a) First late arrival: warning in writing.
  - (b) Second late arrival: deduction of 25% of fees.
  - (c) Third late arrival: disqualification for one month when the second and third late arrivals are both within a period of six months.
  - (d) Total absence: disqualification for a period of three months.

**Note:**

The above penalties would apply to a guide who after having accepted an assignment does not report for duty at the appointed time except in such cases where late arrival / absence were due to circumstances beyond his / her control. In such cases if the Commissioner of Tourism/TCGL concerned is not satisfied with the written explanation given by the guide, he / she is fully empowered to initiate the penalty proceedings as envisaged above. Complaints regarding habitual late arrivals for assignments, etc., would be viewed seriously and can lead to cancellation / withdrawal of guide license.

17. The guide would accept all assignments including those for FIT's, groups, coach tours, excursion, etc. These would be accepted as per the rules and on prescribed Performa.
18. The guide would submit an annual statement indicating the number of assignments handled including handling of VIPs, groups, FITs in the prescribed Performa to TCGL.
19. A licensed guide would be compulsorily required to attend any short-term training, refresher courses that may be/as directed by the Commissioner of Tourism/TCGL concerned from time to time.
20. The guide would be required to submit a medical certificate of fitness on entry into the profession and thereafter, whenever required by the concerned Commissioner of Tourism/TCGL.
21. Absence of more than three months or more from the guiding profession must be reported to TCGL in writing.
22. The guide would report to the concerned Commissioner of Tourism/TCGL Office in the event of their trips abroad for a period exceeding three weeks.
23. The guide license of a guide who is arrested by the Police for offence of misconduct involving moral turpitude shall be withdrawn during the pendency of the case against him

/ her. In the event of his conviction by a Court of Law, the guide license would be forfeited forthwith.

24. The guide would be responsible for warning foreign tourists against taking photographs of places which are prohibited by law or which may reflect adversely on the country's image.
25. On receipt of any complaint against an approved City/State Level Tourist Guide, Commissioner of Tourism/TCGL after a fact finding exercise would issue a Show Cause Notice to the said guide giving him / her, an opportunity to submit a representation in defense of the allegations leveled against him / her within a period of 30 days from the date of receipt of the notice. In such cases, the Show Cause Notice by Commissioner of Tourism/TCGL would be issued with the prior approval of the concerned Manager.  
The final decision on such representation would be made with the prior approval of Commissioner of Tourism/TCGL within 45 days from the date of receipt of the reply to the show cause notice. In case the guide is found guilty, his / her guide license shall be suspended for a period of upto six months. In case any guide is held guilty for the 2<sup>nd</sup> time his / her guide license shall be suspended for a period above 6 months but not exceeding one year and in case of 3<sup>rd</sup> default, the guide license shall be withdrawn permanently. However, a final decision on all such occasions would rest with Commissioner of Tourism.
26. If a guide remains absent from active guiding for a period exceeding two years due to reasons of health, absence from country, etc., he / she shall be deemed to have left the profession and in that event the guide license issued to the guide shall stand cancelled. However, in case a guide wants to rejoin the profession after an absence of two years he / she would have to undergo a Refresher Course to be conducted by designated Institute in coordination with the TCGL.
27. The guide would abide by the existing rules and any other rules and conditions that may be framed from time to time by the TCGL and the Archaeological survey of India, failing which the guide license issued to him / her shall be withdrawn.
28. The Guide shall, at the time of being granted the license, sign a pledge of commitment to abide by the Code of Conduct for Safe and Honorable Tourism as adopted by the TCGL of Tourism and at all times follow the provisions of the code.
29. The Guide shall abide by the provisions of Ancient Monuments and Archaeological Sites & Remains Act (AM & ASR) Act 1958 and Rules 1959.
30. The Guide shall abide to the instructions given by site in charge or field staff while taking round in the ASI Monument premises.
31. The Guide shall make taking entry in the register if any kept at ASI monument while taking visitors to that particular monument.

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## Annexure – II

### ***Code of ethics for Tourist Guides***

- The Tourist Guide shall always be aware of projecting a good and positive image of India adhering to the Ancient Indian concept of “Atithi Devo Bhava”.
- The Tourist Guide shall consider himself / herself a friend of the tourists, be courteous and helpful and never betray the trust placed in them by the tourists and carry out his ethical and moral responsibilities with dignity.
- The Tourist Guide would, therefore, bear in mind that “word of mouth” publicity and comments have a tremendous impact on the creation of an image for the country. This is several times more valuable than the most expensive advertisement that can be put out.
- The Tourist Guide would always be courteous, efficient, tactful, kind, understanding and project the warm and hospitable nature of Indians.
- The Tourist Guide would ensure to give correct and all possible information of the latest developments in the country and keep himself / herself up to date. He / she would understand and convey the positive aspects of his culture and tradition, and be well versed with matters relating to local customs, habits and traditions to ensure that both the tourists and the local people respect each other.
- The Tourist Guide would always be punctual, well groomed, presentably dressed, well mannered, sober and cultured. His / her dedication and conduct should ensure that the image of the profession or that of the country is never tarnished.
- The Tourist Guide shall at all times be reliable with the entrusted duties and be of exemplary conduct, not only, in dealing with tourists but, with others such as the Government Officers and members of the public.
- The Tourist Guide shall refrain from unethical or discriminatory conduct and deal with propriety and impeccable honesty. He / she would refrain from entering into shady deals for monetary and other gains nor would he / she intentionally, mislead the tourists.
- The Tourist Guide shall refrain himself / herself from all possible arguments and remember that the customer is always right.
- The Tourist Guide shall uphold his / her status and reputation with a view to foment closer co - operation, understanding and collaboration with his / her counterparts through out India.
- The Tourist Guide would respect and safeguard the heritage, monuments and ecology of India.



## DECLARATION

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photograph

“I hereby solemnly agree to abide by and accept all the above ‘Terms & Conditions” (**Annexure – I**). I have also read and understood the ‘Code of Ethics for Tourist Guides’ attached as **Annexure – II** hereto and I undertake to uphold them faithfully in the discharge and conduct of my profession.”

**Name:**

**Place:**

**Date:**

**Signature :**