

Guidelines for Training of Tourist Guides

Introduction and objective :

Guides play a vital role in bringing satisfaction to tourists visiting a country/ region/ State. Direct interaction with the tourists makes them even more responsible for projecting the state in a correct manner by furnishing factually correct information about the destination, ensuring the safety and well being of the tourists as well as pleasant and satisfying stay for them during their visits.

The tourist guides are trained every year by the Directorate of Tourism in order to achieve these objectives.

Scope :

The guides will be authorized to work in Assam on a full time basis independently or can be engaged by the stakeholders of the tourism sector. It is mandatory for the excursion agents approved by the Directorate of Tourism to engage one licensed tourist guide.

Eligibility :

The educational qualifications for selection of tourist guides are :-

- 10+2 passed from any recognized Council/ Board.
- A graduate in any discipline from a recognized University .
- Preference will be given to Diploma in Tourism or equivalent experience.
- Knowledge of spoken English and Hindi language is essential.

Selection : Application shall be initiated through advertisement in local newspapers. 33% of the seats will be reserved for Women.

Issuance of Guide license: After successful completion of the guide training programme, license will be issued to the tourist guide by the Directorate of Tourism, Government of Assam and will be valid for 2 years.

Renewal : For renewal, tourist guide must renew their license 15 days prior to the date of expiry of its validity.

Director of Tourism

Assam, Guwahati-1

Diary No. 678

Date... 17/6/14

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Terms and conditions :

The Guide will be required to sign an undertaking and follow the rules and regulations that are laid down by the Directorate of Tourism, Assam prior to issuing the guide license .
(Annexure-I)

Penal Provisions :-

- If any complaint or information is received with regard to violation of terms and conditions penalty will be initiated against the licensed guide.

- A show cause notice will be issued to the licensed guide against whom a complaint has been received. An inquiry by either Director of Tourism or any subordinate officer will take place. The licensed guide will be given an opportunity to submit a representation in defense of the allegation against him/her a period of 30 days from the date of receipt of the notice. The final decision will be made by the Director of Tourism, Government of Assam within 60 days from the date of receipt of the reply of the notice of the licensed guide is found guilty for the first time his/her license will be suspended for 3 months. In case he/she is found guilty the 2nd time the license will be suspended for a period above 6 months but not exceeding one year and in case of 3rd default, the license shall be withdrawn permanently. However, these penalties do not preclude offences falling under the IPC and the CrPC etc.

Guide Fee : The fees to be charged by the guides would be fixed/revised from time to time by the Directorate of Tourism, Assam.

Note : The Tourism Department, Government of Assam reserves the right to issue clarification, modify or amend the guidelines from time to time without assigning any reasons thereof.

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Annexure-I

1. The licensed guide should be dressed in a presentable manner to uphold the dignity of the profession of the state. The dress code will be designed by the Directorate of Tourism for maintaining a uniformity throughout Assam.
2. The licensed guide should wear a laminated guide license (tag) when on duty and wear the name tag while accompanying the tourists. The tag will be designed by the Director of Tourism.
3. The guide will not solicit financial tips from tourists.
4. The guide license is non transferable and the licensed guide will not lend his/her license issued by the Tourism Department, Government of Assam. Any violation of this rule will make him/her liable to disciplinary action and withdrawal of the guide license granted to him/her.
5. In case of loss or damage of the guide license, the guide will immediately report the same to the office of the Directorate of Tourism and the nearest police station. The guide will have to apply afresh for a duplicate guide license on the basis of First Information officer (FIR) stating that he/she has lost the license. The guide will be responsible for the safe custody of the license.
6. The guide will not canvass business of any kind on behalf of the business houses, travel agents, hoteliers paying-guest houses, shop-keepers, transports operators etc.
7. The guide will charge guide fees fixed from time to time by the Directorate of Tourism, Government of Assam. [*A nominal fee will be determined by the Directorate of Tourism, Government of Assam from time to time for issuance of Duplicate guide license*]

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8. Any license guide found to be canvassing for shopping establishments like shops selling handicrafts, handlooms would be liable for cancellation of their license. The guide will take tourists only for sightseeing of tourist destinations that are included in the itinerary and under no circumstances will any tourist guide accompany the tourists to shops. In case any guide is found to have disregarded this provision, his/ her license is liable to be cancelled/ revoked.
9. Without any valid reason, the guide will not refuse to work on any assignment given to him/her by the Directorate of Tourism, Government of Assam or any other agencies such as travel agents/ tour operators/ hoteliers etc. If the licensed guides repeatedly refuse their assignments in a season, the guide licenses would be liable to be suspended/ revoked.
10. The guide will 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.
11. It is mandatory for guides to accept all assignments including those for FIT'S, groups coach tours, excursion etc.
12. The guide will be responsible for warning tourists against taking photographs of places which are prohibited by law or which may have an adverse effect on the State's image.
13. The guide will abide by the existing rules and any other rules and conditions that may be framed from time to time by the Directorate of Tourism failing which the guide license issued to him/her shall be withdrawn.

ANNEXURE -II

CODE OF ETHICS FOR LICENSED TOURIST GUIDES

- The licensed Tourist Guides will make an endeavour to project a good and a positive image of Assam.
- The licensed Tourist Guides shall consider themselves as friend of the tourists, be courteous and helpful and carry out his/ her ethical and moral responsibilities with dignity.
- The licensed Tourist Guides will always be courteous, efficient, tactful, kind, understanding and project a warm and hospitable nature of Assam.
- The licensed Tourist Guides have to bear in mind that “Word-of-mouth” is an important instrument of publicity; hence comments made by the guides will have a tremendous impact on the creation of the state.

Annexure-III

Guide fees to be charged by Guides under Directorate of Tourism

| | | Half Day (Rs) Rs. 400/- | Full Day (Rs) Rs. 525/- |
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| 1 | Local Tour | | |
| 2 | Outstation Excursion Allowance (minimum distance covered is 50 km per day) | Rs. 500/- | Rs. 600/- |
| 3 | Outstation allowance (allowance like accommodation, all meals, overtime, transport, accompanying/ escorting tourists will not be payable and will be covered in the above fees.) | | Rs 1,500/- per night |
| 4 | Outstation allowance (Expenses borne for accommodation, meals by Tour operators/ Travel Agents/ Government Organizations the allowance will be) | | Rs 500/- per night |
| 5 | Conveyance allowance to report to Guwahati/ Kaziranga/ Tezpur/ Jorhat/ Sivsagar/ Dibrugarh/ Silchar/ Bongaigaon/ Barpeta Road for assignment before 0700 hrs and after 1900 hours. | | Rs 200/- |