

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

No. 7. TT.II (07)/2000. GD. Vol.II

Dated: 22nd September 2011**The Guidelines for the selection and grant of guide license to Regional Level Tourist Guides (RLG) – 2011****Introduction and Objectives:**

Guides play a vital role in bringing satisfaction to tourists visiting a country / region / state. The opportunity of direct interaction with the tourists makes them all the more responsible for projecting the correct image of the country / region, giving 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 institution of guides is a basic component of the infrastructural requirement both for International and Domestic tourism. There has been a steady increase in the international tourist arrivals. Further, as a result of increasing affluence, there is also a significant increase in domestic tourist movement. The last Guidelines for selection, training and licensing of Regional Level Tourist Guides were issued in February 2007. The Government of India has decided to continue the Regional Level Guide training course, including the refresher course, on a regular basis in order to meet the increasing demand for guides both for the international and domestic tourists.

The Archaeological Survey of India, vide its Gazette notification dated the 20th May 2010 has amended the Ancient Monuments & Archaeological Sites and Remains Rules, 1959, in exercise of the powers conferred by clause (c) sub-section (2) of section 38 of the Ancient Monuments & Archaeological Sites and Remains Act, 1958 (24 of 1958) in the Official Gazette of India as required by sub-section (1) of section 38 of the said Act. As per the amendment in the Ancient Monuments & Archaeological Sites and Remains Rules, 1959 in rule 8, clause (d), after the words "archaeological officer", the words "or the Additional Director General, Department of Tourism, Ministry of Tourism, Government of India to the extent of showing a visitor round" shall be inserted.

Therefore, using the delegated powers under the said Act and Rules and in supersession of all the previous Guidelines / clarifications issued by the Ministry of Tourism from time to time, the Government of India, Ministry of Tourism, hereby, notifies the new Guidelines for the selection, training and licensing of the Regional Level Tourist Guides, 2011. These Guidelines would become operational from the date of notification.

2. Scope:

2.1 There shall be four categories of Regional Level Tourist Guides as per the following details:-

- i) General:** There would be regional level guides who would be authorized to work in their respective regions on a full time basis.
- ii) General – Linguistic:** Linguists with fluency in foreign languages (apart from English), such as French, German, Spanish, Korean, Russian, Japanese, Thai, Arabic, Hungarian, Polish, Hebrew, Chinese etc., as identified by the Ministry from time to time would be approved under this category.
- iii) Expert Guides:** In order to encourage scholars, specialists etc., in the fields of Tourism, Indian History, Architecture, Culture, Wild Life and other related fields of tourism, there would be a special category of Regional Level Tourist Guides known as Expert Guides.
- iv) Expert – Linguistic:** This category of Regional Level Tourist Guides would be scholars, specialists etc., in the fields of Tourism, Indian History / Architecture / Culture/ Archaeology / Wildlife or other related fields of Tourism with fluency in foreign languages (apart from English), such as French, German, Spanish, Korean, Russian, Japanese, Thai, Arabic, Hungarian, Polish, Hebrew, Chinese etc., as identified by the Ministry from time to time would be approved under this category.

3. Eligibility:

3.1 Educational qualification(s):

The following educational qualifications are prescribed for the selection of tourist guides and all applicants should have fulfilled the criteria on or before the date of publication of the first advertisement for selection and training.

3.1.1 General:

- (a)
 - (i) A Graduate of a recognized University or
 - (ii) Holder of three year Degree in Tourism / Hospitality or
 - (iii) Diploma in Archaeology from an Institute recognized by UGC, Association of Indian Universities (AIU), AICTE or any other State / Central Government body.
- (b) Fluency in English language is essential. Candidate should have studied English as a subject at 10 plus 2 levels.

3.1.2 General Linguistic:

- (a)
 - (i) A Graduate of a recognized University or
 - (ii) Holder of three year Degree in Tourism / Hospitality or

- (iii) Diploma in Archaeology from an Institute recognized by UGC, Association of Indian Universities (AIU), AICTE or any other State / Central Government body.
- (b) Candidates should have knowledge and fluency in a foreign language (apart from English). The fluency shall be tested at the time of written examination which shall be given in the foreign language selected by the Candidate for which he / she aspires to become a linguistic guide.

3.1.3 Expert Guides:

- a) Doctorate in the field of Tourism, Indian History / Architecture / Culture/ Archaeology / Wildlife or other related fields of Tourism.
- b) Fluency in English language is essential.

3.1.4 Expert – Linguistic:

- (a) Doctorate in the fields of Tourism, Indian History / Architecture / Culture/ Archaeology / Wildlife or other related fields of Tourism.
- (b) Candidates should have knowledge and fluency in a foreign language (apart from English), in terms of reading, writing and speaking. The fluency shall be tested at the time of written test which shall be given in the foreign language selected by the Candidate for which he / she aspires to become an Expert Linguistic guide.

3.1.5 Eligibility of State Level Guides:

The State level Guides under guidelines approved by any of the States / Union Territory Administrations would also be eligible to apply for licenses to work as Regional level Guides provided they qualify (a) the common selection process based on merit as detailed above for the selection of various categories of RLGs and (b) the examination and viva voce after the training.

3.1.6 Age Limit:

The applicant should be at least 20 years of age on the date of the first advertisement appearing in the media for selection of above mentioned categories of Tourist Guides.

4. Process of selection:

4.1.1 The assessment of the requirement of Tourist Guides, region-wise, could be as per the inbound tourist arrivals etc., availability of assignments to guides etc., and would normally be done once in two years by the Ministry through a pre-defined process involving the stake holders.

4.1.2 The process of selection would be undertaken by the Indian Institute of Tourism & Travel Management (IITTM), Gwalior or any other Institute designated by the Ministry of Tourism for conducting this process.

4.1.3 The applications shall be invited through open advertisement specifying the seats available for training, region wise. Applicants shall submit their applications in the prescribed Proforma 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.

4.2 Entrance Test:

4.2.1 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 three hours duration and cover the following subjects:

(a)	Knowledge of monuments / tourism destinations In the region -	100 marks
(b)	Indian history & Indian Culture-	100 marks
(c)	General Knowledge -	100 marks

Note:

- (i) For Linguist Guides, the written test would be conducted in the concerned foreign language.
- (ii) All applicants shall obtain at least 150 marks out of total marks of 300 for qualifying the written test.

4.3 Preparation of Merit List:

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

4.4 Counseling, document verification and allotment of training seats:

4.4.1 On the basis of merit in the entrance test, the qualifying applicants would be called for an open counseling and documents verification. The admission against available seats would be offered strictly on the basis of merit basis subject to fulfillment of all the prescribed eligibility conditions. The candidates shall present themselves in person to claim seat for training and shall report on the time and at the venue notified by IITTM or the designated institute.

4.4.2 The applicants shall submit all original documents for verification at the time of counseling. Failure to produce original documents would lead to rejection of candidature.

Note:

- i. In no case would qualifying the written test give right of admission to training. The seats advertised for training would be allotted strictly as per the merit list of the qualifying written test. In case the number of candidates qualifying the written test happens to be lesser than the number of seats available, the admission would be limited to the qualifying candidates only.
- ii. All documents submitted by candidates shall be sent for verification to the issuing agencies. If the documents are not verifiable or found to be incorrect at any time during the training, the candidature of applicant would be cancelled.

5. Guide Training Courses:

5.1 Duration and Training inputs:

The duration of the Guide Training Courses and training inputs are as under:

Name of Course	Duration of class room training	Duration of field training	Total training duration
Regional Level Tourist Guide . General / General Linguistic	20 weeks	6 weeks	26 weeks
Regional Level Tourist Guide Training - Expert Guides / Expert Linguistic	10 weeks	3 weeks	13 weeks

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. The detailed syllabi would be laid down with the approval of Ministry of Tourism and would be regularly updated.

5.2 Field Training:

- (i) The field training would be given at all important Archaeological Survey of India (ASI) Protected Monuments 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 region. Before taking up such field training in any of the ASI monument, ASI would be consulted in advance.
- (ii) During the training course frequent group discussions shall be arranged to improve their interactive and relational abilities.
- (iii) After the training is over, the candidates would submit a report of their learning before the viva-voce.

5.3 Examination consisting of a written test and viva voce at the end of the training programme:

On the completion of training programme, all candidates would be evaluated through an examination consisting of a written test and viva voce.

5.3.1 Written test:

The written test would be of 200 marks covering the entire syllabus during the training course and the guide -trainees must secure minimum 100 marks in the written test to be eligible for viva voce.

5.3.2 Viva-Voce:

After passing the written test the trainees would undergo a viva voce test of 100 marks where the guiding skills, knowledge of the monuments / destinations, communication skills, fluency in foreign language (wherever applicable) etc., would be tested.

5.3.2.1 For General and Expert Tourist Guides a viva voce would be of 100 marks for testing the guiding skills, communication skills etc. The trainee has to secure a minimum of 50 marks in the viva voce test to pass. The viva voce shall be conducted by a panel of two external experts.

5.3.2.2 For General Linguistic and Expert Linguistic Tourist Guides the viva-voce would be of 50 marks for the concerned language (conducted by one external expert) and 50 marks for general guiding skills, knowledge of the monuments / destinations, communication skills etc., (conducted by two external experts). It would be essential to pass separately in both parts of the viva voce by securing a minimum of 25 marks each. If a candidate fails in any one part, he / she can re-appear in that part only as per rules of re-appearance.

5.3.2.3 Trainees would be eligible for successful completion of guide training certificate after passing both the written test and viva-voce.

5.4 Supplementary Examination:

In case the candidate does not secure minimum passing marks in the written test or viva-voce after training; he would be given two opportunities to appear for supplementary examination and viva voce, at an interval of three months each counted from the date of declaration of last result. If a candidate fails to pass in the supplementary chances, his candidature would be cancelled.

After all supplementary chances are exhausted; candidate would have to seek fresh admission and repeat the guide selection and training process.

5.5 Attendance:

A minimum of 80 per cent attendance, both in class room teaching and field training, taken separately, would be essential before taking the final

examination. However, relaxation up to 10% can be given by the Director, IITTM or the concerned authority in the approved / designated Institute handling / conducting the course, in genuine cases of sickness, specific family circumstances or other - wise satisfactory reasons.

6. Issuance of guide license:

On successful completion of their guide training course, the successful candidates would be issued Regional Level Tourist Guide License by the Regional India Tourism Office(s), Government of India. The license would be valid for a period of 03 years.

6.1 Verification of antecedents:

Prior to issuing of guiding license, the candidates would have to undergo a verification of their antecedents through the Police and any adverse report would lead to immediate disqualification of the candidate.

7. Renewal of guide license:

The Regional Level Tourist Guide licenses would be renewed every three years and subject to the performance of guides and passing one Refresher Course conducted by IITTM or any other institute identified/designated by the Ministry.

The guide must submit the guide license for renewal 30 days prior to date of expiry of its validity along with certificate of successful completion of Refresher Course.

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

8.1. IITTM or the approved/designated Institute of the Ministry of Tourism would conduct mandatory Refresher Courses for the guides who are due for Renewal of the Regional Level Tourist Guide License. The Refresher Courses would be conducted every year and the Regional level Tourist Guides would have to participate in the Refresher Course within three years after / from the issuance of Guide license to him / her and thereafter, once in five years. The licensed guides would be required to successfully pass the Refresher Courses for Renewal of their licenses. The Courses would be so organized 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, the syllabi etc., shall be decided from time to time by Ministry of Tourism in consultation with the stake holders and the institutes.

9. Course fee:

The selected candidates would be required to pay the course fee including the examination fee. The fee would be decided by IITTM or the approved / designated Institute in consultation with Ministry of Tourism. The fee structure may vary from course to course. In addition, a fee, to be decided by the

Government of India from time to time, shall also be charged for grant of a guide license, for renewal of a guide license and for issuance of a duplicate guide license. All fees so collected would be non-refundable.

10. Other Conditions:

The Regional Level Tourist Guides would have to work as licensed guides for a minimum of 90 days in a year.

11. Signing of Regulatory Terms and Conditions:

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

12. Penal Provisions:

12.1.1. Penalty proceedings against licensed guides can be initiated if any complaint or information regarding misconduct or violations of terms and conditions of Ministry of Tourism, is received by Ministry of Tourism or Regional Director, India Tourism, Tourist Guide Federation of India (TGFI), Indian Association of Tour Operators (IATO) / Travel Agents Association of India (TAAI).

12.1.2 On receipt of any complaint or such information against an approved Regional Level Guide, the concerned head of India Tourism Office shall undertake a fact finding inquiry by self or through any sub - ordinate officer. After ascertaining the facts and having being convinced that a prima facie case exists, a Show Cause Notice would be issued 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. Show Cause Notice can be issued by the concerned Director / Manager of India Tourism Office with the prior approval of the concerned Regional Director.

12.1.3 The final decision on such representation would be made with the prior approval of Additional Director General, Ministry of Tourism, Government of India within 45 days from the date of receipt of the reply to the Show Cause Notice. In case the guide is found guilty for the first time, his / her guide license shall be suspended for a period of upto six months. In case any guide is held guilty for the 2nd time, his / her guide license shall be suspended for a period above 6 months but not exceeding one year and in case of 3rd default, the guide license shall be withdrawn, permanently. Final decision on all such occasions would have to be approved by the Additional Director General, Ministry of Tourism, Government of India.

12.1.4 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.

Secretary (Tourism) shall be the Appellate Authority in respect of orders passed by Additional Director General (Tourism).

13. Transfer of Guides:

13.1 Change from one region to another would not be considered as a matter of right. Individual cases would be decided based on valid justification and number of guides already licensed for the region in which the person is working and also the region for which transfer is sought. No transfer would be permitted for an initial period of 10 years after completing the RLG course and issuance of license. Thereafter, the request for transfer from one region to another would be considered provided the candidate qualifies the examination (written & viva - voce) after attending full RLG Training Programme for the region to which the transfer is being sought on payment of the prescribed fee for that course conducted by the IITTM or the approved / designated Institute of Ministry of Tourism. The number of transfers from one region to another would be limited to one during the entire life time of a Guide.

13.2 The guides would not be required to seek transfer from one place to another within the same region as they would be eligible to operate in the entire designated region, irrespective of the place in the concerned region, where they have been issued guide license.

14. Guide Fees:

The fees to be charged by the guides would be fixed / revised from time to time by TGFI in consultation with IATO / TAAI representatives.

15. Guide License:

The guide license for Regional Level Tourist Guide would be in the specific colour as per the colour schemes pre - determined by the Ministry of Tourism.

16. Jurisdiction:

The area of operation of the Regional Level Guides would be as under:

(i) **Northern Region:**

States of Delhi, Haryana, Himachal Pradesh, Jammu & Kashmir, Punjab, Rajasthan, Uttarakhand, Uttar Pradesh, and Union Territory of Chandigarh.

(ii) **Southern Region:**

States of Tamil Nadu, Andhra Pradesh, Karnataka, Kerala and Union Territories of Pondicherry & Lakshadweep.

(iii) **Western & Central Regions:**

States of Maharashtra, Madhya Pradesh, Chhattisgarh, Gujarat, Goa and Union Territories of Dadra & Nagar Haveli, Daman & Diu.

(iv) **Eastern Region:**

States of West Bengal, Bihar, Jharkhand, Orissa, Union Territory of Andaman & Nicobar Islands.

(v) **North-Eastern Region:**

States of Arunachal Pradesh, Assam, Meghalaya, Manipur, Mizoram, Nagaland, Sikkim & Tripura.

The jurisdiction of each region mentioned above would comprise the States / Union Territories, which are covered by the respective Regional Office of the Ministry of Tourism, Government of India.

17. 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 Practitioner (RMP) before their licenses are renewed.

18. Guide license for retired employees of Ministry of Tourism, Government of India / India Tourism Development Corporation / Archaeological Survey of India:

All retired employees of the Ministry of Tourism, Government of India / India Tourism Development Corporation / Archaeological Survey of India / State Tourism Departments and State Tourism Corporations would also have to appear for the written test and follow the guidelines, if they are desirable of obtaining guide licenses under various categories.

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

.....

Terms and conditions regulating the conduct and performance of licensed Regional Level Tourist Guides

1. The licensed guide, when on duty, shall; always wear the laminated guide license issued by Ministry 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 Ministry 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 concerned India 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.

A nominal fee to be determined by the concerned Regional Director in consultation with the Ministry of Tourism from time to time would be charged for issuance of Duplicate guide license.

4. The guide would not solicit tips from tourists.
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 Tourist Guides Federation of India in consultation with Indian Association of Tour Operators IATO / TAAI representatives.
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 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 accompany the tourists to shops. In case, any guide is found to have contravened this provision his / her license is liable to be cancelled / revoked.
11. The guide would not refuse without valid reasons any assignments given to him / her by the offices of the Central / State Governments or other agencies such as travel agents / tour operators / hoteliers, etc. If the guide repeatedly refuses three assignments in a season, his / her guide license would be liable to be suspended / revoked.
12. 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.
13. The guide would be liable to following penalties in case of late arrival for assignments:-
 - (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 Regional Director / Director / Manager concerned is not satisfied with the 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.

14. The guide would accept all assignments including those for FITs, groups, coach tours, excursion, etc. These would be accepted as per the rules and on prescribed Performa.
15. The guide would submit an annual statement indicating the number of assignments handled including handling of VIPs, groups, FITs in the prescribed Performa to the respective Regional Directors.
16. A licensed guide would be compulsorily required to attend any short-term training, refresher courses that may be / as directed by the India Tourism Office concerned from time to time.

17. The guide would be required to submit a medical certificate of fitness on entry into the profession and thereafter, whenever required by the concerned India Tourism Office.
18. Absence of more than three months from the guiding profession must be reported to the India Tourism concerned in writing.
19. The guide would report to the concerned India Tourism Office in the event of their trips abroad for a period exceeding three weeks.
20. 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.
21. 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.
22. On receipt of any complaint against an approved Regional Level Tourist Guide, the concerned India Tourism Office 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 the concerned Director / Manager of India Tourism Office would be issued with the prior approval of the concerned Regional Director.

The final decision on such representation would be made with the prior approval of Additional Director General, Ministry of Tourism, Government of India 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 2nd time his / her guide license shall be suspended for a period above 6 months but not exceeding one year and in case of 3rd default, the guide license shall be withdrawn permanently. However, a final decision on all such occasions would rest with the Additional Director General, Ministry of Tourism, Government of India.

23. The licensed guide would accept assignments only to the region for which a guiding license has been granted by the India Tourism Office. He would be entitled to accompany tour groups on all - India basis as an Escort on payment of fees by the travel agents to be mutually negotiated. On Escort duty, a licensed guide would only conduct sight - seeing of monuments under the area of jurisdiction which would be spelt out in his / her guide license. At all other places, the services of licensed guides of that relevant region / area shall have to be engaged.

24. 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 co . coordination with the Ministry of Tourism.
25. The guide would abide by the existing rules and any other rules and conditions that may be framed from time to time by the Ministry of Tourism and the Archaeological survey of India, failing which the guide license issued to him / her shall be withdrawn.
26. 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 Ministry of Tourism and at all times follow the provisions of the code.
27. The Guide shall abide by the provisions of Ancient Monuments and Archaeological Sites & Remains Act (AM & ASR) Act 1958 and Rules 1959.
28. The Guide would have to pay an annual fee for entrance to the precincts of protected monuments which would be decided in consultation with ASI from time to time.
29. The Guide shall abide to the instructions given by site in charge or field staff while taking round in the ASI Monument premises.
30. The guide shall make taking entry in the register kept at ASI monument while taking visitors to that particular monument.

DECLARATION

Paste recent
Passport size
photograph to
be attested by
concerned
Regional
Director

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 :

Code of ethics for Regional Level 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.
