The Guidelines for the MTDC Certified Guides

1. Introduction and Objectives:

Guides play a vital role in bringing satisfaction to tourists visiting a City/Destinations. The opportunity of direct interaction with the tourists makes them all the more responsible for projecting the correct image of the State/City, 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 State Government of Maharashtra/MTDC has decided to generate the City/Destination Level Guide training course, on a regular basis in order to meet this need.

The Government of Maharashtra, Department of Tourism, hereby, notifies the Guidelines for the selection, training and Certification of the City/Destination Level Tourist Guides. These Guidelines would become operational from the date of notification/approval.

2. Scope:

2.1 City/Destination Level Tourist Guides:-

General: There would be City/Destination Level guides who would be authorized to work in their respective City/Destination within the state of Maharashtra on free lance basis or can be engaged by the Stakeholders of the Tourism Sector.

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:**

1. Should be a local resident and
   - 12th passed for Group A cities like: Nagpur, Aurangabad, Sindhudurga, & Amravati
   - Preference to be given to the candidates having knowledge of foreign languages.
   
   *(Attested copies to be submitted)*

2. Should be 18 – 60 years of age
3. Should be physically fit
4. Should be enthusiastic about history, culture and tourism
5. Should have a working knowledge of Marathi, Hindi, English and any other regional Languages.

3.1.2 **Domicile Proof:**

(a) Candidates who wish to get admission in training programme and work as Guides will have to submit their residence proof of the State.

(b) 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 of below )*  
   (i) Certificate of Residence proof by the competent authority.  
   (ii) Passport.  
   (iii) Voter Identity Card.  
   (iv) Ration Card.  
   (v) School / College Leaving Certificate.  
   (vi) Adhaar Card
4. Process of selection

4.1 Selection Criteria:

4.1.1 The process of selection would be undertaken by MTDC or any other institutes designated by MTDC.

4.1.2 The applications shall be invited through open advertisement in local newspaper specifying the seats available for training, City / Destination 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 Written/Online Test:

4.2.1 A written/Online test of 85 Marks out of 100 Marks would be conducted to evaluate the general intelligence, Knowledge & Suitability of applicants for admission to Cities / Destination level guides training programme. 40% marks is required to qualify for passing a written/Online test.

4.3 Interview / Personality Test:

4.3.1 Interview / Personality Test of 15 Marks should be conducted to evaluate the ability of guides as per selection criteria. Passing criteria for interview separately is minimum 8 marks out of 15.

- Interview should be conducted to evaluate the ability of guides as per selection criteria.
- Advance Scrutiny of documents / documents verification will be carried out on the date of interview

4.3.2 Personal interview:

1. Information and knowledge Content.
2. Passion and interest for the profession.
3. Level of communication skill
4. Personality
5. presentation skill
4.4  Document verification and allotment of training seats:

4.4.1 On the basis of interview, the qualifying applicants would be called for documents verification. The admission against available seats would be offered strictly on the basis of performance in written/online test & interview, 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 MTDC.

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

Note:

i. The seats advertised for training would be allotted strictly as per the performance in the written/online test. In case the number of candidates qualifying the written/online 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 required. If the documents are not verifiable or found to be incorrect at any time during the training, the candidature of applicant would be cancelled.

iii Police Verification.

5  Field Training:

(i) The field training would be given at all important places (excluding Archeological Survey of India 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 destination / City.

(ii) During the training course frequent group discussions shall be arranged to improve their interactive and relational abilities.

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

Trainees would be eligible for successful completion of guide training certificate after passing evaluation criteria laid down by MTDC in consultation with IITTM.
5.2 Attendance:

A minimum of 90 per cent attendance would be essential before taking the final evaluation. However, relaxation up to 10% can be given by MTDC in genuine cases of sickness, specific family circumstances or other-wise satisfactory reasons.

5.3 Verification of antecedents:

Prior to issuing of guiding certificate, 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.

5.4 Issuance of guide Certificate / ID card / Name Tag:

On successful completion of their guide training course, the successful candidates would be issued City / Destination Level Tourist Guide Certificate / ID Card by the MTDC or other designated agency deem feet by MTDC. The certificates / ID- Card would be valid for a period of 05 years & it is mandatory for all the successful candidates to display the name tag while rendering their professional services for tourists.

5.5 Renewal of guide Certification:

The City / Destination Level Tourist Guide Certificate would be renewed every 5 years and subject to the performance of guides and passing one Refresher Course conducted by IITTM if any or any other institute identified/designated by the MTDC

The guide must submit the guide Certificate / ID-Card for renewal 30 days prior to date of expiry of its validity along with certificate of successful completion of Refresher Course. The renewed certificate should be handed to candidates in person.

5.6 Frequency of refresher courses and the procedure for induction of guides:

5.6.1. MTDC would conduct Refresher Course for the guides who are due for Renewal of the City / Destination Level Tourist Guide Certificate. The Refresher Courses would be conducted by MTDC as an when required and the City / Destination Level Tourist Guides would have to participate in the Refresher Course within five years after / from the issuance of Guide certificate to him / her. The certified guides would be required to successfully pass the Refresher Courses for Renewal of their certificate / ID- Card. The Courses would be so organized by MTDC that the guides are able to attend the same, prior to the Renewal of guide certificate. The designated Institute for the purpose of guide training, the syllabi etc., shall be decided from time to time by Ministry of Tourism, Government of Maharashtra / MTDC in consultation with the stake holders / IITTM and the concerned institutes.
6. **Course fee:**

For City / Destination Level Guides Training Programme nominal processing fees (non refundable) of Rs. 1000/- will be charged to the participants under Group A Cities mentioned in para no – 3.1.1. The fees will be levied for refresher course later in discretion with MTDC as it is exactly half of the main course (i.e. Rs. 500 for Group A Cities and non refundable)

7. **Signing of Regulatory Terms and Conditions:**

All City / Destination Level guides would be required to sign their acceptance and observance of rules and regulations as prescribed by the MTDC in the Terms and Conditions regulating the conduct and performance of certified guides, prior to their being issued a guide certificate / ID-Card (Annexure-IV).

8. **Penal Provisions:**

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

8.2 On receipt of any complaint or such information against an approved City / Destination Level Guide, the concerned head of State Level Committee for guides training 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 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 Ministry of Tourism or MTDC Office with the prior approval of the concerned head of State Level Committee.

8.3 The final decision on such representation would be made with the prior approval of Secretary, Ministry of Tourism, Government of Maharashtra 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 certificate shall be suspended for a period of upto six months. In case any guide is held guilty for the 2nd time, his / her guide certificate shall be suspended for a period above 6 months but not exceeding one year and in case of 3rd default, the guide certificate shall be withdrawn, permanently. Final decision on all such occasions would have to be approved by the concerned head of State Level Committee.

8.4 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 the concerned head of State Level Committee.

9. Transfer of Guides:

9.1 Change from one destination / City 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 certified 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 5 years after completing the City / Destination Level guide course and issuance of certificate. 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 City / Destination Level guide Training Programme for the City / Destination Level to which the transfer is being sought. The number of transfers from one City / Destination to another would be limited to one during the entire life time of a Guide.

9.2 The certified guides would not be required to seek transfer from one place to another within the same City as they would be eligible to operate in the entire designated City / Destination, irrespective of the place in the concerned City / Destination, where they have been issued guide certificate.

10. Guide Service Fees / Tariff:

The fees to be charged by the guides would be fixed / revised from time to time by MTDC in consultation with IATO / TAAI representatives or in consultation with concerned Stakeholders / Tour Operators and which should not be exceed by the fees laid down by India Tourism for existing License Guide at for that particular City / Destination.

11. Retirement:

There would be no retirement age prescribed for certified 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 certificate are renewed.

Note: MTDC / State Level Committee reserves the right to issue clarifications, modify or amend the guidelines from time to time, without assigning any reasons.
Annexure – IV

Terms and conditions regulating the conduct and performance of certified City / Destination Level Tourist Guides

1. The certified guide, when on duty, shall; always wear the laminated guide ID- Card issued by Ministry of Tourism / MTDC and also wear the name tag while accompanying tourists.

2. The guide certificate / ID - Card is strictly non – transferable and the certified guide would not lend his / her guide certificate / ID - Card or any other document which may have been issued to him / her by Ministry of Tourism / MTDC to any other person(s). Any violation of this rule would make him / her liable to disciplinary action and withdrawal of the guide certificate / ID - Card granted to him / her.

3. In case of loss or damage to the guide certificate / ID – Card, the guide would immediately inform the office of Ministry of Tourism / MTDC and the nearest Police Station. The Guide would have to apply afresh for the duplicate guide certificate / ID - Card on the basis of First Information Report (FIR) and statement that the guide certificate / ID - Card has been lost. The guide would be responsible for the safe custody of the guide certificate / ID - Card.

A nominal fee to be determined by the MTDC in consultation with the Ministry of Tourism from time to time would be charged of Rs. 100/- for issuance of Duplicate guide certificate / ID – Card

4. The guide would not solicit tips from tourists.

5. The certified guide would dress in a presentable manner to uphold the dignity and honor of the profession to which he / she belongs and of the State.

6. The guides would charge the guide fees fixed from time to time by MTDC in consultation with Indian Association of Tour Operators IATO / TAAI representatives or decided by Ministry of Tourism, Government of Maharashtra / MTDC in consultation with concerned Stakeholders / Tour Operators.

7. The certified city 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 certified city guide would not enter into any other business arrangements with any of the establishments either by way of partnership or on commission basis.
9. The City / Destination Level Guides should not be regularly / permanently employed in Travel & Hospitality industry.

10. Guides found to be canvassing for shopping establishments like shops selling handicrafts etc., would be liable for cancellation of their certificate.

11. 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 certificate is liable to be cancelled / revoked.

12. 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 certificate would be liable to be suspended / revoked.

13. The City / Destination Level Guides certified by Ministry of Tourism / MTDC would not refuse assignments from Ministry of Tourism unless there is a valid reason for doing so.

14. 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.

15. 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 concerned head of the State Level Committee 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 certificate.
16. The certified 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.

17. A certified guide would be compulsorily required to attend any short-term training, refresher courses that may be / as directed by the MTDC concerned from time to time.

18. The certified guide would be required to submit a medical certificate of fitness on entry into the profession and thereafter, whenever required by the concerned MTDC Office.

19. Absence of more than three months from the guiding profession must be reported to the MTDC Official concerned in writing.

20. The guide would report to the concerned MTDC Office in the event of their trips abroad for a period exceeding three weeks.

21. The certified guide certificate 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 certificate / ID-Card would be forfeited forthwith.

22. The guide would be responsible for warning tourists against taking photographs of places which are prohibited by law or which may reflect adversely on the country’s / State’s image.

23. On receipt of any complaint or such information against an approved City / Destination Level Guide, the concerned head of State Level Committee for guides training 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 Ministry of Tourism or MTDC Office with the prior approval of the concerned head of State Level Committee.

The final decision on such representation would be made with the prior approval of Secretary, Ministry of Tourism, Government of Maharashtra 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 certificate shall be suspended for a period of upto six months. In case any guide is held guilty for the 2nd time, his / her guide certificate shall be suspended for a period above 6 months but not exceeding one year and in case of 3rd default, the guide certificate shall be withdrawn, permanently. Final decision on all such occasions would have to be approved by the concerned head of State Level Committee.
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 the concerned head of State Level Committee.

24. The certified guide would accept assignments only to the City / Destination Level Guides for which a guiding certificate has been granted by MTDC. He would be entitled to accompany tour groups visiting to Maharashtra from all India basis as an Escort for the city/destination to which a guiding certificate has been granted, on payment of fees by the travel agents to be mutually negotiated. On Escort duty, a certified guide would only conduct sight-seeing of monuments under the area of jurisdiction which would be spelt out in his / her guide certificate. At all other places, the services of certified guides of that relevant City / Destination shall have to be engaged.

25. 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 certificate 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 / MTDC.

26. 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 / MTDC and the Archaeological survey of India, failing which the guide certificate issued to him / her shall be withdrawn.

27. The Guide shall, at the time of being granted the certificate, sign a pledge of commitment to abide by the Code of Conduct for Safe and Honorable Tourism as adopted by the Ministry of Tourism / MTDC and at all times follow the provisions of the code.

28. Guide should submit periodical report of Min 90 days of assignments per year to MTDC to evaluate their active performance in tourism industry.

******************************************
Annexure – V

Code of ethics for City / Destination Level Tourist Guides

- The Tourist Guide shall always be aware of projecting a good and positive image of Maharashtra / 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 State / 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 State / 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

Paste recent Passport size photograph to be attested by concerned Gazetted Officer

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

Name:

Place:

Date:  

Signature :