

**“We need to bring
learning to people
instead of people to
learning”.**

- Elliot Masie



Incredible India

Tourist Facilitator



Tourism – the Engine of Growth for India



Tourism has been identified as one of the important pillars of 5T's which will enable us to project India as **Brand India.**

Tourism is much more than you can imagine!!!

**Generates
Employment**

**Leads to Cultural
Preservation**

**Leads to Environment
protection**

**Helps nations to earn
foreign exchange**

**Helps in establishing
peace**

**Helps in development
of a place**

Initiatives of MoT in Promoting Tourism in India

MoT has been working actively with all the stakeholders towards the growth of Tourism in India for the benefit of:

Local People

Local Business

Tourists

With the same intent, the Ministry of Tourism is launching this course to help in empowering youths to join the Tourism Industry as:

A Friend for Tourists



The Tourist Facilitator

Major Aims

**Online Learning
System**

**Course
Structure**

**Scope of
Work**

- **Basic**
- **Advanced**
- **Linguist**
- **Refresher**

Major Aims of IITF Program

Skill Development of the youth of India

Employment Generation to Host Communities

Supporting the Tourism Industry with Human Resources

Facilitating the Domestic/Foreign Tourists with 'Better Service Delivery'

Program Overview

1

Basic Course fee: INR 2000

Fee of SC / ST and students having domicile of aspirational district as per NITI Aayog are exempted from fee.

4

Advance Course (Heritage & Adventure) after doing Basic Course

2

**Minimum eligibility:
10+2 and 18 years***

5

A refresher course for those already in the field

3

Online and Field Training
Knowledge, interpersonal skill's and attitude.

6

Courses on linguistic skills coming soon.

Online Learning System

Provides '*different online courses*'

Contains '**Interactive Content**'

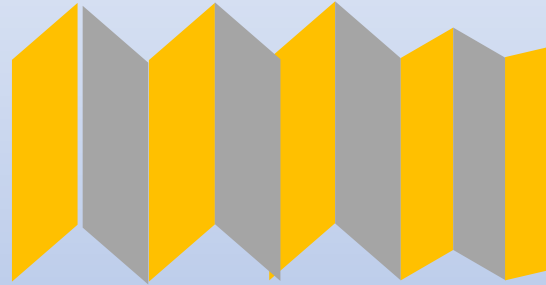
Pursue online courses from '**Anywhere and Anytime**'

Can be accessed from '**Multiple-Digital-Devices**'

Self Paced Learning

Introduction to IITF Certification (Basic Course)

About Basic Course



The Basic course contains modules aimed at training the facilitators in *knowledge, skills and attitude* domains.

Also contains **State** specific modules.

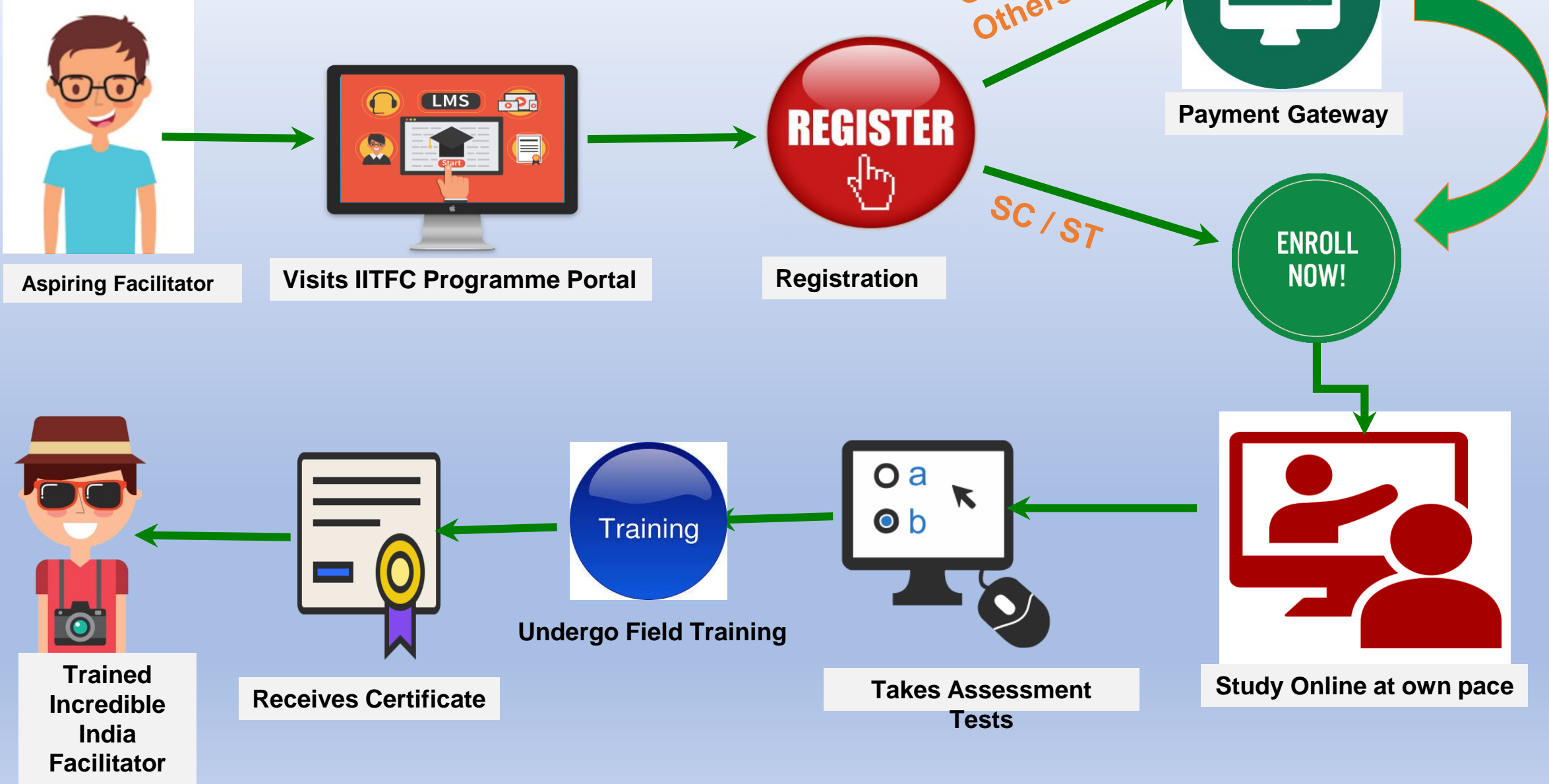
Introduction to IITF Certification (Refresher Course)

About Refresher Course



- **Aware** practitioners about the new trends and skills in Tourism Industry.
- **Sensitize** about Art, Culture, Architecture and Iconography.
- **Unfold** the behaviour of “New Age Tourists”.
- **Introduce** Socio-Ecological forms of Tourism and encourage sustainable practices.

Stages of the IITFC Courses



IITTM

Scope of Work

Content Development

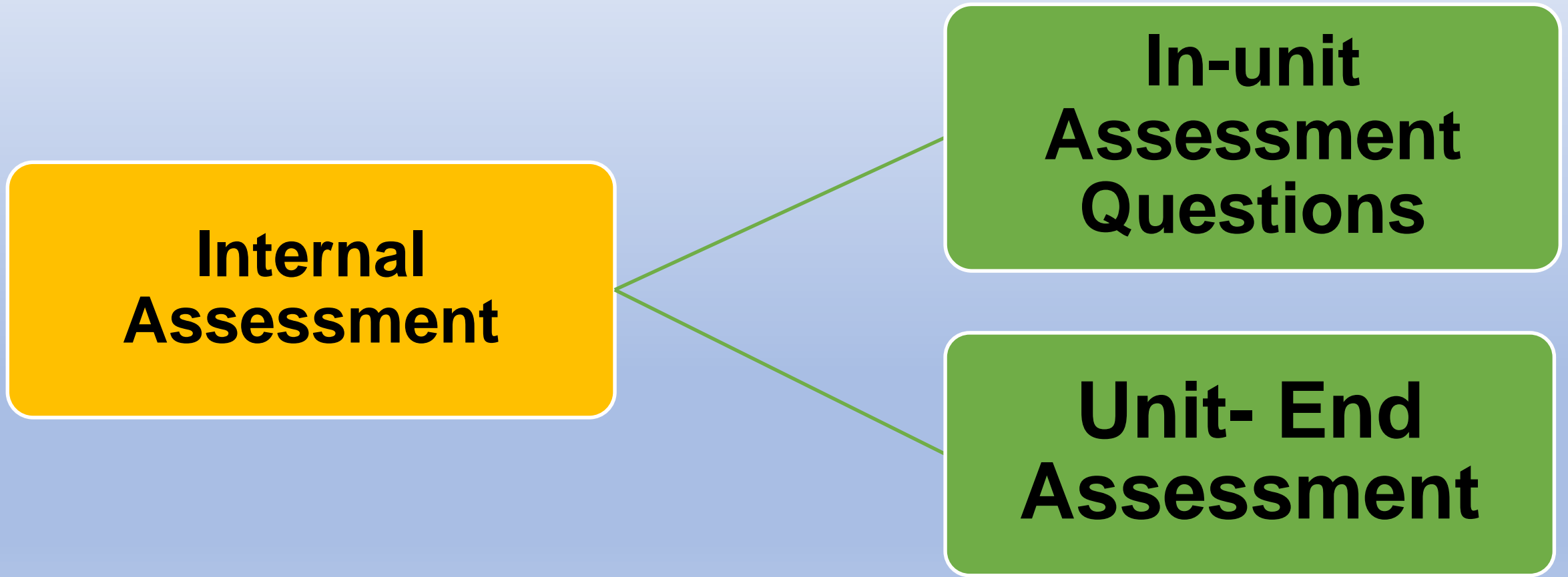
LMS Management

Backend Operations and Data Management

Online Examination and third-party assessment

Training (Trainers as well as Participants)

IITFC Basic Course Internal Assessment



IITFC Basic Course Term-End Examination

On completion of online modules an OCC (online completion certificate) will be generated.

Candidate will register for the examination by paying an examination fee of Rs 500/- (non- refundable).*

Examination would be conducted online by the agency so identified by IITTM twice in a year – June & December.

The enrolment for June exams would be closed on 30th April and for December exam on 31st October.

Examination Centers would be at identified location as selected by the candidate out of the various given options and no change allowed once selected.

In case a candidate fails in the first attempt, candidate can go for the term-end examination again till the validity of his/her OCC certificate on the payment of examination fees (if applicable).

Candidates who have passed the end-of programme examination will be eligible for further Training and Internship.

IITFC Basic Course Field Training

The candidates will undergo a seven days training conducted by IITTM focused on behavioral training and communication seminars.

IITFC Basic Course Internship

The candidates will undertake mandatory internship of **seven working days** with tour operators approved by the Ministry of Tourism, Govt. of India.

Regional Directors India Tourism offices will support in arranging internships for candidates.

IITFC Basic Course Certification

After completion of all the above formalities i.e. **qualifying the examination, training , internship, verification of documents and police verification**, the candidates would be awarded IITF Basic certificate.

Unique ID along with '**Incredible India Badge**' (अतुल्यभारत चिन्ह) – 1 (Basic) issued by MOT, Govt. of India.

- ❖ All certified badge holders would be listed on **Incredible India website** where a data base of certified Tourist Facilitator would be maintained by MoT, Govt. of India.
- ❖ This would be available for use by all interested stakeholders

Focus of Basic IITFC Course Content



IITFC Basic Course Structure Overview



ZERO MODULE

INTRODUCTION TO THE COURSE

MODULE-1

Let's get into the World of Tourism

1.1 Understanding Tourism

1.2 Why Tourist visit your Country / State? (Part-1)

1.2 Why Tourist visit your Country / State? (Part -2)

1.3 Role of Tourist Facilitator (TF)

MODULE-2

Let's Know the Glory of India

2.1 Know about Incredible History of India-1

2.2 Know about Incredible History of India-2

2.3 Know about Incredible History of India-3

2.4 Know about Society and Culture of your country

2.5 Know about the Natural beauty of your country

MODULE-3

The ABC of Tourism Industry

3.1 Must Know Tourism Terminologies-1

3.2 Must Know Tourism Terminologies-2

**3.3 Must Know Tourism Terminologies of
Travel Geography**

MODULE-4

Master the Art of Communication

4.1 Building Rapport

4.2 The Art of Communication

MODULE-5

The Tourist Facilitation Process

5.1 Tourist Facilitation-Pre Tour Preparation

5.2 Tourist Facilitation Process

5.3 Tourist Facilitation Scenarios

MODULE-6

Understanding Group Dynamics

6.1 Managing Tour Dynamics

6.2 Handling Emergency Situations

6.3 Responsible Tourist Facilitator

MODULE-7

Destinations & Experience- State/ UTs wise

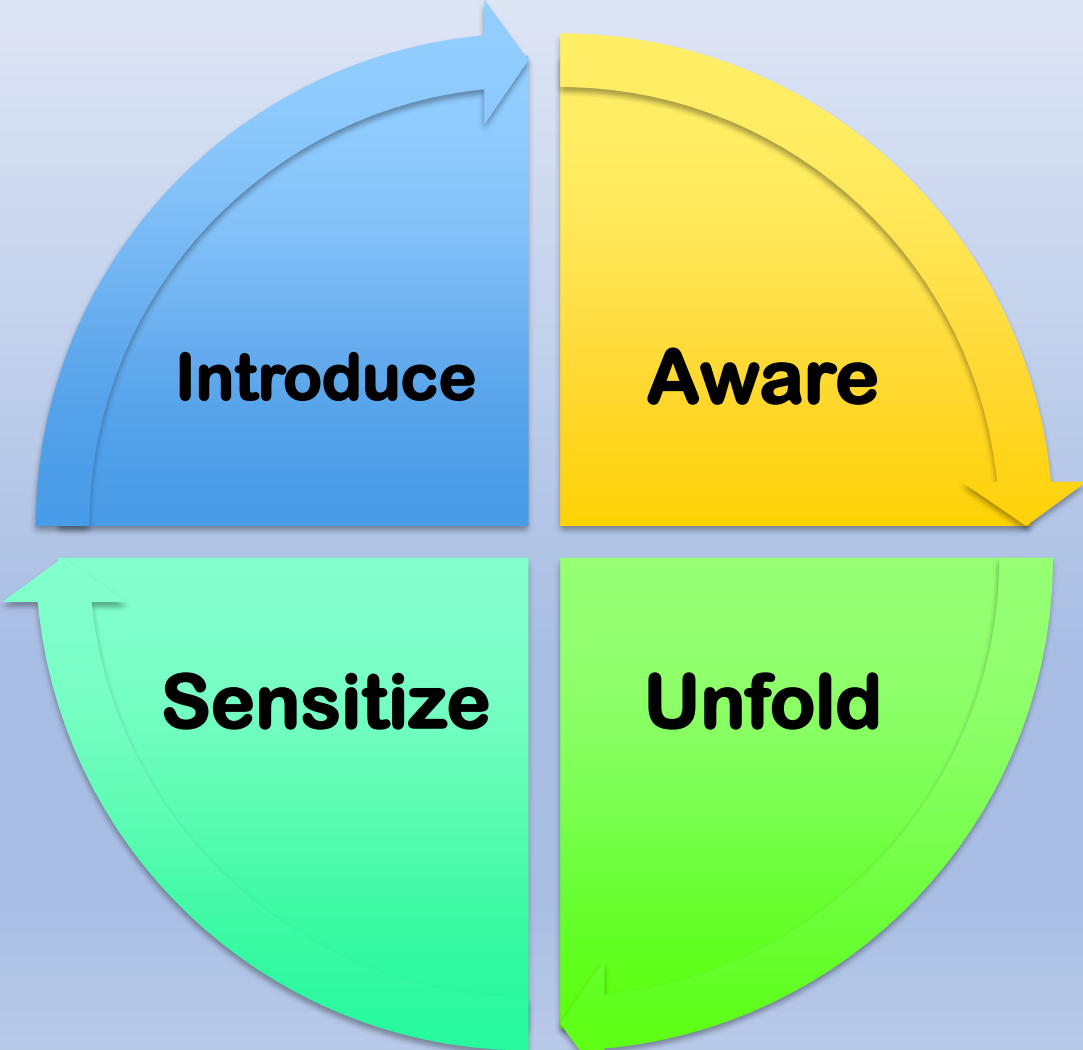
The total States & UT – 37 (28+9) will be explained by 32 Main Modules having 03 units i.e. Total 96 units.

MODULE-7

Destinations & Experience- State/ UTs wise

- 1. Andhra Pradesh**
- 2. Arunachal Pradesh**
- 3. Assam**
- 4. Bihar**
- 5. Chhattisgarh**
- 6. Goa**
- 7. Gujarat**
- 8. Haryana**
- 9. Himachal Pradesh**
- 10. Jharkhand**
- 11. Karnataka**
- 12. Kerala**
- 13. Madhya Pradesh**
- 14. Maharashtra**
- 15. Manipur**
- 16. Meghalaya**
- 17. Mizoram**
- 18. Nagaland**
- 19. Odisha**
- 20. Punjab & Chandigarh**
- 21. Rajasthan**
- 22. Sikkim**
- 23. Tamil Nadu & Puducherry**
- 24. Telangana**
- 25. Tripura**
- 26. Uttarakhand**
- 27. Uttar Pradesh**
- 28. West Bengal**
- 29. The Government of NCT of Delhi**
- 30. Jammu & Kashmir & Ladakh**
- 31. Dadra and Nagar Haveli & Daman & Diu**
- 32. Andaman and Nicobar Islands & Lakshadweep**

Focus of Refresher Course Content



Refresher Overview

Course

Structure

1

- **Contemporary Tourism**

2

- **Interpreting Indian Architecture**

3

- **Interpreting Indian Iconography**

4

- **Niche Tourism**

5

- **Prerequisites of a Tourist Facilitator**

1

Contemporary Tourism

- 1 Inbound and Outbound Tourism Market (Quantitative data)
- 2 Indian Tourism and Tourism in Neighbouring Countries: Comparative Study
- 3 Roles of a Tour Managers and understanding the “New Age Tourist”
- 4 Understanding Map Reading, IT based applications and weather forecasting
- 5 Socio- ecological Forms of Tourism: Responsible Tourism, Sustainable Tourism, Community Based Tourism

Interpreting Indian Architecture

- 6 History as Storytelling, Designing and Conducting Heritage Walk
- 7 Architecture of India during Indus Valley and Vedic Civilization, Buddhist and Jain era, Mauryan Architecture in Wood and Rock
- 8 Architecture in India during Vakataks, Guptas, Vesara/ Sankara, Dravidian, Kalinga and Kath-khuni Style.
- 9 Indo Islamic & Indo- European buildings of India

Interpreting Indian Iconography

- 10** Interpreting icons of Hinduism, Buddhism and Jainism
 - 11** Interpreting icons of Sikhism, Islam and Christianity
 - 12** Numismatics and its importance
 - 13** Interpretation of Indian Rituals & Customs
-

Niche Tourism

- 14** Innovations and Trending Niche Forms of Tourism in India
 - 15** Wildlife Interpretation & Guiding in India: A look in to Endangered species and wildlife protection
 - 16** Geographical Indicators and their role in Tourism
 - 17** Travel Photography for tourist facilitators
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Prerequisites of a Tourist Facilitator

- 18** Cross- cultural sensitivity (clothing, religion, food etc.) and International Signage's and their meaning
- 19** Emergency handling & Crisis Management (Group bouncing, Riots, Medical emergency etc.)
- 20** Schemes of Indian Government for Tourism Promotion: PRASAD, Swadesh Darshan, HRIDAY, Swachh Bharat Swachh Paryatan, Mega Tourism Circuits etc.



**Coming together
is a beginning;
keeping together
is progress;
working together
is success.**

- Henry Ford