

SYLLABUS FOR THE BATCH FROM YEAR 2026 TO 2027

FOR

Certificate / Diploma in Tourist Guide

(Credit Based Evaluation and Grading System)

Semester: I-II

EXAMINATIONS: 2026-2027

The Certificate / Diploma programmes in Tourist Guide Offers:

- **Certificate in Tourist Guide (6 Months duration)**
- **Diploma in Tourist Guide (6+6 = 12 Months duration)**

Programme Outcomes:

- **Fundamental Knowledge of Tourism & Tour Guiding** – Students will gain an understanding of the core principles and concepts of Tour Guiding, enabling them to implement the skills effectively.
- **Enhance Personality & Communication Skills** – The program focuses on improving students' abilities in Tour Guiding
- **Through hands-on assignments and projects, students will develop Tour Guiding skills by working on real-world scenarios.**
- **Career Readiness Employability** – The program prepares students for entry-level positions in Tour Guiding related fields by equipping them with industry-relevant skills and knowledge.

**Department of Hotel Management and Tourism
In collaboration with
Directorate of Open & Distance Learning and Online Studies**

**GURU NANAK DEV UNIVERSITY
AMRITSAR**

**Certificate/Diploma in Tourist Guide(SEMESTER SYSTEM) Offered by
Department of Hotel Management and Tourism in Collaboration with
Directorate of Open & Distance Learning and Online Studies, Guru Nanak Dev
University Amritsar**

Eligibility

- +2 or equivalent examination
- Any student pursuing Bachelor Degree, Master Degree, M.Phil., Ph.D. from GNDU campus constituted or affiliated college.

SEMESTER I

Paper Code	Subject	Marks			Credits
		Internal Assessment	End Term	Total	
ODTG101T	Introduction to Tour Guiding	30	70	100	4
ODTG102T	Communication & Personality Development	30	70	100	4
ODTG103T	Basics of Itinerary Preparation	30	70	100	4
ODTG104T	Tourism Resources of India	30	70	100	4
Total Marks & Credits		120	280	400	16

SEMESTER II

Paper Code	Subject	Marks			Credits
		Internal Assessment	End Term	Total	
ODTG201T	Tourism Products of Punjab and Chandigarh Region	30	70	100	4
ODTG202T	Customer Service Excellence	30	70	100	4
ODTG203T	Emerging Trends in Tour Guiding	30	70	100	4
ODTG204T	Specialized Tour Guiding Practices	30	70	100	4
Total Marks & Credits		120	280	400	16

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**Introduction to Tour Guiding
Subject Code: ODTG101T
Semester-I**

**Time: 03 Hours
Marks**

Max. Marks: 100

**Internal Assessment: 30 Marks
End Term: 70 Marks**

Instructions for the Paper-Setter/examiner:

1. Question paper shall consist of Four sections.
2. Paper setter shall set Eight questions in all by selecting Two questions of equal marks from each section. However, a question may have sub-parts (not exceeding four sub- parts) and appropriate allocation of marks should be done for each sub-part.
3. Candidates shall attempt Five questions in all, by at least selecting One question from each section and the 5th question may be attempted from any of the Four sections.
4. The question paper should be strictly according to the instructions mentioned above. In no case a question should be asked outside the syllabus.

Section - A

Difference between Tourist, Visitor, Excursionist and Traveler, Tourist Guide: Meaning, Role of Guide in Tourism, Present status of Tour Guiding in India, Challenges in Tour Guiding, Checklist for Tour Guides

Section - B

Principles of Tour Guiding, Types of Tour Guide, Roles and Responsibilities of Tour Guide, Tour Escorts: Meaning, difference between Tour Guide and Escort, Ethical Considerations in Tour Guiding, Guiding Visitors for local transportation and accommodation

Section - C

Procedure of registration and approval of Guide, Code of Conduct for Tour Guides in India, Occupational Skill standards - How to develop Tour Guiding Skills, Career Opportunities in Tour Guiding.

Section - D

Introduction to Interpretation, Visitor Interpretation: Concepts, Principles and types, how to develop good interpretation skills, Popular understanding of place and personal stereotype

Suggested Readings

- Negi Jagmohan, Tourist Guide and Tour Operations: Planning and Organizing. Kanishka New Delhi
- Mohinder Chand, Travel Agency Management, Anmol: Delhi
- Ernie Heath & Geoffrey Wall, Marketing Tourism Destinations. John Wiley & Sons. Inc.

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**Communication and Personality Development
Subject Code: ODTG102T
Semester-I**

Time: 03 Hours

**Max. Marks: 100 Marks
Internal Assessment: 30 Marks
End Term: 70 Marks**

Instructions for the Paper-Setter/examiner:

1. Question paper shall consist of Four sections.
2. Paper setter shall set Eight questions in all by selecting Two questions of equal marks from each section. However, a question may have sub-parts (not exceeding four sub- parts) and appropriate allocation of marks should be done for each sub-part.
3. Candidates shall attempt Five questions in all, by at least selecting One question from each section and the 5th question may be attempted from any of the Four sections.
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Section - A

Meaning of Communication, Essentials of Verbal and Non-Verbal Communication for a Guide, Listening skills, Roadblocks in Communication

Section - B

Effective Communication skills for Tour Guiding - Language, Presentation Skills, Speaking Faults , Leadership Skills, Dealing with Tourist Arrivals and Departures

Section - C

Briefing Instructions, Tour Commentary- composition and contains: Microphone Techniques, Sense of Humor , How to deal with awkward questions, Timing and indications - apology and Pausing, Managing difficult situations, Handling complaints

Section - D

Body posture and gestures, Personal hygiene and grooming, Conflict resolution, Composure, Creativity, Tips to keep group happy, Tour conclusion and feedback

Suggested Readings

- Wagen, Lynn Vander, Communication, Tourism & Hospitality, Hospitality Press Pvt. Ltd.
- Jon & Lisa Burton, International Skills in Travel & Tourism, Longman Group Ltd.

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**Basics of Itinerary Preparation
Subject Code: ODTG103T
Semester-I**

Time: 03 Hours

**Max. Marks: 100 Marks
Internal Assessment: 30 Marks
End Term: 70 Marks**

Instructions for the Paper-Setter/examiner:

1. Question paper shall consist of Four sections.
2. Paper setter shall set Eight questions in all by selecting Two questions of equal marks from each section. However, a question may have sub-parts (not exceeding four sub- parts) and appropriate allocation of marks should be done for each sub-part.
3. Candidates shall attempt Five questions in all, by at least selecting One question from each section and the 5th question may be attempted from any of the Four sections.
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Section - A

Itinerary Preparation: Concept, Typology, Steps for Itinerary Planning, Do's and don'ts of itinerary preparation - limitations and constraints.

Section - B

Custom made itinerary and ready-made itinerary, Customized Itinerary for Tour Leader, Guide, Driver & Transporter, Factors to be considered while preparing an itinerary, All-inclusive itinerary. Costing of Tour Package, Type of Cost, Pricing of Package Tour

Section - C

Popular tourist itineraries of India: Golden Triangle, Great Indian Heritage Circuit, Buddhist Circuit, Temple Circuit of South India, Desert Triangle (Bikaner-Jodhpur-Jaisalmer), Tour Itinerary of Himalayan Circuits

Section - D

Special interest tourism itineraries in India: Adventure Tourism, Health Tourism, Dark Tourism, Cultural Tourism, Spiritual Tourism, Indigenous Tourism and Slum tourism.

Suggested Readings

- ♦ Mohinder Chand, Travel Agency Management, Anmol: Delhi
- ♦ Chunk, James, Dexter & Boberg, Professional Travel Agency Management. Prentice Hall D.L. Foster, The Business of Travel Agency Operations and Management. Singapore: McGraw Hill.
- ♦ Fay Betsy, Essentials of Tour Management New Jersey: Prentice Hall.
- ♦ Negi J.M., Travel Agency and Tour Operation: Concepts and Principles, New Delhi: Kanishka Publishers & Distributors.
- ♦ Sarina Singh et. al, India, Lonely Planet Publication

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**Tourism Resources of India
Subject Code: ODTG104T
Semester-I**

Time: 03 Hours

**Max. Marks: 100 Marks
Internal Assessment: 30 Marks
End Term: 70 Marks**

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2. Paper setter shall set Eight questions in all by selecting Two questions of equal marks from each section. However, a question may have sub-parts (not exceeding four sub- parts) and appropriate allocation of marks should be done for each sub-part.
3. Candidates shall attempt Five questions in all, by at least selecting One question from each section and the 5th question may be attempted from any of the Four sections.
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Section - A

Overview of Indian geography (location, size, and diversity), Major geographical divisions (Northern and Southern Plains, Deccan Plateau, Himalayan region, etc.), deserts and coastal regions, Popular National Parks, Wildlife Sanctuaries, Wetlands, Blue flag Beaches

Section - B

Intangible Cultural Heritage: Significance, Places of Importance for Ayurveda, Yoga and Meditation, Performing Arts: Dance Forms, Popular Fair and Festivals, Indian Cuisine, Traditional Arts and Crafts.

Section - C

Religious circuits of India, Indo Islamic (Fatehpur Sikri, Agra, Delhi), Indo-European (Kolkata, Mumbai, Delhi – Lutyens area) - World Heritage Sites in India - Problems and Prospects of Cultural Tourism in India

Section - D

Emerging trends in Tourism, Museums and Art Galleries: Significance, Types and Importance of Museums and Art Galleries- Indian Museum, Kolkata, National Museum, New Delhi, Salar Jung Museum, Hyderabad, City Mahal Museum, Jaipur, Udaipur & Jodhpur – Unique Museums of India

Suggested Readings

- ♦ Gupta, S.P. Cultural Tourism in India. Indraprastha Museum of Art and Archaeology, New Delhi.
- ♦ Hussain.A. K. The National Culture of India. National Book Trust, New Delhi.
- ♦ Jacob, R. Indian Tourism Products. Abhijeet publications.
- ♦ Sahai, S. Indian Architecture: Hindu Buddhist and Jain. Prakash Books.
- ♦ The Gazette of India: History and Culture, Vol.2, Publication Division, Ministry of Information and Broadcasting, Government of India.

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**Tourism Products of Punjab and Chandigarh Region
Subject Code: ODTG201T
Semester-II**

Time: 03 Hours

**Max. Marks: 100 Marks
Internal Assessment: 30 Marks
End Term: 70 Marks**

Instructions for the Paper-Setter/examiner:

1. Question paper shall consist of Four sections.
2. Paper setter shall set Eight questions in all by selecting Two questions of equal marks from each section. However, a question may have sub-parts (not exceeding four sub- parts) and appropriate allocation of marks should be done for each sub-part.
3. Candidates shall attempt Five questions in all, by at least selecting One question from each section and the 5th question may be attempted from any of the Four sections.
4. The question paper should be strictly according to the instructions mentioned above. In no case a question should be asked outside the syllabus.

Section - A

Punjab as a Tourist Destination: History, Geography & Ecology, Places of interest, Agri and Farm Tourism in Punjab

Section - B

Chandigarh as a Tourist Destination: History, Geography & Ecology, Places of interest, Gardens of Chandigarh. Case studies of CITCO and Rock Garden

Section - C

Features of Punjabi culture: Dresses, Cuisine, Dances, Language, Ornaments and Handicrafts, GI (Geographical Indication) Tags of Punjab

Section - D

Religious Tourism Itineraries in Punjab, Wetlands in Punjab, Rural Tourism in Punjab, Major challenges for Tourism in Punjab and Chandigarh Region, Future Tourism Trends in Punjab

Suggested Readings

- ♦ Sharma, Suresh K (2006). Haryana: Past and Present. New Delhi: Mittal Publications.
- ♦ Sarbjit Bahga, Surinder Bahga (2014) Le Corbusier and Pierre Jeanneret: The Indian Architecture, Create Space, ISBN 978- 1495906251
- ♦ Kalia, Ravi. Chandigarh: The Making of an Indian City. New Delhi: Oxford University Press, 1999.

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**Customer Service Excellence
Subject Code: ODTG202T
Semester-II**

Time: 03 Hours

**Max. Marks: 100 Marks
Internal Assessment: 30 Marks
End Term: 70 Marks**

Instructions for the Paper-Setter/examiner:

1. Question paper shall consist of Four sections.
2. Paper setter shall set Eight questions in all by selecting Two questions of equal marks from each section. However, a question may have sub-parts (not exceeding four sub- parts) and appropriate allocation of marks should be done for each sub-part.
3. Candidates shall attempt Five questions in all, by at least selecting One question from each section and the 5th question may be attempted from any of the Four sections.
4. The question paper should be strictly according to the instructions mentioned above. In no case a question should be asked outside the syllabus.

Section - A

Definition and importance of customer service in Tourism, understanding guest expectations, principles of exceptional guest service, how to tailor tours based on Guest's Interest

Section - B

Dealing with dissatisfied or complaining tourists, how to handle late arrivals or lost tourists, Conflict resolution techniques, Role of feedback to improve service quality

Section - C

Understanding cultural differences in customer service, Do's and don'ts when guiding tourists from different backgrounds, Handling sensitive topics with professionalism

Section - D

Assisting guests during medical emergencies, offering surprise elements (local treats, small souvenirs, personalized experiences), Encouraging positive reviews and word of mouth recommendations

Suggested Readings

- ♦ Bhatia, A.K. International Tourism: Fundamental and practice, Delhi: Sterling.
- ♦ Hudman, E.L. and D.E. Hawkins, Tourism in Contemporary Society: an introductory text, New Jersey: Prentice Hall.
- ♦ Kamra, K.K. and M. Chand, Basics of tourism: Theory operation and practice, Delhi: Kanishka.
- ♦ Lundberg, D.E., The Tourist Business. New York: Van Nostrand.
- ♦ Reinhold Mill, R.C. and A.M. Morrison, The Tourism System, New Jersey: Prentice Hall
- McIntosh, Robert, W Goeldner, R Charles, Tourism: Principles, Practices and Philosophies. John Wiley and Sons Inc. New York 1990

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**Emerging Trends in Tour Guiding
Subject Code: ODTG203T
Semester-II**

Time: 03 Hours

**Max. Marks: 100 Marks
Internal Assessment: 30 Marks
End Term: 70 Marks**

Instructions for the Paper-Setter/examiner:

1. Question paper shall consist of Four sections.
2. Paper setter shall set Eight questions in all by selecting Two questions of equal marks from each section. However, a question may have sub-parts (not exceeding four sub- parts) and appropriate allocation of marks should be done for each sub-part.
3. Candidates shall attempt Five questions in all, by at least selecting One question from each section and the 5th question may be attempted from any of the Four sections.
4. The question paper should be strictly according to the instructions mentioned above. In no case a question should be asked outside the syllabus.

Section - A

Eco friendly tour guiding and responsible tourism, Role of Tour Guides in Conservation and Community based tourism, Promoting low impact tours, Tour guiding related to Farm and Agritourism

Section - B

Inclusive and accessible tour guiding: Tour guiding for people with disabilities, Tour guiding for senior traveller, Cultural sensitivity and responsible story telling

Section - C

Space Tourism, Regenerative tourism, Digital nomad, Experiential tourism, Slow tourism, Border Tourism, Gastronomy Tourism, MICE Tourism

Section - D

Role of AI in Tour Guiding, AI Powered chat-bot for instant support, Future trends of Tour guiding, understanding post pandemic shift in Global Travel, why innovation is the key for development of the tourism Industry

Suggested Readings

- Bob Brotherton & Bulent Himetoglu, Beyond Destinations – Special Interest Tourism. Anatolia, Volume 8, Issue 3, 1997
- Tourism Management, 4th Edition Weaver & Lawton (2010)
- Sharpley R. And Philip R Stone, The Darker Side of Travel, Channel View Publications.
- Hannam K & Ateljevic, Backpacker Tourism: Concepts and Profiles. Channel View Publications.
- Hall Et. Al, Food Tourism Around the World, Butterworth Heinemann

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**Specialized Tour Guiding Practices
Subject Code: ODTG204T
Semester-II**

Time: 03 Hours

**Max. Marks: 100 Marks
Internal Assessment: 30 Marks
End Term: 70 Marks**

Instructions for the Paper-Setter/examiner:

1. Question paper shall consist of Four sections.
2. Paper setter shall set Eight questions in all by selecting Two questions of equal marks from each section. However, a question may have sub-parts (not exceeding four sub- parts) and appropriate allocation of marks should be done for each sub-part.
3. Candidates shall attempt Five questions in all, by at least selecting One question from each section and the 5th question may be attempted from any of the Four sections.
4. The question paper should be strictly according to the instructions mentioned above. In no case a question should be asked outside the syllabus.

Section - A

Culinary and wine Tourism: concept and meaning, Exploring Food Culture and gastronomy tourism in India, conducting food and wine tasting tours, Hands on experiences- Cooking Classes, Farm Visits; key points to consider while conducting culinary and wine tourism

Section - B

Designing and conducting heritage walks, art of storytelling, presenting history in an engaging way, Understanding the threats to heritage sites; key points to consider while conducting heritage walks

Section - C

Adventure Tour Guiding, Difference between Soft and Hard Adventure, Risk Assessment and Safety in Adventure Tourism, Essential Equipment for different types of Adventure activities, Trekking and Mountaineering guiding, Handling Altitude sickness, Dehydration and Injuries

Section - D

Tourist Guides for Wildlife tourism, Roles and Responsibilities of Wildlife Guide, implementing “Leave No Trace Principles”, Educating tourist on Environmental Responsibility, Involvement in community-based Conservation Projects

Suggested Readings

- Ralf Buckley, Adventure Tourism Management: Routledge Negi Jagmohan,
- Adventure Tourism and Sports: Risks and Challenges, Delhi: Kanishka Malik, S.S., Adventure Tourism, Delhi: Rahul