

# **Tourist guiding in the global South: How “Incredible” is India?**

by

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## **GUIDES**

*Imprints of tourists growing  
laminating across the land  
blending the ages to wonder  
on cultures seen first at hand.*

*But beneath this tourist expression  
guides vanguard out to minds  
to illuminate and capture essence  
on the give and flow of times.*

*So tourist, when homely nestled  
the image of thoughts you see  
are a joy to recount to loved ones  
from “guides” who held the key.*

- P. Baker (1997)

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## **ABSTRACT**

Tourist guides are located at the coalface of the tourism industry and occupy an extraordinary position within the contemporary demand and supply chain, seeing that they have the ability to enhance, manage and orchestrate the tourists sought after “unique” experience through their interpretation and commentary on tour. Within this context, most regard the tourist guide as an “ambassador” and “custodian” of a specific country’s destination image – with India being no exception. This dissertation explores the complexity and multifaceted-nature of the tourist guiding phenomenon in a global South context, by considering the tourist guide of India as an international tourist guiding best practice example. The investigation will also evaluate key components and practical areas of India’s tourist guiding domain. That consists of the country’s national tourism and tourist guiding environments, legislative and regulatory frameworks, educational and training components, quality assurance mechanisms, as well as all other integral functional areas associated with the sector. These various research areas, along with the genesis of guiding, the various roles and responsibilities of a tourist guide, and the contextualisation of “international tourist guiding best practice”, all form the main components of the dissertation.

**Key words:** tourist guiding; guided tours; best practice; India; RLGTP; Incredible India; global South.

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## **ACRONYMS AND ABBREVIATIONS**

<b>AGA</b>	Approved Guides Association Agra
<b>AITTA</b>	All India Travel Agents Association
<b>ASI</b>	Archaeological Survey of India
<b>FEG</b>	European Federation of Tourist Guide Associations
<b>FCI</b>	Food Corporation of India
<b>GATGA</b>	Government Approved Tourist Guides Association Delhi
<b>HARTCO</b>	Hong Kong Association of Registered Tour Coordinators
<b>HKTA</b>	Hong Kong Tourist Association
<b>IATA</b>	International Air Transport Association
<b>IATO</b>	Indian Association of Tour Operators
<b>IITFC</b>	Incredible India Tourist Facilitation Certification
<b>IITTM</b>	Indian Institute of Tourism and Travel Management
<b>IMCCTS</b>	Inter-ministerial Coordination Committee on the Tourism Sector
<b>IHM</b>	Institute of Hotel Management
<b>ITAGGA</b>	India Tourism Approved Gujarat Guide Association
<b>ITDC</b>	Indian Tourism Development Corporation
<b>ITFC</b>	Indian Tourism Finance Corporation
<b>ITOPC</b>	Indian Tourism Operations Promotion Council
<b>JTGA</b>	Jordan Tour Guides Association
<b>MGTO</b>	Macau Government Tourism Office
<b>NIAS</b>	National Institute of Advanced Studies
<b>NIWS</b>	National Institute of Water Sports
<b>NCHMCT</b>	National Council for Hotel Management and Catering Technology
<b>NCVT</b>	National Council of Vocational Training
<b>NITI</b>	National Institute for Transforming India
<b>NSDA</b>	National Skill Development Agency
<b>NSQF</b>	National Skill Qualification Framework
<b>NTB</b>	National Tourism Board
<b>PIDDC</b>	Product Infrastructure Development for Destinations and Circuits
<b>RLGTP</b>	Regional Level Guide Training Programme
<b>SIRGAK</b>	South India Regional Guides Association of Kerala
<b>TAAI</b>	Travel Agents Association of India

<b>TGAC</b>	Tour Guide Association of China
<b>TGAS</b>	Tourist Guide Accreditation System
<b>TGFI</b>	Tourist Guide Federation of India
<b>TIC</b>	Travel Industry Council of Hong Kong
<b>TOGA</b>	Tourist Guides Association Mumbai
<b>TTGA</b>	Tanzania Tour Guide Association
<b>WFTGA</b>	World Federation of Tourist Guide Associations
<b>WTTCII</b>	World Travel and Tourism Council's India Initiative

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## CHAPTER 1: INTRODUCTION

### 1.1) Context of the study

Tourist guides are located at the epicentre of the modern tourism industry, where they play a crucial and practical, role between the various interfaces which comprise the “unique” tourist experience.<sup>1</sup> In this context they have become known as, but are not limited to be front-line professionals, mediators, representatives, storytellers, as well as information-givers and actors.<sup>2</sup> Thus, tourist guides have inadvertently become active agents in the process of “folklorizing”, “ethnicizing” and “exoticizing” tourist attractions, destinations and sites on local, regional, national and even international levels.<sup>3</sup> On the one hand, entrusted by tourists and service providers alike, to “deliver” a memorable, pleasurable, culturally appropriate and reasonably priced “performance”.<sup>4</sup> On the other hand, used by institutional bodies to ensure the promotion and in some instances, safeguarding, of a country’s specific natural, cultural and historical wealth, as well as the country’s pre-determined destination image.<sup>5</sup> This dissertation was researched and prepared prior to the outbreak of the COVID-19 pandemic. While it is acknowledged that this global health crisis has had a devastating impact on the international tourism sector, this domain still remains reliant on tourist guiding to be structured in its past and present forms. This will enable future research and regulation to reposition the tourist guide within the changed tourist guiding industry.

A broad spectrum of international institutions, as well as national voices, continuously refer to the occupation as an “essential component”, “critical asset”, of “vital importance”, and thus acclaim the tourist guide, and tourist guiding as a whole, as having the most “powerful key to prosperous future tourism growth” for any

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<sup>1</sup> University of Pretoria – Department of Historical and Heritage Studies, *A policy review of the tourist guiding sector in South Africa*, 2018, pp. 1-2.

<sup>2</sup> University of Pretoria – Department of Historical and Heritage Studies, *The Indigenous Story Teller (IST): The Northern Cape as a case study*, 2019, pp. 44-53.

<sup>3</sup> J. Ap & K.K.F. Wong, ‘Case study on tour guiding: Professionalism, issues and problems’, *Tourism Management* 22 (1), 2001, pp. 551-563; H.Q. Zhang & I. Chow, ‘Application of importance-performance model in tour guides’ performance: Evidence from mainland Chinese outbound visitors in Hong Kong’, *Tourism Management* 25 (1), 2004, pp. 81-91; University of Pretoria – Department of Historical and Heritage Studies, *The Indigenous Story Teller (IST): The Northern Cape as a case study*, 2019, pp. 44-53; J.Y. Wong & WH. Lee, ‘Conceptual framework for the characteristics of tour leaders’, *e-Review of Tourism Research* 10 (1), 2012, pp. 13-24.

<sup>4</sup> F. Iriguler & M.E. Guler, *Tourist guiding: “Cinderella” of the tourism*, 2016, pp. 203-204.

<sup>5</sup> F. Iriguler & M.E. Guler, *Tourist guiding: “Cinderella” of the tourism*, 2016, pp. 203-204.

country.<sup>6</sup> It has thus become generally accepted that the use of a registered professional tourist guide, that is trained, regulated and compliant, ensures that the tourist(s) will receive a more efficient and worthwhile experience while partaking in a guided tour. However, despite this functional importance and undeniable centrality within the various segments of the tourism market – and on top of being considered one of the oldest professions in the Western world and being a “much-practised” occupation – tourist guiding as a phenomenon remains a relatively under-researched, underdeveloped, limited in understanding, and a fragmented field at best in tourism scholarship.<sup>7</sup> This is especially evident from a global South point of view. In this regard, tourist guides continue to be “over-looked” and are found to be “replaceable” in the broader spectrum of the demand and supply chain.<sup>8</sup> Consequently, this institutionalised profession is often referred to as the “Cinderella story” of tourism research, “attractive, useful, but often neglected”.<sup>9</sup> Some scholars even claim that tourist guiding has, and will remain, a “hidden trade”, the “orphaned” and “forgotten employees” of the tourism industry, while other practitioners in light of the Fourth Industrial Revolution even predict that tourist guides are a “dying breed”.<sup>10</sup>

While it is important to acknowledge the tourist guide as a central facet in the tourist guiding sector, it needs to be highlighted at this stage that the sector naturally does not only comprise the tourist guide, nor does the tourist guide operate in isolation. A tourist guiding sector includes various other internal and external factors that impact on or facilitate tourist guiding activities, as well as other entities associated therewith. Therefore, in order to analyse the tourist guiding domain, one needs not only to focus on issues specifically relevant to the individual tourist guide, but also consider

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<sup>6</sup> University of Pretoria – Department of Historical and Heritage Studies, *A policy review of the tourist guiding sector in South Africa*, 2018, pp. 1-2; J. Vos, 2018, <<http://www.bizcommunity.com>>, access: March 2018; Ministry of Tourism, <<http://www.tourism.gov.in>>, 2017, access: January 2019.

<sup>7</sup> B. Rabotic, ‘Tourist guides in contemporary tourism’, *Conference Paper* – International Conference on Tourism and Environment, 4-5 March 2010, Sarajevo, Bosnia and Herzegovina; K. Best, ‘Making museum tours better: Understanding what a guided tour really is and what a tour guide really does’, *Museum Management and Curatorship* 27 (1), 2012, pp. 35-52.

<sup>8</sup> J. Vos, <<http://www.bizcommunity.com>>, 2018, access: March 2018.

<sup>9</sup> F. Iriguler & M.E. Guler, *Tourist guiding: “Cinderella” of the tourism*, 2016, pp. 203-204.

<sup>10</sup> A. Blyablina, ‘The contribution of guides in developing tourist experiences during historical theatrical tours: The case of Stockholm Ghost Walk’, Masters dissertation, Mid-Sweden University, Sundsvall, 2015, pp. 1-10; A.H.N. Mak, K.K.F. Wong & R.C.Y. Chang, ‘Critical issues affecting the service quality and -professionalism of the tour guides in Hong Kong and Macau’, *Tourism Management* 32 (1), 2001, pp. 1442-1482; Z. Lansangan-Cruz, *Principles and ethics of tour guiding*, 2008, p. 2; J. Ap & K.K.F. Wong, ‘Case study on tour guiding: Professionalism, issues and problems’, *Tourism Management* 22 (1), 2001, pp. 551-563; Commonwealth of Learning, <<http://www.col.org>>, 2018, access: June 2018

the tourist guide in a more holistic context.<sup>11</sup> This includes the wider realm within which the tourist guide operates, or within this specific study, the tourist guide's "modus operandi", position and applicability within the broader travel market.

Thus, the research objective of this dissertation is to address the paucity and evident lacuna in tourism scholarship by assessing the vocational occupation of tourist guiding against the backdrop of international best practice benchmarking. These notions will be questioned in India's tourist guiding environment, to be used as the primary case study for this investigation. Consequently, the study sets forth to enquire if India is indeed "Incredible" in terms of "international tourist guiding best practice" from a global South perspective. Therefore, the investigation aims to not only provide clarity on the tourist guide phenomenon in a global South context, but also to further explore the complexity, multi-faceted nature as well as the adherent potential encapsulated within this identified Indian sub-sector. It does so within the context of the slogan "Incredible India" which serves as the overall destination branding for tourism and tourist guiding across the Indian sub-continent since 2002.<sup>12</sup>

India has been selected as a case study as it is often identified and cited in modern tourism literature for its advancements and industry "best practice" features within the international tourist guiding domain.<sup>13</sup> It is also often said to be comparable or even exceed in key guiding fundamentals when compared to other leading global North tourist guiding counterparts, such as: Australia; Canada; Japan; Norway; Spain; the United Kingdom as well as the United States of America; or even other fast growing tourist guiding sectors in the global South, as in the cases of Ethiopia; Jordan; Malawi; Tanzania; Zimbabwe; South Africa; and China.<sup>14</sup> Moreover, this

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<sup>11</sup> University of Pretoria – Department of Historical and Heritage Studies, *A policy review of the tourist guiding sector in South Africa*, 2018, pp. 1-2.

<sup>12</sup> The title of this dissertation, "Tourist guiding in the global South: How "Incredible" is India?", is a play on words between India's internationally renowned destination branding campaign, Incredible India, and the country's tourist guiding domain that could potentially be "incredible" in terms of being a best practice example for tourist guiding in the global South.

<sup>13</sup> University of Pretoria – Department of Historical and Heritage Studies, *Harmonised tourist guiding in southern Africa*, 2016, pp. 30-38.

<sup>14</sup> World Federation of Tourist Guide Associations, <<http://www.wftga.org>>, 2011, access: June 2018; S.H. Valsson, <<http://www.tourism-review.com/travel-tourism-magazine-article1045>>, 2018, access: June 2019; L.A.N. Dioko, R. Harrill & P.W. Cardon, 'The wit and wisdom of Chinese tour guides: A critical tourism perspective', *Journal of China Tourism Research* 9 (1), 2013, pp. 27-49; University of

study sets forth to also appraise various central components of the Indian tourist guiding domain. This includes India's national tourism and tourist guiding environments; enacted legislative and regulatory frameworks; implemented educational and training components; as well as established and functioning quality assurance mechanisms tourist guide's need to adhere to.

The dissertation also comments on various other functional areas of the tourist guiding sub-sector in India. These include: accreditation categories; minimum requirements to become part of the profession; applicable registration processes; associated involvements, expectations and challenges that arise from stakeholders; disciplinary provisions in cases of misconduct or unprofessionalism; prescribed institutional guiding fees; theoretical or classroom and practical or field training components; formally established tourist guiding associations; applicable certification and licensing; relevant codes of conduct; individual awards of excellence; as well as the overall working conditions and "professional status" of the vocation across the Indian sub-continent.

The investigation addresses various contested areas that have been flagged within the domain that have a direct effect on the tourist guide's ability to successfully conduct tours and co-create "unique" tourist experiences. Within the Indian context these areas include tourist guiding as an occupation being strictly seen as "freelance work"; the perception that the tourist guiding industry is solely driven by "passion" and "not financial gain"; the perceived degree of professionalism of tourist guides; the existence of independent entities that directly influence the working environment of the tourist guide; as well as the planning (if any) of how the profession can or will be grown and represented in future development discourse and promotion projects in India. It also traces the origins and history of tourist guiding within the Indian sub-continent. Furthermore, the dissertation also theoretically outlines sub-themes located within the holistic tourist guiding genre, such as the genesis and history of guiding, the multivariate roles and responsibilities associated with the occupation, as well as what constitutes best practice in terms of tourist guiding on an international level.

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Pretoria – Department of Historical and Heritage Studies, *A policy review of the tourist guiding sector in South Africa*, 2018, pp. 1-327.

## 1.2) Defining key terms

This section will define and describe various key concepts used in this dissertation. It is imperative that these primary and secondary terms are clearly understood for the purpose of distinguishing tourist guiding from its various internal and external components. To date there remains a relative lacuna in tourism literature with regards to the usage of certain terminologies in tourism research partly due to the relatively recent development of the discipline (indiscipline).<sup>15</sup> Firstly, it is important to provide clarity between the interchangeable and sometimes synonymously used terms of a “tour guide” and a “tourist guide”. Scholars and practitioners often either ignore the differing usage of these terms or prefer to define and describe the profession according to one of its multivariate roles and responsibilities.

According to B. Weiler and R. Black a “tour guide” can be defined as,

a person, usually a professional who guides groups (and sometimes individuals) around venues or places of interest such as natural areas, historic buildings and sites, and landscapes of a city or a region; and interprets the cultural and natural heritage in an inspiring and entertaining manner in the language of the visitors choice.<sup>16</sup>

However, the usage of this singular term has been widely critiqued, most notably by two leading international guiding organisations, the World Federation of Tourist Guide Associations (WFTGA) and the European Federation of Tourist Guide Associations (FEG).<sup>17</sup> They argue that the designation of an individual “simply” as a “tour guide” can be considered as “inappropriate, unflattering and/or a misnomer”, as the use of this version of the term could be seen as degrading to an individual, when considering a “book, brochure or even a robotic appliance”, which could also be referred to as a “tour guide”.<sup>18</sup>

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<sup>15</sup> J. Tribe, ‘The indiscipline of tourism’, *Annals of Tourism Research* 24 (3), 1997, pp. 638-657.

<sup>16</sup> B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, p. 3

<sup>17</sup> World Federation of Tourist Guide Associations, <<http://www.wftga.org>>, 2011, access: June 2018; European Federation of Tourist Guide Associations, <<http://www.feg-touristguides.com>>, 2018, access: June 2018

<sup>18</sup> B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, p. 3; World Federation of Tourist Guide Associations, <<http://www.wftga.org>>, 2011, access: June 2018; European Federation of Tourist Guide Associations, <<http://www.feg-touristguides.com>>, 2018, access: June 2018.

In lieu of the above it is also worth pointing out that this on-going debate in relation to which terminology to use and apply to the construct of the guided tour, has to date divided guiding research and scholarship on a trans-continental level. Some scholars in North America, Europe and Australasia (global North) mostly still prefer the aforementioned single term usage of a “tour guide”. Whereas scholars in Africa, Asia and South America (global South) have generally gravitated more towards the use of the alternative version of a “tourist guide”. The rationale is that the latter usage of the term actively aims to be “less degrading” and more practically encompassing, as opposed to the singular usage of the term.<sup>19</sup>

According to A.S. Hornby, a tourist guide in its most simplistic form can be defined as “a person who shows others the way”.<sup>20</sup> However, this rudimentary understanding can be elaborated on as this definition does not portray nor capture the reality and complexities faced by the contemporary tourist guide positioned at the epi-centre of the modern tourism industry. Expounding on this understanding, the WFTGA in turn also defines the tourist guide as:

a person who guides visitors (from abroad or locally) in the language of their choice (if possible) and interprets the cultural and natural heritage of an area, [and who] normally possess an area specific qualification[s] usually issued and/or recognised by the appropriate authority.<sup>21</sup>

The FEG has similarly described a tourist guide as:

an individual who provides assistance [and/or] information on cultural, historical and contemporary heritage to people on organised tours... [for] individual clients at educational establishments, religious and historical sites, museums, and at venues of significant interest.<sup>22</sup>

On the other hand, from an Indian perspective, the Indian Association of Tour Operators (IATO) has defined a tourist guide from a two-fold perspective:

a person who is hired to conduct a tour, and point out objects of interest (general sense of the term); or a person employed, either directly by the

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<sup>19</sup> P. Van Dyk, *Introduction to tourist guiding*, 2013; University of Pretoria – Department of Historical and Heritage Studies, *A policy review of the tourist guiding sector in South Africa*, 2018, pp. 1-327.

<sup>20</sup> A.S. Hornby, *Oxford Advanced Learner's Dictionary: International student's edition*, 2010, p. 666.

<sup>21</sup> World Federation of Tourist Guide Associations, <<http://www.wftga.org>>, 2011, access: October 2018.

<sup>22</sup> European Federation of Tourist Guide Associations, <<http://www.feg-touristguides.com>>, 2018, access: January 2019.

traveller, a [public] official, private organisation or travel agency to inform, direct and advise the tourist before and during his/her journey throughout India (the tourist point of view).<sup>23</sup>

In this Indian context, it is also important to draw a distinction between a tourist guide and a tour manager, director or escort. Seeing as the latter positions may not be tourist guides unless they have met and complied with all the prescribed minimum training and licensing requirements, and have gained the legal right to conduct tours throughout the country.<sup>24</sup> A tour manager, director or escort in turn can be defined as:

a person who manages an itinerary on behalf of the tour operator, ensuring the programme is carried out as described in the tour operator's literature and sold to the traveller or consumer, and who gives local practical information [to visiting tourists or guests to the country].<sup>25</sup>

For the purpose of this dissertation the contemporary tourist guide will be considered as an individual who has attained a relevant tourist guiding qualification, according to a country's pre-determined legislative requirements; who is hired to guide, inform, direct, interpret, assist and advise travellers about places of interest, be they of natural, cultural or historic importance, during their travels through or to a particular city, state, region or country. The tourist guide is also herein recognised as a crucial and centrally located stakeholder in the construction of the "unique" and "authentic" touristic experience.

Various secondary concepts are likewise used throughout this dissertation that directly relate to the tourist guiding industry, and the profession as a whole. These additional terms include: accreditation; qualifications; legislation; regulations; policies; associations; certification; licenses; code(s) of conduct; awards of excellence; professionalism; as well as international best practice.

Firstly, accreditation, according to the *Oxford Advanced Learners Dictionary*, in its most simplistic form, can be defined as the "official approval given by an organisation

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<sup>23</sup> Indian Association of Tour Operators, <<http://www.iato.in>>, 2017, access: October 2018.

<sup>24</sup> Tourist Guide Federation of India, <<http://www.tgfi.org.in>>, 2018, access: September 2018.

<sup>25</sup> Tourist Guide Federation of India, <<http://www.tgfi.org.in>>, 2018, access: September 2018.

stating that someone or something has achieved a required standard”.<sup>26</sup> However, accreditation can also additionally be described as “the authority or sanction given to someone or something by an official body when the recognised and accepted standards are met”.<sup>27</sup> For the purpose of this research, accreditation is considered as the legal authority, sanction or approval given by an organisation and/or official to recognise, accept and acknowledge that an individual in question has reached the minimum requirements to become a tourist guide in a particular country.

A qualification on the other hand refers to:

an examination that someone or something has passed; or a course of study that an entity has successfully completed [thus] reaching the standard necessary to do a specific job.<sup>28</sup>

In this specific context a qualification can also signal “the completion of a course, especially one conferring status as a recognised practitioner”.<sup>29</sup> A qualification, on the other hand, with regards to this investigation is seen as the successful completion of a specified course of study by an individual, whereby the person has reached the minimum standards to become a tourist guide in a specific nation. They thus then become recognised as an active practitioner, stakeholder and role player within the broader tourism market.

Legislation in its most rudimentary understanding can be denoted as:

laws which are considered collectively on the process of making, or enacting laws; [or] the actual laws enacted by a legislative body at a governmental level.<sup>30</sup>

However, from a touristic point of view L.M. Van den Berg also states that legislation should be seen as the “legally binding acts, policies, regulations and laws passed by governments” with regards to tourism products, services and activities, where legislation or rather the acts themselves may be seen and interpreted as

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<sup>26</sup> A.S. Hornby, *Oxford Advanced Learner's Dictionary: International student's edition*, 2010, p. 10.

<sup>27</sup> University of Pretoria – Department of Historical and Heritage Studies, *Harmonisation of tourist guiding training regulations and standards in southern Africa (Phase I)*, 2014, p. i.

<sup>28</sup> A.S. Hornby, *Oxford Advanced Learner's Dictionary: International student's edition*, 2010, p. 1197.

<sup>29</sup> University of Pretoria – Department of Historical and Heritage Studies, *Harmonisation of tourist guiding training standards in southern Africa (Phase II)*, 2015, p. iii.

<sup>30</sup> Vocabulary.com, <<http://www.vocabulary.com>>, n.d., access: November 2018.

encapsulating the statute(s) at a specific operational level of tourism and travel.<sup>31</sup> Legislation in this dissertation will be seen as all legally binding acts, laws, regulations and policies that tourist guides will need to comply with in order to continue guiding in a particular city, state, region or country.

Regulations on the other hand “are rules made by a government or other authorities in order to control the way something is done or the way [in which] people [may] behave”.<sup>32</sup> Alternatively regulations can also be conceptualised as the power of control, thus controlling the activity or process according to a pre-determined set of rules.<sup>33</sup> Regulations will similarly be considered as a set of rules and/or directives set forth by an official authority or institutional body to control and mandate all activities and processes relevant, applicable and relatable to an individual wanting to become, start or continue on with the tourist guiding occupation.

Taking cognisance of the definitions of legislation and regulations, a policy in turn can be defined as “a plan of action chosen by [an] appropriate stakeholder”.<sup>34</sup> Nevertheless, this definition can also further be elaborated on as a,

set of basic principles and associated guidelines, formulated and enforced by the governing body of an organisation, to direct and limit its actions in pursuit of long-term goals.<sup>35</sup>

Additionally, a policy will then refer to a plan of action delegated by a governing organisation (public or private) to align all relevant principles and guidelines of a specific sector (in this instance the tourist guiding sub-sector) in an attempt to structure the segment to reach its long-term strategic objectives and developmental goals. It is also important to note that tourist guiding legislation, regulations and policies are generally encapsulated in the main legal document regulating tourism in a particular country. Where in this context the mentioned acts are usually seen as a set of guidelines for a particular sector, outlining the activities, powers, functions,

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<sup>31</sup> L.M. Van den Berg, “Tourist guiding legislation: South Africa, Australia and Canada in a comparative perspective”, Masters dissertation, University of Pretoria, Pretoria, 2016, p. 7.

<sup>32</sup> Collins Dictionary, <<http://www.collinsdictionary.com>>, 2019, access: November 2019.

<sup>33</sup> A.S. Hornby, *Oxford Advanced Learner's Dictionary: International student's edition*, 2010, pp. 1239-1240.

<sup>34</sup> A.S. Hornby, *Oxford Advanced Learner's Dictionary: International student's edition*, 2010, p. 1131.

<sup>35</sup> Business Dictionary, <<http://www.businessdictionary.com>>, 2019, access: November 2019.

required performance and practical procedures for all individuals, directly or indirectly, involved in the specific domain.

According to B. Weiler and S. Ham an association in its most simplistic form can be defined as “an organisation of people with a common purpose, [whereby] having a formal structure”.<sup>36</sup> Moreover, an association can also be described as “an official group of people who have joined together for a particular context or cause”.<sup>37</sup> A tourist guiding association will be understood in this study as any organisation or institution that assists in organising and regulating phases of the tourist guiding environment of a specific city, state, region or country, while simultaneously promoting co-operation and unification amongst its members (individuals with a shared purpose or cause) as well as applicable external authorities or establishments. This form of association should also have the capacity to help tourist guides perform their required roles and responsibilities at an optimum level, while still having the ability to provide professional support above the minimum standards, as well as elevate the image of tourist guiding on a local, regional, national and international level.

A certificate is designated as “an official document proving that someone or something has completed a course of study or passed a prescribed examination”.<sup>38</sup> Similarly the *Collins Dictionary* also indicates that a certificate can refer to “a document which confirms that someone has reached a certain level of competence or achievement in a course of study or training”.<sup>39</sup> Thus, certification refers to the “process of giving someone or something a certificate for successfully completing a specified course or programme”.<sup>40</sup> The *Cambridge Dictionary* extends this definition by noting that the process of certification refers to “giving official or legal approval to a person, company or product that has reached a particular standard”.<sup>41</sup> Certification

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<sup>36</sup> B. Weiler & S.H. Ham, ‘Tour guide training: A model for sustainable capacity building in developing countries’, *Journal of Sustainable Tourism* 10 (1), 2002, pp. 52-69.

<sup>37</sup> Dictionary.com, <<http://www.dictionary.com>>, 2019, access: October 2019.

<sup>38</sup> A.S. Hornby, *Oxford Advanced Learner’s Dictionary: International student’s edition*, 2010, p. 228.

<sup>39</sup> Collins Dictionary, <<http://www.collinsdictionary.com>>, 2019, access: October 2019; University of Pretoria – Department of Historical and Heritage Studies, *The Indigenous Story Teller (IST): The Northern Cape as a case study*, 2019, p. i.

<sup>40</sup> Collins Dictionary, <<http://www.collinsdictionary.com>>, 2019, access: October 2019.

<sup>41</sup> A.S. Hornby, *Oxford Advanced Learner’s Dictionary: International student’s edition*, 2010, p. 228; Cambridge Dictionary, <<http://www.dictionary.cambridge.org>>, 2019, access: October 2019.

within a tourist guiding context instead will focus on the legal approval given to a tourist guide for reaching a particular standard within a specified training course or programme.

A license can correspondingly be defined as “an official document that shows that permission has been given to do, own or use something”, whereby licensing relates to the granting of such an official license.<sup>42</sup> Furthermore, a license can alternatively also be described as:

an authority or permission to do what is otherwise wrongful or illegal, and in ordinary usage it extends to the document certifying or recording that the appropriate permission has been given by the competent authority.<sup>43</sup>

Whereas the licensing of a tourist guide, will relate to the appropriate permission given to an individual by a recognised authority to start conducting tours in a delineated area or state. Thus, the tourist guide will be certified and subsequently licensed as complying with all prior learning and training requirements set forth by all public sector establishments and their immediate private sector affiliates.

In relation to the above, a code of conduct in turn can be described as “an agreement on the rules of behaviour for the members of that [specific] group, association or organisation”.<sup>44</sup> A code of conduct can also be delineated as the:

direct implementation of a subset of ethics into real-life application beyond what only seems like philosophical behaviour, [thus] guiding a specific employee(s) behaviour.<sup>45</sup>

Ethics organisations, have also noted that a code of conduct can be approached from two distinct perspectives. Firstly, being a “set of rules outlining the social and ethical norms and responsibilities of and/or proper practices for an individual within an establishment”; and secondly, the “common principles, values, standards or rules of behaviour that guide the decisions, procedures and systems of an organisation”.<sup>46</sup> Additionally, a tourist guide will also need to comply with a pre-determined code of

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<sup>42</sup> A.S. Hornby, *Oxford Advanced Learner's Dictionary: International student's edition*, 2010, p. 856; The Entrepreneur, <<http://www.entrepreneur.com>>, 2019, access: October 2019.

<sup>43</sup> Duhaime, <<http://www.duhaime.org>>, 1991, access: October 2018.

<sup>44</sup> Collins Dictionary, <<http://www.collinsdictionary.com>>, 2019, access: October 2019.

<sup>45</sup> Bizfluent, <<http://www.bizfluent.com>>, 2019, access: October 2019.

<sup>46</sup> Ethics and Compliance Initiative, <<http://www.ethics.org>>, n.d., access: November 2018.

conduct which in this research is seen as the enactment by an appropriate body. This then can be viewed as a subset of rules, outlining the social and ethical norms, principles, values, standards and general rules of behaviour that dictate a specific manner in which a tourist guide should conduct pre-, on-, and post-tour activities.

An award of excellence is “any accolade that seeks to reward and recognise individual(s) or organisation(s) that excel on the basis of exceptional business, organisational (service), product or individual levels”.<sup>47</sup> Thus, the “recognition of an individual’s personal and/or professional contribution to a specific establishment, industry or sector on an annual basis, or throughout the individual’s career”.<sup>48</sup> Individual awards of excellence on the other hand are seen as the recognition given to a tourist guide for his/her exceptional and continued commitment to the tourist guiding realm on a local, regional, national or even international level.

Currently the concepts of a profession, professional, professionalism and to professionalise are synonymously used by many scholars and practitioners in the field to describe the “world of contemporary work”.<sup>49</sup> Despite these notions often being used interchangeably in tourism literature, for the purpose of this dissertation they are defined individually. However, they are collectively utilised to assist in understanding the “professional status” of the tourist guiding vocation. In relation to this, a profession in its most simplistic form can be defined as “the competence or skill expected of a professional” or “a paid occupation especially one that involves prolonged training and/or a formal qualification”.<sup>50</sup>

S.S. Ponting in turn states that a professional can be defined as: “a person engaged or qualified in a specific job; or a person competent or skilled in a particular

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<sup>47</sup> Dictionary.com, <<http://www.dictionary.com>>, 2019, access: October 2019.

<sup>48</sup> B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, p. 153.

<sup>49</sup> S.S. Ponting, “Exploring practitioner conceptualisations of professionalism and the impact of professionalization on the work of Australian eco-tour guides”, Doctoral thesis, University of Technology Sydney, Sydney, 2009, p. 1.

<sup>50</sup> S.S. Ponting, “Exploring practitioner conceptualisations of professionalism and the impact of professionalization on the work of Australian eco-tour guides”, Doctoral thesis, University of Technology Sydney, Sydney, 2009, p. 1; Ethics and Compliance Initiative, <<http://www.ethics.org>>, n.d., access: November 2018.

activity”.<sup>51</sup> However, a professional can also refer in practice to “a person connected with a job that needs special training or skills, especially one that requires a high level of education”.<sup>52</sup> Many theorists in turn have also suggested that the term professionalism is used in contemporary society to identify “an underlying assumption that the performance of a professional, occupation or worker meets a certain criteria”.<sup>53</sup> Thus to professionalise refers to the internal and external “process of making an activity more professional”.<sup>54</sup>

The term professional in this study will be considered as a tourist guide who has formally been certified by an organisation, authority, institution or establishment; or alternatively belongs to the guiding profession by virtue of having completed a required course of study and/or practice. The tourist guide’s competence can usually be measured against an established set of standards. From this perspective professionalization can then be described as the social process by which the tourist guiding occupation has transformed itself, into a definable profession of the highest integrity and competence. Thus, collectively bringing forth the notion of “professional status”.

Lastly, best practice in its most simplistic form is considered as:

a procedure that has been shown by research and experience to produce optimal results, and that is established or proposed as a standard suitable for widespread adoption at a local or global level.<sup>55</sup>

Online platforms have likewise defined best practice as:

a method or technique that has consistently shown results superior to those achieved by other means [and therefore] this type of practice can be used as a benchmark for a sector.<sup>56</sup>

Thus for the purpose of this investigation, best practice will refer to an industry-wide acknowledgement and agreement that standardises the most efficient and effective

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<sup>51</sup> S.S. Ponting, “Exploring practitioner conceptualisations of professionalism and the impact of professionalization on the work of Australian eco-tour guides”, Doctoral thesis, University of Technology Sydney, Sydney, 2009, p. 1.

<sup>52</sup> A.S. Hornby, *Oxford Advanced Learner’s Dictionary: International student’s edition*, 2010, p. 1170.

<sup>53</sup> T.J. Johnson, *Professions and power*, 1972, p. 9.

<sup>54</sup> A.S. Hornby, *Oxford Advanced Learner’s Dictionary: International student’s edition*, 2010, p. 1170.

<sup>55</sup> Merriam-Webster, <<http://www.merriam-webster.com>>, 2019, access: June 2019.

<sup>56</sup> Investopedia, <<http://www.investopedia.com>>, 2019, access: June 2019.

ways to accomplish a desired action or idea on a local, regional, national or even international level. The concept therefore implies that if a country follows a set of best practice guidelines and ethics, a delivered outcome with minimal problems and/or complications will be ensured. Best practice in turn can then be utilised as a benchmark of noteworthy standards that represents an outcome that is reputed in a specific sector, and that contextualises all user actions throughout that particular environment.<sup>57</sup> In this context a specific country's tourist guiding environment will be appraised for its adherence and compliance with a set of prescribed international best practice guidelines.

### **1.3) Chapter outline**

This dissertation comprises seven chapters all of which will contribute to the outlined research objective to evaluate the tourist guiding arena in India as a potential international best practice example in and for the global South. The following section will provide a brief overview of the content.

Chapter one commenced with an introductory overview of the foremost research themes to be addressed. The chapter also provided definitions of key concepts.

Chapter two presents a literature review of the identified phenomena on an international level, paying attention to research conducted in the global South and in particular the Indian case study with regards to the tourist guiding profession. An overview of the case study-based research methodology and its qualitative research-design applied throughout this dissertation is also included.

Chapter three justifies the underlying tourist guiding genre in terms of theory. The chapter also places specific emphasis on the historic development of tourist guiding since ancient times, as well as the position, state and stance of the trade's ever-evolving and changing roles and responsibilities.

The second half of the dissertation focuses on India as the case study. Chapter four presents a detailed overview of tourism development and promotion in India since

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<sup>57</sup> Technopedia, <<http://www.technopedia.com>>, 2012, access: June 2019.

the mid-1800s. It underscores the importance of seminal committees on tourism as well as recently formulated, enacted and promulgated national tourism policies. The chapter also argues how both these notions have subsequently formed, influenced and transformed the tourist guiding profession over time. Key milestones discussed within the chapter include the findings presented within the Sir John Sargent, the L.K. Jha and the Yunus Committees on Tourism respectively, as well as all national tourism policy frameworks that have shaped India's current thriving international and domestic travel markets. These include the policies of 1982, 2002 and 2015. Additionally this section reflects on all Five Year Development Plans constituted by the Planning Commission of India, from 1951 – 2012,<sup>58</sup> and how these action plans have served as governmental tools to spearhead tourism development and promotion over the last seventy years.<sup>59</sup>

Chapters five and six address a range of facets of the Indian tourist guiding realm. This includes its professional operating environment; implemented legislative and regulatory frameworks; streamlined educational and training components; as well as all established quality assurance mechanisms throughout the country. Chapter five pays specific attention to the sector's evolution since the early-1950s (when the profession was first formally recognised in India) as well as the tourist guide's various accreditation categories (be they general, general-linguistic, expert and expert-linguistic tourist guides). This chapter also provides a collective overview of all minimum requirements; registration processes; prescribed guiding fees; and disciplinary provisions associated with Indian tourist guide.

Chapter six goes on to consider key components and stakeholders directly involved in the employability of the Indian tourist guide, once registered and licensed to conduct guided tours across the Indian sub-continent. These components include: stakeholder involvements and expectations; internal and external challenges; theoretical or classroom as well as practical or field training components; tourist guiding associations; the processes involved in becoming a certified and licensed

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<sup>58</sup> This dissertation takes into account that the "Planning Commission of India" has been replaced by the National Institution for Transforming India (NITI) after the completion of the Twelfth Five Year Plan in 2017.

<sup>59</sup> Five Year Plans are centralised and integrated national economic development programmes that allocate public resources to prioritised sectors of the Indian economy.

Regional Level tourist guide; codes of conduct; individual awards of excellence; as well as the occupation's overall working conditions and "professional status" in India. Stakeholders that are considered include: the Ministry of Tourism (Government of India), the Indian Tourism Development Corporation (ITDC), the Indian Institute of Tourism and Travel Management (IITTM) and the Tourist Guide Federation of India (TGFI) – all of which play a key role in the development, administering and management of the Regional Level Guide Training Programme (RLGTP).

Chapter seven, the Conclusion, summarises the findings presented throughout this dissertation. This chapter reflects on whether India can be considered an international best practice example of tourist guiding in the global South.

## CHAPTER 2: LITERATURE REVIEW AND METHODOLOGY

### 2.1) Literature review

Although tourist guiding has a long lineage that dates back over millennia, as a topic of research it has only recently become a subject of serious academic concern. This means that scholarship on the tourist guide and guiding is both an emerging but also vibrant domain. Studies from a range of established disciplines have approached it for qualitative and quantitative analysis and thus it has a distinctly interdisciplinary nature.<sup>60</sup> Nevertheless, given the ubiquity of tourist guiding in most areas of commercialised tourism, it is somewhat surprising that there has been so little attention from academia's side with regards to the profession.<sup>61</sup> This lack of academic interest has been long standing, despite the acclaimed *Annals of Tourism Research* dedicating its first "Special Issue" in 1985 to the "Role of the tourist guide" (guest edited by E. Cohen).<sup>62</sup> This did, however, not result in an immediate increase in research on the topic of tourist guiding. It was only after 2000, and from a global South perspective only post-2010, that an increase in publications occurred. Thus, given the relatively recent development of academic enquiry into the theme of tourist guiding, this section will consider some of the trends and focus areas in existing literature concerning the phenomenon. It considers a wide range of texts pertaining to the international, global South and Indian tourist guiding environments.

#### 2.1.1) International tourist guiding domain

Although research on the phenomenon of tourist guiding remains scarce and fragmented at an international level some key publications do, however, exist. Many scholars regard the above mentioned seminal work by E. Cohen entitled "The tourist guide: The origins, structure and dynamics of a role" as one of the first formal publications on the theme of tourist guiding, specifically approached from a touristic point of view. The article published in the mid-1980s discusses some of the initial key roles of a tourist guide such as a "pathfinder, mentor, leader, mediator, animator

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<sup>60</sup> L.M. Van den Berg, "Tourist guiding legislation: South Africa, Australia and Canada in a comparative perspective", Masters dissertation, University of Pretoria, Pretoria, 2016, p. 7.

<sup>61</sup> R. Black, B. Weiler & H. Chen, 'Exploring theoretical engagement in empirical tour guiding research and scholarship, 1980 – 2016: A critical review', *Scandinavian Journal of Hospitality and Tourism* 19 (1), 2019, pp. 95-113.

<sup>62</sup> *Annals of Tourism Research* (1985)

and/or tour leader”.<sup>63</sup> In this renowned publication, these key roles are evaluated according to their “instrumental, social, “interactionary” as well as communicative” characteristics and principles, within “inner and outer” directed tourism spheres, formulated and deployed by Cohen.<sup>64</sup> The article also considers the dynamics of how traditional or “original” tourist guides evolved, transformed and transitioned to become “professional”, modern or contemporary tourist guides. Cohen states that this transition is most apparent when the tourist guide’s roles shifted from being an “instrumental”, to being a “communicative” component on guided tours, largely beginning with the time when the tourism industry started becoming an “experience economy” in the early-1950s. He argues that initially traditional tourist guides had to “produce attractions” in “marginal regions” (referring here to various global South case studies including Kiribati, Thailand and Nepal), whereas they now have to “reproduce the attractions in the central regions of the tourism system”.<sup>65</sup>

B. Weiler and D. Davis have also elaborated on the above mentioned schematic representations of a tourist guide’s designated roles and responsibilities by adding managerial dimensions – tour, experience and resource management – to the already established inner and outer directed spheres of guiding. In their article, “An exploratory investigation into the roles of the nature-based tour leader”, Weiler and Davis also place specific emphasis on the various priority areas a “tour leader” needs to be aware of while conducting a guided tour and delivering a specific narrative to tourists – be this focus on a specific few individuals in a larger group; the group as a whole; or the environment in which the tour is taking place. More importantly for the purpose of this dissertation the authors also, argue that as the tourism industry continues its evolution into the 21<sup>st</sup> century and within the context of the Fourth Industrial Revolution, more emphasis should be placed on creating, training and certifying culture or heritage tourist guides. In an active attempt to bridge the knowledge gap usually left in tourist experiences when the narrative is only being

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<sup>63</sup> E. Cohen, ‘The tourist guide: The origins, structure and dynamics of a role’, *Annals of Tourism Research* 12 (1), 1985, pp. 5-29.

<sup>64</sup> E. Cohen, ‘The tourist guide: The origins, structure and dynamics of a role’, *Annals of Tourism Research* 12 (1), 1985, pp. 5-29.

<sup>65</sup> E. Cohen, ‘The tourist guide: The origins, structure and dynamics of a role’, *Annals of Tourism Research* 12 (1), 1985, pp. 5-29.

delivered by a nature tourist guide.<sup>66</sup> Thus, the need for a heritage and culture tourist guide continues to be emphasised.

In contrast to Cohen's findings, another early tourist guiding publication by J.C. Holloway, "The guided tour: A sociological approach" presents an exploratory analysis on the "working relationships" between "guides, drivers and their passengers [tourists]".<sup>67</sup> In this article it is suggested that this key interaction between tourist guides and tourists has yet to be institutionalised (like other components of the tourism industry) and remains fairly open to tourists and more importantly tourist guides for interpretation. Holloway argues that the subsequent roles and responsibilities of tourist guides involves and presents various subsidiary and conflicting sub-roles, where the "information-giving factor" is naturally emphasized by guides on tour, in their search for "professional status".<sup>68</sup> Holloway also specifically states that from observation and interviews, guides on tour develop "manipulative and dramaturgical skills" to satisfy tourist's quest for "unique tourist experiences".<sup>69</sup> He argues that by designating guides as mediators and "cultural brokers" merely dilutes the "contrived and artificial relationship" between tourists and their "hosts".<sup>70</sup> Emphasis in the article is also placed on the tourist guide's acting and teaching abilities, thus being assigned the responsibility of bringing "alive some particular feature or characteristic of a site", which ultimately will significantly contribute to the success of the guided tour.<sup>71</sup>

A more recent publication, *Tour guiding research: Insights, issues and implications*, by B. Weiler and R. Black (who have inadvertently become experts in the tourist guiding domain with various key publications, particularly in a global North setting), presents an in-depth and holistic overview of the modern tourist guiding

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<sup>66</sup> B. Weiler & D. Davis, 'An exploratory investigation into the roles of the nature-based tour leader', *Tourism Management* 14 (2), 1993, pp. 91-98.

<sup>67</sup> J.C. Holloway, 'The guided tour: A sociological approach', *Annals of Tourism Research* 8 (3), 1981, pp. 377-402.

<sup>68</sup> J.C. Holloway, 'The guided tour: A sociological approach', *Annals of Tourism Research* 8 (3), 1981, pp. 377-402.

<sup>69</sup> J.C. Holloway, 'The guided tour: A sociological approach', *Annals of Tourism Research* 8 (3), 1981, pp. 377-402.

<sup>70</sup> J.C. Holloway, 'The guided tour: A sociological approach', *Annals of Tourism Research* 8 (3), 1981, pp. 377-402.

<sup>71</sup> J.C. Holloway, 'The guided tour: A sociological approach', *Annals of Tourism Research* 8 (3), 1981, pp. 377-402.

environment. They also focus particular attention on the historical, political and practical contexts that surround tourist guiding research and scholarship. They argue that although “everyone” is familiar with the persona of a tourist guide, very “few” fully understand what actually constitutes *being a “tourist guide”*.<sup>72</sup> The authors also provide a rare insight into lesser researched themes of the domain – as notable in chapters such as considering tourist guides as interpreters, storytellers, and cultural communicators; tourist guide perceptions and contributions to sustainability and responsible tourism practices; as well as visitor experiences and satisfaction tourist guides can provide while conducting a guided tour. The authors also present some key insights into how to conceptualise and foster “quality” in tourist experiences, while underscoring the need to identify research gaps, guiding trends and emerging themes early on, as the domain develops.<sup>73</sup> Weiler and Black also provide a thorough overview of integral components to the development of any tourist guiding sector, extensively elaborating on:

- the multiple and complex roles of the tourist guide;
- improving performance through education and training;
- certification;
- licensing;
- codes of conduct;
- individual awards of excellence;
- guiding performance and status;
- professional associations;
- professionalism; as well as
- the professionalization of tourist guides.<sup>74</sup>

Weiler and Black have also gone on to explore the tourist guide’s pivotal role in “choreographing” and “co-creating” memorable tourist experiences in an attempt to even further contextualise the modern tourist guide’s role at the various social, economic, political and environmental intersections of the tourism industry. In their publication, “The changing face of the tour guide: One-way communicator to choreographer to co-creator of the tourist experience”, have placed specific emphasis on explaining how the modern tourist guide has inadvertently become the

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<sup>72</sup> B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, pp. v-xiii.

<sup>73</sup> B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, pp. v-xiii.

<sup>74</sup> B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, pp. v-xiii.

new “experience-broker” on guided tours.<sup>75</sup> They argue that tourist guides by virtue are now also being tasked (in addition to their many roles and responsibilities) to “broker” all dimensions of the important tourist experience. This includes “brokering understanding, encounters, empathy and physical access” for tourists at attractions, destinations and with local indigenous communities.<sup>76</sup> The publication additionally underpins a typology of how tourist guides can adapt to the changing needs and desires of the 21<sup>st</sup> century tourist,<sup>77</sup> while furthermore also outlining the various considerations that need to be taken into account when striving to create a personable, authentic and engaging experience for tourists wanting to partake in a guided tour.<sup>78</sup>

In the article by J. Ap and K.K.F. Wong entitled a “Case study on tour guiding: Professionalism, issues and problems” the centrality and importance of tourist guides as “front-line professionals” within the wider tourism industry is again emphasised. The authors underline that tourist guides are generally recognised as having the key responsibility (or rather ability) to transform a “tour into an experience”.<sup>79</sup> Ap and Wong also state that although using Hong Kong as a primary case study, the roles and “duties” of tourist guides in many countries remain similar. However, on the downside they point out that tourist guides and the trade altogether remain characterised theoretically and practically as: “unglamorous”; lacking a well-defined career path; inadequate institutional recognition as “professionals”; as well as a lack of a sustainable source of annual income. The authors also conclude that literature on the phenomenon remains relatively scarce even in a global North context.<sup>80</sup>

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<sup>75</sup> B. Weiler & R. Black, ‘The changing face of the tour guide: One-way communicator to choreographer to co-creator of the tourist experience’, *Tourism Recreation Research* 40 (3), 2015, pp. 364-378.

<sup>76</sup> B. Weiler & R. Black, ‘The changing face of the tour guide: One-way communicator to choreographer to co-creator of the tourist experience’, *Tourism Recreation Research* 40 (3), 2015, pp. 364-378.

<sup>77</sup> This would refer to the pre-pandemic 21<sup>st</sup> century tourist.

<sup>78</sup> B. Weiler & R. Black, ‘The changing face of the tour guide: One-way communicator to choreographer to co-creator of the tourist experience’, *Tourism Recreation Research* 40 (3), 2015, pp. 364-378.

<sup>79</sup> J. Ap & K.K.F. Wong, ‘Case study on tour guiding: Professionalism, issues and problems’, *Tourism Management* 22 (1), 2001, pp. 551-563.

<sup>80</sup> J. Ap & K.K.F. Wong, ‘Case study on tour guiding: Professionalism, issues and problems’, *Tourism Management* 22 (1), 2001, pp. 551-563.

In this case study-based research approach, wherein Ap and Wong used interviews and observations to gather primary information they analyse, evaluate and monitor the existing levels of professional service standards in the Hong Kong tourist guiding industry. The authors also identify issues and challenges facing the profession in the 21<sup>st</sup> century within the Chinese territory, as well as how these identified obstacles and barriers can be overcome practically. Some key obstacles in the local tourist guiding environment were identified to be:

- the absence of basic training courses;
- limited training opportunities;
- voluntary tourist guiding involvement systems; as well as
- varying levels of professionalism throughout the sector.<sup>81</sup>

Ap and Wong in turn also recommend some key practical measures to be implemented in the Hong Kong tourist guiding sector. These include the implementation of “guiding monitoring systems”; the general upliftment of the tourist guide’s professional status; and the need for more institutional support from key stakeholders and role players such as the Hong Kong Tourist Association (HKTA) as well as the Hong Kong Association of Registered Tour Co-ordinators (HARTCO).<sup>82</sup>

Similarly in the article “Critical issues affecting the service quality and professionalism of the tour guides in Hong Kong and Macau” by A.H.N. Mak, K.K.F. Wong and R.C.Y. Chang, they evaluate the service quality aspects associated with the tourist guiding profession.<sup>83</sup> They do this from a multiple insider’s perspective approach in an attempt to unravel critical issues affecting the tourist guiding profession within Hong Kong and Macau (both of which are recently recognised Chinese territories). Critical issues identified include:

the immaturity of the Chinese tourism market; the exploitative measures taken by inbound tour operators within the territories; human resource issues; tourist guiding role and responsibility conflicts; lack of established service quality mechanisms [such as codes of conduct, licensing and

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<sup>81</sup> J. Ap & K.K.F. Wong, ‘Case study on tour guiding: Professionalism, issues and problems’, *Tourism Management* 22 (1), 2001, pp. 551-563.

<sup>82</sup> J. Ap & K.K.F. Wong, ‘Case study on tour guiding: Professionalism, issues and problems’, *Tourism Management* 22 (1), 2001, pp. 551-563.

<sup>83</sup> J. Ap & K.K.F. Wong, ‘Case study on tour guiding: Professionalism, issues and problems’, *Tourism Management* 22 (1), 2001, pp. 551-563.

professional associations]; as well as the apparent unhealthy business practices of outbound travel agencies in China.<sup>84</sup>

The noted publication not only provides clarity on what the obstacles faced are, but also indicates how they can practically be overcome. Some of these practical mechanisms worth considering for this dissertation are:

- how to adapt and enhance tourist guide training;
- how stakeholders can be more efficient in generating licenses and professional certification to tourist guides;
- how to develop and adapt a standardised and harmonised code of conduct; as well as
- how the monitoring, management and oversight of tourist guides can be improved.<sup>85</sup>

Mak, Wong and Chang also outline how some stakeholders have begun to implement solutions to these recurring barriers, seeing as they have found the tourist guide to be the only direct “human resource” located within the tourism industry. In the case of the Macau Government Tourism Office (MGTO) they refer to the creation of a tourist guide “licensing and inspections Department” to essentially police the tourist environment of the area, according to the established rules and regulations as set forth by the Tourist Guide Accreditation System (TGAS) and the Travel Industry Council of Hong Kong (TIC). The article also includes a section visually depicting the multi-variate and multi-faceted roles and responsibilities associated with any tourist guide such as being considered a “professional ambassador, employee and entrepreneur”, while keeping in mind “altruistic, money, customer and self-interest orientations”, they carry within themselves.<sup>86</sup> The authors in turn also recommend a conceptual model for dealing with “conflict” that tourist guides may experience or encounter pre-, on- or post-tour.<sup>87</sup>

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<sup>84</sup> A.H.N. Mak, K.K.F. Wong & R.C.Y. Chang, ‘Critical issues affecting the service quality and professionalism of the tour guides in Hong Kong and Macau’, *Tourism Management* 32 (1), 2001, pp. 1442-1452.

<sup>85</sup> A.H.N. Mak, K.K.F. Wong & R.C.Y. Chang, ‘Critical issues affecting the service quality and professionalism of the tour guides in Hong Kong and Macau’, *Tourism Management* 32 (1), 2001, pp. 1442-1452.

<sup>86</sup> A.H.N. Mak, K.K.F. Wong & R.C.Y. Chang, ‘Critical issues affecting the service quality and professionalism of the tour guides in Hong Kong and Macau’, *Tourism Management* 32 (1), 2001, pp. 1442-1452.

<sup>87</sup> A.H.N. Mak, K.K.F. Wong & R.C.Y. Chang, ‘Critical issues affecting the service quality and professionalism of the tour guides in Hong Kong and Macau’, *Tourism Management* 32 (1), 2001, pp. 1442-1452.

In the 2012 masters' dissertation by G.R. Roca, "In quest of tourist guide's work improvements: Comparative study between tourist guides in Spain (Catalonia) and Norway", the scholar aims to systematically inquire if a nationally certified, licensed and regulated tourist guiding sector as in the case of Spain, provides a "better" or "worse" working environment and/or conditions for tourist guides to operate within. This is compared to an uncertified, non-licensed and non-regulated sector as is in the case study of Norway.<sup>88</sup> Apart from echoing the need once again to consider the multitude of possibilities the phenomenon of tourist guiding holds academically, this qualitative study also identifies and assesses various independent variables that are associated with a tourist guide's daily working environment.<sup>89</sup> The operational variables Roca identifies include: the number of years experience as an active guide; a tourists constant demand for authenticity on guided tours; how to approach tourist feedback (pre-, on- and post-tour); the continuous training and education of active guides; the selling or marketing of services to a desired audience; the utilisation of new technologies as well as social media; as well as what job demands, and role expectations are plausible in practice on a daily basis.<sup>90</sup>

Roca also argues that a regulated or non-regulated tourist guiding system depends largely on the tourism product, service or experience on offer in a specific country, and if the specific country has a well-rounded and established tourism industry to accommodate a large-scale tourist guiding sub-sector. The study goes on to conclude that the success of any tourism legislative and regulatory framework should not only be considered in theory and as a "short term victory", but should rather be evaluated over time to observe the direct or indirect impacts it had, or did not have on the professional (being the tourist guide) and their immediate operational

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<sup>88</sup> G.R. Roca, "In quest of tourist guides' work improvements: Comparative study between tourist guides in Catalonia (Spain) and Norway", Masters dissertation, University of Stavanger, Stavanger, 2012, pp. 1-98.

<sup>89</sup> G.R. Roca, "In quest of tourist guides' work improvements: Comparative study between tourist guides in Catalonia (Spain) and Norway", Masters dissertation, University of Stavanger, Stavanger, 2012, pp. 1-98.

<sup>90</sup> G.R. Roca, "In quest of tourist guides' work improvements: Comparative study between tourist guides in Catalonia (Spain) and Norway", Masters dissertation, University of Stavanger, Stavanger, 2012, pp. 1-98.

environment. Aspects such as job stress, job satisfaction and the continuation of tourist guiding as a career path going forward, are also holistically reviewed.<sup>91</sup>

An important online source used in this dissertation is the widely revered “Jane Orde Guiding Document”, released in 2011 by the WFTGA that was compiled by former president (1987-1993) of this international tourist guiding regulatory body, J. Orde.<sup>92</sup> This primary analytical report, a first of its kind, provides an in-depth overview and benchmark for the tourist guiding profession on a global scale. It aims to analyse and summarise various components of full or affiliated member states’ tourist guiding environments.<sup>93</sup> This document itemises and investigates numerous important components of a country’s tourist guiding sector:

- the number of registered tourist guides within a specific country;
- is licensing required to become a tourist guide, and who administers as well as regulates the process;
- is (continuous) training available for new and/or active tourist guides (theory or practical training);
- are there any basic qualifications available for potential tourist guides;
- is guiding certification available, and who regulates this environment;
- is there an established “fee-scheme” enforced for tourists and guides, and are guides generally expected to work on an hourly, “half or full day” system;
- who is responsible for determining the fixed fees for tourist guides, if they are to be prescribed (tourism authority or tourist guiding association);
- is there a presence of a national tourist guiding association, and does the possibility exist to become a member of such an organisation;
- the general working environment in which tourist guides conduct tours;
- within this domain what are the generalised problems or challenges that have been encountered on a national stage.<sup>94</sup>

Although not only providing vital information on the status and sequential growth of tourist guiding on an international scale, the document more importantly also reiterates the stark contrast between the functionality of guiding sectors in the global North and South. In particular she focuses on tourist guiding being either a regulated or non-regulated human resource. In relation to this dissertation, it is worth

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<sup>91</sup> G.R. Roca, “In quest of tourist guides’ work improvements: Comparative study between tourist guides in Catalonia (Spain) and Norway”, Masters dissertation, University of Stavanger, Stavanger, 2012, pp. 1-98.

<sup>92</sup> World Federation of Tourist Guide Associations, <<http://www.wftga.org>>, 2011, access: June 2018.

<sup>93</sup> World Federation of Tourist Guide Associations, <<http://www.wftga.org>>, 2011, access: June 2018.

<sup>94</sup> World Federation of Tourist Guide Associations, <<http://www.wftga.org>>, 2011, access: June 2018.

highlighting that this source also provides critical evidence on examples of thriving tourist guiding sectors in the global South. These include: Albania, Argentina, Armenia, Belize, Bhutan, Chile, Costa Rica, Georgia, Iran, Iraq, Kyrgyz Republic, Malaysia, Puerto Rico, South Africa as well as India.<sup>95</sup>

### 2.1.2) Global South tourist guiding sector

Tourist guiding in the global South remains an untapped source of viable and usable theoretical and practical information that no doubt has the ability to change the development discourse for any nation looking to establish, improve or restructure their immediate tourist guiding environment. This is illustrated in the research by a range of scholars who focus on various case studies that centre on growing “tourist guiding nations” in the global South. This includes the developing nations of: Brazil; Brunei; Cambodia; Cuba; Egypt; Indonesia; Kenya; Myanmar; Palau; Peru; Sri Lanka; Thailand; Turkey; Vanuatu; and Vietnam.<sup>96</sup>

W.E. Tsegaw and D.K. Teressa in turn have similarly argued that although tourist guides are seen as essential “front-line players” in brokering the sought after

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<sup>95</sup> World Federation of Tourist Guide Associations, <<http://www.wftga.org>>, 2011, access: June 2018.

<sup>96</sup> E.M. Pereira & R.J. Mykletun, ‘Guides as contributors to sustainable tourism? A case study from the Amazon’, *Scandinavian Journal of Hospitality and Tourism* 12 (1), 2012, pp. 74-94; World Travel Online, <<http://news.travel168.net/20081128/18578.html>>, 2019, access: December 2019; V. Kuon, “The pursuit of authenticity in tourist experiences: The case of Siem Reap-Angkor, Cambodia”, Masters dissertation, Lincoln University, Christchurch, 2011, p. 1-10; P. Latkova, E. Jordan, C. Vogt, M. Everette & C. Aquino, ‘Tour guides’ roles and their perceptions of tourism development in Cuba’, *Tourism Planning and Development* 15 (3), 2018, pp. 347-363; O.K. El-Sharkawy, ‘Exploring knowledge and skills for tourist guides: Evidence from Egypt’, *Tourismos: An International Multidisciplinary Journal of Tourism* 2 (2), 2007, pp. 77-94; H. Dahles, ‘The politics of tour guiding: Image management in Indonesia’, *Annals of Tourism Research* 29 (3), 2002, pp. 783-800; F. Kabii, M.M. Okello & N. Kipruto, ‘Effects of tour guides training on their performance in Kenya’, *Journal of Tourism and Hospitality Management* 5 (6), 2017, pp. 233-250; Republic of the Union of Myanmar, *Myanmar tourist guide sector: A policy framework*, 2015, pp. 1-66; Republic of Palau, *Tour guide training and certification program*, 2015, pp. 1-223; G. McGrath, ‘Myth, magic, meaning and memory – Mentor tour guides as central to developing integrated heritage tourism at archaeological sites in Cusco, Peru’, *Conference paper – 12<sup>th</sup> International Tourism and Leisure Symposium*, 2003, Barcelona, Spain; J.A.R.C. Sandaruwani & W.K.A.C. Gnanapala, ‘The role of tourist guides and their impacts on sustainable tourism development: A critique of Sri Lanka’, *Tourism, Leisure and Global Change* 3 (1), 2016, pp. 62-71; H.L. Nguyen, “The impacts of tour guiding performance on foreign tourist satisfaction and destination loyalty in Vietnam”, Doctoral thesis, University of Western Sydney, Sydney, 2015, pp. 1-10; Y. Arslanturk & O. Altunoz, ‘Practice-tips: Efficiency and quality perceptions of prospective tour guides’, *Procedia – Social and Behavioural Sciences* 62 (1), 2012, pp. 832-836; R. Black & B. King, ‘Human resource development in remote island communities: An evaluation of tour guide training in Vanuatu’, *International Journal of Tourism Research* 4 (2), 2002, 103-119; T. Laowirojanakul, “A study of key factors affecting the degree of job satisfaction of tour guide in Bangkok, Thailand”, Masters dissertation, Rochester Institute of Technology, Rochester, 1999, pp. 1-10.

“unique” tourist experience – the phenomenon has yet to be fully explored in theory in the global South. They ascribe this largely due to the fact that scholars and practitioners in the field continue to disagree on various “contested concepts of power” inherent within the profession itself.<sup>97</sup> In their article “Tour guiding quality assurance mechanisms and respective tourist satisfaction: Evidence from South Ethiopia”, Tsegaw and Teressa in part aim to explore a wide variety of quality assurance mechanisms; tourist satisfaction levels provided by recognised tourist guiding services; as well as the challenges that continue to plague the growing tourist guiding sector of Ethiopia.<sup>98</sup>

In this quantitative study, Tsegaw and Teressa point out that the Ministry of Culture and Tourism (Ethiopia) has come to realise the value of developing and implementing minimum guiding standards, legislative and regulatory frameworks, quality assurance mechanisms (certification and licensing) and making rewards of excellence mandatory. The overall environment remains plagued by many chronic challenges that are clustered around training, education, seasonality, income and the involvement of “non-professionals”, that render the tourist satisfaction by guide services very poor throughout the country. That in turn leads to a widespread “skill gaps” in the sector. In contrast the study also finds that despite the various mentioned obstacles that travel demands, networking, “autonomy”, personal satisfaction, job quality, and the anticipation as well as the belief of future growth of the country’s tourism industry, continue to remain the top motivational factors in becoming part of the tourist guiding profession in Ethiopia.<sup>99</sup>

In relation to the various identified challenges presented within the Ethiopian tourist guiding sector, A. Ababneh has investigated the various obstacles and barriers facing the Jordanian tourist guiding sector in the article, “Tourist guides and job related problems, analysis and evidence from Jordan”.<sup>100</sup> In this qualitative study, Ababneh states that although tourist guides have played a major part in the national

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<sup>97</sup> W.E. Tsegaw & D.K. Teressa, ‘Tour guiding quality assurance mechanisms and respective tourist satisfaction: Evidence from South Ethiopia’, *Journal of Tourism and Hospitality* 6 (6), 2017, pp. 1-9.

<sup>98</sup> W.E. Tsegaw & D.K. Teressa, ‘Tour guiding quality assurance mechanisms and respective tourist satisfaction: Evidence from South Ethiopia’, *Journal of Tourism and Hospitality* 6 (6), 2017, pp. 1-9.

<sup>99</sup> W.E. Tsegaw & D.K. Teressa, ‘Tour guiding quality assurance mechanisms and respective tourist satisfaction: Evidence from South Ethiopia’, *Journal of Tourism and Hospitality* 6 (6), 2017, pp. 1-9.

<sup>100</sup> A. Ababneh, ‘Tourist guides and job related problems, analysis and evidence from Jordan’, *Journal of Quality Assurance in Hospitality and Tourism* 18 (2), 2017, pp. 200-217.

economy of Jordan since 1988, various institutional decisions as of late have severely increased unemployment within the sector. The author goes on to argue that rigid and over-regulated tourism laws and regulations do not always transpire into direct positives for either guides, tourists or other stakeholders involved.<sup>101</sup>

Ababneh also raises some common problems facing the Jordanian tourist guide at present. These include: financial insecurity and social instability; low seasonal based income; absolute control of the market by travel agents; job related difficulties such as accidents; unethical competitive environment; physical and social problems; lack of an influential “voice” in the Jordanian Tour Guides Association (JTGA); as well as the fluctuating work opportunities due to political and economic instability in the region.<sup>102</sup> However, despite these overarching challenges the author also provides various simple and practical recommendations to implement within the Jordanian tourist guiding sub-sector. These include:

- to revise all legislative and regulatory frameworks pertaining to tourist guiding in Jordan;
- to develop a remuneration system for tourist guides, to be implemented nationwide;
- to restructure and empower national professional tourist guiding bodies; as well as
- to ensure that a constructive dialogue is continuing to take place between all applicable stakeholders to the tourist guiding arena with the country at large.<sup>103</sup>

Another important text on tourist guiding in the global South, is the article “Tour guides: Are they tourism promoters and developers? Case study Malawi”, by J.M. Chilembwe and V. Mweiwa. This article evaluates the question if known key tourist guiding roles and responsibilities such as being a mediator, interpreter, information-giver and/or leader, can effectively contribute or assist in the creation of an overall “[positive] destination image”, using the landlocked country of Malawi as the primary case study for this enquiry. This publication, similar to others in this literature study, once again highlights and elaborates on the undeniable and indispensable link

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<sup>101</sup> A. Ababneh, ‘Tourist guides and job related problems, analysis and evidence from Jordan’, *Journal of Quality Assurance in Hospitality and Tourism* 18 (2), 2017, pp. 200-217.

<sup>102</sup> A. Ababneh, ‘Tourist guides and job related problems, analysis and evidence from Jordan’, *Journal of Quality Assurance in Hospitality and Tourism* 18 (2), 2017, pp. 200-217.

<sup>103</sup> A. Ababneh, ‘Tourist guides and job related problems, analysis and evidence from Jordan’, *Journal of Quality Assurance in Hospitality and Tourism* 18 (2), 2017, pp. 200-217.

between the tourist guide, the tourist as well as the destination. This link likewise emphasises that tourist guides are often assumed by various role players of the travel market, to be solely responsible for creating and providing visiting tourists with the sought after “unique” and “authentic” experience at a specific tourist attraction or site.<sup>104</sup>

In lieu of this, Chilembwe and Mweiwa also go on to argue that trained and regulated tourist guides occupy an extraordinary position within any demand and supply cycle where they must “exert great influence on the way an activity or place is interpreted and experienced” by tourists.<sup>105</sup> This they argue even in cases where tourists might have preconceived notions about a said attraction, destination or site. This article also extends and elaborates on the debate surrounding the pivotal responsibilities of a tourist guide within any tourism value chain. In this context the authors state that guides should be accepted, acknowledged and recognised as being well-rounded “sales representatives” of a country, or in this specific instance, characterised subsequently as the “promoters” and/or “developers” of the Malawian tourism industry.<sup>106</sup> However, more importantly for the purpose of this dissertation are the set strategic long-term objectives upheld by various stakeholders to improve and further develop Malawi’s recently established tourist guiding sector. As a newly formulated economic segment in the country the publication also notes that for the continued sustainable growth of the sector in the future, various aspects such as legislative and regulatory requirements, the formal standardisation of basic training courses, as well as the registration and certification of operating and new tourist guides firstly needs to be addressed.<sup>107</sup>

In the doctoral thesis, “Assessing key tour guide competences to co-create memorable tourism experiences” submitted to the University of North West in 2016, B. Hurombo examines how tourism frontline staff (tourist guides) “should be nurtured to become co-creators of memorable tourism experiences”, within the primary case

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<sup>104</sup> J.M. Chilembwe & V. Mweiwa, ‘Tour guides: Are they tourism promoters and developers? Case study of Malawi’, *Journal of Research in Business Management* 2 (9), 2014, pp. 29-46.

<sup>105</sup> J.M. Chilembwe & V. Mweiwa, ‘Tour guides: Are they tourism promoters and developers? Case study of Malawi’, *Journal of Research in Business Management* 2 (9), 2014, pp. 29-46.

<sup>106</sup> J.M. Chilembwe & V. Mweiwa, ‘Tour guides: Are they tourism promoters and developers? Case study of Malawi’, *Journal of Research in Business Management* 2 (9), 2014, pp. 29-46.

<sup>107</sup> J.M. Chilembwe & V. Mweiwa, ‘Tour guides: Are they tourism promoters and developers? Case study of Malawi’, *Journal of Research in Business Management* 2 (9), 2014, pp. 29-46.

study of Zimbabwe. In principle through this extensive investigation the scholar aims to fundamentally assess and interpret key roles and responsibilities associated with the tourist guide that will be required to co-produce “unique” and “authentic” touristic experiences for visiting tourists, on behalf of institutional bodies and the Zimbabwean tourism sector at large. Additionally, the investigation also explores how to further develop these distinct experiences in practice, and to what extent tourist guides will play an active role within them. Nevertheless, despite identifying the coalface position the Zimbabwean tourist guide finds him/herself in, Hurombo takes cognisance of the fact that tourist guide training in the country remains “lamentably weak”, unregulated, loosely coordinated and insufficient at best, albeit individuals showing they have the inherent competence, ability and will-power to deliver guided tours if need be and given the chance.<sup>108</sup>

Through this case-study based research approach, Hurombo also investigates various external occupational competencies that have been found to be the most prevalent in any tourist guiding sector. These areas include: a tourist guide’s influencing skills; their passion; dedication; collective emotions; holistic understanding of the travel domain; cultural thoughtfulness; inherent cultural intelligence; ability to manage tourism; as well as the notable strides that need to be made with regards to professionalism and social skills. On the other hand he also gages various internal competencies the local Zimbabwean tourist guide needs to possess in order to be successful in the sub-sector as a whole. Highlighting in this instance aspects such as: confidence; responsiveness; ability to solve problems; reading and understanding tourist emotions; honesty; hospitality; innovation; knowledge of a destination and its tourism products and services; multi-linguism; self-motivation; political intelligence; tolerance; as well as teaching skills.<sup>109</sup>

The publication concludes by making workable industry recommendations on how to improve the collective tourist guiding sector in Zimbabwe. Some key steps proposed include the formal “training of trainers”; the decentralisation of guiding programmes; to provide insurances to practicing and new tourist guides that guiding “refresher

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<sup>108</sup> B. Hurombo, ‘Assessing key tour guide competences to co-create memorable tourism experiences’, Doctoral thesis, University of North West, Potchefstroom, 2016, pp. 1-380.

<sup>109</sup> B. Hurombo, ‘Assessing key tour guide competences to co-create memorable tourism experiences’, Doctoral thesis, University of North West, Potchefstroom, 2016, pp. 1-380.

courses” will be offered on a continuous basis; to start offering guiding specialisations and training schemes in foreign languages; to start basing training components on experiential approaches to tourist guiding; as well as to actively embrace “e-learning portals and platforms” to create a nationwide and industry recognised source solely dedicated to the tourist guiding cause and sector throughout the country as a whole. For the purpose of this dissertation it is also important to emphasise that the study produced various insightful and innovative approaches with regards to making tourist guiding in the global South more inclusive, transformative and diversified.<sup>110</sup>

In the article “An exploration of tourism related labour conditions: The case of tour guides in Tanzania”, K. Melubo and C.N. Buzinde attempt to examine and evaluate the working conditions present in the tourist guiding sub-sector of Tanzania’s tourism market. Although reiterating various common challenges facing tourist guiding sectors throughout the global South, the article aptly argues that once labour conditions improve in the overall travel segment of the economy of a specific country, the improvements made will directly benefit the tourist guide through a trickledown-effect, once the measures become actualised in practice.<sup>111</sup> Through this exploratory study they suggest that if compensation packages and, standardised and coordinated training courses were offered and presented at accredited institutions, accompanied by the incorporation of thought through labour laws as well as the possibility of receiving health care coverage were automatic benefits for becoming part of the travel arena, then the tourist guiding profession in turn will see a drastic change in its long-term development discourse. With these “pull factors” they believe that it could even possibly lead to more people wanting to become part of the profession in years to come.<sup>112</sup>

Apart from underscoring these idealistic views to improve various “guest-guide relationships”, human capacity building, core business practices as well as future

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<sup>110</sup> B. Hurombo, ‘Assessing key tour guide competences to co-create memorable tourism experiences’, Doctoral thesis, University of North West, Potchefstroom, 2016, pp. 1-380.

<sup>111</sup> K. Melubo & C.N. Buzinde, ‘An exploration of tourism related labour conditions: The case of tour guides in Tanzania’, *Anatolia: An International Journal of Tourism and Hospitality Research* 27 (4), 2016, pp. 505-514.

<sup>112</sup> K. Melubo & C.N. Buzinde, ‘An exploration of tourism related labour conditions: The case of tour guides in Tanzania’, *Anatolia: An International Journal of Tourism and Hospitality Research* 27 (4), 2016, pp. 505-514.

sectorial growth, Melubo and Buzinde also emphasise the central role of public stakeholder's in the tourist guiding sector of Tanzania. These include: the Ministry of Natural Resources and Tourism (Tanzania); the Interpretive Guide Society; as well as the Tanzania Tour Guide Association (TTGA). The authors also place emphasis on the one-sided relationship between tourism and tourist guiding, where the profession although pivotal to the success of the travel market, remains neglected when professional conditions and environments are being considered and formulated by the tourism sector.<sup>113</sup> This would appear to be a common occurrence in the global South in particular, where the tourist guide often has to be flexible and adaptable to the guiding environment created on their behalf by other institutional stakeholders or private sector role players.

In the article "A review and evaluation of China's quality assurance system for tour guiding", S. Huang and B. Weiler aim to explore through a broad-based qualitative approach China's various quality assurance mechanisms present within the country's current regulated tourist guiding environment. In this publication, key emphasis is placed on how the 131 000 registered tourist guiding professionals will affect and/or contribute to the country's international and domestic travel segments as well as the local economy at large. Moreover, the authors also aim to explore how the Chinese tourist guide will positively or negatively influence the stated operational environment, when the sector starts to implement various steps, initiatives and projects to promote sustainable and responsible tourism practices nationwide.<sup>114</sup>

Additionally, although signalling that tourism has been a priority sector in the country since 1979, Huang and Weiler still observe that the sector remains constricted and plagued by the absence of industry driven components and the continued over-reliance on the Central Government to solely promote the overall growth of the tourism industry, and by virtue the tourist guiding sub-sector. In reality this actually weakens both the domains' broader applicability within the country itself, as well as its credibility on the global competitive tourism market. Discussion points in this

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<sup>113</sup> K. Melubo & C.N. Buzinde, 'An exploration of tourism related labour conditions: The case of tour guides in Tanzania', *Anatolia: An International Journal of Tourism and Hospitality Research* 27 (4), 2016, pp. 505-514.

<sup>114</sup> S. Huang & B. Weiler, 'A review and evaluation of China's quality assurance system for tour guiding', *Journal of Sustainable Tourism* 18 (7), 2010, pp. 845-860.

regard would appear to be centred on monitoring and enforcing; the rewarding of excellence; the number of professional tourist guiding associations; as well as issues in relation to the minimum requirements set for the tourist guiding vocation in China.<sup>115</sup> Huang and Weiler nevertheless also points out that despite these persistent obstacles and barriers, that China's "acclaimed" tourist guiding system remains at the benchmarked international best practice standard, as mandated by the WFTGA.

At a local South African level, the manual *Introduction to Tourist Guiding* by P. van Dyk is a pioneering text that sets out to prepare the prospective tourist guide for the sector.<sup>116</sup> It has a two part division focusing first on the industry in general and what the "duties and practicalities" of the tourist guide are. This section also includes the definition of key concepts, some of the key touristic models, the various role players in the sector as well as the nature of the tourism industry within South Africa. It also sets out the legal parameters and requirements of tourist guiding paying particular attention to the practical competencies required.<sup>117</sup> The second part presents a brief overview of South Africa as a touristic product.<sup>118</sup> This is a well-rounded handbook and has remained one of the key text for the preparation of students for the tourist guide accreditation process in South Africa.

In the institutional report produced by the University of Pretoria's Department of Historical and Heritage Studies in 2018, entitled "A policy review of the tourist guiding sector in South Africa", the investigation reviews various integral components to any tourist guiding environment, and uses the primary case study of South Africa to further analyse, interpret and evaluate these mechanisms. These include: Tourism Acts; regulations pertaining to the tourist guide; minimum requirements to become part of the guiding vocation; training authorities in the public and private sectors; educational requirements and the recognition of prior learning; professional tourist guiding associations; as well as the various quality assurance devices national, provincial and site (local) tourist guides will need to adhere to in order to continue

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<sup>115</sup> S. Huang & B. Weiler, 'A review and evaluation of China's quality assurance system for tour guiding', *Journal of Sustainable Tourism* 18 (7), 2010, pp. 845-860.

<sup>116</sup> P. Van Dyk, *Introduction to tourist guiding*, 6<sup>th</sup> edition, 2013.

<sup>117</sup> P. Van Dyk, *Introduction to tourist guiding*, 6<sup>th</sup> edition, 2013, pp. 1-228.

<sup>118</sup> P. Van Dyk, *Introduction to tourist guiding*, 6<sup>th</sup> edition, 2013, pp. 129-228.

conducting guided tours throughout the country.<sup>119</sup> Furthermore, apart from underscoring the importance of making the guiding domain of the country more inclusive, diversified and transformative, the report also underlines the untapped potential of cross-border tourist guiding, the need to formalise a “heritage tourist guiding” accreditation category, as well as the necessity to include South Africa’s various indigenous communities within the collective sub-domain as well.<sup>120</sup>

Taking the aforementioned into account, it is also important to point out at this stage that although the theme of tourist guiding would appear to be a regular yet complex field of interest and enquiry from an international point of view, the domain remains fragmented from a global South perspective as illustrated through the scattered investigation’s conducted on the topic to date.

### **2.1.3) Indian tourist guiding environment**

Tourist guiding in India is an institutionally recognised sub-sector within the broader Indian tourism domain. In the article, the “Evolution of tourism policy in India: An overview”, K.C. Dayananda and D.S. Leelavathi aim to holistically explore how tourism, and in turn the central tourism statute, developed on the Indian sub-continent. This qualitative study also examines and evaluates a variety of fundamental historical developments and milestones associated with India’s travel context, and how they have shaped and influenced the domain over the past half century. The article also assesses how India restructured, modified and adapted its touristic exposure, experience and infrastructure early on, so that the travel sector could become a major economic driving force in the country.<sup>121</sup>

The scholars also go on to argue how this led to the nation becoming an early drawcard to international tourists despite the country being considered a long-haul destination in the global South.<sup>122</sup> Dayananda and Leelavathi also conclude by emphasising that India’s current economic successes in relation to tourism can

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<sup>119</sup> University of Pretoria – Department of Historical and Heritage Studies, *A policy review of the tourist guiding sector in South Africa*, 2018, pp. 1-327.

<sup>120</sup> University of Pretoria – Department of Historical and Heritage Studies, *A policy review of the tourist guiding sector in South Africa*, 2018, pp. 1-327.

<sup>121</sup> K.C. Dayananda & D.S. Leelavathi, ‘Evolution of tourism policy in India: An overview’, *Journal of Humanities and Social Science* 21 (12), 2016, pp. 37-43.

<sup>122</sup> K.C. Dayananda & D.S. Leelavathi, ‘Evolution of tourism policy in India: An overview’, *Journal of Humanities and Social Science* 21 (12), 2016, pp. 37-43.

largely be attributed to its differentiating tourism products and services; its well thought out touristic experience it wants to offer to international and domestic travellers alike; its openness to accept direct foreign investments; as well as the country's ability to set and successively reach short-term developmental goals to continuously grow and expand its touristic realm.<sup>123</sup>

In the article, "Some reflections on tourism and tourism policy in India", R.J. Baken and S. Bhagavatula explore the initial ideas and starting points for how tourism, tourism legislation and institutional travel authorities came to be developed in India since the domain's formal inception in 1945.<sup>124</sup> Apart from analysing the various tourism policies enacted since then, similar to Dayananda and Leelavathi, the authors more importantly go on to discuss the institutional stakeholders and role players that came to structure the tourism domain across the Indian sub-continent over time. These include: the Central Government; the multiple Departments and Ministries responsible for tourism; regional tourism development corporations; local tourism authorities; ITDC; ITFC; IITM; as well as the increasingly important Indian Tourism Operations Promotion Council (ITOPC).<sup>125</sup>

This article also provided some key insights into various sub-themes within the Indian tourism industry. Firstly, how traditional ideology and conservative conceptualisation played a role in the development and structuring of the local domain. Secondly, how the sector positioned itself with sustained profitable marketing campaigns and strategies to become considered as a vital economic developmental tool by the Government of India. Thirdly, how the tourism segment was initially seen as a "threat" to order and social cohesion of the country, seeing as it posed a potential "risk of modernisation" to the nation's strict customs, traditions, beliefs and traditional socialist style of thinking. And lastly, how perceptions and opinions with regards to travel and tourism have begun to change overtime as the benefits of the industry started to trickle down to the various social classes. Baken and Bhagavatula, however, also note in relation to the above, that despite the

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<sup>123</sup> K.C. Dayananda & D.S. Leelavathi, 'Evolution of tourism policy in India: An overview', *Journal of Humanities and Social Science* 21 (12), 2016, pp. 37-43.

<sup>124</sup> R. Baken & S. Bhagavatula, <<http://www.dx.doi.org/10.2139/ssrn.2122440>>, 2010, access: July 2017.

<sup>125</sup> R. Baken & S. Bhagavatula, <<http://www.dx.doi.org/10.2139/ssrn.2122440>>, 2010, access: July 2017.

domain's systematic expansion and successes over time, that as a collective industry tourism in India is still in need of more sustainable improvements.<sup>126</sup> This is particularly so in the areas of creating more "high yielding" tourism products and services; to formulate and promote additional circuit routes especially in rural landscapes; as well as to strive for additional inclusion by incorporating more grassroots operations and indigenous communities within the broader domain's working environment.<sup>127</sup>

In the doctoral thesis by A. Gadad, "Potentiality of the tourism industry in Karnataka: A case study of Uttara Kannada District", the scholar provides a collective overview of the various measures introduced to promote the tourism realm throughout the Indian sub-continent so as for it to reach its full and/or intended international and domestic potential. Gadad, through the usage of the Uttara Kannada District as a primary case study, also explores various central, state and local travel policies and programmes in an attempt to assess their success and/or failure in ensuring the sustainable tourism growth and expansion of a particular city, area or region. Despite underscoring the domain's untapped potential, specifically in the state of Karnataka (southwest India), Gadad also flags various areas of the segment that still require some additional improvements. These include the formalisation of national tourism policies throughout the country, as well as the streamlining of state and local training programmes on offer to potential professionals wanting to join the Indian tourism sector.<sup>128</sup>

According to T. Subash, tourism in India has strategic importance in the Central Government seeing as the sector provides the populous country and its citizens with an array of direct socio-economic benefits on a continuous basis.<sup>129</sup> In the scholarly journal article, "Tourism in India: Potentials, challenges and opportunities", Subash

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<sup>126</sup> R. Baken & S. Bhagavatula, <<http://www.dx.doi.org/10.2139/ssrn.2122440>>, 2010, access: July 2017.

<sup>127</sup> R. Baken & S. Bhagavatula, <<http://www.dx.doi.org/10.2139/ssrn.2122440>>, 2010, access: July 2017.

<sup>128</sup> A. Gadad, "Potentiality of tourism industry in Karnataka: A case of Uttara Kannada District", Doctoral thesis, Karnataka State Women's University, Bijapur, India, 2015, pp. 115-154.

<sup>129</sup> T. Subash, 'Tourism in India: Potentials, challenges and opportunities', *International Journal of Research and Analytical Reviews* 2 (4), 2015, pp. 8-18.

takes a three-fold approach to quantitatively understand the Indian travel market.<sup>130</sup> In the investigation the scholar identifies various “drivers” and issues within the collective sector, and then sets forth various practical recommendations of how the sector can “boost” itself in years to come. Thus he concludes the domain has the ability to reach a wider international and domestic audience, allow more foreign tourist arrivals into the country as well as simultaneously expand its annual national gross domestic profit contribution.<sup>131</sup>

Some of the noteworthy “key drivers”, Subash identifies to reach these strategic objectives include: a healthy economic climate, with rising levels of disposable income along with changing consumer lifestyles; India’s diverse tourism product and service offerings; regulated governmental initiatives and active policy support; accompanied by the country’s rich natural, cultural and historical resources as well as its “geographic diversity”.<sup>132</sup> Whereas some of the key obstacles that continue to plague the domain include: the lack of training and skills development for tourism professionals; the safety and security of all tourists visiting the country; the accessibility and availability of tourist healthcare facilities; as well as the lack of consistent infrastructure (air, road and rail) investments that would allow for broader expansions to take place.<sup>133</sup>

Subash suggests the following ways in which the country can reach its full potential while simultaneously countering all direct barriers. This includes advising the Central Government to place more urgency on: attracting more private investments to the tourism domain; improving the overall investment and expenditure into local infrastructure; formulating more tourism destinations with accompanying auxiliary services; projecting India as a “safe and “secure” tourist destination in the global South; creating more tourist circuits across “less travelled” states; and by virtue

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<sup>130</sup> T. Subash, ‘Tourism in India: Potentials, challenges and opportunities’, *International Journal of Research and Analytical Reviews* 2 (4), 2015, pp. 8-18.

<sup>131</sup> T. Subash, ‘Tourism in India: Potentials, challenges and opportunities’, *International Journal of Research and Analytical Reviews* 2 (4), 2015, pp. 8-18.

<sup>132</sup> T. Subash, ‘Tourism in India: Potentials, challenges and opportunities’, *International Journal of Research and Analytical Reviews* 2 (4), 2015, pp. 8-18.

<sup>133</sup> T. Subash, ‘Tourism in India: Potentials, challenges and opportunities’, *International Journal of Research and Analytical Reviews* 2 (4), 2015, pp. 8-18.

ensuring seamless travel within these circuits once created.<sup>134</sup> Additionally the author also argues that more should be done in relation to joint public and private sector programmes and campaigns, human resource development, as well as more transformative, diversified and inclusive tourism growth throughout the country. Subash concludes by stating that if a concerted effort is applied to all listed components, the Indian tourism sector will collectively be able to contribute an additional 2.5% annually to India's gross domestic profit.<sup>135</sup>

In the book by S.P. Bansal *et al.*, *Tour guiding essentials*, the scholars aim to comprehensively outline all traits and competencies one needs to consider before becoming part of the tourist guiding profession at large in India.<sup>136</sup> In the publication the authors pay explicit attention to personal attributes when actively considering the profession as a potential career path; the "instincts" a likely guide would need to have; the pre-requisites to become a tourist guide in India; the multi-variate roles and responsibilities associated with the trade; as well as the possible educational and vocational training demands and opportunities the sub-sector holds.<sup>137</sup> Furthermore, the noted scholars also provide clarity on how to become certified and licensed within the domain; how to manage self-employment ("perks", remunerations and prescribed guiding fees); how to find specific guiding niches (noting coach, site, trail, ski and heritage guides); how tourism policies and regulations are made up with regards to the vocation; as well as how the working environment of a tourist guide in the country is structured on a daily basis.<sup>138</sup>

Additionally, the qualitative study also provides a simplistic idea to potential candidates of the various "steps" required to become an authorised guiding professional in India.<sup>139</sup> The publication makes it clear through that although training might appear to be complete to candidates or trainees, refresher courses for qualified tourist guides, nevertheless, remain compulsory and guides will need to refresh their "professional knowledge" on a continuous bi-annual basis. The study

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<sup>134</sup> T. Subash, 'Tourism in India: Potentials, challenges and opportunities', *International Journal of Research and Analytical Reviews* 2 (4), 2015, pp. 8-18.

<sup>135</sup> T. Subash, 'Tourism in India: Potentials, challenges and opportunities', *International Journal of Research and Analytical Reviews* 2 (4), 2015, pp. 8-18.

<sup>136</sup> S.P. Bansal, P.K. Gautam, S. Kulshreestha & S. Dixit, *Tour guiding essentials*, 2019, pp. 1-14.

<sup>137</sup> S.P. Bansal, P.K. Gautam, S. Kulshreestha & S. Dixit, *Tour guiding essentials*, 2019, pp. 1-14.

<sup>138</sup> S.P. Bansal, P.K. Gautam, S. Kulshreestha & S. Dixit, *Tour guiding essentials*, 2019, pp. 1-14.

<sup>139</sup> S.P. Bansal, P.K. Gautam, S. Kulshreestha & S. Dixit, *Tour guiding essentials*, 2019, pp. 1-14.

also merits a clear delineation between the notoriety behind tourist guiding in India, as opposed to individuals simply wanting to become tour managers, leaders and/or escorts.<sup>140</sup>

The institutional report produced by the Ministry of Skill Development and Entrepreneurship in India entitled, “Competency-based curriculum – Tourist guides”, in turn provides a holistic overview of all variables associated with the further learning and training of potential tourist guide in the RLGTP as offered by the IITTM, and subsidised by the Ministry of Tourism.<sup>141</sup> This extensive report, under the chairmanship of D. Mallick, pays specific attention to the noted programme’s various educational and training components as well as its contribution towards professional and knowledge development, “soft skilling”, “on-the-job-training”, as well as the employability of tourist guides within the broader Indian tourism sphere once becoming qualified to conduct tours on a regular basis.<sup>142</sup>

M. Prakash and N. Chowdhary have published various investigations on the theme of tourist guiding in India. In their first publication, “What are we training guides for? (India)”, they introduce and outline the RLGTP and its various associated components from an institutional point of view. They explain why the programme was formulated initially; how this vocational programme’s “organisational arrangements” will benefit the broader Indian tourism domain; how its class and field training components were designed; how institutional bodies will go about implementing the programme nation-wide; as well as why the country has subsequently been divided into five distinct guiding regions. Additionally the investigation also outlines the various theoretical and practical components that will be tested within this standardised programme as well as provides an in-depth look into how guide certification, licensing, monitoring, management and regulation will be structured for the occupation going forward under the new guiding system in India.<sup>143</sup>

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<sup>140</sup> S.P. Bansal, P.K. Gautam, S. Kulshreestha & S. Dixit, *Tour guiding essentials*, 2019, pp. 1-14.

<sup>141</sup> Ministry of Skill Development & Entrepreneurship, *Competency-based curriculum – Tourist guides*, 2018, pp. 1-42.

<sup>142</sup> Ministry of Skill Development & Entrepreneurship, *Competency-based curriculum – Tourist guides*, 2018, pp. 1-42.

<sup>143</sup> M. Prakash & N. Chowdhary ‘What are we training tour guides for? (India)’, *Turizam* 14 (2), 2010, pp. 53-65.

Moreover, Prakash and Chowdhary also argue that while this “new” training programme would seem extensive and very much “product-orientated” as opposed to “service-dominated”, the strategic vision remains the same – that trainees would become competent educators, communicators and disseminators of tourism information. They would acquire the essential ability to turn Indian tourism products and services into “unique experiences” presentable and sellable to international and domestic tourists alike.<sup>144</sup> Additionally, it is also important to note that despite the scholars indicating that the Indian guiding domain is still in its infancy and that more maturity is required, they go on to underscore that the RLGTP was created to be in strict compliance with the WFTGA’s prescribed guidelines on what constitutes international best practice for tourist guiding.<sup>145</sup>

In their second article “Tour guide training in India: A comparison of approach and content with other programs”, the noted authors investigate various other national tourist guide training programmes in an attempt to provide insight and a general understanding of how they compare to India’s RLGTP.<sup>146</sup> Programmes assessed include:

- the “Hands-on Tourist Guiding Training” programme (Cyprus);
- the “Tour Guide Professional Program” (Canada);
- the “Workforce Skills Qualification Tourist Guide Programme” (Singapore); as well as
- the “National Certificate in Tourist Guiding” (South Africa).<sup>147</sup>

In the publication these case studies are comparatively analysed in terms of their duration; the agency that oversees training; their delivery style (regular, theory, practical or modular); key focus areas; minimum requirements for guide certification and licensing; as well as the costs associated with undertaking the stated programme in the respective country.<sup>148</sup> Additionally the investigation also

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<sup>144</sup> M. Prakash & N. Chowdhary ‘What are we training tour guides for? (India)’, *Turizam* 14 (2), 2010, pp. 53-65.

<sup>145</sup> M. Prakash & N. Chowdhary ‘What are we training tour guides for? (India)’, *Turizam* 14 (2), 2010, pp. 53-65.

<sup>146</sup> N. Chowdhary & M. Prakash, ‘Tour guide training in India: A comparison of approach and content with other programs’, *Journal of Teaching in Travel and Tourism* 8 (2), 2009, pp. 161-191.

<sup>147</sup> N. Chowdhary & M. Prakash, ‘Tour guide training in India: A comparison of approach and content with other programs’, *Journal of Teaching in Travel and Tourism* 8 (2), 2009, pp. 161-191.

<sup>148</sup> N. Chowdhary & M. Prakash, ‘Tour guide training in India: A comparison of approach and content with other programs’, *Journal of Teaching in Travel and Tourism* 8 (2), 2009, pp. 161-191.

scrutinises these programmes in terms of their established practical elements for guiding; their ability to construct a “philosophical premise” for individuals within the profession; their ability to assist with entrepreneurial and managerial components to develop guiding as a small-business; their holistic approach in supplying various tourism products and services that come into demand; the inputs they provide to allow the tourist guide to connect with his/her own external environment; their ability to assist tourist guides with acquiring certain interpersonal and behavioural skills needed to conduct tours; as well as what holistic roles and responsibilities these vocational programmes aim to instil in tourist guides completing these further learning and training courses. These include: leader (Cyprus); host or tour facilitator (Canada); tour manager (Singapore); interpreter or educator (South Africa); as well as facilitator and information disseminator (India).<sup>149</sup>

This survey-based investigation also underscores the inherent need to continue further education, training, certification and licensing for tourist guides, as well as the benefits and barriers of a regulated versus non-regulated tourist guiding domain at an international level. They use the additional case studies of Australia; China; New Zealand (along with its dependency states of the Cook Islands and Western Samoa); Taiwan; Thailand; the United States of America; as well as Vanuatu to substantiate these holistic notions.<sup>150</sup> This investigation finds that when compared to these noted training programmes, the RLGTP can be considered a best practice example for tourist guide training in the global North as well as South.

In a third publication, “Becoming a tour guide: Analysing the motivations”, the authors aim to identify and assess the various incentives that lead individuals to choose the tourist guiding profession as a career path in the broader Indian tourism domain.<sup>151</sup> Although outlining the various internal factors that may contribute to individuals wanting to become part of the profession, such as having opportunities for self-actualization, as well as the potential for stable employment and higher

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<sup>149</sup> N. Chowdhary & M. Prakash, ‘Tour guide training in India: A comparison of approach and content with other programs’, *Journal of Teaching in Travel and Tourism* 8 (2), 2009, pp. 161-191.

<sup>150</sup> N. Chowdhary & M. Prakash, ‘Tour guide training in India: A comparison of approach and content with other programs’, *Journal of Teaching in Travel and Tourism* 8 (2), 2009, pp. 161-191.

<sup>151</sup> M. Prakash & N. Chowdhary, ‘Becoming a tour guide: Analysing the motivations’, *Journal of Tourism Studies and Research in Tourism* 9 (9), 2010, pp. 5-13.

disposable incomes; this primary factor analysis also stresses the various “harsh realities” of the would-be guide’s external environment.<sup>152</sup>

They also portray a “stark reality” for individuals, particularly the youth, wanting to become part of the sub-sector in terms of: their limited career opportunities within the Indian domain; the lack of adequate recognition by tourism authorities and visiting tourists alike; the difficulties in reaching a desired level of economic survival; the sacrifices that will need to be made to ensure that tourist needs and demands are met; the costs and time it will take to acquire these additional tourist guiding skills and competencies; the limitations placed on outside networking; as well as the guide’s ability to “share” and “tell” personal stories and/or experiences within the regulated environment.<sup>153</sup> Thus the publication raises various internal and external motivational concerns surrounding the attractiveness of the profession on a local, state, regional and national level. This study also presents a strong argument for the further expansion, feasibility, marketability and capacity building qualities the RLGTP holds in potentially combating these outlined external concerns.<sup>154</sup>

In a fourth article, Prakash and Chowdhary in “Tour guides: Roles, challenges and desired competences – A review of literature”, aim to holistically question the multivariate contexts and scenarios the Indian tourist guide will need to adapt to when creating the sought after “unique” tourist experience as a “frontline service provider” within India’s travel market.<sup>155</sup> These identified responsibilities, obstacles and traits are then subsequently assessed within the origins of the RLGTP in 2005, as well as within the programme’s professional and educational hierarchy, homogenised vocational training components, as well as its ability to foster more public, private and intergovernmental cooperation(s) within India’s five delineated guiding regions.<sup>156</sup>

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<sup>152</sup> M. Prakash & N. Chowdhary, ‘Becoming a tour guide: Analysing the motivations’, *Journal of Tourism Studies and Research in Tourism* 9 (9), 2010, pp. 5-13.

<sup>153</sup> M. Prakash & N. Chowdhary, ‘Becoming a tour guide: Analysing the motivations’, *Journal of Tourism Studies and Research in Tourism* 9 (9), 2010, pp. 5-13.

<sup>154</sup> M. Prakash & N. Chowdhary, ‘Becoming a tour guide: Analysing the motivations’, *Journal of Tourism Studies and Research in Tourism* 9 (9), 2010, pp. 5-13.

<sup>155</sup> M. Prakash & N. Chowdhary, ‘Tour guides: Roles, challenges and desired competences – Review of literature’, *International Journal of Hospitality & Tourism Systems* 3 (1), 2010, pp. 1-12.

<sup>156</sup> M. Prakash & N. Chowdhary, ‘Tour guides: Roles, challenges and desired competences – Review of literature’, *International Journal of Hospitality & Tourism Systems* 3 (1), 2010, pp. 1-12.

Apart from addressing the various formalised rules and regulations surrounding the stated programme as the highest tourist guiding qualification across the nation, the investigation also provides some clarity and further insight into the critical responsibility of the tourist guide to continuously build capacity; how local communities will benefit from this stated training course; as well as what further specialisations a trainee can pursue once successfully completing all relevant and required theoretical and practical components associated with becoming a Regional Level tourist guide. This includes the specialisations of linguists; circuit experts; cuisine specialists; heritage; as well as eco tourist guides in India.<sup>157</sup>

In a fifth article written by Prakash and Chowdhary, “Tour guiding: Interpreting the challenges”, the authors aim to address various obstacles and barriers facing the Indian tourist guiding sub-sector. Firstly the investigation explores the Indian tourist guide’s internal operating context, finding that the guide often has to rapidly acquire specific skills in an attempt to showcase a certain competency while conducting a guided tour to tourists in an attempt to meet the tourist’s personal needs and desires at a specific attraction, destination or site. Whereas in the guide’s external operating context, the guide is not only mandated to conduct tours on a regular basis as prescribed by tourism authorities, but they also have to simultaneously “subscribe” to various rules and regulations from their “employers”, be they tourists or institutional bodies.<sup>158</sup> Thus it can be argued that the Indian tourist guide has inadvertently been institutionalised, seeing as they remain the object of the ever-changing demand and supply cycle, and subject to the various overarching regulations pertaining to the trade within the country.

This fieldwork investigation was conducted in the north and east guiding regions of India seeing that these regions represent the largest discrepancy in the number of enrolled trainees to the RLGTP per region, and thus the most unequal distribution of tourist guides throughout India.<sup>159</sup> Some of the most noteworthy internal challenges prevalent within these regions were found to be: the lack of confidence in personal

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<sup>157</sup> M. Prakash & N. Chowdhary, ‘Tour guides: Roles, challenges and desired competences – Review of literature’, *International Journal of Hospitality & Tourism Systems* 3 (1), 2010, pp. 1-12.

<sup>158</sup> M. Prakash & N. Chowdhary, ‘Tour guiding: Interpreting the challenges’, *Tourismos: An International Multidisciplinary Journal of Tourism* 6 (2), 2011, pp. 65-81.

<sup>159</sup> M. Prakash & N. Chowdhary, ‘Tour guiding: Interpreting the challenges’, *Tourismos: An International Multidisciplinary Journal of Tourism* 6 (2), 2011, pp. 65-81.

presentation skills; the limitations in tourism knowledge about the products and services in that specific region; as well as the barrier of not being fluent in enough foreign languages to accommodate all visiting tourists. Whereas some of the obstacles facing the external environment included: the limited security available to guide's while conducting a tour; the unfair competitive practices brought on by travel agents; as well as the restrictions no fixed salaries present.<sup>160</sup> In these two identified areas, the authors argue that in an area with multiple tourist guides (the north) on the one hand, guiding concerns would appear to be much more business orientated (trust, respect and over demand). While on the other hand in regions where only a select few isolated individual tourist guide's operate (the east), challenges would appear to be more professional specific (confidence, knowledge and efficiency).<sup>161</sup>

In the 2013 book, *Handbook for tour guides*, written by Chowdhary he provides a well-rounded "guiding manual" for those entering the guiding industry to become institutionally recognised Regional Level tourist guides in India. This source, co-authored by the IITTM, also explores various facets of the tourist guiding phenomenon across the Indian sub-continent. This includes:

- the multivariate roles and responsibilities of the Indian tourist guide;
- what tourists expect of a well-rounded Regional Level tourist guide;
- how to approach the tourist as the "customer" in the collective Indian experience;
- how to prepare to become part of the tourist guiding occupation within the country;
- what preparations need to be completed before embarking on and after completing any guided tour;
- the workings of tourist guiding and "conducting" a tour group;
- how to prepare for potentially complicated guiding contexts and scenarios; as well as
- all skill-enhancing and practical information surrounding tourist guiding within the broader Indian tourism sector.<sup>162</sup>

Additionally, this "manual" provides the would-be tourist guide with "soft skills" to become "industry-ready" in terms of compiling an itinerary on behalf of tourists and

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<sup>160</sup> M. Prakash & N. Chowdhary, 'Tour guiding: Interpreting the challenges', *Tourismos: An International Multidisciplinary Journal of Tourism* 6 (2), 2011, pp. 65-81.

<sup>161</sup> M. Prakash & N. Chowdhary, 'Tour guiding: Interpreting the challenges', *Tourismos: An International Multidisciplinary Journal of Tourism* 6 (2), 2011, pp. 65-81.

<sup>162</sup> N. Chowdhary, *Handbook for tour guides*, 2013, pp. 1-10.

tourism bodies; what establishments should be approached for further assistance within the broader business environment; how to make the notion of tourist guiding into a small business; as well as what codes of conduct the applicable guide will need to comply with in the Indian tourism domain on a constant basis. Moreover, the investigation also provides a synopsis of all institutional bodies involved in the training and regulation of the Indian tourist guide. These include: the Central Government; the Ministry of Tourism; applicable Regional Tourism Offices; IITTM; TGFI; as well as the WFTGA's international oversight.<sup>163</sup>

In the article by S. Sharma and N. Chowdhary entitled "Stakeholders' expectations from tour guides", the authors identify the various expectations different tourism role players could potentially have for tourist guides. The study simultaneously debates who should be responsible for the supply of tourist guides in catering to these discerning stakeholder prospects across the country.<sup>164</sup> Moreover, the publication also uses a primary data collection process to determine the perspectives and opinions from eight industry related stakeholders in the tourist guiding sub-sector. These include: institutional tourism authorities and bodies; domestic tourists; inbound tourists; travel agents and tour operators; facility managers of specific tourist attractions, monuments and/or heritage sites; hoteliers and restaurateurs; merchandisers; as well as from tourist guides themselves.<sup>165</sup>

The authors go on to argue in the publication that most stakeholders generally expect a tourist guide to be a collective phenomenon that encapsulates a variety of different roles and responsibilities pre-, on and post-guided tour, as outlined above. Be that as an "individual leader", "custodian of knowledge", "tour manager", "caretaker" or "host" when creating authentic experiences for tourists to purchase and consume. Although these traits and competencies are considered collectively when assessing the tourist guide in his/her immediate guiding environment they, however, according to Sharma and Chowdhary should be adhered to separately when designing tourist guide training programmes in an attempt to more directly

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<sup>163</sup> N. Chowdhary, *Handbook for tour guides*, 2013, pp. 1-10.

<sup>164</sup> S. Sharma & N. Chowdhary. 'Stakeholders' expectations from tour guides', *Asia-Pacific Journal of Innovation in Hospitality and Tourism* 3 (1), 2014, pp. 41-60.

<sup>165</sup> S. Sharma & N. Chowdhary. 'Stakeholders' expectations from tour guides', *Asia-Pacific Journal of Innovation in Hospitality and Tourism* 3 (1), 2014, pp. 41-60.

meet all stakeholder needs, demands, desires and expectations as a whole.<sup>166</sup> However, this notion that a tour is “static” and a “once-off” event within the ever-changing nature of tourism as a collective, remains problematic. The publication concludes by recommending that the Indian tourist guide should have a clearly delineated framework presented to him/her during training of what will be expected of them once certified and licensed within the broader Indian travel market.<sup>167</sup>

According to Sharma and Chowdhary the tourist guide has inadvertently become a “citizen” of the “global tourism village”.<sup>168</sup> In another joint journal article, “Tour guide training in India: A critique” the noted authors set out to critically review and evaluate three distinct facets of the Indian tourist guiding sub-sector. In this exploratory study they firstly assess the roles and responsibilities associated directly with the vocation in the country.<sup>169</sup> They state that although these competencies may need to be modified from tour-to-tour, from individual-to-individual and from group-to-group, the most important performance characteristics remain where the guide needs to act as a caretaker, manager, host, salesperson and/or leader. They go on to argue that other designated roles and responsibilities of the tourist guide will become obsolete, and even intertwined with one another, once they require practical application within the context of a guided tour.<sup>170</sup> Secondly the authors set forth to critically assess the various educational and training dimensions associated with the RLGTP. This includes the Indian tourist guide’s practical guiding skills; sensitisation; interpersonal and/or behavioural skills; business management; knowledge of tourism products and services; as well as their collective understanding of the Indian tourism context.<sup>171</sup>

In this instance, Sharma and Chowdhary argue that at present an excessive amount of emphasis is placed on only the “knowledge of tourism products and services”-

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<sup>166</sup> S. Sharma & N. Chowdhary. ‘Stakeholders’ expectations from tour guides’, *Asia-Pacific Journal of Innovation in Hospitality and Tourism* 3 (1), 2014, pp. 41-60.

<sup>167</sup> S. Sharma & N. Chowdhary. ‘Stakeholders’ expectations from tour guides’, *Asia-Pacific Journal of Innovation in Hospitality and Tourism* 3 (1), 2014, pp. 41-60.

<sup>168</sup> S. Sharma & N. Chowdhary, ‘Tour guide training in India: A critique’, *South Asian Journal of Tourism and Heritage* 6 (2), 2013, pp. 108-116.

<sup>169</sup> S. Sharma & N. Chowdhary, ‘Tour guide training in India: A critique’, *South Asian Journal of Tourism and Heritage* 6 (2), 2013, pp. 108-116.

<sup>170</sup> S. Sharma & N. Chowdhary, ‘Tour guide training in India: A critique’, *South Asian Journal of Tourism and Heritage* 6 (2), 2013, pp. 108-116.

<sup>171</sup> S. Sharma & N. Chowdhary, ‘Tour guide training in India: A critique’, *South Asian Journal of Tourism and Heritage* 6 (2), 2013, pp. 108-116.

component as opposed to the trainee's practical, interpersonal and behavioural skills while "performing" a guided tour. Through this critique they underscore how the current state of the RLGTP has to date been too theoretically orientated as opposed to being practically mandated instead.<sup>172</sup> Lastly, the scholars provide an overview of critiques from stakeholders directly involved in the tourist guiding domain. This includes the other role players: inbound travellers; domestic tourists; tourist guides; tour operators; travel agents; managers of heritage and cultural tourism attractions, destinations and sites; as well as public sector authorities and private sector bodies.<sup>173</sup>

They state that although tourist guides form an integral part of the Indian tourism domain, their "professional status" and "vaguely defined working environment" in reality limits them from actually catering to the continuously evolving expectations from public and private stakeholders.<sup>174</sup> In lieu of this, the authors conclude by mentioning that although stakeholder insights, expectations and challenges may differ depending on the city, area or region in which the tourist guide conducts tours, that the domain remains in need of vast improvements, especially in relation to its educational and training components of the RLGTP. The publication indicates that this can systematically be done by moving away from developing "knowledge repositories", but instead to start focussing on the externally produced "destination image" and "service" delivered to the applicable tourist or establishment.<sup>175</sup>

At the 2008, "Conference on tourism in India – Challenges ahead", Chowdhary and Prakash presented a paper entitled "Challenges of tourist guiding – An assessment of the situation in India".<sup>176</sup> This specific exploratory study looked at how the "customer" (tourist) should be positioned at the centre of any tourism demand and supply chain, and how Indian tourist guides should approach this centrality in

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<sup>172</sup> S. Sharma & N. Chowdhary, 'Tour guide training in India: A critique', *South Asian Journal of Tourism and Heritage* 6 (2), 2013, pp. 108-116.

<sup>173</sup> S. Sharma & N. Chowdhary, 'Tour guide training in India: A critique', *South Asian Journal of Tourism and Heritage* 6 (2), 2013, pp. 108-116.

<sup>174</sup> S. Sharma & N. Chowdhary, 'Tour guide training in India: A critique', *South Asian Journal of Tourism and Heritage* 6 (2), 2013, pp. 108-116.

<sup>175</sup> S. Sharma & N. Chowdhary, 'Tour guide training in India: A critique', *South Asian Journal of Tourism and Heritage* 6 (2), 2013, pp. 108-116.

<sup>176</sup> N. Chowdhary & M. Prakash, 'Challenges of tourist guiding – An assessment of situation in India', *Conference paper – Conference on Tourism in India – Challenges Ahead*, 15-17 May 2008, Kerala, India.

facilitating the sought after “unique experience”, as well as how potential challenges could be avoided or mitigated within the same context.<sup>177</sup> Furthermore, the paper also prescribes various guidelines to ensure that the “nation’s products [and services]” are “sold [and delivered]” at an optimum level to visitors to the Indian sub-continent while avoiding the various identified internal and external obstacles the profession may face in its day-to-day operations (see above).<sup>178</sup> Moreover, the paper also comments on a variety of sub-themes within the broader national tourist guiding environment.

However, for the purpose of this dissertation it is important to note that tourist guiding research to date would appear to have been monopolised by three authors, namely M. Prakash, N. Chowdhary and S. Sharma on the Indian sub-continent. They were found to be the main, leading or corresponding authors on all prominent investigations with regards to the tourist guiding phenomena in India to date. Additionally it was also established that these scholars not only formulated and designed various components of the RLGTP on behalf of the Ministry of Tourism, but that they are also employed by the IITTM, the main body that oversees all tourist guide training throughout the country.<sup>179</sup> Thus the literature on the tourist guide in India is almost exclusively dominated, if not monopolised, by these three authors who are also integral to the industry they are assessing. This is somewhat questionable and it is for this reason that this dissertation evaluates the dilemma in the country’s tourist guiding sector to address an apparent lacuna in the broader scholarship.

## **2.2) Case study-based research methodology**

This dissertation adopts a case study-based research approach using a qualitative research design. Within this context primary and secondary sources will be consulted. Primary sources will consist of various governmental tourism acts, institutional tourist guiding regulations, national tourism policies as well as formal

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<sup>177</sup> N. Chowdhary & M. Prakash, ‘Challenges of tourist guiding – An assessment of situation in India’, *Conference paper* – Conference on Tourism in India – Challenges Ahead, 15-17 May 2008, Kerala, India.

<sup>178</sup> N. Chowdhary & M. Prakash, ‘Challenges of tourist guiding – An assessment of situation in India’, *Conference paper* – Conference on Tourism in India – Challenges Ahead, 15-17 May 2008, Kerala, India.

<sup>179</sup> See also: Indian Institute of Tourism and Travel Management, <<http://www.iittm.ac.in>>, 2019, access: September 2019.

development plans and guidelines. Secondary sources comprise relevant literary sources, peer-reviewed scholarly journal articles, relevant popular media publications as well as accredited online platforms.

A case study in its most simplistic form can be defined as “a systematic inquiry into an event or a set of related events which aim to describe and explain the phenomenon of interest”.<sup>180</sup> This notion could also collectively be described as:

an empirical enquiry that investigates a contemporary phenomenon within its real-life context; when the boundaries between phenomenon and setting are not clearly evident and in which multiple sources of evidence are required.<sup>181</sup>

Qualitative on the one hand refers to “the scientific method of observation to gather non-numerical data”.<sup>182</sup> This type of research design therefore aims to provide insight into the various meanings, definitions, concepts, characteristics, metaphors, symbols and descriptions of scenarios and contexts with regards to a specific topic at hand, as opposed to counting and measuring primary and secondary data.<sup>183</sup> On the other hand a qualitative research design, or also known as a “descriptive” or “field study”, can also be a collective demarcated as:

primary exploratory research used to gain an understanding of underlying reasons, opinions, and motivations in an attempt to develop ideas or a hypotheses for potential research through the usage of focus groups, professional participations, document reviews, archival data surveys and [theoretical] observations.<sup>184</sup>

Thus a case study-based research methodology accompanied by a qualitative research design seeks to “tell the story” of a particular setting of experiences in their own words.<sup>185</sup> Methodologists have also gone on to find that to apply this approach and design to contemporary research in the Social Sciences one needs to follow a

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<sup>180</sup> D.M. Zucker, ‘How to do case study research’, *Teaching research methods in the Humanities and Social Sciences* 2 (1), 2009, p. 12.

<sup>181</sup> R.K. Yin, *Case study research: Design and methods*, 2014, p. 23.

<sup>182</sup> Statistics Solutions, <<http://www.statisticssolutions.com>>, 2019, access: December 2019.

<sup>183</sup> R.K. Yin, *Case study research: Design and methods*, 2014, p. 23; Statistics Solutions, <<http://www.statisticssolutions.com>>, 2019, access: December 2019.

<sup>184</sup> H. Russell-Bernard, *Research methods in Anthropology: Qualitative and quantitative approaches*, 2000, p. 1.

<sup>185</sup> Statistics Solutions, <<http://www.statisticssolutions.com>>, 2019, access: December 2019.

structured process while gathering data and conducting research. This delineated process comprises eight steps. That include:

1. to establish the broad case study for further investigation;
2. to formulate one or more research questions with regards to the topic at hand;
3. to select the specific scenario or context to be used in the case study;
4. to determine how data will be gathered and what techniques will be used for further analysis, interpretation and evaluation;
5. prepare to collect the applicable information;
6. collect the data on the designated theme;
7. contextualise and conceptualise the primary and secondary data gathered; and
8. lastly, to prepare the report according to prescribed requirements and set criteria.<sup>186</sup>

Thus, this research methodology effectively allows the researcher, through the usage of past studies to explore and understand complex research issues at hand, while simultaneously aiding in the explanations of both the process and outcome of a specific phenomenon by way of complete observation, reconstruction, and analysis of the case(s) under investigation.<sup>187</sup> For the purpose of this dissertation India will serve as the primary case study for further investigation.

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<sup>186</sup> W.M. Davies & T.J. Beaumont, *Case studies: Research methods*, 2011, pp. 2-6.

<sup>187</sup> Z. Zainal, 'Case study as a research method', *Jurnal Kemanusiaan* 9 (1), 2007, pp. 4-6.

## CHAPTER 3: THE TOURIST GUIDING GENRE

### 3.1) Introduction

When the concept tourist guide is invoked most people have a preconceived idea of what is meant – either from media encounters or past experiences. Many still perceive the profession to be a “fun and easy” occupation, that offers many opportunities such as “travelling, sightseeing, meeting new people as well as visiting new places” for the individual involved.<sup>188</sup> However, in reality the profession has evolved gradually in the last half century, exceeding its once simple description – “of showing others the way”.<sup>189</sup> It has become a robust and vibrant, yet complex global phenomenon that encapsulates countless opportunities for employment and tourism development – despite being plagued by numerous problems and difficulties as so many other sectors in travelling. This has become exponentially apparent in the current context of the COVID-19 pandemic, where in this setting, tourism and tourist guiding will have to be resigned, realigned and reconfigured for the future. Thus, the profession has evolved and advanced beyond simply showing a tourist an unfamiliar sight for the “wow factor”, to an experience with the incorporation of industry accreditation, training, recognition and new actions for sustainable practices (particularly within a global South context).<sup>190</sup>

Tourist guides can be found at nearly all tourist attractions, destinations and sites, domestically and/or internationally, and nearly “everyone”, within or outside the tourism industry, is familiar with the term and the perceived “persona” of a tourist guide.<sup>191</sup> However, as stated by Weiler and Black, few “fully understand what a tourist guide does and what constitutes ‘tourist guiding’ altogether” on a local, regional, national and even international level.<sup>192</sup> This chapter provides a holistic overview of both sides of this pre-determined tourist guiding genre. It considers the historical development of tourist guides and their acknowledged “personas” through time, a sub-theme that has only received limited academic attention to date. This stands in contrast to the roles and responsibilities domain of tourist guiding that on

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<sup>188</sup> F. Iriguler & M.E. Guler, *Tourist guiding: “Cinderella” of the tourism*, 2016, pp. 203-219.

<sup>189</sup> A.S. Hornby, *Oxford Advanced Learner’s Dictionary: International student’s edition*, 2010, p. 1580.

<sup>190</sup> J. Carmody, ‘Intensive tour guide training in regional Australia: An analysis of the Savannah Guides organisation and professional development schools’, *Journal of Sustainable Tourism* 21 (5), 2013, pp. 679-694.

<sup>191</sup> B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, pp. 1-2.

<sup>192</sup> B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, p. 1.

the other hand has enjoyed frequent and detailed theoretical and practical explorations and accounts. This chapter will also contextualise the notion of “international tourist guiding best practice”.

### 3.2) Genesis of guiding

“When” tourism originated, “who” the first tourist(s) were, or at “what” stage tourist guiding began to be seen as an acceptable, reputable and suitable trade – are questions many have tried to answer.<sup>193</sup> Tourism is generally regarded as a “quite recent phenomenon” but it is safe to claim that tourism did not start with medieval pilgrimages; aristocratic travels in the global North; the advances in transport infrastructure development; the designation of the first modern tour operator in Thomas Cook; or the surge of available leisure time in the early 20<sup>th</sup> century.<sup>194</sup> According to K.D. O’Gorman, antiquity is often littered with examples of individuals who made significant, often unintentional, contributions to the modern industry, and when considering the historic roots of tourism these “historical giants” should not be overlooked.<sup>195</sup> Within this tourist guiding genre, the “historic giant” in Herodotus of Halicarnassus is regarded as the “unequivocal author” of the first recorded Western “travel narrative”.<sup>196</sup> In this he outlines the first usage, importance and “annoyance”, of what would later become defined as a “tourist guide” within the advent of the “Grand Tour”.<sup>197</sup>

The “origin of tourism” or rather the “history of tourism” remains a fiercely contested debate even at present, with many scholars still questioning the domain’s validity to even be considered an academic subject, field or discipline.<sup>198</sup> Practitioners in

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<sup>193</sup> K.D. O’Gorman, ‘Historical giants: Forefathers of modern hospitality and tourism’ in R. Butler & R. Russell, *Giants of tourism*, 2010, pp. 3-7.

<sup>194</sup> B. Rabolic, ‘Special-purpose travel in ancient times: “Tourism” before tourism?’, *Conference paper – 2<sup>nd</sup> Belgrade International Tourism Conference*, 27-29 March 2014, Belgrade, Serbia; J.K. Walton, ‘Thomas Cook: Image and reality’ in R. Butler & R. Russell, *Giants of tourism*, 2010, pp. 81-90.

<sup>195</sup> K.D. O’Gorman, ‘Historical giants: Forefathers of modern hospitality and tourism’ in R. Butler & R. Russell, *Giants of tourism*, 2010, pp. 3-4.

<sup>196</sup> F. Iriguler & M.E. Guler, *Tourist guiding: “Cinderella” of the tourism*, 2016, pp. 203-219.

<sup>197</sup> K.D. O’Gorman, ‘Historical giants: Forefathers of modern hospitality and tourism’ in R. Butler & R. Russell, *Giants of tourism*, 2010, pp. 6-7; Z. Langsangan-Cruz, *Principles and ethics of tour guiding*, 2008, pp. 13-15.

<sup>198</sup> J. De Esteban, G. Cetin & A. Antonovica, ‘Theory of knowledge of tourism: A sociological and epistemological reflection’, *Journal of Tourismology* 1 (1), 2015, p. 2; F. Okumus, M. Van Niekerk, M.A. Koseoglu & A. Bilgihan, ‘Interdisciplinary research in tourism’, *Tourism Management* 69 (1), 2018, pp. 540-549.

academia have to continually reposition and reaffirm its status and relevance in the face of new trends, ideologies and contexts. From these on-going discussions it would appear that the critique generally stems from tourism's "scientific credentials" (or lack thereof), resulting in the domain regularly finding refuge in academia as an interdisciplinary, trans-disciplinary, post-disciplinary or multi-disciplinary subject.<sup>199</sup> This results in it being located in numerous specialisations at Higher Education institutions ranging from Economic Management Sciences, Natural and Agricultural Sciences, Education to the Humanities.<sup>200</sup>

According to K.L. Harris and L.M. Van den Berg there is no definitive moment of when travelling as a "human activity" began.<sup>201</sup> However, historical evidence has suggested that "premature-tourism" or "pre-tourism travel" on the other hand does have a lineage that dates back to ancient times.<sup>202</sup> This was when people in these periods would travel to unknown destinations across a vast geographic area in an organised format, usually accompanied by a cicerone(s) or pathfinder(s) (considered to be the antecedent of the professional tourist guiding persona).<sup>203</sup> The intention was to most likely partake in a spectrum of activities, that could have included: trade; exploration; military (or security); administration; pilgrimages; and later leisurely and pleasurable components such as festivals and spa's; popular annual events; as well as simply for reasons of curiosity.<sup>204</sup>

This antecedence is important to emphasise seeing that tourism and tourist guiding have for thousands of years shared an integral relationship and parallel historical development, within what is perceived today as the global travel market. Tourist guiding remains the only direct profession located at the core of the tourism

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<sup>199</sup> F. Okumus, M. Van Niekerk, M.A. Koseoglu & A. Bilgihan, 'Interdisciplinary research in tourism', *Tourism Management* 69 (1), 2018, pp. 540-549.

<sup>200</sup> K.L. Harris, 'Taking history on tour: Lowering the disciplinary drawbridge', *Journal of Tourism History* 9 (2), 2017, pp. 223-245.

<sup>201</sup> L.M. Van den Berg, "Tourist guiding legislation: South Africa, Australia and Canada in a comparative perspective", Masters dissertation, University of Pretoria, Pretoria, 2016, pp. 54-58; K.L. Harris, 'Taking history on tour: Lowering the disciplinary drawbridge', *Journal of Tourism History* 9 (2), 2017, pp. 223-245.

<sup>202</sup> K.L. Harris, 'Taking history on tour: Lowering the disciplinary drawbridge', *Journal of Tourism History* 9 (2), 2017, pp. 223-245.

<sup>203</sup> M. Jonasson & N. Scherle, 'Performing co-produced guided tours', *Scandinavian Journal of Hospitality and Tourism* 12 (1), 2012, pp. 55-73; B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, p. 11.

<sup>204</sup> C. Cooper, *Essentials of tourism*, 2012, pp. 7-8; Z. Lansangan-Cruz, *Principles and ethics of tour guiding*, 2008, pp. 13-15.

domain.<sup>205</sup> However, within this context it should also be emphasised, that although disagreement still continues in relation to the lack of evidence of tourism's academic existence, scholars and practitioners in the field are in agreement that the pre-defined tourist guide may have been a central role player (and stakeholder) in historic organised travelling and guided tours.<sup>206</sup> Even as far back as 4000 B.C., with the Sumerians, Phoenicians, Assyrians, Persians and Egyptians or even further back to mythological times, "allegoric literature" and initial geographic explorations – perhaps set to a vastly different cultural context to what conceptualises the tourist guide today.<sup>207</sup> These notions are reaffirmed in modern tourist guiding literature, where it is often cited that guiding as a trade should be considered as an "ancient craft", that has been in existence for more than "two and a half millennia".<sup>208</sup>

As previously indicated in the introductory outline of this dissertation, tourist guiding as an occupation is often considered and recognised as one of the oldest professions in the Western world, despite the term "tourist guide", only being coined in the mid-19<sup>th</sup> century.<sup>209</sup> According to K.L. Pond, to understand the genesis of guiding, one firstly needs to explore the evolutionary track of tourist guides from cicerones and pathfinders to now standing on the cusp of entering the "digital age" as professional guides, by dividing the trade's historic evolution and development into four distinct phases, dating back in the annals of history to 3000 B.C.<sup>210</sup> This includes: the Ancient Empires; the Middle or Dark Ages; the Renaissance and Grand Tours; as well as the Modern Age, up until the advent of the 21<sup>th</sup> century.<sup>211</sup> This division will form the structure of the discussion that follows.

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<sup>205</sup> University of Pretoria – Department of Historical and Heritage Studies, *A policy review of the tourist guiding sector in South Africa*, 2018, pp. 1-2.

<sup>206</sup> E. Davids, "A theoretical analysis of the development of tourist guiding in South Africa", Masters dissertation, Cape Peninsula University of Technology, Cape Town, 2008, p. 11; K.L. Harris, 'Taking history on tour: Lowering the disciplinary drawbridge', *Journal of Tourism History* 9 (2), 2017, pp. 223-245.

<sup>207</sup> L. Casson, *Travel in the ancient world*, 1994, pp. 1-10; C. Cooper, *Essentials of tourism*, 2012, p. 7; E. Cohen, 'The tourist guide: The origins, structure and dynamics of a role', *Annals of Tourism Research* 12 (1), 1985, pp. 5-29.

<sup>208</sup> A. Marantz, 'The ancient craft of tour-guiding', *The New Yorker* (August 2012), access: July 2018; L.M. Van den Berg, "Tourist guiding legislation: South Africa, Australia and Canada in a comparative perspective", Masters dissertation, University of Pretoria, 2016, Pretoria, pp. 54-58.

<sup>209</sup> B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, p. 11.

<sup>210</sup> K.L. Pond, *The professional guide: Dynamics of tour guiding*, 1992, pp. 13-14.

<sup>211</sup> F. Iriguler & M.E. Guler, *Tourist guiding: "Cinderella" of the tourism*, 2016, pp. 203-219.

## Ancient Empires

For the purpose of this dissertation it is important to firstly state that the notion of “tourist guiding” did not “start” as a revolutionary practice opposed to travel, but rather evolved parallel and in synergy with tourism.<sup>212</sup> Within this contiguous relationship the trade would over time become a foundational component to any modern travelling market and touristic experience, be it on a local, regional, national or international level.<sup>213</sup> According to E. Davids, the notion of “travel”, as it is conceptualised today, was most likely born out of the period of the great empires existing from 3000 B.C. to 500 A.D, where people started travelling in an organised mass format within their own region, abroad or to unknown destinations.<sup>214</sup> However, travelling across vast distances continued to be problematic due to constant invasions, lack of security, difficulties in acquiring certain modes of transportation, as well as transport generally being slow and treacherous.<sup>215</sup>

In navigating these complicated scenarios and adherent risks en-route, many travellers of this early period opted to enlist “knowledgeable locals” to accompany them to and around local destinations. While situated at these destinations these locals would also explain (in an entertaining fashion) various places of interest to travellers, before they continued on with their journey.<sup>216</sup> This utilisation of “locals” became even more popular as travelling started to grow exponentially and reach far beyond its initial parameters within the Ancient Empires. Thus, as tourism’s expansion continued, so did the number of pre-defined “tourist guides” start to soar, and even flourish at some destinations, taking into account that employability readily became available.<sup>217</sup> In observing this influx, L. Casson likewise states that,

in setting forth to see a site, the visitor’s first problem was [at the time] the same that so often confronts his counterpart today – to run the gauntlet of local guides lying in wait for him.<sup>218</sup>

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<sup>212</sup> Z. Lansangan-Cruz, *Principles and ethics of tour guiding*, 2008, pp. 13-15.

<sup>213</sup> B. Rabotic, ‘Tourist guides in contemporary tourism’, *Conference paper – International Conference on Tourism and Environment*, 4-5 March 2010, Sarajevo, Bosnia & Herzegovina.

<sup>214</sup> E. Davids, “A theoretical analysis of the development of tourist guiding in South Africa”, Masters dissertation, Cape Peninsula University of Technology, Cape Town, 2008, p. 11.

<sup>215</sup> B. Rabotic, ‘Special-purpose travel in ancient times: “Tourism” before tourism?’, *Conference paper – 2<sup>nd</sup> Belgrade International Tourism Conference*, 27-29 March 2014, Belgrade, Serbia.

<sup>216</sup> E. Cohen, ‘The tourist guide: The origins, structure and dynamics of a role’, *Annals of Tourism Research* 12 (1), 1985, pp. 5-29.

<sup>217</sup> F. Iriguler & M.E. Guler, *Tourist guiding: “Cinderella” of the tourism*, 2016, pp. 203-219; K.L. Pond, *The professional guide: Dynamics of tour guiding*, 1992, pp. 13-14.

<sup>218</sup> L. Casson, *Travel in the ancient world*, 1994, pp. 1-10

According to Ponting the notion of “tourist guiding” was first recognised as a “form of work” in Ancient Greece where the pre-defined profession became known as “periegetai” (leaders around), “exegetai” (explainers) as well as “proxemos” (individuals whose function it was to assist and accompany fellow citizens while travelling abroad).<sup>219</sup> In the same context, Herodotus of Halicarnassus in turn more than likely also provided the first theoretical characterisation of a key tourist guiding role, as “he who explains”.<sup>220</sup> Nevertheless, despite being critical of their “ways” of getting tourists to partake in their guided tours, records would indicate that notwithstanding Herodotus’s “annoyance” with guides, he in turn also complimented their “propensity” for reciting with “great authority dates, dialogues and other specifics about people who had lived hundreds of years ago”.<sup>221</sup> Moreover, it is also worth noting that this “historic giant” also provided the first practical observation of a tourist guide’s importance in practice, stating that without guides, tourists would be “helpless” at sites such as Olympia, and popular events and festivals such as the Olympic Games.<sup>222</sup>

The tourist guiding vocation continued its rapid expansion into the transitional phase of the Roman Empire, particularly as the ancient Romans preferred a much more commercialised and expansive version of travelling (abroad) as opposed to their Greek counterparts.<sup>223</sup> The traditional tourist guiding persona therein also had to “customise” itself at the time to become more commercialised, in an attempt to stay relevant to the “outlandish” new travelling needs and desires of the ancient Romans.<sup>224</sup> This is highlighted in the fable of the Lands of Homer where “commercialised guiding” was introduced to the ancient city of Ilium.<sup>225</sup> In this scenario tourist guides were found to have directed Roman tourists to specific

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<sup>219</sup> S.S. Ponting, “Exploring practitioner conceptualisations of professionalism and the impact of professionalization on the work of Australian eco-tour guides”, Doctoral thesis, University of Technology Sydney, Sydney, 2009, p. 1.

<sup>220</sup> K.D. O’Gorman, ‘Historical giants: Forefathers of modern hospitality and tourism’ in R. Butler & R. Russell, *Giants of tourism*, 2010, pp. 3-7.

<sup>221</sup> K.D. O’Gorman, ‘Historical giants: Forefathers of modern hospitality and tourism’ in R. Butler & R. Russell, *Giants of tourism*, 2010, pp. 8-10.

<sup>222</sup> B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, p.1; K.D. O’Gorman, ‘Historical giants: Forefathers of modern hospitality and tourism’ in R. Butler & R. Russell, *Giants of tourism*, 2010, pp. 3-7.

<sup>223</sup> F. Iriguler & M.E. Guler, *Tourist guiding: “Cinderella” of the tourism*, 2016, pp. 203-219.

<sup>224</sup> E. Davids, “A theoretical analysis of the development of tourist guiding in South Africa”, Masters dissertation, Cape Peninsula University of Technology, Cape Town, 2008, p. 11.

<sup>225</sup> Z. Lansangan-Cruz, *Principles and ethics of tour guiding*, 2008, pp. 13-15.

“places of interests” such as beaches and ship harbours, usually using the site of the Trojan War as the “piece de resistance”.<sup>226</sup> This necessity for tourist guides to lead, explain, entertain and safeguard, while constantly adapting to changing environments and increased tourist numbers, as well as the new found interest by tourists to “sight-see” newly discovered cultural destinations, would carry on into the Middle Ages as the occupation continued its systematic development.<sup>227</sup>

### Middle Ages

The period between the fall of the Roman Empire and the commencement of the Renaissance and Grand Tour is often referred to as the Middle Ages or Dark Ages in the annals of history, and is estimated to have been between 500 to 1500 A.D.<sup>228</sup> This specific era saw a dramatic shift in touristic behaviour with the fall of the ancient civilizations that ultimately resulted in a sharp decline of most economies, global trading, cultural cohesion as well as the overall motivation and desire to travel solely for pleasure and curiosity – as chaos ensued within the social order of the day.<sup>229</sup> As a result of this societal collapse, travelling long distances became extremely dangerous and was generally reserved for the upper-middle class wealthy elites of the time. They continued to partake, however, to a lesser extent, in religious pilgrimages to destinations in the global North such as Winchester, Walsingham and Canterbury.<sup>230</sup> However, it is also worth highlighting that these spiritual voyages were rarely undertaken without the accompaniment of an “experienced”, “versed” and “well-informed” tourist guide, due to the prevailing security risks that characterised this historic period.<sup>231</sup>

Nevertheless, despite travelling only being practised by a select few during this extensive era, historical evidence would suggest that guiding as an occupation remained a necessity for travellers en-route, whilst also being a stable form of

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<sup>226</sup> Z. Lansangan-Cruz, *Principles and ethics of tour guiding*, 2008, pp. 13-15.

<sup>227</sup> B. Rabolic, ‘Special-purpose travel in ancient times: “Tourism” before tourism?’, *Conference paper – 2<sup>nd</sup> Belgrade International Tourism Conference, 27-29 March 2014, Belgrade, Serbia.*

<sup>228</sup> K.L. Pond, *The professional guide: Dynamics of tour guiding*, 1992, pp. 13-14.

<sup>229</sup> B. Rabolic, ‘Special-purpose travel in ancient times: “Tourism” before tourism?’, *Conference paper – 2<sup>nd</sup> Belgrade International Tourism Conference, 27-29 March 2014, Belgrade, Serbia.*

<sup>230</sup> F. Iriguler & M.E. Guler, *Tourist guiding: “Cinderella” of the tourism*, 2016, pp. 203-219.

<sup>231</sup> Cohen, ‘The tourist guide: The origins, structure and dynamics of a role’, *Annals of Tourism Research* 12 (1), 1985, pp. 5-29.

employment for locals (willing to risk their own safety).<sup>232</sup> F. Irigüler and M.E. Güler indicate that tourist guides once again had to adapt to the changing times, but found this a great niche to generate an income, however, small and inadequate, within their newly acquired skill set.<sup>233</sup> This included areas of specialisation such as finding and showing safe alleys or passage to travellers to continue on with their pilgrimages, as well as serving as a “protector” to these travellers in the instance of invasions, which were often a common occurrence at the time.<sup>234</sup> Scholars have also concluded that by possessing these advanced skills en-route, some exceptional tourist guides were often rewarded and paid “large fees” by aristocrats for their continued presence and protection while on tour.<sup>235</sup> This was particularly noticeable in cases where guides generated “safe conduct to travellers”, which often resulted in the continued use of a “specific guide” when travelling to a different location.<sup>236</sup>

It is also important to emphasise that this historical phase of the guiding profession emulated and correlated directly with the multi-variate roles and responsibilities of the modern professional tourist guiding persona. In this context, a tourist guide is similarly not only commissioned to serve as a “pathfinder”, “explainer” and “entertainer”, but is also expected to simultaneously serve as a “protector”, “safety officer”, “escort” and the “broker of peace” to ensure the continued safe passage of their “guests” while on tour.<sup>237</sup> This transition forced on by the fall of the Roman Empire (476 A.D.), would become central to the occupation’s effectiveness in the coming period of the Renaissance and Grand Tours, where the tourist guiding persona and status would improve greatly over the next two centuries.<sup>238</sup>

### *The Renaissance and Grand Tours*

The third phase of the genesis of tourist guiding is the era of the Renaissance and Grand Tours that covered the period between 1500 to approximately 1700 A.D.<sup>239</sup>

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<sup>232</sup> Z. Lansangan-Cruz, *Principles and ethics of tour guiding*, 2008, pp. 13-15.

<sup>233</sup> F. Irigüler & M.E. Güler, *Tourist guiding: “Cinderella” of the tourism*, 2016, pp. 203-219.

<sup>234</sup> B. Rabolic, ‘Special-purpose travel in ancient times: “Tourism” before tourism?’, *Conference paper – 2<sup>nd</sup> Belgrade International Tourism Conference, 27-29 March 2014, Belgrade, Serbia*.

<sup>235</sup> Z. Lansangan-Cruz, *Principles and ethics of tour guiding*, 2008, pp. 13-15.

<sup>236</sup> B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, p. 1.

<sup>237</sup> L.M. Van den Berg, “Tourist guiding legislation: South Africa, Australia and Canada in a comparative perspective”, Masters dissertation, University of Pretoria, Pretoria, 2016, pp. 54-58; B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, pp. 1-2.

<sup>238</sup> US History, <<http://www.ushistory.org>>, 2008, access: March 2019.

<sup>239</sup> US History, <<http://www.ushistory.org>>, 2008, access: March 2019.

Many authors contend that the modern tourism industry and guiding occupation's direct historic origins are to be traced to this time.<sup>240</sup> In this specific period the image of a tourist guide improved considerably from that of the Middle Ages, as the profession became more sought after by elites wishing to travel across vast areas of the global North.<sup>241</sup> These wealthy elites usually "appointed" or "hired" guides to accompany their "first class" sons (to become known as "Grand Tourists") on "cultural and educational excursions" from England to Italy, with the journey to go through the most significant cultural centres of the period. That included Austria, France, Germany, Switzerland and even as far east as Russia. These excursions in turn became known in modern literature as the construct of the "Grand Tour".<sup>242</sup>

As indicated, these "Grand Tours" were generally designed and undertaken by aristocratic "young men" to enrich their knowledge; exchange cultural values, customs and traditions; learn a foreign language(s); practice self-development; acquire distinct or "high tastes"; as well as attain graceful manners – all in an attempt to become more intellectually advanced individuals before returning back to their privileged societies post-excursion.<sup>243</sup> These journeys were often seen as the "capstone" of their academic studies.<sup>244</sup> However, due to the length of these treks across the global North, that took up to three years on average to complete, tourist guides were often deployed on these journeys to act in a variety of ways. This included being seen as an interpreter; teacher; personal or travelling tutor; private escort; protector; "guru"; or even spiritual advisor.<sup>245</sup>

It became commonly known at the time that by having an "educated tourist guide" accompany Grand Tourists on their travels, would not only add legitimacy to the tour,

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<sup>240</sup> E. Cohen, 'The tourist guide: The origins, structure and dynamics of a role', *Annals of Tourism Research* 12 (1), 1985, pp. 5-29.

<sup>241</sup> B. Rabotic, 'Tourist guides in contemporary tourism', *Conference paper – International Conference on Tourism and Environment*, 4-5 March 2010, Sarajevo, Bosnia & Herzegovina.

<sup>242</sup> C. Cooper, *Essentials of tourism*, 2012, pp. 7-8; F. Iriguler & M.E. Guler, *Tourist guiding: "Cinderella" of the tourism*, 2016, pp. 203-219; K.D. O'Gorman, 'Historical giants: Forefathers of modern hospitality and tourism' in R. Butler & R. Russell, *Giants of tourism*, 2010, pp. 3-7.

<sup>243</sup> E. Cohen, 'The tourist guide: The origins, structure and dynamics of a role', *Annals of Tourism Research* 12 (1), 1985, pp. 5-29; F. Iriguler & M.E. Guler, *Tourist guiding: "Cinderella" of the tourism*, 2016, pp. 203-219.

<sup>244</sup> Z. Lansangan-Cruz, *Principles and ethics of tour guiding*, 2008, pp. 13-15.

<sup>245</sup> E. Cohen, 'The tourist guide: The origins, structure and dynamics of a role', *Annals of Tourism Research* 12 (1), 1985, pp. 5-29.

but will also add prestige.<sup>246</sup> Thus these “expert guides” were often en-route being tasked to oversee the “novice, adept and seeker” and lead them towards “insight, enlightenment or any other exalted spiritual state”, while simultaneously also being responsible for safety matters and ethical conduct on tour.<sup>247</sup> This educational component is of particular significance, and as indicated by Pond “expert guides” were:

intended to be articulate, multi-lingual and well-versed in many subjects including history, literature, architecture and current affairs [with] many of the cicerones and guides of the Grand Tour being distinguished clergy, students, schoolmasters, writers or historians.<sup>248</sup>

Cohen also similarly finds that these identified “expert guides”, although not receiving any formal or specialised training, were often well-equipped with “native knowledge” and a clear geographic understanding of the landscape. Thus by possessing these rudimentary abilities they were admired by the aristocrats, with the wealthy usually looking for the “best” or “ideal guide” to appoint or hire.<sup>249</sup> At the time this “ideal guide”, according to L. Pearce, would be a:

grave and respectable man of mature age who would watch over the morals and religion of his pupil, while simultaneously protecting him against any rogues or robbers.<sup>250</sup>

Moreover, due to a guide’s inherent roles and responsibilities while on tour, it is also important to note that the profession seamlessly made the transition from being seen only as a “pathfinder” and “explainer”, to becoming known and recognised at the time as an “antiquai” and/or a “cicerone” (the pre-defined tourist guiding profession).<sup>251</sup> This key phase in the genesis of tourist guiding would also have a significant influence over the impending Modern Age, and how the profession would become utilised within the “digital age” and the construct of the approaching Fourth Industrial Revolution.

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<sup>246</sup> B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, p. 1.

<sup>247</sup> E. Cohen, ‘The tourist guide: The origins, structure and dynamics of a role’, *Annals of Tourism Research* 12 (1), 1985, pp. 5-29.

<sup>248</sup> K.L. Pond, *The professional guide: Dynamics of tour guiding*, 1992, pp. 13-14.

<sup>249</sup> E. Cohen, ‘The tourist guide: The origins, structure and dynamics of a role’, *Annals of Tourism Research* 12 (1), 1985, pp. 5-29.

<sup>250</sup> P.L. Pearce, ‘Tourist guide interaction’, *Annals of Tourism Research* 11 (1), 1984, pp. 129-146.

<sup>251</sup> S.S. Ponting, “Exploring practitioner conceptualisations of professionalism and the impact of professionalization on the work of Australian eco-tour guides”, Doctoral thesis, University of Technology Sydney, Sydney, 2009, p. 1.

### Modern Age

According to Weiler and Black, the Modern Age from approximately 1800 to 1950, should be seen as the “moment of truth” for tourist guides, as this historical phase would come to directly shape and structure the occupation’s professional persona and position within the greater tourism industry on a local, regional, national and even international level.<sup>252</sup> Tourist guiding continued to feature throughout the influential Third Industrial Revolution in the nineteenth century and its effects on the socio-economic order of the day afterwards, wherein the middle and some lower social classes now started to enter the tourism market as leisure travellers.<sup>253</sup> This key development not only allowed for these mentioned classes to become active tourists within the domain, but it is also the first noteworthy shift in touristic practices where people beyond the aristocratic fold were now allowed and able to partake in holiday-making at a destination of their personal choice.

The advances in industry, commerce and technology at the time also allowed for travel agents and tour operators such as Thomas Cook, to start filling tourism auxiliary niches and introduce leisure packaged tours to a newly modernised tourism market.<sup>254</sup> This is illustrated in the examples where Cook’s travel agency started to provide itineraries and guided rail-tours between Leicester and Loughborough in 1840.<sup>255</sup> Cook in turn also created a space for tourist guides to conduct formal guided tours, with these tours soon expanding across Europe and later North America. This concerted effort by Cook to reposition the tourist guide and the formal guided tour at the top of the touristic perspective, resulted in Cook often being referred to in modern tourism literature as the “patron saint of modern tour guides”.<sup>256</sup>

Leading up to the twentieth century, as mass tourism continued its rapid expansion, mostly due to the increased availability in leisure time, it also naturally affected all other travel-related components of the economy whereby more services became

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<sup>252</sup> B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, p. 1.

<sup>253</sup> E. Cohen, ‘The tourist guide: The origins, structure and dynamics of a role’, *Annals of Tourism Research* 12 (1), 1985, pp. 5-29; US History, <<http://www.ushistory.org>>, 2008, access: March 2019.

<sup>254</sup> F. Iriguler & M.E. Guler, *Tourist guiding: “Cinderella” of the tourism*, 2016, pp. 203-219.

<sup>255</sup> C. Cooper, *Essentials of tourism*, 2012, pp. 7-8.

<sup>256</sup> B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, p. 1; E. Cohen, ‘The tourist guide: The origins, structure and dynamics of a role’, *Annals of Tourism Research* 12 (1), 1985, pp. 5-29.

readily available across hospitality establishments, transport industries, tour operations as well as guiding services. This central importance within the collective industry would continue on throughout the years to come, despite several declines in tourism and travel due to the devastation and destruction caused by World War I (1914 – 1919) and II (1939 – 1945).<sup>257</sup> An impact not unlike, although not as severe, as the current 2020 global COVID-19 pandemic. However, literature would appear to suggest that tourist guides continued their presence and willingness to assist at tourist destinations that were deemed safe for travellers and readily accompanied and escorted individuals and groups to places of natural, cultural and historical significance at the time, while underscoring the value of these attractions within the context of a specific period. Many scholars have also argued that it is within this time period that an attempt to stay relevant led to the tourist guide's honing their subsequent interpretation, intercultural and communication competencies seeing as they were now for the first time required to become an expert on every attraction at a specific destination.<sup>258</sup>

It was also during this period that various forms of tourist guide training and sometimes even accreditation emerged in different parts of the world. However, the process and the nature of this remained uneven and often unregulated. It was only in 1985 that an international body, the WFTGA, was founded to promote, protect and improve the tourist guide's reputation and importance at a global level.<sup>259</sup> The Modern Age also saw one of the first accounts of the professional practice of heritage interpretation by J. Muir in the late 1800s, as well as one of the first publications on the practice of tourist guiding by E.A. Mills in the early 1900s entitled, *Adventures of a nature guide*.<sup>260</sup> These literary sources were at the time primarily dedicated to the art of nature guiding and interpretation in North American national parks and reserves.<sup>261</sup> These initial publications were soon followed by the first

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<sup>257</sup> US History, <<http://www.ushistory.org>>, 2008, access: March 2019.

<sup>258</sup> B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, pp. 1-2.

<sup>259</sup> World Federation of Tourist Guide Associations, <<http://www.wftga.org>>, 2011, access: January 2020.

<sup>260</sup> M. Brunelli, 'From nature guiding to nature interpretation in the United States (1872 – 1920): The origins of the professional practice of heritage interpretation – Between protection and education', *History of Education & Children's Literature* 8 (1), 2013, pp. 399-428.

<sup>261</sup> M. Brunelli, 'From nature guiding to nature interpretation in the United States (1872 – 1920): The origins of the professional practice of heritage interpretation – Between protection and education', *History of Education & Children's Literature* 8 (1), 2013, pp. 399-428.

scholarly journal article on tourist guiding by V. Smith entitled, “The professional geographer”, in 1961, wherein the scholar provides the first reference to a tourist guide’s potential specialisations within the international tourism environment.<sup>262</sup> These developments were indicative of the importance that had by then accrued to the tourist guide.

Tourist guiding research continued its systematic development into the 1980s. In this period E. Cohen in turn published the abovementioned first article that specifically dealt with the multi-variate roles and responsibilities of a tourist guide, and also provided the first account of what would later become known as a “culture tourist guide”.<sup>263</sup> Cohen’s seminal findings proved integral to the future development discourse of tourist guiding enquiry in tourism scholarship. This increased interest also saw, as indicated, J. Jafari dedicate the first special issue of the *Annals of Tourism Research* to the tourist guide(s) and their natural and/or cultural guiding environments.<sup>264</sup> However, despite this scholarly interest, the historic evolution of tourist guiding remains relatively under researched even given the tourist guide’s roles and responsibilities especially in developing nations, as well as in the light of developments as the sector is required to adapt to the encroaching Fourth Industrial Revolution and the digital age.

### **3.3) Roles and responsibilities**

As mentioned above, tourist guides are the representatives of their regions, cities and countries in which they are qualified to guide tours.<sup>265</sup> Over time in many countries the tourist guide has come to be considered as the crucial link between tourists and a country’s multiple tourist attractions, be they nature, culture or adventure.<sup>266</sup> This has occurred to such an extent that it has become common knowledge that this structured “performance” delivered by a tourist guide, will

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<sup>262</sup> B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, p. 1.

<sup>263</sup> E. Cohen, ‘The tourist guide: The origins, structure and dynamics of a role’, *Annals of Tourism Research* 12 (1), 1985, pp. 5-29

<sup>264</sup> *Annals of Tourism Research* (1985)

<sup>265</sup> University of Pretoria – Department of Historical and Heritage Studies, *Understanding the concept of cross-border guiding in southern Africa*, 2013, pp. 1-10; University of Pretoria – Department of Historical and Heritage Studies, *Harmonisation of tourist guide training regulations and standards in southern Africa (Phase I)*, 2014, pp. 51-82.

<sup>266</sup> L.M. van den Berg, “Tourist guiding legislation: South Africa, Australia and Canada in a comparative perspective”, Masters dissertation, University of Pretoria, Pretoria, 2016, p. 89.

ultimately influence whether or not visitors will feel welcome; would consider to stay longer in the country they are visiting; purchase country specific souvenirs or memorabilia; and if they decide to return to the specific country for a repeat visit. Specific emphasis is placed on the last step of this performance, as it forms the vital link to continuously create and follow through with the tourism-service cycle, in other words, the sustainability of the tourism sector.

Thus, this extensive role of making a considerable contribution to how a tourism destination is perceived, and to also promote the sustainable use of all natural, cultural and historic resources of the destination by making visitors aware of an attraction's importance and vulnerability, is essentially the responsibility of the tourist guide. However, these roles and responsibilities of the tourist guide, which are a collection of culturally defined attributes and expectations, usually only become conceptualised and realised within the mutually negotiated "relationship" or performance between the producers and consumers of the tourist experience.<sup>267</sup> They occur in the encounter between the tourist, the destination and within this context, the accompanying tourist guide.

Since the earliest publications on the phenomenon of tourist guiding there has been consistent attempts to conceptualise and condense the multi-faceted, complex, encompassing and multi-variate roles and responsibilities associated with the tourist guide. This having been done either from a "traditional" point of view, as outlined by the aforementioned E. Cohen (credited with the first assessment of the tourist guide's roles and responsibilities from a touristic perspective), K.L. Pond as well as B. Weiler and D. Davis (assessed the fundamental "roles" of the tourist guide and their development discourse); or alternatively from a more contemporary "professional" or "practical" perspective as presented by P. Van Dyk, J.Y. Wong and W.H. Lee, as well as B. Weiler and R. Black (observed the "responsibilities" of the tourist guide while conducting a guided tour).<sup>268</sup>

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<sup>267</sup> N.B. Salazar, "Enough stories!" – Asian tourism redefining the roles of the Asian tour guides', *Civilisations* 57 (1), 2008, pp. 207-221.

<sup>268</sup> E. Cohen, 'The tourist guide: The origins, structure and dynamics of a role', *Annals of Tourism Research* 12 (1), 1985, pp. 5-29; B. Weiler & D. Davis, 'An exploratory investigation into the roles of the nature-based tour leader', *Tourism Management* 14 (2), 1993, pp. 91-98; K.L. Pond, *The professional guide: Dynamics of tour guiding*, 1992, pp. 1-10; P. Van Dyk, *Introduction to tourist guiding*, 2003, pp. 45-83; J.Y. Wong & W.H. Lee, 'Conceptual Framework for the characteristics of

Prior to Cohen's pioneering 1980s findings on the role of the tourist guide within the collective tourism industry, the occupation had often been evaluated from a range of other Social Science disciplines, such as anthropology and sociology.<sup>269</sup> Within these domains the tourist guide began to be "recognised" as being a source of knowledge, buffer, motivator of conservation values, caretaker, catalyst, protector, middleman, organiser, salesperson, representative, public relations practitioner, translator or even as a shaman, role model, security captain, surrogate parent as well as a facilitator of access to non-public areas whilst conducting a tour.<sup>270</sup> However, it is important to emphasise that these initial role designations, contextualised in the decade prior to Cohen's seminal findings, fundamentally failed to capture the essence of the tourist guide's social persona that had been developed over millennia. This included the tourist guide's role to interpret, entertain, explain, mediate and manage the tourist attractions, destinations and sites.

According to Cohen's findings on the interrelationship between guides and tourists, the roles and responsibilities associated with tourist guides in literature all derive from two key tourist guiding "spheres", namely a "leadership sphere" and a "mediatory sphere".<sup>271</sup> The former can be described as the "geographic way-finding role" associated with pathfinders and the social order that comes along with these interactions in the field, whereas the latter is a more complex and "heterogeneous" role that can range from being a simplistic tutor to being an educational tutelage, conduit, intermediary, negotiator and interpreter of a specific site or experience.<sup>272</sup> With the "leadership sphere" generally being considered a more group focussed

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tour leader', *e-Review of Tourism Research* 10 (1), 2012, pp. 13-24; B. Weiler & R. Black, 'The changing face of the tour guide: One-way communicator to choreographer to co-creator of the tourist experience', *Tourism Recreation Research* 40 (3), 2015, pp. 364-378.

<sup>269</sup> P.L. Pearce, 'Tourist-guide interaction', *Annals of Tourism Research* 11 (1), 1984, pp. 129-146; J.C. Holloway, 'The guided tour: A sociological approach', *Annals of Tourism Research* 8 (3), 1981, pp. 377-402.

<sup>270</sup> H.Q. Zhang & I. Chow, 'Application of importance-performance model in tour guides' performance: Evidence from mainland Chinese outbound visitors in Hong Kong', *Tourism Management* 25 (1), 2004, pp. 81-91; Y. Reisinger & C. Steiner, 'Reconceptualising interpretation: The role of tour guides in authentic tourism', *Current Issues in Tourism* 9 (6), 2006, pp. 481-498; S. El-Menshawy, 'Effective rapport in tourist guiding (Interpretation of themes)', *Journal of Socialomics* 5 (3), 2016, pp. 1-5; B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, p. 23.

<sup>271</sup> E. Cohen, 'The tourist guide: The origins, structure and dynamics of a role', *Annals of Tourism Research* 12 (1), 1985, pp. 5-29.

<sup>272</sup> B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, pp. 21-28.

domain, as opposed to the “mediatory sphere” that is a more individual tourist orientated domain.<sup>273</sup> (See Table 1)

**Table 1: Principal components of the tourist guiding role**<sup>274</sup>

<b>LEADERSHIP SPHERE</b>	<i>Instrumental role</i>	<i>Social role</i>
<b>MEDIATORY SPHERE</b>	<i>Interactionary role</i>	<i>Communicative role</i>
	<b>(Outer-directed)</b>	<b>(Inner-directed)</b>

These two identified spheres can then be further interpreted, evaluated and analysed, according to “outer and inner-directed” domains. Where the “outer-directed” domain refers to external factors, often times being out of the control of the tourist guide (such as problematic weather conditions or tourist injuries on tour); whereas in the “inner-directed” domain the tourist guide is in control of all aspects on the guided tour (such as interpreting information effectively and efficiently, while managing group dynamics and possible tension).<sup>275</sup> From these identified spheres, internal and external directed domains identified in Table 1, Cohen also identifies the four primary roles any tourist guide serves – an instrumental; social; interactionary and/or communicative role.<sup>276</sup>

Tourist guide’s roles and responsibilities can be even further conceptualised into the following four roles as identified by Weiler and Black:

- the instrumental role – the tourist guide is responsible for navigating an unknown destination, brokering the physical access to a destination as well as acting as a “shepherd” to the tour group at the destination;
- the social role – in this designated role the tourist guide is collectively responsible for the overall “entertainment factor”, while simultaneously being

<sup>273</sup> S. Poudel & G.P. Nyaupane, ‘Exploring the roles of tour guides in trekking tourism’, *Conference paper* – Travel and Tourism Research Association International Conference, 19-21 June 2011, Ontario, Canada, pp. 1-10.

<sup>274</sup> Adapted from Cohen (1985)

<sup>275</sup> E. Cohen, ‘The tourist guide: The origins, structure and dynamics of a role’, *Annals of Tourism Research* 12 (1), 1985, pp. 5-29.

<sup>276</sup> E. Cohen, ‘The tourist guide: The origins, structure and dynamics of a role’, *Annals of Tourism Research* 12 (1), 1985, pp. 5-29.

tasked to manage possible group tensions and wavering dynamics, on top of being responsible for keeping the group morale positive for the entirety of the guided tour;

- the interactionary role – the tourist guide acts as the “go-between” between the host community (“locals”) and the visiting tourists, whereby the tourist guide is responsible for facilitating any engagement with the community, and services offered by the community;
- the communicative role – the tourist guide is responsible for informing, mentoring and interpreting all tourist attractions, destinations and sites on tour, while also having the capacity to highlight and explain various places of interest while en-route.<sup>277</sup>

As indicated previously, the tourism market started transitioning from a “mass-consumer industry” to an “experience-based economy” in the 1950s.<sup>278</sup> In relation to this, Cohen recommends that the tourist guiding profession must not be considered “static”, as “subjectivities” can change at a moment’s notice when considering the guide and tourist’s ever-changing and sometimes contentious relationship.<sup>279</sup> Thus the tourist guide will need to develop and adjust along with the continuously changing tourism industry in an attempt to stay relevant, not only for visiting tourists, but also for wider stakeholders located in the demand and supply chain, as in the cases of tour operators and travel agencies.<sup>280</sup> Thus these fundamental roles of a tourist guide need to be adapted to become more practically encompassing, while simultaneously also expanding in theoretical understanding, to not only cater for newer and more discerning traveller needs, but also for the tourist guide to remain at the infer-face of the tourist experience as a “front-line professional” stationed at the epi-centre of the tourism realm.<sup>281</sup> This will become even more relevant in the post-COVID-19 tourism sphere.

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<sup>277</sup> B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, pp. 21-28.

<sup>278</sup> A. Blyablina, “The contribution of guides in developing tourist experiences during historical theatrical tours: The case of Stockholm Ghost Walk”, Masters dissertation, Mid-Sweden University, Sundsvall, 2015, pp. 1-10.

<sup>279</sup> E. Cohen, ‘The tourist guide: The origins, structure and dynamics of a role’, *Annals of Tourism Research* 12 (1), 1985, pp. 5-29; N.B. Salazar, “Enough stories! – Asian tourism redefining the roles of the Asian tour guides”, *Civilisations* 57 (1), 2008, pp. 207-221.

<sup>280</sup> University of Pretoria – Department of Historical and Heritage Studies, *The Indigenous Story Teller (IST): The Northern Cape as a case study*, 2019, pp. 44-53.

<sup>281</sup> H. Kong, C. Cheung & T. Baum, ‘Are tour guides in China ready for the booming tourism industry?’, *Journal of China Tourism Research* 5 (1), 2009, pp. 65-76; University of Pretoria – Department of Historical and Heritage Studies, *A policy review of the tourist guiding sector in South Africa*, 2018, pp. 42-47.

Based on these recommendations to stay pertinent within the broader tourism domain, Cohen claims that these mentioned principle guiding roles should be modified to become additional “types” of tourist guides.<sup>282</sup> He recommends that the instrumental role needs to be adjusted to become the “original guide”; the social role needs to transform into an “animator”; the interactionary role needs to become a “tour leader”; and the important communicative role on the other hand then transforms into a “professional guide”.<sup>283</sup> However, it is important to underscore that these “types” of tourist guides will still respectively be carrying their initially indicated theoretical primacy and adherent roles and responsibilities. Nevertheless, with this new found practicality added to the occupation, Cohen argues that the occupation will become much more “useable”, “inside” the broader tourism market and its various sub-sectors.<sup>284</sup> (See Table 2)

**Table 2: Changing dynamics of the tourist guiding role**<sup>285</sup>

	(Outer-directed)	(Inner-directed)
<b>LEADERSHIP SPHERE</b>	<b>Original guide</b> <i>[instrumental primacy]</i>	<b>Animator</b> <i>[social primacy]</i>
<b>MEDIATORY SPHERE</b>	<b>Tour-leader</b> <i>[interactionary primacy]</i>	<b>Professional guide</b> <i>[communication primacy]</i>

However, Y. Reisinger and C. Steiner, go further to expound these guiding “types”, claiming that they hold more substance to the continuously transforming guiding persona in time, than initially suggested in Cohen’s “practical” recommendations.<sup>286</sup> Thus these amended positions served to not only assist tourists in understanding the “places they visit”, but also altered the tourist guide’s position and aspirations to

<sup>282</sup> E. Cohen, ‘The tourist guide: The origins, structure and dynamics of a role’, *Annals of Tourism Research* 12 (1), 1985, pp. 5-29.

<sup>283</sup> E. Cohen, ‘The tourist guide: The origins, structure and dynamics of a role’, *Annals of Tourism Research* 12 (1), 1985, pp. 5-29.

<sup>284</sup> E. Cohen, ‘The tourist guide: The origins, structure and dynamics of a role’, *Annals of Tourism Research* 12 (1), 1985, pp. 5-29.

<sup>285</sup> Adapted from Cohen (1985)

<sup>286</sup> Y. Reisinger & C. Steiner, ‘Reconceptualising interpretation: The role of tour guides in authentic tourism’, *Current Issues in Tourism* 9 (6), 2006, pp. 481-498; J.A.R.C. Sandaruwani & W.K.A.C. Gnanapala, ‘The role of tourist guides and their impacts on sustainable tourism development: A critique of Sri Lanka’, *Tourism, Leisure and Global Change* 3 (1), 2016, pp. 62-71.

pursue a “professional status” within the broader sector.<sup>287</sup> These findings not only reflected what the tourist guide as an entity and its adherent role(s) would become in time, but also proved to be the pivotal moment for the tourist guide’s “conventional ideas about interpretation and meaning-making” while conducting a guided tour within a specific tourism landscape to be challenged.<sup>288</sup> From the above these changing dynamics of a tourist guide, can further be demarcated (See Table 3).

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<sup>287</sup> Y. Reisinger & C. Steiner, ‘Reconceptualising interpretation: The role of tour guides in authentic tourism’, *Current Issues in Tourism* 9 (6), 2006, pp. 481-498.

<sup>288</sup> K.C. Wang, A.T. Hieh, & W.Y. Chen, ‘Is the tour leader an effective endorser for group package tour brochures?’ *Tourism Management* 23 (5), 2002, pp. 489-498.

**Table 3: Seminal types of tourist guides** <sup>289</sup>

TYPE OF TOURIST GUIDE	DESCRIPTION
<b>Original guide</b>	this “type” of tourist guide will remain in the “outer-directed” domain, and will continue to carry its initial pathfinder or “pathbreaker” antecedence, however, will now also become responsible for selecting and planning the route to as well as from the next point of interest (itinerary), while also brokering access in all capacities, in relation to newly protected areas, communities, as well as services and auxiliary services located within the area.
<b>Animator</b>	will remain in the “leadership sphere” and will continue to fulfil the social function of being accommodating and friendly, that may involve interacting and socialising with visitors, however, the guiding “type” will now need to become more aware of social, cultural and political context(s) or environment(s) in which the guided tour may take place. Thus, a call to become more “sensitized” to specific requirements, references and requests from tourists that may require the mutual respect on the part of the tourist guide. Inadvertently then the tourist guide also becomes directly responsible for transferring cultural understanding to all components of the guided tour.
<b>Tour leader</b>	in the “inner-directed” domain this newly designated “type” of guide will additionally become responsible for the regulation and oversight of all components involved in the tourist’s new environment at a tourist destination, attraction or site. Thus, becoming individually responsible for all aspects of the tourist, while on tour. These responsibilities will naturally change with the commencement of each guided tour, however, may include aspects such as small comforts, to larger components such as safety and security.
<b>Professional guide</b>	will remain in the “mediatory sphere”, and will continue to carry the vital communicative functions of transferring detailed information to tourists, be it in a natural, cultural or historical contexts (for example explaining or telling visitors “where, when and why to look or rather how to behave”) and/or interpreting the “experience” of a specific place of interest. However, in turn this tourist guide also needs to become more aware of how to convey this information in a changing professional environment, whereby ensuring the accuracy and credibility of information conveyed and the destination interpreted at all times, as information rapidly becomes more diversified, contested and readily available (“digital age”). Cohen also finds that this guide should have the adherent ability to transform any tourism product or service into an “exceptional experience” without diminishing the credibility of the occupation altogether nor allow for complacency to happen within the profession.

<sup>289</sup> Adapted from Reisinger & Steiner (2006)

In his concluding remarks, Cohen also makes the statement that as time progresses the roles of the “original guide” will become obsolete as larger “tourism systems” continue to penetrate unknown destinations, much faster than the individual tourist guide can (particularly notable in the global South).<sup>290</sup> Thus, the “original guide” must adapt or rather morph into the “professional guide” so as to be on the “inside” of the “tourism system”, whereby staying relevant – not only to tourists in search of a guided tour – but also to other tourism services that require tourist guides to guide a tour group. He states that these designated key functions of a “professional guide” to interpret and convey information, are more suited to the new experience-based economy.<sup>291</sup>

From Cohen’s seminal findings, various other assessments, evaluations and reviews of the tourist guide’s individual roles and responsibilities followed, as the occupation would continue to be the most important element in tourist expectations as well as satisfaction. In light of this, and taking into account that the tourism experience has evolved well beyond mere passive sightseeing, there would appear to be a distinct emphasis placed on various aspects of the transforming tourist guiding domain. These include: interpretation, communication, interaction, communities, as well as how the individual tourist guide can adjust to “big bureaucratized” stakeholders, that are aiming to build on the tourist guide’s labour-intensive possibilities within this newly formulated “professionalised domain” and “authentic context”.<sup>292</sup>

As previously eluded to, tourist guides are among the most engaged and influential staff within the tourism industry, and for the purpose of this investigation it is important to comprehend the extent to which the interpretation of information delivered by tourist guides, straddle the lines between accuracy, credibility, entertainment and engagement.<sup>293</sup> Firstly, it is important to highlight that

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<sup>290</sup> E. Cohen, ‘The tourist guide: The origins, structure and dynamics of a role’, *Annals of Tourism Research* 12 (1), 1985, pp. 5-29

<sup>291</sup> E. Cohen, ‘The tourist guide: The origins, structure and dynamics of a role’, *Annals of Tourism Research* 12 (1), 1985, pp. 5-29.

<sup>292</sup> S.M. Welgemoed, “Die professionalisering van die toeristebegeleier in Suid-Afrika: ‘n Didaktiese studie”, Doctoral thesis, University of South Africa, Pretoria, 1989, pp. 1-10.

<sup>293</sup> H. Kong, C. Cheung & T. Baum, ‘Are tour guides in China ready for the booming tourism industry?’, *Journal of China Tourism Research* 5 (1), 2009, pp. 65-76; T. Ratz, “Be global, go local” –

interpretation is not teaching nor instruction in the tourist guiding genre, but rather “provocation”, whereby including aspects such as a sense of humour and body language into the touristic background, as only the setting will seldom in isolation satisfy all tourist expectations (thus the expressed emphasis of making the intangible, tangible through interpretation).<sup>294</sup> Secondly, interpretation of simple information by a tourist guide should always be transferred to tourists in an enjoyable, attentive, informative, entertaining, interesting and gratifying manner as travelling (in most instances) remains pleasure and leisure-orientated.<sup>295</sup> Thirdly, interpreting information should always be relevant to the tourism setting at hand. For a tourist, interpretation is generally used as a mechanism to relate or resonate with a specific setting on a more personal level. Therefore, a tourist is unlikely to respond to a particular environment unless what is being conveyed and demonstrated by the tourist guide, touches each tourists’ personal experience or travelling expectations.<sup>296</sup>

Fourthly, interpretation on the part of the tourist guide needs to be seamless, well-prepared and well-organised so that tourists stay engaged through all phases of the guided tour (see below), as the guide relates relevant information in relation to the specific tourist attraction, destination or site to the tourists, be it in a nature, culture or adventure context. In this organised manner, the tourist guide should convey a “story” as opposed to reciting an “inventory” that requires less effort for actualisation and/or imagination on the part of the tourist.<sup>297</sup> Lastly, interpretation in the tourism milieu should have a “theme” rather than a “topic”, seeing as themes bring forward the context of interpreting specific information. Thus, communicating strong and concise themes are more beneficial to all stakeholders of a specific setting, as opposed to “simply stating interesting things about separated topics”.<sup>298</sup> In this

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Innovation and creativity of alternative guiding services in Budapest’, *Journal of Tourism and Cultural Change* 15 (5), 2017, pp. 476-489.

<sup>294</sup> D.L. Boemah, “Factors determining the interpretive effectiveness of eco-tour guides in South Africa National Parks: An environmental interpretation model”, Doctoral thesis, University of Pretoria, Pretoria, 2011, pp. 23-57.

<sup>295</sup> B. Weaver, *The encyclopaedia of ecotourism*, 2001, p. 556

<sup>296</sup> L.M. van den Berg, “Tourist guiding legislation: South Africa, Australia and Canada in a comparative perspective”, Masters dissertation, University of Pretoria, Pretoria, 2016, p. 47.

<sup>297</sup> D.L. Boemah, “Factors determining the interpretive effectiveness of eco-tour guides in South Africa National Parks: An environmental interpretation model”, Doctoral thesis, University of Pretoria, Pretoria, 2011, pp. 23-57.

<sup>298</sup> B. Weaver, *The encyclopaedia of ecotourism*, 2001, p. 556.

regard the tourist guide can effectively create an “interpretation framework” in which the relationship between the tourist and destination can be enacted.

Pond, on the other hand, further elaborates on the “professionalised” universal roles of a tourist guide in a more simplistic and conventional manner, by highlighting key generic roles any tourist guide should possess when guiding a tour at a destination of choice.<sup>299</sup> Here the emphasis would appear to be on all aspects related to the place of interest for the tourist, and how the tourist guide will act as the “go-between” in forming the relationship between the tourist and the destination. These destination-orientated roles of a tourist guide therefore consist of being: a host who is able to create a welcoming and comfortable environment for guests at any point of interest; an educator that enables the guests to understand all aspects of a destination; an ambassador who extends hospitality and presents the destination in a way that makes visitors want to return; a leader capable of assuming responsibility over all facets of a guided tour at a specific destination; and a facilitator who knows how and when to fulfil the other four roles indicated above.<sup>300</sup>

Weiler and Davis also interpret and comment on this newly formulated “authentic context” added to the general tourist guide’s roles. They extend the discussion by stating that when interacting, communicating, interpreting or dealing with isolated communities or marginalised peoples, there needs to be more emphasis placed on the tourist guide’s abilities (roles) to adhere to heritage and cultural identities within these destinations (cross cultural settings).<sup>301</sup> Tourist guides in these contexts need to “set the principle” the tourist needs to follow in terms of cultural sensitivity, authenticity and behavioural attributes of the community at hand.<sup>302</sup> In relation to this, Weiler and Davis set out the roles uniquely assembled to suite a “heritage

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<sup>299</sup> K.L. Pond, *The professional guide: Dynamics of tour guiding*, 1992, pp. 13-14.

<sup>300</sup> K.L. Pond, *The professional guide: Dynamics of tour guiding*, 1992, pp. 13-14.

<sup>301</sup> B. Weiler & D. Davis, ‘An exploratory investigation into the roles of the nature-based tour leader’, *Tourism Management* 14 (2), 1993, pp. 91-98; E. Davids, “A theoretical analysis of the development of tourist guiding in South Africa”, Masters dissertation, Cape Peninsula University of Technology, Cape Town, 2008, p. 12.

<sup>302</sup> B. Weiler & D. Davis, ‘An exploratory investigation into the roles of the nature-based tour leader’, *Tourism Management* 14 (2), 1993, pp. 91-98.

tourist guide” that can embrace this newly formulated “authentic” domain.<sup>303</sup> (See Table 4)

**Table 4: Dimensions of the heritage tourist guiding role**<sup>304</sup>

<b>DIMENSION</b>	<b>OUTER-DIRECTED</b>	<b>INNER-DIRECTED</b>
<b>TOURISM MANAGEMENT</b> [focus on the tour group]	<i>Organiser</i>	<i>Entertainer</i>
<b>EXPERIENCE MANAGEMENT</b> [focus on the tourist/visitor]	<i>Group-leader</i>	<i>Teacher</i>
<b>DESTINATION/ RESOURCE MANAGEMENT</b> [focus on the environment]	<i>Motivator</i>	<i>Environmental Interpreter</i>

They argue, that unlike nature-based, adventure or any other specialised form of tourist guiding outside the heritage and cultural tourism fold, the emphasis of the “heritage tourist guide” is equally balanced across general tourism, experience and destination/resource management spheres, and are structured in such a way so as to ensure that the tourist, the environment and community are holistically and sustainably included in the overall tourist narrative.<sup>305</sup> The role of the heritage guide is thus equally distributed across all applicable roles of the guide within this context, be they as organiser, entertainer, group-leader, teacher, motivator and environmental interpreter.

In relation to these findings, it is also important to point out that within this tourist guiding genre and its associated roles of a tourist guide that,

the number [and relative importance] of roles [...] depend on a plethora of external and internal factors, such as tour setting, the type of [tourist] group and their immediate needs and interests, accompanied by the employer’s and industry’s expectations of the guide.<sup>306</sup>

Within this context, the tourist guide not only needs to be prepared for every role that they may be required to perform while on a guided tour, but should also have the

<sup>303</sup> B. Weiler & D. Davis, ‘An exploratory investigation into the roles of the nature-based tour leader’, *Tourism Management* 14 (2), 1993, pp. 91-98.

<sup>304</sup> Adapted from Weiler & Davis (1993)

<sup>305</sup> B. Weiler & D. Davis, ‘An exploratory investigation into the roles of the nature-based tour leader’, *Tourism Management* 14 (2), 1993, pp. 91-98.

<sup>306</sup> B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, p. 24.

functional ability to adapt to this array of contexts, whereby being able to adjust to any scenario at a “moment’s notice”.<sup>307</sup>

The general responsibilities (or duties) of a tourist guide vary from region-to-region and from attraction-to-attraction.<sup>308</sup> This depends on various variables such as the general tourist guiding environments in which guided tours can take place (taking into consideration implemented guiding boundaries, frameworks, systems, mechanisms and perceived institutional “best practice”) and naturally if there exists a need or rather demand for guided tours to take place at a particular tourist attraction, destination or site. However, in sum, all responsibilities of the tourist guide are generally aimed at delivering a quality service to visiting tourists that is not only memorable in all features, but will also prompt a return visit in the future.

According to P. Van Dyk when considering all the responsibilities of a tourist guide, it is also important to firstly understand that these responsibilities all occur within a specific guiding milieu that consists of specific phases.<sup>309</sup> These include the:

- Pre-tour preparation stage – in practice this includes all activities beforehand, such as identifying places of interests; duration of the specific tour; points of departure; and time frame allocations;
- Preparation stage – in practice this consists of formulating the itinerary for the specific tour, that can include – personal information gathering, finalising tour programmes; type of tour, requested or decided upon; reconfirming as well as rechecking reservations related to the tour programme; collecting applicable travel documents; as well as gathering applicable information on special arrangements, such as dietary requirements, religious specifications and/or special needs;
- During the tour – on the specific guided tour this is where the main duty of the tourist guide is the specific place, and includes aspects such as to inform and to introduce; to guide or to direct; and to give or to advise;
- Ending the tour – in practice this relates to the completion of the tour programme and the set itinerary; this phase is mostly reserved for feedback

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<sup>307</sup> B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, p. 24.

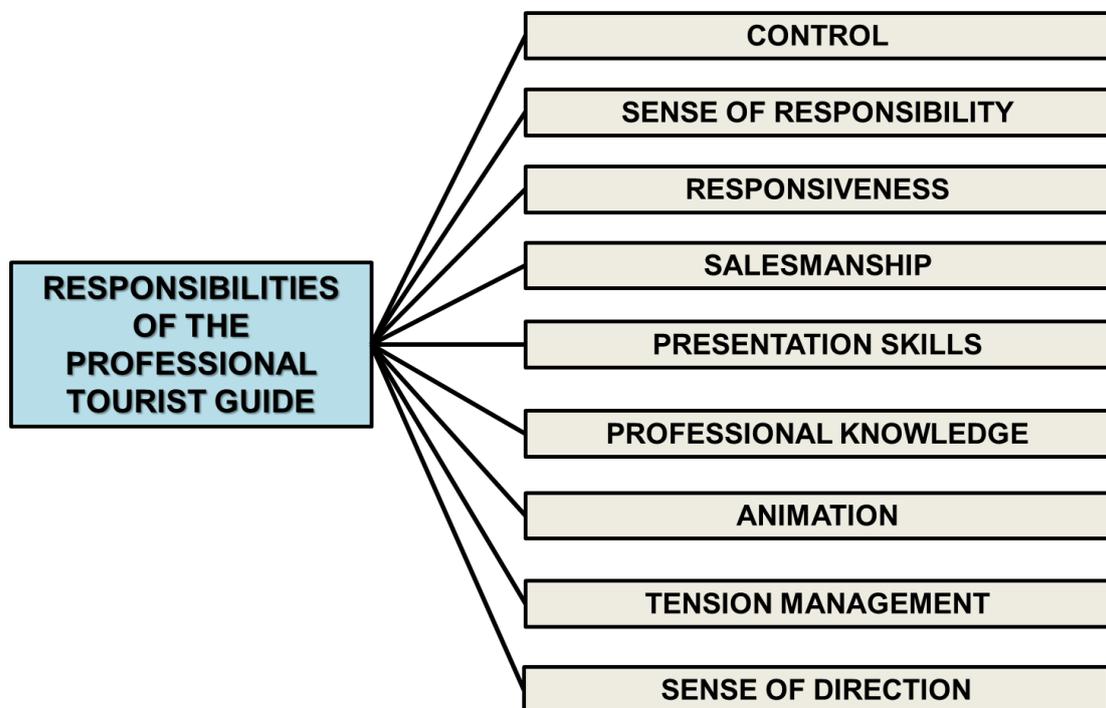
<sup>308</sup> S Gultekin & E. Icigen, ‘A research on professional tour guides emotional intelligence and problem-solving skills’, *Journal of Quality Assurance in Hospitality and Tourism* 1 (1), 2018, pp. 1-29; P. Van Dyk, *Introduction to tourist guiding*, 2003, pp. 45-83; University of Pretoria – Department of Historical and Heritage Studies, *A policy review of the tourist guiding sector in South Africa*, 2018, pp. 1-327.

<sup>309</sup> P. Van Dyk, *Introduction to tourist guiding*, 2003, pp. 45-83.

and data collection; as well as reporting to overhead establishments if the tourist guide were to be part of a tourist guiding service.<sup>310</sup>

Wong and Lee further contextualise these practically-orientated responsibilities bestowed on an individual tourist guide, while conducting or rather “producing” a guided tour. Arguing that although a guided tour and its fluctuating variables can never be considered stagnant, there are distinct responsibilities that will continue to appear at the confluence of all variables associated with a particular guided tour.<sup>311</sup> (See Figure 1)

**Figure 1: Responsibilities of the professional tourist guide**<sup>312</sup>



These identified interactive and expansive responsibilities of a tourist guide, as illustrated in Figure 1, also include various sub-requirements that will contribute to the strength and depth of the connection the tourist guide will be responsible to make on behalf of the tourists, with the destination, community or environment at hand.<sup>313</sup>

<sup>310</sup> P. Van Dyk, *Introduction to tourist guiding*, 2003, pp. 45-83.

<sup>311</sup> J.H. Wong & W.H. Lee, 'Conceptual framework for the characteristics of tour leaders', *e-Review of Tourism Research* 10 (1), 2012, pp. 13-24.

<sup>312</sup> Adapted from Wong & Lee (2012)

<sup>313</sup> J.H. Wong & W.H. Lee, 'Conceptual framework for the characteristics of tour leaders', *e-Review of Tourism Research* 10 (1), 2012, pp. 13-24.

Some of these identified requirements include: reactions to consumer and industry needs; economic, social, cultural and religious backgrounds; preferred language; time management; group unity; and risk management with the applicable audience.<sup>314</sup> In light of this, many scholars to date have also found that these responsibilities and their subsequent requirements associated with the professional tourist guide are often what distinguish the tourist guiding vocation from other service-based occupations, whereby justifying the central position of the often “stigmatized”, “ridiculed” and “stereotyped” tourism practice in the travel market.<sup>315</sup>

On the other hand, Weiler and Black also assess, evaluate and interpret the practicalities behind the broad, yet ever-growing number of responsibilities associated with the tourist guide, particularly in the heritage domain.<sup>316</sup> They aptly argue that as the tourism industry continues to transform and the tourists search for “unique” experiences continues to expand and intensify, the tourist guide will also become responsible for the mediation, or rather brokering, of these avenues of the tourist experience between the tourist, the destination and the increasingly popular “trend” of visiting “host communities”.<sup>317</sup> They note that this communicative (influencing how visitors understand a destination) and interactional mediation (influencing how, where, when and with whom visitors interact with the environment and its host community) will most likely be undertaken in four distinct domains of the tourist experience, namely encounters; physical access; understanding; and empathy.<sup>318</sup> (See Table 5)

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<sup>314</sup> S. El-Menshawy, ‘Effective rapport in tourist guiding (interpretation of themes), *Journal of Socialomics* 5 (3), 2016, pp. 1-5.

<sup>315</sup> J.H. Wong & W.H. Lee, ‘Conceptual framework for the characteristics of tour leaders’, *e-Review of Tourism Research* 10 (1), 2012, pp. 13-24; J. Larsen & J.W. Meged, ‘Tourists co-producing guided tours’, *Scandinavian Journal of Hospitality and Tourism* 13 (2), 2013, pp. 88-102.

<sup>316</sup> B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, pp. 33-38.

<sup>317</sup> B. Weiler & R. Black, ‘The changing face of the tour guide: One-way communicator to choreographer to co-creator of the tourist experience’, *Tourism Recreation Research* 40 (3), 2015, pp. 364-378.

<sup>318</sup> S. Macdonald, ‘Mediating heritage: Tour guides at the former Nazi party rally grounds, Nuremberg’, *Tourist Studies* 6 (2), 2006, pp. 119-138; B. Weiler & R. Black, ‘The changing face of the tour guide: One-way communicator to choreographer to co-creator of the tourist experience’, *Tourism Recreation Research* 40 (3), 2015, pp. 364-378; J. Bryon, ‘Tour guides as storytellers – From selling to sharing’, *Scandinavian Journal of Hospitality and Tourism* 12 (1), 2012, 27-43.

**Table 5: Responsibilities of the heritage tourist guide** <sup>319</sup>

Domain		Description
1	<b>Mediating/brokering encounters</b>	Within this domain the tourist guide will have the responsibility to passively or actively broker interactions between all variables of a specific tourism setting, particularly in mediating the interaction between the tour group and host community (thus facilitating the two-way communication between the “guests” and “hosts”). In this domain the tourist guide also needs to have the competence to direct the attention “inward” to the him/herself or “outward” to the host community.
2	<b>Mediating/brokering physical access</b>	In this specific domain the tourist guide will not only be responsible for brokering the physical access to a particular space, place or host community, but will also be responsible for staging, or rather mediating, the “unique” experience to visitors at a specific destination.
3	<b>Mediating/brokering understanding</b>	In this domain the tourist guide will also be responsible for brokering understanding, in other words intellectual access, between all variables at a specific destination – whereby using information and “enrichment” as a tool for conveying the significance of a space, place or host community. Thus effectively having the responsibility of bridging any possible communication gap that may arise (the active interface).
4	<b>Mediating/brokering empathy</b>	In this domain the tourist guide is to act as mediator to assist visitors in “get[ting] under the skin” of the visited area, to not only understand its complexity and “uniqueness”, but also to broker emotional access on behalf of the tourists – connecting the visitors with the “authenticity” and “cultural narrative” at a specific destination. Storytelling can be used here as effective mechanism to convey the desired narrative, however, the success of the domain relies heavily on the tourist guide’s ability to act as an effective and efficient interpreter (see above).

At this stage it is also important to critically stress that although these departures for the roles and responsibilities associated with the tourist guide have received widespread critiques for being “atheoretical”, “unpractical”, “unempirical” and in some instances deemed to be an “oversimplification aimed at the novice tourist guide” – they have stood the test of time.<sup>320</sup> Many scholars still continue to make use of these

<sup>319</sup> Adapted from Weiler & Black (2015)

<sup>320</sup> B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, p. 23; K. L. Pond, *The professional guide: Dynamics of tour guiding*, 1992, pp. 1-10.

findings to define the roles and responsibilities of the tourist guide in a fast changing technological environment.<sup>321</sup>

### **3.4) International tourist guiding best practice**

According to R. Harrill, “best practice” exemplifies initiative and innovation, and therefore represents a significant improvement over traditional practices, methods and models.<sup>322</sup> The notion of best practice has become even more relevant within the tourism industry in recent years, given the current fluidity of the contemporary travel market and the ever “globalised tourism village”. It is within this “village” that tourists are even more so than ever inclined and prone to travel across international borders, on a regular basis, in search of new and distinct encounters with other landscapes, cultures and thrills.<sup>323</sup> However, in this search for the “unique” and “authentic” experience tourists also prefer to have their guided tour, at a specific tourist attraction or site, be at the same level, if not better, than at an already visited destination elsewhere. Thus, as tourists travel across the world they naturally compare the knowledge, skills, behaviour, techniques and professionalism of tourist guides from one country to another. Therefore, a need does exist in tourism scholarship to contextualise what equates to international best practice in terms of tourist guiding.

The notion of “international tourist guiding best practice” can be conceptualised as one country’s tourist guiding environment serving as an industry-wide benchmark for professional minimum standards, guidelines and ethics in terms of tourist guiding.<sup>324</sup> Therefore, once a country has been designated as an international best practice example, another nation will then be able to utilise this benchmarked example so as to establish, restructure or even uplift their own tourist guiding environment in an attempt to likewise reach a set of optimal tourist guiding principles. Therein this

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<sup>321</sup> See also: M. De La Harpe & K. Sevenhuysen, ‘The experience of the tourist in a technologically driven-age: A continuum between the tourist guide and technology’, *Journal of Tourismology* 1 (1), 2019, pp. 1-18; M. De La Harpe & K. Sevenhuysen, ‘New technologies in the field of tourist guiding: Threat or tool?’, (*forthcoming* – 2020).

<sup>322</sup> R. Harrill, *Guide to best practice in tourism and destination management*, 2003, pp. 15-16; S. Haung & B. Weiler, ‘A review and evaluation of China’s quality assurance system for tour guiding’, *Journal of Sustainable Tourism* 18 (7), 2010, pp. 845-860.

<sup>323</sup> Swiss Foundation for Technical Corporation, <<http://www.swisscontract.org>>, n.d., access: December 2019.

<sup>324</sup> World Federation of Tourist Guides Association, <<http://www.wftga.org>>, 2011, access: December 2019.

notion serves as the most effective and efficient method for a country to receive international acknowledgement and institutional recognition for professional standards achieved in their own national guiding realm.<sup>325</sup> Thus, once a country's operational and functional contexts in relation to the tourist guide, the guided tour and the "formulation" of the "touristic experience" is adapted in theory – so as to be implemented in practice within another nation's tourist guiding environment – it can then effectively be considered "international tourist guiding best practice".<sup>326</sup>

Best practice in terms of tourist guiding at present is formulated around whether a country has a set of mechanisms present in their national tourist guiding environment, so as for that guiding sector to be promoted at an international level.<sup>327</sup> According to the main regulatory body overseeing tourist guiding internationally, the WFTGA, for a country to be elevated as a best practice example of tourist guiding, their tourist guiding domain firstly needs to make provisions for three specific areas of professionalisation in terms of the tourist guide.<sup>328</sup> These are legislative and regulatory frameworks; educational and training components; as well as quality assurance mechanisms. (See Figure 2)

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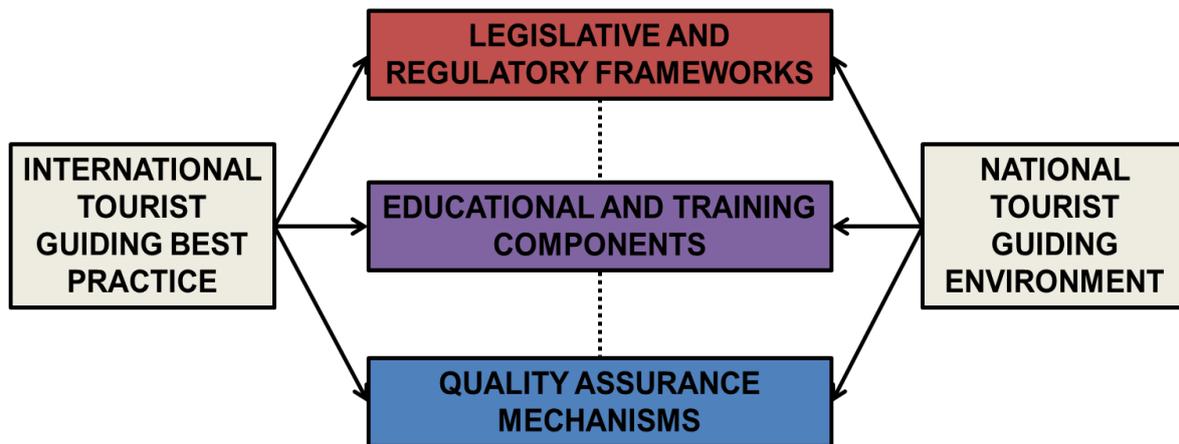
<sup>325</sup> University of Pretoria – Department of Historical and Heritage Studies, *A policy review of the tourist guiding sector in South Africa*, 2018, pp. 1-327.

<sup>326</sup> University of Pretoria – Department of Historical and Heritage Studies, *Harmonised tourist guiding in southern Africa*, 2016, pp. 30-38; University of Pretoria – Department of Historical and Heritage Studies, *A policy review of the tourist guiding sector in South Africa*, 2018, pp. 1-327.

<sup>327</sup> B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, pp. 166-178; S. Haung & B. Weiler, 'A review and evaluation of China's quality assurance system for tour guiding', *Journal of Sustainable Tourism* 18 (7), 2010, pp. 845-860.

<sup>328</sup> World Federation of Tourist Guides Association, <<http://www.wftga.org>>, 2011, access: December 2019; S. Haung & B. Weiler, 'A review and evaluation of China's quality assurance system for tour guiding', *Journal of Sustainable Tourism* 18 (7), 2010, pp. 845-860.

**Figure 2: Criteria for international tourist guiding best practice**



Firstly, in terms of legislative and regulatory frameworks, these criteria aim to determine if legal mechanisms such as legislation, regulations, policies and/or guidelines are present in a country’s tourism environment so as for institutional stakeholders and private role players to directly monitor and oversee the tourist guide’s conduct and professionalism throughout that specific nation’s tourist guiding domain.<sup>329</sup> However, it is also important to point out that given tourist guiding’s “low notoriety” internationally, that most guiding environments to date are regulated through divisions or charters made within tourism legislation itself. Thus, at present very few countries have legislation that focuses specifically, and only, on the tourist guide and their immediate professional environment and working conditions.<sup>330</sup> In these contexts it was found, that if a tourist guide is indeed governed by some mechanism that it is usually through “ad-hoc” policies and guidelines in conjunction with formal tourism legislation. However, this remains problematic seeing as regulations, policies and guidelines remain voluntary forms of governance, whereas legislation is considered mandatory and compulsory for all tourism professionals to follow in a specific country.<sup>331</sup>

<sup>329</sup> European Federation of Tourist Guide Associations, <<http://www.feg-touristguides.com>>, 2018, access: June 2019; World Federation of Tourist Guides Association, <<http://www.wftga.org>>, 2011, access: December 2019.

<sup>330</sup> University of Pretoria – Department of Historical and Heritage Studies, *A policy review of the tourist guiding sector in South Africa*, 2018, pp. 1-327.

<sup>331</sup> European Federation of Tourist Guide Associations, <<http://www.feg-touristguides.com>>, 2018, access: June 2019; S. Haung & B. Weiler, ‘A review and evaluation of China’s quality assurance system for tour guiding’, *Journal of Sustainable Tourism* 18 (7), 2010, pp. 845-860.

A number of additional indicators also exist to determine if a specific country's tourist guiding environment does indeed comply with this mentioned best practice component. These include: a national industry-wide acknowledgement of the tourist guide's roles and responsibilities, as well as their importance within the country's demand and supply chain; a clearly delineated tourist guiding environment with standardised working conditions that are managed by an institutional body (usually a Ministry or Department of Tourism); an accreditation system with options for guides to specialise in nature, culture or adventure niches of the vocation; a predetermined set of minimum requirements to join the profession; a detailed registration process for how to become a tourist guide in that particular country's tourism sector; clearly delineated penal provisions should the guide commit any irregularities in terms of the nation's general or tourism laws; as well as if there are prescribed guiding fees, usually only applicable in a regulated environment, or if tourist guides are merely considered freelance workers in an unregulated tourist guiding domain.<sup>332</sup>

Secondly, in relation to the educational and training component of best practice, these criteria aim to determine if there are mechanisms present to formally educate and train tourist guides so as to ensure that they have reached a desired level of competence before actually entering the tourist guiding domain of a specific country as a registered professional.<sup>333</sup> In the tourist guiding arena this has been found to be the most common form of best practice appraisal where a tourist guide's competence is assessed in various formats, be they theoretical or practical in nature.<sup>334</sup> This includes: guiding skills; communication abilities; general knowledge of the country's available tourism products and/or services (theoretical); interpersonal

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<sup>332</sup> University of Pretoria – Department of Historical and Heritage Studies, *Harmonised tourist guiding in southern Africa*, 2016, pp. 30-38; World Federation of Tourist Guides Association, <<http://www.wftga.org>>, 2011, access: December 2019; University of Pretoria – Department of Historical and Heritage Studies, *A policy review of the tourist guiding sector in South Africa*, 2018, pp. 1-327.

<sup>333</sup> R. Black & S. Ham, 'Improving the quality of tour guiding: Towards a model for tour guide certification', *Journal of Ecotourism* 4 (3), 2005, pp. 178-195; B. Weiler & S.H. Ham, 'Tour guide training: A model for sustainable capacity building in developing countries', *Journal of Sustainable Tourism* 10 (1), 2002, pp. 52-69; D. Kirkpatrick, 'Four steps to measuring training effectiveness', *Personal Administrator* 1 (1), 1983, pp. 19-25; S. Haung & B. Weiler, 'A review and evaluation of China's quality assurance system for tour guiding', *Journal of Sustainable Tourism* 18 (7), 2010, pp. 845-860.

<sup>334</sup> C. Avcikurt, B. Alper & S. Geyik, 'Education and training of tourist guides in Turkey', *Management and Education* 5 (1), 2009, pp. 57-63; Swiss Foundation for Technical Corporation, <<http://www.swisscontract.org>>, n.d., access: December 2019.

behaviours and techniques; tour management and leadership; as well as an adaptability to a country's tourism landscape and its peoples (practical).<sup>335</sup>

Similarly, various indicators also exist to determine if a specific country's tourist guiding environment does indeed comply with this best practice component.<sup>336</sup> These include: the possibility to obtain formal qualifications for tourist guiding from recognised institutions of higher learning; the provisions made for theoretical and/or practical training, be that through classroom, field or online courses; if allowances have been made for the recognition of prior learning and industry experience; if considerations have been given to train individuals so as to become trainers and/or experts themselves; if the educating and training of tourist guides will correspond to their multi-layered set of roles and responsibilities in practice; if programmes offered prepare guides effectively for conducting guided tours, creating touristic experiences and adhering to institutional rules and regulations; as well as if enough capacity is built by educating and training trainees and trainers so as for a country's tourist guiding environment to continue growing systematically.<sup>337</sup>

Thirdly, with regards to quality assurance mechanisms, these criteria aim to determine if indeed there are industry-wide tools in place so as to ensure that the levels of professionalisation in a specific country's tourist guiding domain remain high as per international recommendations, and that the tourist guide as a professional operates according to these sets of prescribed standards.<sup>338</sup> The adoption and implementation of quality assurance mechanisms has been found to remain the most utilised instrument to give one country's tourist guiding environment a competitive

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<sup>335</sup> Swiss Foundation for Technical Corporation, <<http://www.swisscontract.org>>, n.d., access: December 2019.

<sup>336</sup> Swiss Foundation for Technical Corporation, <<http://www.swisscontract.org>>, n.d., access: December 2019.

<sup>337</sup> D. Kirkpatrick, 'Four steps to measuring training effectiveness', *Personnel Administrator* 1 (1), 1983, pp. 19-25. University of Pretoria – Department of Historical and Heritage Studies, *Harmonised tourist guiding in southern Africa*, 2016, pp. 30-38; R. Black & S. Ham, 'Improving the quality of tour guiding: Towards a model for tour guide certification', *Journal of Ecotourism* 4 (3), 2005, pp. 178-195; B. Weiler & S.H. Ham, 'Tour guide training: A model for sustainable capacity building in developing countries', *Journal of Sustainable Tourism* 10 (1), 2002, pp. 52-69; University of Pretoria – Department of Historical and Heritage Studies, *A policy review of the tourist guiding sector in South Africa*, 2018, pp. 1-327; S. Haung & B. Weiler, 'A review and evaluation of China's quality assurance system for tour guiding', *Journal of Sustainable Tourism* 18 (7), 2010, pp. 845-860.

<sup>338</sup> European Federation of Tourist Guide Associations, <<http://www.feg-touristguides.com>>, 2018, access: June 2019; World Federation of Tourist Guides Association, <<http://www.wftga.org>>, 2011, access: December 2019.

advantage and edge over another nation's domain.<sup>339</sup> However, despite this component's ability to directly result in enhanced visitor satisfaction, upgraded minimum standards, improved professionalism and better quality guided tours – literature to date has indicated that quality assurance mechanisms have remained “vague” in practical success, seeing as they are implemented in a tourist guiding environment as a “voluntary” system of governance on the part of the tourist guide.<sup>340</sup> Therefore, despite institutional bodies implementing these instruments in their specific environment, it remains the tourist guide's personal choice to abide by them professionally or not, seeing as to a large extent professional conduct remains a subjective construct.<sup>341</sup>

Nevertheless, a number of additional indicators also exist to determine if a specific country's tourist guiding environment does indeed comply with the benchmarked notions for quality assurance. These include: does a country's tourist guiding environment make way for the establishment of a code of conduct; are provisions made to formally certify the tourist guide if an individual has completed all educational and training components required; will a tourist guide license be extended to a trained and registered individual wanting to operate within a country's guiding environment; do independent tourist guiding associations or unions exist to represent the tourist guide if need be, and are these entities able to monitor and oversee the workings and decisions of institutional bodies and how they may affect the country's guiding realm; are awards of excellence extended to the tourist guiding vocation so as to award worthy individuals for their outstanding and persistent personal or professional contributions to the domain of that country; are stakeholder expectations clearly defined in the specific guiding context; and does the country's tourism landscape allow for tourist guides to grow in their professional capacities, once guides are provided with standardised working conditions.<sup>342</sup>

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<sup>339</sup> B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, pp. 139-142.

<sup>340</sup> B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, pp. 150-152.

<sup>341</sup> J. Ap & K.K.F. Wong, 'Case study on tour guiding: Professionalism, issues and problems', *Tourism Management* 22 (1), 2001, pp. 551-563.

<sup>342</sup> University of Pretoria – Department of Historical and Heritage Studies, *Harmonised tourist guiding in southern Africa*, 2016, pp. 30-38; B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, pp. 139-154; University of Pretoria – Department of Historical and Heritage Studies, *A policy review of the tourist guiding sector in South Africa*, 2018, pp. 1-327; S. Haung & B. Weiler, 'A review and evaluation of China's quality assurance system for tour guiding', *Journal of Sustainable Tourism* 18 (7), 2010, pp. 845-860.

Thus, a country's tourist guiding environment can be considered an "international tourist guiding best practice" example if the nation complies with all three components – legislative, educational and quality assurance – for benchmarking and additionally complies with a majority of the set indicators, as listed above. However, despite this method's inherent potential to improve the tourist guide's "professional persona" and the tourist guiding vocation's "unflattering image" at a local, regional, national and international level altogether, little scholarly attention has been extended to the theme of "international tourist guiding best practice" in tourism and tourist guiding scholarship to date.<sup>343</sup> Nevertheless, in the limited studies conducted, emphasis on these enquiries would appear to be on a single aspect of a nation's tourist guiding environment, and this sole component's adherence to "best practice" guidelines.<sup>344</sup> It is also important to note that these initial investigations have only been conducted in the global North tourist guiding domains, and by global regulatory bodies that are likewise located in the global North.<sup>345</sup>

### **3.5) Chapter summary**

It is therefore evident to conclude that the roles and responsibilities of the tourist guide have changed and expanded as the nature of the tourism industry itself has evolved and transformed. The tourist guide vocation is no longer merely only that of a leader, entertainer, informer or interpreter, but should rather be seen as a multi-layered range of requirements depending on the destination, the niche and naturally the specific tourist group. It was also found that at present there remains a need for the vocation to start looking beyond just the realms of nature, culture and adventure tourist guiding. This is of relevance given that more indigenous communities have become part of the tourist guide's immediate guiding environment, and that more emphasis is placed on tourism landscapes to become more transformative, inclusive and diversified. Thus, a "heritage" component needs to be considered in all tourist guiding environments be they located at a local, regional, national or international level this especially given the complexities to be brought on by the encroaching Fourth Industrial Revolution.

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<sup>343</sup> B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, pp. 4-6.

<sup>344</sup> B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, pp. 139-154

<sup>345</sup> World Federation of Tourist Guides Association, <<http://www.wftga.org>>, 2011, access: December 2019; European Federation of Tourist Guide Associations, <<http://www.feg-touristguides.com>>, 2018, access: June 2019.

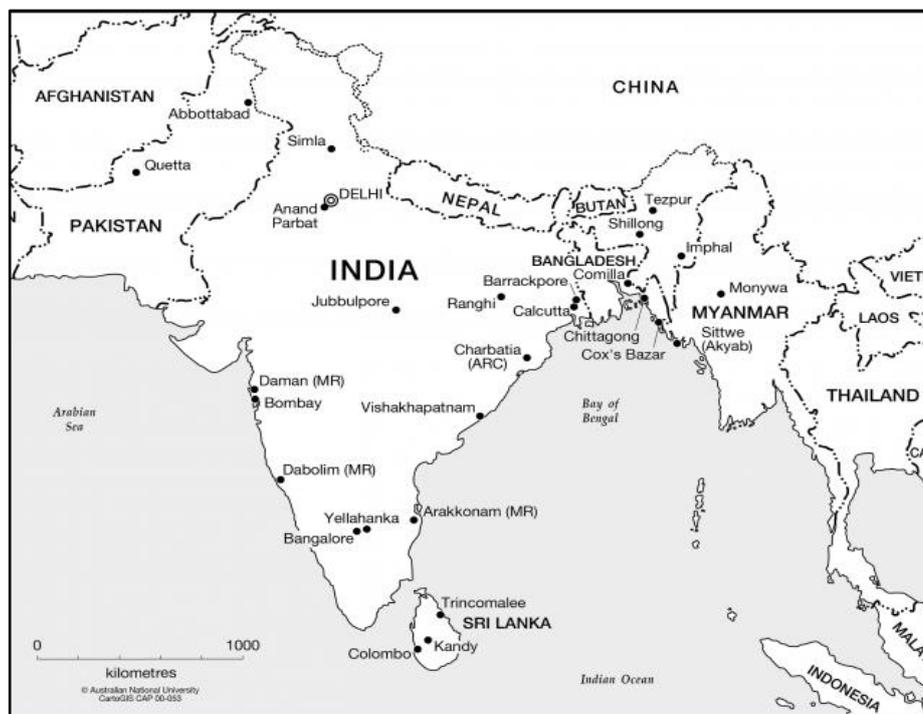
In the same context it is was also found that although the notion of “international tourist guiding best practice” is often cited and used in tourist guiding scholarship, that it remains vaguely defined and barely applied in theory (and/or in practice), particularly in a global South setting. In considering the collective tourist guiding genre and research objective of this dissertation, it is also important to point out that no investigation to date has evaluated an entire nation’s tourist guiding environment against all of the abovementioned requirements that make up international best practice in terms of tourist guiding. The second section of this dissertation will turn to consider such a scenario in a global South context.

## CHAPTER 4: TOURISM IN INDIA

### 4.1) Introduction

The focus of this study, the Republic of India formally known as British India, is located in central Asia. New Delhi, in the state of Delhi, serves as the country's national capital.<sup>346</sup> The country is surrounded by the Indian Ocean and is bordered by Pakistan and Afghanistan to the west; Bhutan, China and Nepal to the north; as well as Bangladesh and Myanmar (also known as Burma) to the east.<sup>347</sup> (See Figure 3) Furthermore the nation's Lakshadweep Islands are in close proximity to Sri Lanka and the Maldives to the south, whereas the country's Andaman and Nicobar Islands share marine borders with Thailand and Indonesia.<sup>348</sup> (See Figure 3)

**Figure 3: The Indian sub-continent (regional map)**<sup>349</sup>



India currently consists of 29 States and seven Union territories all of which cover a geographic area of 3 287 km<sup>2</sup>, of which 7 517 kilometres are coastline.<sup>350</sup> (See Figure 4)

<sup>346</sup> India Tourist Office, <<http://www.indiatouristoffice.org>>, 2017, access: March 2019.

<sup>347</sup> S. Wolpert, *A new history of India*, 1993, pp. 351-446.

<sup>348</sup> Top Tour Guide, <<http://www.toptourguide.com>>, 2012, access: July 2018.

<sup>349</sup> Australian National University, <<http://www.asiapacific.anu.edu.au>>, 2019, access: July 2019.

<sup>350</sup> India Tourist Office, <<http://www.indiatouristoffice.org>>, 2017, access: March 2019.

Figure 4: Map of India<sup>351</sup>



These states include: Andhra Pradesh; Arunachal Pradesh; Assam; Bihar; Chhattisgarh; Goa; Gujarat; Haryana; Himachal Pradesh; Mizoram; Jammu and Kashmir; Jharkhand; Karnataka; Kerala; Madhya Pradesh; Maharashtra; Manipur; Meghalaya; Nagaland; Orissa; Punjab; Rajasthan; Sikkim; Tamil Nadu; Tripura; Telangana; Uttar Pradesh; Uttarakhand; and West Bengal.<sup>352</sup> Whereas the seven Union territories are made up of: Delhi; Chandigarh; Daman and Diu; Dadra and Nagar Haveli; Pondicherry; Lakshadweep Islands; as well as the Andaman & Nicobar Islands.<sup>353</sup> It is also important to note in this context that these designated states are self-governing branches of the Government of India, whereas Union territories are directly governed by the Central Government itself.<sup>354</sup>

<sup>351</sup> Top Tour Guide, <<http://www.toptourguide.com>>, 2012, access: July 2019.

<sup>352</sup> India Tourist Office, <<http://www.indiatouristoffice.org>>, 2017, access: March 2019; Incredible India, <<http://www.incredibleindia.org>>, n.d., access: December 2019.

<sup>353</sup> Incredible India, <<http://www.incredibleindia.org>>, n.d., access: December 2019; Top Tour Guide, <<http://www.toptourguide.com>>, 2012, access: July 2018.

<sup>354</sup> Ministry of Tourism, <<http://www.tourism.gov.in>>, 2017, access: October 2019.

Similar to other nations located in the global South, India's history stretches for more than 5 000 years and is likewise dotted with complex civilisations, monumental events, prosperous periods, brutal conquests and generational instability that ultimately shaped the world's largest democracy and federal state government.<sup>355</sup> These events range from the ancient highly developed civilizations of Harappa and Mohenjo-daro of Ancient India between 3 300 – 500 BCE (located in present day Punjab and Gujarat); to the Great Dynasties of the Mauryan Empire and the development of castes (327 – 200 CE), and the influential rule of Chandra Gupta I within the Gupta Empire (280 – 750 CE), whose rule is often regarded as having presided over the “Golden Age” of Indian history, seeing as it created much needed “stability” on the present day Indian sub-continent.<sup>356</sup>

These formative periods were subsequently followed by the Chola Empire and Mediaeval India and the formation of “regional identities”, Delhi sultans and Vijayanagara (753 – 1190); to hundreds of years of Muslim invasions (1206 – 1490), that ultimately transpired to colonial rule and Western dominance from the Portuguese, French, Dutch and British (1526 – 1947) respectively.<sup>357</sup> Of these colonial powers it was Britain which would have the most lasting control. In 1858 India came under direct British rule. The latter was not only responsible for “revolutionising” and manipulating the social, political and economic life of India, but is also credited with setting the initial parameters to use tourism as a “major source” for foreign exchange earnings, as well as devising a way for India to announce itself on the global stage, as a “business and leisure destination”.<sup>358</sup>

Other noteworthy historic events in the expansive history of this central Asian country include: various Anglo-Mysore and Anglo-Marantha Wars from 1766 – 1818; the first Indian war for independence from colonial rule, known as “Indian Mutiny” (1857); the formation of the Indian National Congress (1885); the “Civil Disobedience

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<sup>355</sup> P. Robb, *A history of India*, 2002, pp. 1-26; Asia Society, <<http://www.asiasociety.org>>, 2019, access: December 2019.

<sup>356</sup> Tourism of India, <<http://www.tourismofindia.com/ff/history.htm>>, n.d., access: February 2019.

<sup>357</sup> Tourism of India, <<http://www.tourismofindia.com/ff/history.htm>>, n.d., access: February 2019; P. Robb, *A history of India*, 2002, pp. 1-26; Asia Society, <<http://www.asiasociety.org>>, 2019, access: December 2019.

<sup>358</sup> V. Gupta, ‘Indian reality tourism – A critical perspective’, *Tourism and Hospitality Management* 22 (2), 2016, pp. 111-133; Tourism of India, <<http://www.tourismofindia.com/ff/history.htm>>, n.d., access: February 2019; P. Robb, *A history of India*, 2002, pp. 1-26.

Movement” led by M. Gandhi (1920 – 1922); the pressure from the “Muslim League” for the formation of present day Pakistan, as a geographic mechanism to separate religious factions, being Islamism and Hinduism from one another (1942 – 1946); the partition of India and the ultimate independence from British Raj (1947 – 1977); the turbulent late 20<sup>th</sup> century and the Indian withdrawal from Sri Lanka (1980 – 1999); which was followed by India in the 21<sup>st</sup> century, where the country at present has become known in international tourism circles, as a low-cost long-haul heritage and cultural tourism destination in the global South (2000 – 2020).<sup>359</sup>

Tourism constitutes an integral part of the Indian economy, where the industry has become universally accepted as a “potent engine” and “burgeoning sector” for comprehensive socio-economic development and national transformation across the country.<sup>360</sup> Tourism is infused with numerous prospects for the country. These include: being the fastest growing service industry; having the ability to create employment; sustainably generate more disposable income to citizens; allow for infrastructure development; serve as a source of foreign exchange; contribute significantly to annual national gross domestic profit; promoting or rather “showcasing” the country’s exceptional heritage and cultural wealth to travellers alike (be they domestic or international); as well as simultaneously holding the greatest potential for further national expansion, unification, inclusion and diversification across the Indian sub-continent.<sup>361</sup>

Taking the aforementioned into account, this chapter provides a chronological overview of the evolution of tourism policy, development and promotion in India. It pays specific attention to the Sir John Sargent, L.K. Jha and Yunus Committees on Tourism, as well as all pivotal policy frameworks promulgated within the country. This includes: the Tourism Policy of 1982; the National Action Plan for Tourism in

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<sup>359</sup> Asia Society, <<http://www.asiasociety.org>>, 2019, access: December 2019.

<sup>360</sup> O. Shiji, ‘Economic impact of tourism in India’, *International Journal of Social Science* 5 (1), 2016, pp. 35-46; V.B. Hans, ‘Tourism in India: Dynamics of innovation and development’, *Conference paper – Conference on Public Private Partnership with Special Reference to Infrastructure Development, Industrialisation and Tourism*, 28 January 2013, Mangalore, India, pp. 1-10.

<sup>361</sup> R. Vedapradha, R. Hariharan & A. Niha, ‘Indian tourism industry – A yardstick to GDP’, *European Journal of Tourism, Hospitality & Recreation* 8 (2), 2017, pp. 140-146; M.M. Malik & A. Nusrath, ‘A review of tourism development in India’, *International Multidisciplinary Research Journal* 3 (11), 2014, pp. 1-11; V.B. Hans, ‘Tourism in India: Dynamics of innovation and development’, *Conference paper – Conference on Public Private Partnership with Special Reference to Infrastructure Development, Industrialisation and Tourism*, 28 January 2013, Mangalore, India, pp. 1-10.

1992; the National Tourism Policy of 2002; as well as its subsequent amendment in the draft proposal of the National Tourism Policy of 2015. This subdivision also provides a holistic overview of all the Five Year Plans constituted by the Planning Commission of India, and the recognition, acknowledgement and consideration to further develop and promote India's tourism domain on an international, central, state and local level.

## **4.2) Tourism development and promotion in India**

### **4.2.1) Evolution of tourism in India**

Tourism in India is by no means a new nor recent phenomenon, however, limited information and examples exist on the topic in literature on travels across the country prior to the mid-nineteenth century. For the purpose of this dissertation it is important to state that a select number of historical records indicate that an early Indian society actively partook in travelling across the country for many years before and after the country entered its democratic state. This was mostly for everyday Indians to partake in religious pilgrimages and be regular visitors to spiritually significant landmarks. This was opposed to travelling for pleasure and recreational purposes which throughout the nation's founding remained the privilege of the elites and upper-classes of the day. Thus travelling in early India remained reserved for prominent political figures, public dignitaries, wealthy families of the North, high-ranking military officials as well as colonists and their immediate social circles.<sup>362</sup> In 1864 the British Empire (British Raj), declared Shimla (the northern most part of the country) a "summer tourist capital" within British India.<sup>363</sup> This latter position prompted a direct increase in tourist arrivals to the country. This gradual succession of welcoming more Western visitors to India continued up until the early 1940s, as tourist attractions such as the Taj Mahal, Qutab Minar and the Ajmer Palace became increasingly popular to regional and international travellers alike.<sup>364</sup>

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<sup>362</sup> F. Watson, *A concise history of India*, 1974, pp. 129-158; S. Wolpert, *A new history of India*, 1993, pp. 265-274; P. Robb, *A history of India*, 2002, pp. 246-295; P. Ghosh, "Law on tour and travel: A study with reference to India", Doctoral thesis, University of Burdwan, Burdwan, India, 2011, pp. 8-28.

<sup>363</sup> P. Ghosh, "Law on tour and travel: A study with reference to India", Doctoral thesis, University of Burdwan, Burdwan, India, 2011, pp. 8-28; A. Anand, 'In Shimla, the city of Indian summers, the Raj's colonial legacy lives on', *The Guardian* (February 2015), pp. 1-8.

<sup>364</sup> P. Ghosh, "Law on tour and travel: A study with reference to India", Doctoral thesis, University of Burdwan, Burdwan, India, 2011, pp. 8-28.

Since the mid-twentieth century India has had various noteworthy milestones in its institutional tourism development, as outlined in Table 6. (See below)

**Table 6: Tourism's development and promotion in India**

<b>Year</b>	<b>Institutional evolution of tourism in India</b>
<b>1942</b>	Department of War Transport – starts conducting “ad-hoc” tourism projects.
<b>1945</b>	Sir John Sergeant Committee on Tourism
<b>1947</b>	Ministry of Transport continues conducting tourism projects nationwide.
<b>1949</b>	“Tourist Traffic Branch” established.
<b>1951</b>	First Five Year Plan (1951 – 1956)
<b>1956</b>	Second Five Year Plan (1956 - 1961)
<b>1958</b>	“Directorate of Tourism” established.
<b>1961</b>	Third Five Year Plan (1961 – 1966)
<b>1963</b>	L.K. Jha Committee on Tourism
<b>1966</b>	<ul style="list-style-type: none"> <li>• “Department of Tourism” established.</li> <li>• Indian Tourism Development Council (ITDC) implemented.</li> </ul>
<b>1967</b>	Ministry of Tourism and Civil Aviation established.
<b>1969</b>	Fourth Five Year Plan (1969 – 1974)
<b>1980</b>	Sixth Five Year Plan (1980 – 1985)
<b>1982</b>	Tourism Policy
<b>1983</b>	Indian Institute of Tourism and Travel Management (IITTM) implemented.
<b>1985</b>	Seventh Five Year Plan (1985 – 1990)
<b>1986</b>	<ul style="list-style-type: none"> <li>• “New” Department of Tourism established.</li> <li>• National Committee on Tourism</li> </ul>
<b>1988</b>	Indian Tourism Finance Corporation (ITFC) implemented.
<b>1991</b>	<ul style="list-style-type: none"> <li>• “Department of Tourism” placed within the Ministry of Agriculture.</li> <li>• “Tourism Department” forced back to the Ministry of Civil Aviation and Tourism.</li> </ul>
<b>1992</b>	<ul style="list-style-type: none"> <li>• National Action Plan for Tourism</li> <li>• Eight Five Year Plan (1992 – 1997)</li> </ul>
<b>1996</b>	“Department of Tourism” merged with the Ministry of Parliamentary Affairs.
<b>1997</b>	Ninth Five Year Plan (1997 – 2002)
<b>2000</b>	Ministry of Culture and Tourism established.
<b>2002</b>	<ul style="list-style-type: none"> <li>• National Tourism Policy</li> <li>• Tenth Five Year Plan (2002 – 2007)</li> </ul>
<b>2005</b>	Ministry of Tourism established.
<b>2007</b>	Eleventh Five Year Plan (2008 – 2012)
<b>2012</b>	Twelfth Five Year Plan (2012 – 2017)
<b>2015</b>	Draft – National Tourism Policy

In the early 1940s, despite socio-economic turmoil (characterised by nationalistic movements for independence) and political unrest (outbreak of World War II between 1942 and 1945 in particular), many establishments, including the then Department of War Transport within British India still recorded a surge in regional travels to other countries in close proximity to India.<sup>365</sup> This is apparent in the case of Malaysia, Indonesia, Thailand and Vietnam.<sup>366</sup> These trans-national travels, however, were largely controlled, mandated and reserved for the upper-classes of pre-independent Indian society. Nevertheless, this unexpected surge did prompt the Department of War Transport (still within the British Raj) to start conducting “ad-hoc” tourism projects in an attempt to not only capitalise on the growing “travel trend”, but also aimed to ensure and “guarantee” the safety and security of travellers while on tour to these mentioned Asian destinations.<sup>367</sup>

Although O. Shiji and the World Travel and Tourism Council’s India Initiative (WTTTCII), have found that India’s utilisation of tourism as a “positive” socio-economic instrument for national prosperity and inclusion came rather late, as compared to other global South counterparts, since 1942 the country has made noteworthy and sustainable strides in relation to tourist and tourism development.<sup>368</sup> This development came at the expense of not being able to formally regulate through legislation, regulations or policies any skills development within the tourism and hospitality sectors initially, that included the Indian tourist guiding vocation. These aspects would come much later and in various forms and in different institutions. This first conscious, measured and organised effort to promote tourism across India came shortly after the end of World War II in 1945.<sup>369</sup>

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<sup>365</sup> A. Nakajo, ‘Development of tourism and -the tourist industry in India: Case study of Uttarakhand’, *Journal of Urban and Regional Studies on Contemporary India* 3 (2), 2017, pp. 1-12.

<sup>366</sup> H. Dahles, ‘The politics of tour guiding: Image management in Indonesia’, *Annals of Tourism Research* 29 (3), 2002, pp. 783-800; T. Laowirojanakul, “A study of key factors affecting the degree of job satisfaction of tour guide in Bangkok, Thailand”, Masters dissertation, Rochester Institute of Technology, Rochester, 1999, pp. 5-15; H.L. Nguyen, “The impacts of tour guiding performance on foreign tourist satisfaction and destination loyalty in Vietnam”, Doctoral thesis, University of Western Sydney, Sydney, 2015, pp. 25-35.

<sup>367</sup> K.C. Roy & H.C. Blomqvist, ‘Importance of tourism development in India’s structural reform’, in K.C. Roy & C.A. Tisdell (ed.), *Tourism in India and India’s economic development*, 1998, pp. 55-68.

<sup>368</sup> O. Shiji, ‘Economic impact of tourism in India’, *International Journal of Social Science* 5 (1), 2016, pp. 35-46; World Travel and Tourism Council India Initiative, <<http://www.wttcii.org>>, 2014, access: January 2019.

<sup>369</sup> K.C. Dayananda & D.S. Leelavathi, ‘Evolution of tourism policy in India: An overview’, *Journal of Humanities and Social Science* 21 (12), 2016, pp. 37-43.

It was then that the Government of India decided to formulate an institutional Committee under the chairmanship of Sir John Sargent, former Educational Advisor to the British colonial Indian government.<sup>370</sup> Records indicate that this institutional Committee had a simple two-fold purpose: firstly to advise the Government on how to develop tourism across the country; and secondly recommend where in India tourism development should take place.<sup>371</sup> This needed to be done by considering the country's vast geographic area; unique economic and social composition; distinct location specific cultural practices, traditions and customs; as well as an individual community's willingness to participate in the growing sector. It also needed to take cognisance of the fact that the country at this stage remained simply divided into the "North of India" (most affected by political instability, yet strong Western influence on infrastructure and livelihoods); and the "South of India" (largely remained untouched by civil unrest, but trailed behind in social, economic and technological advancements).<sup>372</sup>

From this extensive investigation that concluded in 1947, the Sir John Sargent Committee on Tourism made the following main practical recommendations for the country's future tourism market to the colonial Government of India. This included: setting up a separate representative organisation of tourism with regional offices in metropolitan cities across the country; establishing publicity offices in countries where most tourists to India at the time would come from (recommending the United States of America and the United Kingdom); to create domestic and international marketing campaigns to promote India's already established persona of being a "living museum" with its natural, cultural and historical wealth; to promote "tourist traffic" as being of great national importance; as well as to prepare and produce suitable literature such as guide books, posters and "folders" to engage with tourists once they plan to and have arrived in India.<sup>373</sup>

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<sup>370</sup> V.B. Hans, 'Tourism in India: Dynamics of innovation and development', *Conference paper – Conference on Public Private Partnership with Special Reference to Infrastructure Development, Industrialisation and Tourism*, 28 January 2013, Mangalore, India, pp. 1-10.

<sup>371</sup> H.S. Rathad, 'Tourism and India's development: Economic, social, political and environmental - issues', in K.C. Roy & C.A. Tisdell (ed.), *Tourism in India and India's economic development*, 1998, pp. 47-52.

<sup>372</sup> M. Kaur & N. Sharma, 'Growth and development of Indian tourism industry', *Journal of Hospitality Application & Research*, 7 (2), 2012, pp. 14-23.

<sup>373</sup> T.R. Hathi, 'Tourism and Indian development in search of new perspective', in K.C. Roy & C.A. Tisdell (ed.), *Tourism in India and India's economic development*, 1998, pp. 11-21; A. Gadad,

The Committee also suggested that all stakeholders should make provisions for training tourist guides to assist tourists on their travels around the country; launch inter-governmental co-operation initiatives to provide products, services and facilities at “international standards” to visitors; liaise with all transportation organisations, travel agencies and hospitality establishments to provide effective and efficient “travel services” to all guests while on tour in the region of choice; and most importantly, collect and analyse relevant and meaningful tourist information at all times to report back on potential “tourism trends” in the market; and to successfully cater for these changing needs and desires of tourists when visiting India on potential repeat visits.<sup>374</sup> It is also important to underscore that the Committee’s practical recommendations were notably aimed at further developing already popular tourism centres at the time across the country, as in the cases of New Delhi, Agra and Jaipur.<sup>375</sup> Thus peripheral areas received little or no official attention or resources for tourism development and promotion in this seminal investigation into tourism in India.<sup>376</sup>

Nevertheless, Sargent’s most noteworthy institutional recommendations of 1947 did prove plausible in the next decade to come, as most suggestions made from the initial investigation become actualised within the country’s broader travel market. This is evident in the post-independent Government of India creating a “positive” destination image and opening various international tourism offices in London, Paris, New York, San Francisco, Melbourne and Colombo. This pivotal period also saw the Government open the first Indian tourism offices in Bombay, Calcutta, Madras and New Delhi.<sup>377</sup> These significant developments for the Indian tourism realm were soon followed by the Government leading the way for the compilation of various structured

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“Potentiality of tourism industry in Karnataka: A case of Uttara Kannada District”, Doctoral thesis, Karnataka State Women’s University, Bijapur, India, 2015, pp. 115-154.

<sup>374</sup> T.R. Hathi, ‘Tourism and Indian development in search of new perspective’, in K.C. Roy & C.A. Tisdell (ed.), *Tourism in India and India’s economic development*, 1998, pp. 11-21; A. Gadad, “Potentiality of tourism industry in Karnataka: A case of Uttara Kannada District”, Doctoral thesis, Karnataka State Women’s University, Bijapur, India, 2015, pp. 115-154.

<sup>375</sup> S.C. Kumar, ‘The tourism industry in India: Economic significance and emerging issues’, in K.C. Roy & C.A. Tisdell (ed.), *Tourism in India and India’s economic development*, 1998, pp. 21-46; Tourism of India, <<http://www.tourismofindia.com/ff/history.htm>>, n.d., access: February 2019.

<sup>376</sup> A. Gadad, “Potentiality of tourism industry in Karnataka: A case of Uttara Kannada District”, Doctoral thesis, Karnataka State Women’s University, Bijapur, India, 2015, pp. 115-154.

<sup>377</sup> H.S. Rathad, ‘Tourism and India’s development: Economic, social, political and environmental - issues’, in K.C. Roy & C.A. Tisdell (ed.), *Tourism in India and India’s economic development*, 1998, pp. 47-52.

and strategic development plans (Five Year Plans); as well as the regulatory body launching highly effective marketing campaign(s) that reached considerable audiences internationally.<sup>378</sup> Tourism in India would continue its systematic development and promotion as the country became a sovereign and self-governing nation in 1947, after declaring independence from the United Kingdom.<sup>379</sup>

The first democratically elected Prime Minister of India, P.J. Nehru, was also one of the first individuals to recognise the potential role tourism can play in India's newly formulated economy.<sup>380</sup> Unlike other segments of the vast economy, tourism not only served as an instrument for earning foreign exchange, but could also be utilised as a great means of seeking cross-cultural understanding, international cooperation and peace between neighbouring nations.<sup>381</sup> Nehru's initial fascination with the notion of tourism, became operational when the post-independent Government of India instructed the newly formed Ministry of Transport (replacing the then Department of War Transport of British India) to continue coordinating and conducting tourism projects across all above mentioned metropolitan tourist centres in the country in the late 1940s.<sup>382</sup>

This directive was swiftly followed by the establishment of the first "Tourist Traffic Branch" by the Ministry of Transport in 1949. The branch was initially developed solely to oversee all internal and external "tourist traffic" to the country, as well as legislate matters with regards to travel agencies, tourist guides as well as hotel and catering establishments. In addition, this institutional body also called for tourism to be included in the First Five Year Plan (1951 – 1956) and also argued that more resources should be provided for the domain's international ambitions. This was

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<sup>378</sup> H.S. Rathad, 'Tourism and India's development: Economic, social, political and environmental - issues', in K.C. Roy & C.A. Tisdell (ed.), *Tourism in India and India's economic development*, 1998, pp. 47-52; A. Gadad, "Potentiality of tourism industry in Karnataka: A case of Uttara Kannada District", Doctoral thesis, Karnataka State Women's University, Bijapur, India, 2015, pp. 115-154.

<sup>379</sup> K.C. Dayananda & D.S. Leelavathi, 'Evolution of tourism policy in India: An overview', *Journal of Humanities and Social Science* 21 (12), 2016, pp. 37-43.

<sup>380</sup> R. Vedapradha, R. Hariharan & A. Niha, 'Indian tourism industry – A yardstick to GDP', *European Journal of Tourism, Hospitality & Recreation* 8 (2), 2017, pp. 140-146.

<sup>381</sup> A. Gadad, "Potentiality of tourism industry in Karnataka: A case of Uttara Kannada District", Doctoral thesis, Karnataka State Women's University, Bijapur, India, 2015, pp. 115-154.

<sup>382</sup> A. Gadad, "Potentiality of tourism industry in Karnataka: A case of Uttara Kannada District", Doctoral thesis, Karnataka State Women's University, Bijapur, India, 2015, pp. 115-154.

evident when the Ministry wanted to open its first international tourism office in New York in 1952, which required requests for additional public funding.<sup>383</sup>

It is also important to emphasise that, seeing as India at this stage was still considered a long-haul destination to (Western) tourists, that the pre-defined Indian tourism sector and “Air India”,<sup>384</sup> also began working in more synergy with one another, through various inter-governmental collaborations.<sup>385</sup> It was therefore a case of not only advertising India to the broader international travel market, but naturally to also transport these potential tourists to India from around the world.<sup>386</sup> This cooperation also saw the first “Tourism Cell” opened at the carrier’s headquarters in Bombay in 1956, and more than likely created the functioning relationship between tourism and civil aviation in India, which is still notable today.<sup>387</sup>

Although concurring on the initial presence of “tourism” as a potential component for socio-economic development throughout India, R.J. Baken and S. Bhagavatula, continue to argue that despite this “ill-advised” notion of tourism being perceived as a “cure-all” in the early 1950s, “quite rationally” apart from Nehru, only a few high-ranking parliamentarians and regional organisations supported the idea. Tourism was still generally deemed by the private sector and the public at large as a “low priority” sector that was not in need of “much [formal] attention”.<sup>388</sup> These two authors also assert that although international inbound arrivals continued to increase worldwide as well as to the Indian sub-continent, the Government of India had much more urgent matters to attend to at the time.<sup>389</sup>

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<sup>383</sup> O. Shiji, ‘Economic impact of tourism in India’, *International Journal of Social Science* 5 (1), 2016, pp. 35-46; K.C. Sharma, *Tourism planning strategy*, 1996, pp. 60-61; *First Five Year Plan (1951 – 1956)*.

<sup>384</sup> Air India is the national carrier of India, and was founded in 1946. See also: Ministry of Civil Aviation, <<http://www.civilaviation.gov.in>>, 2019, access: March 2019.

<sup>385</sup> Ministry of Civil Aviation, <<http://www.civilaviation.gov.in>>, 2019, access: April 2019.

<sup>386</sup> Ministry of Civil Aviation, <<http://www.civilaviation.gov.in>>, 2019, access: April 2019.

<sup>387</sup> K.B. Sathya, “A study on national tourism and civil aviation policies”, Doctoral thesis, Madurai Kamaraj University, Madurai, India, 2012, pp. 238-292; O. Shiji, ‘Economic impact of tourism in India’, *International Journal of Social Science* 5 (1), 2016, pp. 35-46.

<sup>388</sup> R. Baken & S. Bhagavatula, <<http://www.dx.doi.org/10.2139/ssrn.2122440>>, 2010, access: July 2017.

<sup>389</sup> R. Baken & S. Bhagavatula, <<http://www.dx.doi.org/10.2139/ssrn.2122440>>, 2010, access: July 2017.

These findings were reflected in the promulgation of the First Five Year Plan (1951 – 1956) where travelling as a collective sector, received little attention, as the Government at the time focussed more on “self-sufficiency” and “self-reliance”.<sup>390</sup> However, this would gradually change with the same Government enacting the Second Five Year Plan (1956 – 1961), where tourism received considerable attention, particularly at a central level in a much more structured manner.<sup>391</sup> This second “action plan” also specifically focussed on “two types of schemes” in the domain worth further review. These were: the development of facilities at places “foreigners” frequented; as well as the development of “homes” for the domestic local and middle income groups in an attempt to sustain annual pilgrimages that were undertaken for religious purposes.<sup>392</sup>

This pivotal decade in the evolution of tourism in India also saw the Ministry of Transport formally create and establish a “Directorate of Tourism” under its ministerial wing in 1958.<sup>393</sup> This action formally awarded tourism an overhead structure to continue its mission of developing and promoting India as a destination of choice to the broader international and domestic travel markets.<sup>394</sup> This recognition of tourism as a “formal sector” worth resource allocation in the Indian economic sphere did eventually seep through to the Government of India, when mandating the Third Five Year Plan (1961 – 1966).<sup>395</sup> However, it is important to note that the focus of the third “action plan” with regards to tourism would appear to have remained clustered around ways to divert power to the various State Governments in relation to domestic travel matters, while the Central Government kept jurisdiction over all foreign related travellers and matters.<sup>396</sup> The third instalment of this development plan also placed weight behind the need for establishing an “external authority” to manage and control all tourism related matters, as well as be

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<sup>390</sup> *First Five Year Plan (1951 – 1956)*

<sup>391</sup> A. Nakajo, ‘Development of tourism and the tourist industry in India: Case study of Uttarakhand’, *Journal of Urban and Regional Studies on Contemporary India* 3 (2), 2017, pp. 1-12; *Second Five Year Plan (1956 – 1961)*; M. Kaur & N. Sharma, ‘Growth and development of Indian tourism industry’, *Journal of Hospitality Application & Research*, 7 (2), 2012, pp. 14-23.

<sup>392</sup> *Second Five Year Plan (1956 – 1961)*

<sup>393</sup> O. Shiji, ‘Economic impact of tourism in India’, *International Journal of Social Science* 5 (1), 2016, pp. 35-46.

<sup>394</sup> O. Shiji, ‘Economic impact of tourism in India’, *International Journal of Social Science* 5 (1), 2016, pp. 35-46.

<sup>395</sup> *Third Five Year Action Plan (1961 – 1966)*

<sup>396</sup> *Third Five Year Action Plan (1961 – 1966)*

responsible for maintaining accommodation and transportation facilities throughout the country.<sup>397</sup>

To investigate this need for an autonomous authority to assist the Ministry of Transport, and by virtue the Central Government, in handling all travelling affairs as well as mitigating the sudden decline of tourist arrivals to India in 1962, the Government formulated another Committee on Tourism. In 1963 the L.K. Jha Committee on Tourism was created to focus on the identified industry concerns.<sup>398</sup> From this “ad-hoc” Committee the following suggestions were made to improve the overall Indian service industry. This included: to put a greater emphasis on relaxing visa regulations to India; to open additional international tourist offices abroad; to make provisions for more entertainment and shopping facilities around the country; to actualise the need for general improvements to accommodation and transport establishments; as well as to realise the demand for more adequate training of all staff directly involved with tourists and the tourism process (such as immigration and customs staff, as well as tourist guides).<sup>399</sup> This key investigation also found that there needs to be more emphasis placed on measures to increase “tourist publicity” at selected tourist centres across India. It also recommended that the Central Government form a potential “Indian Tourism Development Corporation” tasked to implement, maintain, improve and adapt these mentioned recommendations, to effectively deal with barriers, concerns or inadequacies once they arise within the nation’s tourism domain.<sup>400</sup>

All recommendations from the L.K. Jha Committee on Tourism were implemented and upheld across the country in the next three years. This was apparent in 1966 with the newly formed Ministry of Transport and Aviation which proposed firstly a formal “Department of Tourism” (the first of its kind in India), and secondly

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<sup>397</sup> *Third Five Year Action Plan (1961 – 1966)*

<sup>398</sup> D. Sumaira & Q. Ruban, ‘Issues and challenges faced by tourism sector of Kashmir – A conceptual study’, *International Journal of Research and Analytical Reviews* 5 (2), 2018, pp.1358-1364.

<sup>399</sup> D. Sumaira & Q. Ruban, ‘Issues and challenges faced by tourism sector of Kashmir – A conceptual study’, *International Journal of Research and Analytical Reviews* 5 (2), 2018, pp.1358-1364.

<sup>400</sup> A. Gadad, “Potentiality of tourism industry in Karnataka: A case of Uttara Kannada District”, Doctoral thesis, Karnataka State Women’s University, Bijapur, India, 2015, pp. 115-154; P.N. Seth, *Successful tourism: Volume 1 – Fundamentals of tourism*, 2006, pp. 1-10.

actualising the Indian Tourism Development Corporation (ITDC) in the same year. The corporation in turn also became seen as the first significant public milestone in the evolution of tourism on the Indian sub-continent.<sup>401</sup> In relation to the ITDC coming into existence it is also worth pointing out that this public tourism authority was initially instructed to be the “prime mover in the “progressive” development and expansion of tourism” in India.<sup>402</sup> It functioned under the broad objective to see that the nation reached its pre-determined strategic objectives with regards to the travel market, on an international and domestic level.<sup>403</sup>

In addition, the corporation was also instructed on the one hand to promote tourism away from its established niche segments that at the time included mainly pilgrimages as well as visiting friends and relatives.<sup>404</sup> For the first time the ITDC also allowed State Governments to create their own State tourism offices. However, these regional tourism offices were to remain under the jurisdiction of the Central Government for the time being.<sup>405</sup> At the time, key regional offices were established in Kerala, Goa, Himachal Pradesh, as well as Jammu and Kashmir.<sup>406</sup>

Over the next fifteen years, in the lead up to the 1980s, the Indian tourism environment became largely shaped by changing progressive political systems within India itself, as well as on-going regional conflicts between and with neighbouring countries.<sup>407</sup> However, despite this fluctuating time period, relevant records, literature and statistics would appear to showcase that the Indian tourism industry did continue to grow and expand systematically nationwide, as well as internationally as the country also recorded a steady rise in the number of inbound

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<sup>401</sup> A. Gadad, “Potentiality of tourism industry in Karnataka: A case of Uttara Kannada District”, Doctoral thesis, Karnataka State Women’s University, Bijapur, India, 2015, pp. 115-154; R. Baken & S. Bhagavatula, <<http://www.dx.doi.org/10.2139/ssrn.2122440>>, 2010, access: July 2017.

<sup>402</sup> Ministry of Tourism, <<http://www.tourism.gov.in>>, 2019, access: January 2019.

<sup>403</sup> M.A. Kahn, ‘Development of tourism planning and policies in India’, *International Journal of Multidisciplinary Research & Development* 3 (4), 2016, pp. 396-399; Ministry of Tourism, <<http://www.tourism.gov.in>>, 2019, access: January 2019.

<sup>404</sup> P.A. Khan, “Role of Indian Tourism Development Corporation (ITDC) in the promotion of tourism in India”, Doctoral thesis, Aligarh Muslim University, Aligarh, India, 1987, pp. 197-255.

<sup>405</sup> P.A. Khan, “Role of Indian Tourism Development Corporation (ITDC) in the promotion of tourism in India”, Doctoral thesis, Aligarh Muslim University, Aligarh, India, 1987, pp. 197-255.

<sup>406</sup> R. Baken & S. Bhagavatula, <<http://www.dx.doi.org/10.2139/ssrn.2122440>>, 2010, access: July 2017.

<sup>407</sup> Anon., ‘In Shimla, the city of Indian summers, the Raj’s colonial legacy lives on’, *The Guardian* (June 2015), pp. 1-2.

visitors.<sup>408</sup> This was thus in line with the Government's pre-determined developmental objectives as set out with the creation of the ITDC some year's prior. The most noteworthy landmark for the sector at the time came with the Central Government forming the above mentioned new Ministry of Tourism and Civil Aviation in 1967.<sup>409</sup> This key development serves as tourism's first formal ministerial recognition in India. This period in the country additionally also saw the Central Government promulgate the Fourth (1969 – 1974) and Sixth Five Year Plans (1980 - 1985).

The Fourth Five Year Plan carried an array of similarities to the First Five Year Plan, as described above. Tourism was paid limited attention, with the planning report only citing that upon review, tourism could not only be earmarked as an "option" for foreign exchange earnings, but should also be assessed and utilised for its inherent potential to be an "employment generator" throughout the country.<sup>410</sup> For the purpose of this dissertation it is also important to highlight that due to political instability in India at the time that the Fifth Five Year Plan was intended to be implemented (1974 to 1979), it was only ever drafted, but never became promulgated or enacted through any of the legislative branches of the then Indian Government.<sup>411</sup> Thus after an absence of six years the next "action plan" only came into effect in 1980. The Sixth Five Year Plan in turn brought greater recognition to the collective Indian tourism industry and travel market. According to this the sectors not only received more substantial resource allocation from the Central Government, but also showcased how the public sector intended to use tourism and travel as a more nationally orientated socio-economic transformation tool, as opposed to being only an international investment mechanism.<sup>412</sup>

These notions are echoed in the plan's objective to further promote: international touristic understandings; social harmony; cultural, heritage and environmental preservation, conservation and protection; national integration; employment; as well

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<sup>408</sup> A.K. Raina & S.K. Aganwal, *The essence of tourism development (Dynamics, philosophy and strategies)*, 2004, pp. 59-136.

<sup>409</sup> A.K. Raina & S.K. Aganwal, *The essence of tourism development (Dynamics, philosophy and strategies)*, 2004, pp. 59-136.

<sup>410</sup> *Fourth Five Year Plan (1969 – 1974)*

<sup>411</sup> See also: Indian Planning Commission, <<http://www.planningcommission.nic.in>>, 2012, access: January 2019.

<sup>412</sup> *Sixth Five Year Plan (1980 – 1985)*

as local Indian products and cultural activities with regards to tourism. The Sixth development plan also outlines how the domain could be adjusted to serve as a “source of tax revenue” to the Government of India.<sup>413</sup> More importantly, in relation to the development and promotion of a more “progressive” tourism industry across the Indian sub-continent, the sixth instalment of the Five Year Plan also recommends that the Central Government should actively consider formulating a “tourism policy”.<sup>414</sup> In an attempt to keep up with international best practice standards and modern requirements at the time, it was intended to legislate and regulate all components of its immediate tourism domain at large.<sup>415</sup>

#### **4.2.2) Tourism Policy (1982)**

In the 1980s tourism activities across India gained momentum once again as the Central Government took several significant steps to start asserting more direct control over the thriving travel market. This was evident in the examples of the domain’s inclusion as an “industry” (priority sector) on the “Concurrent List of the Constitution of India”, as well as in the instance where the Government of India promulgated the first national Tourism Policy in 1982.<sup>416</sup> These critical developments were swiftly followed by the establishment and inauguration of the Indian Institute of Tourism and Travel Management (IITTM) in 1983; the promulgation of the Seventh Five Year Plan (1985 – 1990); the formation of a new “Department of Tourism” within the Ministry of Commerce in 1986; as well as the formulation of a National Committee on Tourism in the same year.<sup>417</sup>

In 1982, the Government of India enacted the country’s first national Tourism Policy.<sup>418</sup> This policy derived primarily from the planning objectives as set out in the Second (1956 – 1961) and Sixth Five Year Plan’s (1980 – 1985), as well as within a renewed public interest in this collective sector and its untapped prospects.<sup>419</sup> The

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<sup>413</sup> *Sixth Five Year Plan (1980 – 1985)*

<sup>414</sup> *Sixth Five Year Plan (1980 – 1985)*

<sup>415</sup> *Sixth Five Year Plan (1980 – 1985)*

<sup>416</sup> K.C. Dayananda & D.S. Leelavathi, ‘Evolution of tourism policy in India: An overview’, *Journal of Humanities and Social Science* 21 (12), 2016, pp. 37-43.

<sup>417</sup> A. Gadad, “Potentiality of tourism industry in Karnataka: A case of Uttara Kannada District”, Doctoral thesis, Karnataka State Women’s University, Bijapur, India, 2015, pp. 115-154.

<sup>418</sup> R. Baken & S. Bhagavatula, <<http://www.dx.doi.org/10.2139/ssrn.2122440>>, 2010, access: July 2017.

<sup>419</sup> *Tourism Policy (1982)*

former addresses, as mentioned above, the manner in which India can further advance its “single unit” tourist facilities into “well-defined”, “well-planned” and “fully integrated” national programmes for tourism development and promotion.<sup>420</sup> The latter can be attributed to the prospect of India starting to host major international events and festivals. As a result the quasi-federal government had to start thinking about how to provide accommodation, transportation and entertainment to a large number of visitors (tourists) that would be attracted to these occasions at varying times throughout the year.<sup>421</sup> For the purpose of this investigation it is also important to state this initial Tourism Policy was largely founded on six broad nationalistic perspectives of travelling at the time.<sup>422</sup> These included:

- “Swagat” (welcome);
- “Suchana” (information);
- “Suvidha” (facilitation);
- “Suraksha” (safety);
- “Sahyog” (cooperation);
- “Samrachana” (infrastructure development).<sup>423</sup>

With the Central Government making it unequivocally clear at the time that the Indian tourism sector, by virtue of this above mentioned policy, “[will] present itself on its own terms [and] not as an echo or imitation of other countries, cultures or lifestyles”.<sup>424</sup> Thus, this policy aimed to holistically outline how the nationalistic Government of the time period intended to develop tourism in an “authentically” Indian manner. They would offer a “unique” Indian experience to visiting tourists, while constantly being aware of how the overall domain could serve as a potential “nation building” mechanism, socio-economic development asset, as well as a “common endeavour” for the country’s citizens.<sup>425</sup>

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<sup>420</sup> *Tourism Policy (1982); Second Five Year Plan (1956 – 1961); Sixth Five Year Plan (1980 – 1985).*

<sup>421</sup> R. Baken & S. Bhagavatula, <<http://www.dx.doi.org/10.2139/ssrn.2122440>>, 2010, access: July 2017.

<sup>422</sup> R. Bandyopadhyay & D. Morais, ‘Representative dissonance, India’s self and western image’, *Annals of Tourism Research* 32 (4), 2005, pp. 1006-1021; L. Edwards & A. Ramamurthy, ‘(In)credible India? A critical analysis of India’s nation branding’, *Communication, culture and critique* 10 (1), 2017, pp. 322-343.

<sup>423</sup> K. Padmasree & B.D. Anchula, ‘The performance of the Indian tourism industry in the era of globalisation – A conventional study’, *African Journal of Hospitality, Tourism & Leisure* 1 (4), 2011, pp. 1-9.

<sup>424</sup> *Tourism Policy (1982)*

<sup>425</sup> R. Bandyopadhyay & D. Morais, ‘Representative dissonance, India’s self and western image’, *Annals of Tourism Research* 32 (4), 2005, pp. 1006-1021.

In lieu of this, the Tourism Policy of 1982 was also tasked to promote sustainable tourism practices under the mantle of strategic economic growth, social integration and the further cultivation of niche market segments.<sup>426</sup> While simultaneously advancing India's "destination image" worldwide, as a nation with a "glorious past", "vibrant present" and "bright future".<sup>427</sup> This significant milestone in India's tourism history also presented a course of action for the country on how the domain could be regulated as a "multi-sectoral activity", while concurrently being utilised as a "labour [...] and capital intensive" innovator, youth employment creator, as well as in what manner the domain can provide "direct stimulus" to the identified "backward areas" (indigenous, marginalised or peripherally located communities) of the nation.<sup>428</sup>

The policy also makes the argument that if the tourism industry of India is left unregulated for the foreseeable future, serious and extensive obstacles may arise. These may become even more problematic in the greater scheme of how the country intended to develop its tourism domain in the near future. Barriers identified included: unbalanced social change; rising cultural tensions; great environmental pollution; and the distortion of indigenous community lifestyles that could be followed by "cultural decay".<sup>429</sup>

Moreover, the landmark strategy also presented five distinct objectives in its contextual outline that attempted to re-structure all stakeholder approaches to the domain and its public, as well as private, development going forward. This included for tourism: to become a unifying force on a national and international level (while still fostering better understanding in all capacities and contexts); to bring along socio-economic benefits to the collective Indian community (with regards to income generation, employment opportunities, revenue generation, foreign exchange earnings, and "human-habitat improvement" (infrastructure development)); to help preserve, retain and enrich India's cultural expressions and heritage in all its manifestations; to give direction and opportunity to the youth of India to understand the aspirations and viewpoints of others (to bring about greater national integration

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<sup>426</sup> *Tourism Policy (1982)*

<sup>427</sup> K.C. Dayananda & D.S. Leelavathi, 'Evolution of tourism policy in India: An overview', *Journal of Humanities and Social Science* 21 (12), 2016, pp. 37-43.

<sup>428</sup> *Tourism Policy (1982)*

<sup>429</sup> *Tourism Policy (1982)*

and cohesion); as well as to provide extensive opportunities for nation building (applicable to all levels of Indian society).<sup>430</sup> These five objectives are notably similar to the practical recommendations as set out by the Sir John Sargent Committee on Tourism's some forty years prior.

Apart from this emphasis on unification, cohesion, involvement and understanding, the Tourism Policy of 1982 also succeeded in providing a strong theoretical foundation for additional sub-themes in the Indian tourism domain to start being practically explored and expounded upon. This included: public-and private sector partnerships; information technology; volunteerism within tourism; the designation of "foreigner" and "tourist economic zones"; as well as the creation of "tourist circuits" to distribute visitations to India more evenly throughout the country.<sup>431</sup> Tourist circuits would become known in this specific context as a number of tourist attractions, destinations and/or sites which are geographically and thematically aligned together, with the idea that the value of their collective sum is more than adding up of the value of their separate parts.<sup>432</sup> Thus these circuits make up a collective of inner-state tourism routes across the Indian sub-continent.

The policy also set forth to establish greater inter-governmental linkages and cooperation; additional protective plans to preserve and conserve natural, cultural and historic riches in an attempt to keep a judicious balance between development and conservation; as well as placed more emphasis on skills development seeing as additional "manpower" was desperately needed at the time throughout the country.<sup>433</sup> Moreover, this initial guideline goes on to underscore that there remains a need to create more formal institutions for further learning and training to equip all service-related industries (including tourism) with educated, trained and skilled employees.<sup>434</sup>

Nevertheless, despite the policy's significance at the time, many authors and scholars have in retrospect argued that the policy was rather "simplistic" in touristic

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<sup>430</sup> *Tourism Policy (1982)*

<sup>431</sup> *Tourism Policy (1982)*

<sup>432</sup> Indian Holiday, <<http://www.indianholiday.com/india-travel-circuits>>, 2017, access: February 2019.

<sup>433</sup> *Tourism Policy (1982)*

<sup>434</sup> *Tourism Policy (1982)*

understanding, with limited avenues for the actualisation of the suggestions made.<sup>435</sup> Many largely attributed this rudimentary format to: the “novelty” of tourism in the Indian context at the time; its designation as a “low priority sector” in all levels of Government and in the eyes of everyday citizens; and taking the Central Government’s over-reliance of utilising the sector solely as a “social-economic engineering tool” to keep in line with nationalistic ideologies.<sup>436</sup>

Following the policy’s call for additional institutions of further teaching and learning to be created throughout India, the IITTM was formed in 1983, to actively address the deficiency in the country’s professional workforce.<sup>437</sup> As noted by S.S. Parker, with the formulation of this autonomous body, that is publicly owned and managed, yet privately subsidised, the institute was initially tasked to start offering education, training and research opportunities to all potential service sector employees, stakeholders and role players, as well as other allied-sectors within the broader travel market of the country.<sup>438</sup> This new training institute in turn was also prompted by the then Ministry of Tourism and Civil Aviation to become a “pioneering” and “devoted premier organisation” in the “pursuit of higher knowledge in tourism and its dissemination to a diverse audience” within an Indian context.<sup>439</sup> In this drive to provide “grassroots skills development” to the youth and professional environment of India, the IITTM in turn started various courses in tourism, travel, hospitality and business management, and eventually opened five campuses across the country by the late 1980s. These were in the cities of: Gwalior (Madhya Pradesh); Bhubaneswar (Orissa); New Delhi (Delhi); Panaji (Goa); and Nellore (Andhra Pradesh).<sup>440</sup>

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<sup>435</sup> S. Singh, ‘Indian tourism: Policy, performance and pitfalls’, in D. Harrison, ‘Tourism and the less developed world: Issues and case studies’, 2001, pp. 141-149; A. Gadad, “Potentiality of tourism industry in Karnataka: A case of Uttara Kannada District”, Doctoral thesis, Karnataka State Women’s University, Bijapur, India, 2015, pp. 115-154.

<sup>436</sup> R. Baken & S. Bhagavatula, <<http://www.dx.doi.org/10.2139/ssrn.2122440>>, 2010, access: July 2017.

<sup>437</sup> Indian Institute of Tourism and Travel Management, <<http://www.iittm.ac.in>>, 2019, access: January 2019.

<sup>438</sup> P.S. Sudhir, “An exploratory study of role of academic leadership in private Higher Education institutions impacting management programmes”, Doctoral thesis, Savitribai Phule Pune University, Pune, India, 2012, pp. 1-13.

<sup>439</sup> P.S. Sudhir, “An exploratory study of role of academic leadership in private Higher Education institutions impacting management programmes”, Doctoral thesis, Savitribai Phule Pune University, Pune, India, 2012, pp. 1-13; Indian Institute of Tourism and Travel Management, <<http://www.iittm.ac.in>>, 2019, access: January 2019.

<sup>440</sup> Indian Institute of Tourism and Travel Management, <<http://www.iittm.ac.in>>, 2019, access: January 2019.

This significant development in the “soft skilling” of professionals for the Indian tourism industry was followed by the promulgation of the Seventh Five Year Plan (1985 – 1990). In this instalment, tourism once again enjoyed formal recognition with a substantial improvement in financial resource allocation allotted to the domain over the next five years.<sup>441</sup> However, the principal action of the plan in relation to tourism was placed on practical methods in which India’s travel products and services could be diversified, and in an organised manner be expanded on a local, regional and international level.<sup>442</sup>

This was an active attempt to direct attention away from India’s established base of heritage and cultural tourism offerings, to a more niche market-orientated form of “holiday making”.<sup>443</sup> This specific planning report also outlined how the Government of India intended to create an “Indian Tourism Finance Corporation”. This would extend financial assistance to all tourism related activities and services across the country within the set parameters of “amenities, attractions and accessibility” by the end of the decade.<sup>444</sup>

As India went through another political transition in the mid-1980s, a “new” Department of Tourism was formed under the newly fashioned Ministry of Commerce in 1986.<sup>445</sup> This resulted in the original Department of Tourism within the former Ministry of Tourism and Civil Aviation, becoming obsolete. This ministerial branch was eventually dissolved in due course by the new Indian administration.<sup>446</sup> Upon gaining control, the Ministry of Commerce rapidly instructed the newly formulated Department to form a National Committee on Tourism with all allied sectors to investigate how the Indian tourism industry could achieve its long-term strategic developmental objectives – as set forth in the mandated Tourism Policy of 1982, and again outlined in the Seventh Five Year Plan.<sup>447</sup> The allied sectors to be

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<sup>441</sup> *Seventh Five Year Plan (1985 – 1990)*

<sup>442</sup> *Seventh Five Year Plan (1985 – 1990)*

<sup>443</sup> *Seventh Five Year Plan (1985 – 1990)*

<sup>444</sup> A. Gadad, “Potentiality of tourism industry in Karnataka: A case of Uttara Kannada District”, Doctoral thesis, Karnataka State Women’s University, Bijapur, India, 2015, pp. 115-154.

<sup>445</sup> M. Ahamed, ‘Indian tourism – The government endeavours resulting into tourism growth and development’, *International Journal on Recent Trends in Business and Tourism* 2 (1), 2018, pp. 7-15.

<sup>446</sup> A. Gadad, “Potentiality of tourism industry in Karnataka: A case of Uttara Kannada District”, Doctoral thesis, Karnataka State Women’s University, Bijapur, India, 2015, pp. 115-154.

<sup>447</sup> A. Gadad, “Potentiality of tourism industry in Karnataka: A case of Uttara Kannada District”, Doctoral thesis, Karnataka State Women’s University, Bijapur, India, 2015, pp. 115-154.

consulted included: art; culture; commerce; hospitality; transport; as well as travel and trade.<sup>448</sup>

In 1987 the Yunus Committee, as the institutional commission later became commonly known, under the chairmanship of Mohammed Yunus, presented its industry recommendations.<sup>449</sup> The suggestions related to tourism included: to fashion broad planning strategies to engage more sustainably with the private sector; to formulate more mechanisms to protect the industry and its consumers against the multitude of internal and external factors facing the domain; to re-evaluate India's "capital-labour-and-resource-ratio" objective (high productivity, with low investment); to further develop tourist circuits, and previously identified tourism centres across the country; to extensively diversify traditional "passive" sight-seeing tours so as to include more "off-the-beaten-track" tourist attractions, destinations and/or sites, that are preferably located in underdeveloped regions of India; to provide for more active engagement to sustainably develop "non-traditional" areas for tourism activities; to restore and develop discarded national heritage and cultural tourism projects and initiatives left in their planning phase by previous administrations; as well as to establish what would later become conceptualised as the "Indian Tourism Finance Corporation".<sup>450</sup>

The Yunus Committee also recommended: to designate tourism as an "export industry"; to introduce more standardised and professionalised contemporary tourism services across the travel market; to adopt more "liberal policies" with regards to foreign tourists and foreign services (particularly in terms of civil aviation regulations); to revamp the organisational structure of tourism in the country whereby creating an additional National Tourism Board (NTB) to serve as an external regulator to the domain; to promote the IITTM as a "beacon" and "apex body" in the educational development environment throughout the country; to ensure the quality of training, learning and refresher courses for tourism employees at all applicable institutions with regards to tourism education; to introduce more skills-orientated

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<sup>448</sup> M. Ahamed, 'Indian tourism – The government endeavours resulting into tourism growth and development', *International Journal on Recent Trends in Business and Tourism* 2 (1), 2018, pp. 7-15.

<sup>449</sup> M. Ahamed, 'Indian tourism – The government endeavours resulting into tourism growth and development', *International Journal on Recent Trends in Business and Tourism* 2 (1), 2018, pp. 7-15.

<sup>450</sup> A. Bhatia, 'Role of tourism policies and competitiveness of Indian tourism', *Asia Pacific Journal of Marketing and Management Review* 2 (6), 2013, pp. 41-48.

courses on the various IITTM campuses; and to lastly invest in “eco-friendly” tourism practices to protect the environment against possibly damaging and exceeding carrying capacities as a result of “over-tourism”.<sup>451</sup>

#### **4.2.3) National Action Plan for Tourism (1992)**

The 1990s asserted itself as a historic episode in the annals of Indian history, with the decade being characterised as the “age of economic reforms” and the “dawn” of widespread political pandemonium throughout the nation.<sup>452</sup> The former was a result of the then Government of India, “liberating” most economic policies left behind by the British Raj. This naturally resulted in a surge in economic growth that ultimately cemented India to become one of the fastest growing economies in the global South by the end of the decade.<sup>453</sup> The latter became more evident in the polarising political trends and power struggles at the time, mostly occurring between those for social justice based on the caste system, as opposed to politics based on religion (particularly in reference to Hindu nationalism).<sup>454</sup>

This contentious period also affected the Indian tourism domain as it was found that the industry largely became a “political pawn” subject to the discretion of the Central Government of the time. As observed early on in 1991 at the annual State Tourism Minister’s Conference held in New Delhi, where it was decided by state authorities that firstly the Department of Tourism should alternatively be placed under the Ministerial jurisdiction and powers of the Ministry of Agriculture, and secondly, that the collective tourism “industry” should be taken off the “Concurrent List of the Constitution of India”.<sup>455</sup> Thus, the collective Department of Tourism and all its associated workings and projects were to be moved away from the Ministry of Commerce, while the sector simultaneously lost its formal industry recognition.

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<sup>451</sup> A. Bhatia, ‘Role of tourism policies and competitiveness of Indian tourism’, *Asia Pacific Journal of Marketing and Management Review* 2 (6), 2013, pp. 41-48.

<sup>452</sup> A. Panaganiya, *India in the 1980s and 1990s: A triumph of reforms*, 2003, p. 1.

<sup>453</sup> B.R. Nayar, ‘Political structure and India’s economic reforms of the 1990s’, *Pacific Affairs* 71 (3), 1998, pp. 335-358.

<sup>454</sup> K. Sridharan, ‘Indian politics in the 1990s: Trends and transformations’, *Asian Journal of Political Science* 10 (1), 2002, pp. 55-76.

<sup>455</sup> *National Action Plan for Tourism (1992)*; K. Sridharan, ‘Indian politics in the 1990s: Trends and transformations’, *Asian Journal of Political Science* 10 (1), 2002, pp. 55-76; K.C. Dayananda & D.S. Leelavathi, ‘Evolution of tourism policy in India: An overview’, *Journal of Humanities and Social Science* 21 (12), 2016, pp. 37-43; B.R. Nayar, ‘Political structure and India’s economic reforms of the 1990s’, *Pacific Affairs* 71 (3), 1998, pp. 335-358.

However, this contentious political decision was faced with an immediate backlash and wide-spread public and private sector outcry, and a renewed sense of political jostling for control followed in the months thereafter.<sup>456</sup>

However, S. Athar notes that despite this unjustified and problematic move taken at the tourism conference earlier in 1991, the fortunes of the tourism domain were quickly overturned as a new political party gained governmental control later in the same year. This saw the Department of Tourism move (back) to the “newly” formed Ministry of Civil Aviation and Tourism (name change) later in 1991.<sup>457</sup> Thus, all public functions of the tourism sector once again had to move from the Ministry of Agriculture, and be reverted to the central command of the Ministry of Civil Aviation and Tourism. In an attempt to rectify the hasty decision of moving the Department of Tourism, the newly sworn-in Central Government also took the initiative to promulgate the National Action Plan for Tourism in the following year, 1992.<sup>458</sup> This was mainly a concerted effort to dampen internal and external criticisms and to allow for the domain to continue its systematic development and promotion on a state and local level. This regulatory framework would become India’s second public milestone in relation to its tourism policy evolution.

It is important to note that this regulatory framework did not amend nor replace the Tourism Policy of 1982, as the Action Plan of 1992 was seen more in the light of providing “clarity” and “detail” (substance) to the prior suggestions and seminal frameworks set forth a decade before. Hence the reason for the similarities between both tourism policies.<sup>459</sup> This new directive for tourism development and promotion in India for the foreseeable future, however, was applauded by various scholars, authors and practitioners in the field at the time for its clear two-fold planning strategy that would identify and correct all “inadequacies” and “weaknesses” notable

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<sup>456</sup> S. Athar, “A study of government policy and structured changes in tourism sector since 1991”, Doctoral thesis, Aligarh Muslim University, Aligarh, India, 2003, pp. 47-164.

<sup>457</sup> S. Athar, “A study of government policy and structured changes in tourism sector since 1991”, Doctoral thesis, Aligarh Muslim University, Aligarh, India, 2003, pp. 47-164.

<sup>458</sup> *National Action Plan for Tourism (1992)*

<sup>459</sup> *Tourism Policy (1982); National Action Plan for Tourism (1992)*

in India's tourism demand and supply chain as found by the institutional role players and private stakeholders.<sup>460</sup>

Firstly, the action plan placed emphasis on its delineated "strategy for national tourism development and promotion".<sup>461</sup> The focus was placed on localised components such as: to improve all tourism facilities and infrastructure nationwide; to restructure and strengthen institutions to supply more qualified "manpower" to the sector on a regular basis – citing the need to increase public funding, staff and equipment to the activities of the IITTM, and to create more "student internships" in an attempt to correct "imbalances" left behind within the broader domain; as well as to promote the public and private marketing efforts and publicity to domestic tourists in an attempt to advertise and showcase the country as a destination worth travelling within.<sup>462</sup>

Secondly, this action plan also provided tourism objectives for the nation going forward. This included: the socio-economic development of designated areas to uplift the quality of life for community members in these regions; increasing the direct and indirect employment opportunities inherent within the tourism domain; develop domestic tourism for the low and middle classes of Indian society (dubbed the "budget category"); continue with the preservation, protection and conservation of all national heritage, culture as well as the collective environment in which they are located; develop international tourism segments, to optimise foreign exchange earnings; diversify India's tourism products and services particularly in the niche fields of leisure, business and adventure tourism; as well as increase the country's share in global tourism affairs to 1% within the next five years to come (seeing as at this stage India only had a 0.4% stake).<sup>463</sup> However, considering the aim of this dissertation it is also important to state that many scholars have found that this specific action plan in retrospect contributed very little to the holistic development of the tourism industry of India. This minimal influence can largely be attributed to the domain's fragmented nature, the public sector's option to invest more in other

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<sup>460</sup> A. Gadad, "Potentiality of tourism industry in Karnataka: A case of Uttara Kannada District", Doctoral thesis, Karnataka State Women's University, Bijapur, India, 2015, pp. 115-154.

<sup>461</sup> *National Action Plan for Tourism (1992)*

<sup>462</sup> *National Action Plan for Tourism (1992)*

<sup>463</sup> *National Action Plan for Tourism (1992)*; R. Baken & S. Bhagavatula, <<http://www.dx.doi.org/10.2139/ssrn.2122440>>, 2010, access: July 2017.

segments (away from tourism), or potentially the Central Government's motivation to keep political power at the time.<sup>464</sup>

In another attempt to regain momentum in the Indian travel market, the Government also enacted the Eighth Five Year Plan (1992 – 1997) in 1992. This was to essentially showcase the extent to which the Central Government still considered the tourism industry a viable route for sustainable economic growth, social cohesion and youth involvement throughout India.<sup>465</sup> In this specific action plan, tourism sustained its institutional support. However, resources on this occasion were primarily diverted to the introduction of “Special Tourism Areas” across India; the re-emphasis on the development of “backward areas”; as well as the funding of State Governments to formulate their own “Master Plans” to coordinated more tourism activities and initiatives at a district level.<sup>466</sup> “Special Tourism Areas” in this specific context would become conceptualised as cities or regions that already had “fully-fledged” tourism infrastructural facilities. Thus these areas were publically supported by internal funds to not only garner more tourist attention, but to also serve as a showcase for additional external investment opportunities in an attempt to uphold standards, services and amenities.<sup>467</sup>

Although the specific development plan carries various similarities to the previous Five Year Plans as outlined above, three notable differences should be highlighted. These included: the Central Government's devolution of power to the various State Governments and their associated regional tourism authorities; the Central Government's insistence that any future tourism development growth should be spearheaded, maintained and further expanded upon by the Indian private sector and its associated institutions; as well as the need for the public sector to create additional regulatory and supervisory mechanisms to ensure that all initiatives launched within the tourism and hospitality sectors of the country, are upheld to the highest possible “international best practice standards and requirements”.<sup>468</sup>

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<sup>464</sup> B.R. Nayar, 'Political structure and India's economic reforms of the 1990s', *Pacific Affairs* 71 (3), 1998, pp. 335-358.

<sup>465</sup> *Eight Five Year Plan (1992 – 1997)*

<sup>466</sup> *Eight Five Year Plan (1992 – 1997)*

<sup>467</sup> A. Gadad, “Potentiality of tourism industry in Karnataka: A case of Uttara Kannada District”, Doctoral thesis, Karnataka State Women's University, Bijapur, India, 2015, pp. 115-154.

<sup>468</sup> *Eight Five Year Plan (1992 – 1997)*

Over the next five years, the Department of Tourism was again moved away from the Ministry of Civil Aviation and Tourism.<sup>469</sup> In this instance in 1996 the tourism industry was destined to become part of the Ministry of Parliamentary Affairs. Thus, the previous Ministry was again dissolved. Moreover, this shift in ministerial oversight also saw the Central Government create the Inter-ministerial Coordination Committee on the Tourism Sector (IMCCTS) which became a permanent fixture for the domain at the time.<sup>470</sup> On the one hand, the new merger allowed the Indian parliament to gain more direct control over the fragmented travel market in an active attempt to streamline its operational environment.<sup>471</sup> While on the other hand, the coordination committee also allowed for more direct insight by all applicable stakeholders on what course of action should be taken to develop and promote tourism in India as a new technologically advanced era approached.<sup>472</sup> However, this transitional phase was short lived as a new Central Government again came into power in the late 1990s. This saw tourism, as in years prior, once again move and merge with another sector, in this instance to become formally recognised as being part of the Ministry of Culture and Tourism in the year 2000.<sup>473</sup>

In this fluctuating time period the Government of India also unveiled the Ninth Five Year Plan (1997 – 2002). This action plan would in later years garner significant acclaim for being an effective practical recommendation in relation to tourism development and promotion on the Indian sub-continent. This was essentially because it allowed the foundational workings and facilities for the “Incredible India”, styled “Incredible!ndia” (See Figure 5), destination branding campaign to be created in 2002.<sup>474</sup>

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<sup>469</sup> K.C. Roy & H.C. Blomqvist, ‘Importance of tourism development in India’s structural reform’, in K.C. Roy & C.A. Tisdell (ed.), *Tourism in India and India’s economic development*, 1998, pp. 55-68.

<sup>470</sup> K.V. Harini, ‘Changing paradigms in tourism policy of India’, *International Journal of Advanced Research in Management and Social Sciences* 5 (9), 2016, pp. 126-140; R. Baken & S. Bhagavatula, <<http://www.dx.doi.org/10.2139/ssrn.2122440>>, 2010, access: July 2017; A. Panaganiya, *India in the 1980s and 1990s: A triumph of reforms*, 2003, pp. 1-10; 13-17; Ministry of Culture, <<http://www.indiaculture.nic.in>>, 2019, access: January 2019; Indian Institute of Tourism and Travel Management, <<http://www.iitm.ac.in>>, 2019, access: January 2019.

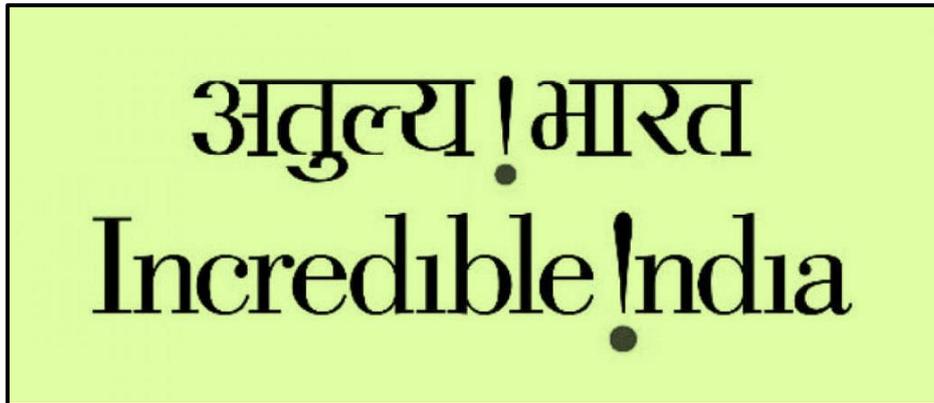
<sup>471</sup> A. Gadad, “Potentiality of tourism industry in Karnataka: A case of Uttara Kannada District”, Doctoral thesis, Karnataka State Women’s University, Bijapur, India, 2015, pp. 115-154.

<sup>472</sup> A. Gadad, “Potentiality of tourism industry in Karnataka: A case of Uttara Kannada District”, Doctoral thesis, Karnataka State Women’s University, Bijapur, India, 2015, pp. 115-154.

<sup>473</sup> A. Panaganiya, *India in the 1980s and 1990s: A triumph of reforms*, 2003, pp. 1-10.

<sup>474</sup> Incredible India, <<http://www.incredibleindia.org>>, n.d., access: January 2019.

**Figure 5: “Incredible India” destination branding campaign logo**<sup>475</sup>



Thus the ninth instalment was heralded for its achievements in conceptualising the “unique” Indian experience to market to domestic and international tourists alike. Today, the “Incredible India” campaign still serves as the Government of India’s official tourism branding operation, to actively promote India on a global stage.<sup>476</sup>

Apart from the launch of the “Incredible India” campaign, the Ninth Five Year Plan once again stressed the importance of developing selected tourist centres and more tourist circuits throughout India.<sup>477</sup> However, on this occasion developments were to take place through active combined public and private sector efforts, in an attempt to achieve more synergy across all business realms with regards to tourism.<sup>478</sup> The action plan made the distinction that the public sector was not adapted nor equipped to operate and function in isolation, nor to be solely responsible for all facets of the Indian tourism domain.<sup>479</sup> In this instalment various niche tourism segments were also identified for further practical exploration and incorporation into the tourism domain by the Planning Commission of India. These included: rural; pilgrim (or spiritual); adventure; wildlife; medical (or health); cruise; film; eco; as well as heritage spheres.<sup>480</sup>

<sup>475</sup> Incredible India, <<http://www.incredibleindia.org>>, n.d., access: January 2019.

<sup>476</sup> Incredible India, <<http://www.incredibleindia.org>>, n.d., access: January 2019.

<sup>477</sup> *Ninth Five Year Plan (1997 – 2002)*

<sup>478</sup> *Ninth Five Year Plan (1997 – 2002)*

<sup>479</sup> *Ninth Five Year Plan (1997 – 2002)*

<sup>480</sup> *Ninth Five Year Plan (1997 – 2002)*; O.Shiji, ‘Economic impact of tourism in India’, *International Journal of Social Sciences* 5 (1), 2016, pp. 35-46; I. Singh, “Planning for eco-tourism in the Hill Region: A case study Pragpur, Himachal Pradesh”, Doctoral thesis, Punjab Technical University, Jalandhar, India, 2011, pp. 55-75.

#### 4.2.4) National Tourism Policy (2002)

Following the successful integration of the “Incredible India” destination branding campaign into the broader travel market of the country, the then Ministry of Culture and Tourism also promulgated a new National Tourism Policy in 2002.<sup>481</sup> This would become India’s third regulatory framework in its touristic policy evolution. For the purpose of this study it is also important to note that the 2002 policy naturally amended the Tourism Policy of 1982, and likewise replaced its subsequent enhancement in the National Action Plan for Tourism, that was launched in 1992. The mandate to enact this policy by the Central Government also evidently coincided with the formulation of the Tenth Five Year Plan (2002 – 2007) that was also promulgated in the same year.<sup>482</sup>

The formal launch of the previously mentioned policy was conducted by the then Prime Minister of India, S.A.B. Vajpayee.<sup>483</sup> In Vajpayee’s commencement speech, he fundamentally underscored the major potential tourism possesses for the future prosperity of all Indian citizens, stakeholders and role players.<sup>484</sup> Noting that if the domain is used “aptly”, “correctly” and to its “fullest” capabilities, it can surely serve as a “large scale” tool for economic growth and employment throughout the entire Indian sub-continent.<sup>485</sup> He made it pertinent, that tourism holds the power to not only transform and diversify economic activities and practices, but also has the ability to be a generator of “large scale specialised, skilled and unskilled employment opportunities” that “India needs the most”.<sup>486</sup> Vajpayee stated that these objectives for tourism development and promotion, could all be achieved in the short-term by way of the National Tourism Policy of 2002 and if the noted policy was to be successfully implemented across India in due course.<sup>487</sup>

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<sup>481</sup> *National Tourism Policy (2002)*

<sup>482</sup> *Tenth Five Year Plan (2002 – 2007)*

<sup>483</sup> A.I. Fazili & S.H. Ashraf, *Tourism in India: Planning and development*, 2006, pp. 155-157.

<sup>484</sup> I. Singh, “Planning for eco-tourism in the Hill Region: A case study Pragpur, Himachal Pradesh”, Doctoral thesis, Punjab Technical University, Jalandhar, India, 2011, pp. 55-75.

<sup>485</sup> A.I. Fazili & S.H. Ashraf, *Tourism in India: Planning and development*, 2006, p. 156; I. Singh, “Planning for eco-tourism in the Hill Region: A case study Pragpur, Himachal Pradesh”, Doctoral thesis, Punjab Technical University, Jalandhar, India, 2011, pp. 55-75.

<sup>486</sup> *National Tourism Policy (2002)*; A.I. Fazili & S.H. Ashraf, *Tourism in India: Planning and development*, 2006, pp. 156-157.

<sup>487</sup> A.I. Fazili & S.H. Ashraf, *Tourism in India: Planning and development*, 2006, pp. 155-157.

However, before interpreting the touristic outline of this newly formulated tourism policy, it is firstly important to consider how this was diametrically opposed to its forerunners. The 2002 policy had made it apparent that for the Central Government and the Ministry (overseeing tourism at the time), to achieve any of its strategic objectives the domain had to first:

embark upon a strategy that involves a radical departure from past policies and institutional arrangements in order to optimise and release the potential of India's natural, human, financial and technical resources in relation to tourism development and promotion.<sup>488</sup>

It was also found that when contextualising past tourism policies in the country it is of critical significance to take into account that these former "governing tools" were all formulated and promulgated in a "closed economy".<sup>489</sup> This meant it was subjected to "rigid" rules, regulations and procedures that naturally affected all components of the travel and hospitality sectors on a district, state, regional, national and international level.<sup>490</sup> According to the National Tourism Policy of 2002, both of the previous policies failed to sufficiently, effectively and sustainably recognise any part of the nation's touristic potential and its collective developmental needs. Moreover, the policies did not acknowledge any of the challenges present within the domain, and how to resolve these plaguing issues going forward.<sup>491</sup> These identified barriers at the time included: the dearth in successfully promoting Indian tourism products and services to a larger audience; the inability on behalf of the public and private sectors to cooperate in relation to development discourse; the limitations in inter-governmental collaborations to commission local tourism projects for a growing domestic tourism market; the failure on the part of the government to reach its intended foreign investment capacities; as well as the resistance by various tourism authorities to diversify any part of their immediate skills sector.<sup>492</sup>

Additionally, the 2002 framework also directly criticized the Governments of I. Gandhi and P.V.N. Rao in relation to their collective "failure" to formally legislate the

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<sup>488</sup> *National Tourism Policy (2002)*; M.A. Kahn, 'Development of tourism planning and policies in India', *International Journal of Multidisciplinary Research & Development* 3 (4), 2016, pp. 396-399.

<sup>489</sup> M.A. Kahn, 'Development of tourism planning and policies in India', *International Journal of Multidisciplinary Research & Development* 3 (4), 2016, pp. 396-399.

<sup>490</sup> *National Tourism Policy (2002)*

<sup>491</sup> *National Tourism Policy (2002)*

<sup>492</sup> *National Tourism Policy (2002)*

tourism sector of India; their inability to look beyond period ideologies; as well as their undeterred nature to stick with traditional top-down management strategies when promulgating both the 1982 and 1992 tourism policies respectively.<sup>493</sup> Thus, it is safe to assume that this new tourism policy comprehensively found that both its predecessors were unable to holistically create, comprehend and capture India's "unique" and "authentic" touristic experiences on offer, as well as the domain's subsequent needs and requirements for further expansion in the years to come.

In lieu of this critique on the policy of 1982, and for the purpose of this dissertation, it is also important to point out that the 2002 regulatory framework similarly launched its institutional intentions under the six previously identified broad themes for tourism going forward within India. These included: "Swagat", "Suchana", "Suvidha", "Suraksha", "Sahyog", and "Samrachana".<sup>494</sup> However, this particular policy additionally included the themes of:

- "Safai" (cleanliness);<sup>495</sup>
- "Samvedan Sheelta" (sensitisation);
- "Prashikshan" (training and induction);
- "Prerna" (motivation);
- "Pratipushti" (feedback);
- "Samanya Bodh" (general awareness);
- "Swamitwa" (ownership);
- "Pramani Karan" (certification).<sup>496</sup>

Despite this single commonality with its forerunners, this new regulation, nevertheless, presented a vastly different approach to travel offerings and the working environment of the Indian tourism sphere. With this newly formulated "set of goals" very much focused on Indian economic prosperity, destination branding,

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<sup>493</sup> R. Ohlan, 'The relationship between tourism, financial development and economic growth in India', *Future Business Journal* 3 (1), 2017, pp. 9-22; *National Tourism Policy (2002)*; F. Watson, *A concise history of India*, 1974, pp. 129-158; S. Wolpert, *A new history of India*, 1993, pp. 265-274; P. Robb, *A history of India*, 2002, pp. 246-295.

<sup>494</sup> K. Padmasree & B.D. Anchula, 'The performance of the Indian tourism industry in the era of globalisation – A conventional study', *African Journal of Hospitality, Tourism & Leisure* 1 (4), 2011, pp. 1-9; *National Tourism Policy (2002)*; M. Ahamed, 'Indian tourism – The government endeavours resulting into tourism growth and development', *International Journal on Recent Trends in Business and Tourism* 2 (1), 2018, pp. 7-15.

<sup>495</sup> This in retrospect will most probably become a determining factor in tourism going forward on the Indian sub-continent, given the extensive health, safety and security concerns brought on by the COVID-19 pandemic.

<sup>496</sup> *National Tourism Policy (2002)*

political integration and the manner in which this “local view” of tourism could be “sold” to the international travel community as “uniquely” Indian.<sup>497</sup> This stands in sharp contrast to the initial emphasis placed on foreign exchange earnings to directly assist with employment and infrastructure development throughout India.<sup>498</sup>

Under the slogan of “Atithi Devo Bhava” (“the guest is god”), the National Tourism Policy of 2002 was destined to become the country’s most successful, all-encompassing and industry-orientated public regulatory framework to date.<sup>499</sup> Setting forth the most well-articulated and ambitious market-integrated approach for tourism development and promotion in India at the time. Notable in the policy’s intentions for the sector was: to maximise its productivity for sustainable tourism growth and expansion; to become a “labour-intensive” and “small industry-based” driven hub; to provide for more “high-quality employment” that also contributes to a “higher quality of life for the everyday Indian [citizen]”; to place a “primary focus” on the further upliftment of underdeveloped areas so as to supply these areas with “appropriate and relatively low cost programmes” in terms of travel; as well as to provide extensive “forward” and “backward economic linkages” to build on public sector income and trust – while simultaneously promoting employment, poverty reduction and further investment.<sup>500</sup>

In addition, the 2002 policy also aimed: to create mechanisms so that the travel domain could become a more frequent and diversified contributor to the country’s annual revenue; to place a greater emphasis on the inclusion of women, the youth and disabled persons so as to achieve greater equality, social equity, inclusion and “justice to the [established] system”; to continue to develop effective marketing plans and programmes; to improve on India’s existing tourism products and services; expand on these touristic offerings so as to adhere to and be prepared for emerging trends, contemporary market requirements and “international best practice standards”; as well as to structure tourism so as to finally become a promoter of

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<sup>497</sup> *National Tourism Policy (2002)*

<sup>498</sup> A.K. Bhatia, *Basics of tourism management*, 2010, pp. 1-10; M. Ahamed, ‘Indian tourism – The government endeavours resulting into tourism growth and development’, *International Journal on Recent Trends in Business and Tourism* 2 (1), 2018, pp. 7-15.

<sup>499</sup> *National Tourism Policy (2002)*

<sup>500</sup> R. Ohlan, ‘The relationship between tourism, financial development and economic growth in India’, *Future Business Journal* 3 (1), 2017, pp. 9-22; *National Tourism Policy (2002)*.

understanding, peace, national unity and regional stability – as initially intended by Nehru.<sup>501</sup>

Furthermore the policy also noted that it intends: to maintain and enhance the competitiveness of India as a “tourism destination” in the global South; to actively seek that tourism development and promotion become a “national priority” within the Constitution of India once more; to promote the usage of a voluntary “Code of Ethics” so as to achieve a standardised service industry; as well as to create a “world class” tourism infrastructure throughout the country for citizens and foreigners alike.<sup>502</sup> The above outlined approaches to enhance tourism across India were categorised into five priority segments. (See Table 7) With Group I (Accommodation) on the one hand set to receive immediate attention in terms of development, promotion and investment, while on the other hand, Group V (Other services) would receive limited attention from the public sector, and would only be prioritised if resources and investments were to allow.<sup>503</sup>

**Table 7: Priority segments of the Indian tourism market**<sup>504</sup>

GROUP	SECTOR	COMPONENT
I	Accommodation	Hotels; guest houses; resorts; camps; house boats; informal lodging and/or boarding; restaurants; and cafeterias.
II	Transportation	Railways (local and regional trains); roadways (city busses, rickshaws, car rentals); waterways (ferries, general ships, cruise liners) and airways (international, regional, national and local airlines)
III	Tours and travel operators	Government agencies; private organisations; international and national tour operators; local, niche or special interest tour services.
IV	Industry	All additional auxiliary industries and services tourists will directly make use of, such as hospitals; retail establishments; recreational services; communication services; equipment hiring and/or leasing; and banking services.
V	Other services	Packaging agents; ticketing agents; tour managers; travel agents; tourist guides; industry associations.

<sup>501</sup> National Tourism Policy (2002)

<sup>502</sup> National Tourism Policy (2002)

<sup>503</sup> S. Athar, “A study of government policy and structured changes in tourism sector since 1991”, Doctoral thesis, Aligarh Muslim University, Aligarh, India, 2003, pp. 47-164.

<sup>504</sup> Adapted from Padmasree & Anchula (2011)

In lieu of this, the National Tourism Policy of 2002 also set forth various strategic objectives to further develop and promote tourism in an Indian context. These included: to position tourism as a “major engine” of economic growth; to harness the direct and “multiplier effects” of tourism for employment generation and economic stimulus; to provide “impetus” to rural tourism throughout the country; to focus on domestic tourism as a “major driver” of travel sector growth and expansion; to position India as a global “brand” to take advantage of “burgeoning” travel trends; as well as to capitalise on the “vast untapped potential” the country presents as a tourist destination located in the global South.<sup>505</sup>

The 2002 framework also brought forward its key intents: to acknowledge (to a greater extent) the critical role the private sector has to play in the tourism realm as a “pro-active facilitator and catalyst”; to create, develop and brand more integrated tourism circuits based on India’s “irreplaceable” civilisation, heritage and culture; to seek more cooperation between the public sector, non-governmental organisations and local communities with regards to tourism’s advancement in the nation; and to finally ensure that the tourist to the country gets “physically invigorated, mentally rejuvenated, culturally enriched, spiritually elevated and feels India from within”.<sup>506</sup>

Similar to the 1982 and 1992 policies on tourism, the National Tourism Policy of 2002 also received widespread criticism and critique from authors, scholars and practitioners in the field. They made the point that although aiming to provide a new understanding and integrated approach to tourism developmental thinking and holistic industry promotion, the policy, in retrospect, failed in five key areas. Firstly, in the policy’s vagueness to define the notions of “domestic” and “international tourism” and decide on development parameters for these noted segments.<sup>507</sup> Secondly, in the broad and fragmented outline it presented to try to link the Indian business and tourism environments with one another.<sup>508</sup> Thirdly, the policy set various unrealistic

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<sup>505</sup> *National Tourism Policy (2002)*

<sup>506</sup> *National Tourism Policy (2002)*

<sup>507</sup> A. Bhatia, ‘Role of tourism policies and competitiveness of Indian tourism’, *Asia Pacific Journal of Marketing & Management Review* 2 (6), 2013, pp. 41-48.

<sup>508</sup> M.M. Malik & A. Nusrath, ‘A review of tourism development in India’, *International Multidisciplinary Research Journal* 3 (11), 2014, pp. 1-11; M. Ahamed, ‘Indian tourism – The government endeavours resulting into tourism growth and development’, *International Journal on Recent Trends in Business and Tourism* 2 (1), 2018, pp. 7-15; *National Tourism Policy (2002)*; R. Baken & S. Bhagavatula, <<http://www.dx.doi.org/10.2139/ssrn.2122440>>, 2010, access: July 2017.

and untenable targets when considering its position in the global economy and in the global South.<sup>509</sup> (This included the aim of achieving “best practice” working environments and “world class” infrastructure in the short-term). Fourthly, the array of obstacles that would become visible should the Central Government proceed to apply “pre-determined” roles, responsibilities and expectations to all levels of corporation.<sup>510</sup> In this context they argued that although the Central Government was not powerless, as it controls tourism’s financial resources through the ITFC, it still remains vulnerable seeing as it expects of State and Local Governments to implement tourism projects. Thus, they believed that the voluntary involvement to develop and promote tourism may in the long-term become strenuous if a regional tourism authority wishes not to partake in specific travel initiative(s).<sup>511</sup> Lastly, the directive to use “tourism-as-a-development-tool” only to attract a “high-yielding” variety of long-haul tourists to India was seen as a challenge if the country was unable to meet these tourists’ sophisticated needs and desires.<sup>512</sup> Thus, the lack of diversification in the “type” of visitor to India was also regarded as being problematic under the 2002 policy.

Once promulgated, the Tenth Five Year Plan (2002 – 2007), also exhibited this new approach to touristic developmental thinking in India. In its preface it recommended that the Central Government should work more towards creating a strategy for “national consensus” on the role of tourism across India.<sup>513</sup> In its contextual outline the report also suggested implementing more effective tools to remove the various barriers that may hamper the growth of the sector at a regional, state and local level going forward.<sup>514</sup> The plan likewise stressed the importance of keeping with the National Tourism Policy’s (2002) strategic objectives. However, it simultaneously placed weight behind “inter-sectoral” convergence in the broader travel market.<sup>515</sup> This would involve more sustainable linkages between tourism policies, plans,

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<sup>509</sup> R. Vedapradha, R. Hariharan & A. Niha, ‘Indian tourism industry – A yardstick to GDP’, *European Journal of Tourism, Hospitality and Recreation* 8 (2), 2017, pp. 140-146;

<sup>510</sup> *National Tourism Policy (2002)*

<sup>511</sup> R. Baken & S. Bhagavatula, <<http://www.dx.doi.org/10.2139/ssrn.2122440>>, 2010, access: July 2017.

<sup>512</sup> A. Gadad, “Potentiality of tourism industry in Karnataka: A case of Uttara Kannada District”, Doctoral thesis, Karnataka State Women’s University, Bijapur, India, 2015, pp. 115-154.

<sup>513</sup> *Tenth Five Year Plan (2002 – 2007)*

<sup>514</sup> *Tenth Five Year Plan (2002 – 2007)*

<sup>515</sup> *Tenth Five Year Plan (2002 – 2007)*

projects and programmes that were clustered around travel legislative frameworks, basic benchmarks, quality products, community welfare and rural initiatives across India.<sup>516</sup>

Over the next decade the Indian tourism industry would record a sharp increase in arrivals, activities and overall revenue. This can be attributed to: the country more than likely benefitting from the upward trend in inbound tourist arrivals to the global South; the commercialisation of the “experience-based economy” in Asia; and the welcoming environment the “Incredible India” campaign had created across India in years prior.<sup>517</sup> According to S. Aynalem, K. Birhanu and T. Tesefay this surge was also notable in India welcoming its ten millionth international tourist arrival, and the country globally becoming the second largest tourism employment generator with over 25 million citizens directly involved in this vast sector.<sup>518</sup> This led to the nation positioning itself as the seventh largest tourism economy in the world.<sup>519</sup> From a national point of view it was also found by the late 2000s that the sector managed to contribute almost 9% towards annual gross domestic profit.<sup>520</sup>

Apart from these evident successes and milestones, the only significant change at the time in the Central Government’s recognition and prioritisation of the tourism domain came in 2005.<sup>521</sup> This was when the executive branch decided to designate the “Department of Tourism”, at this stage still located within the then Ministry of Culture and Tourism, to become a stand-alone entity, to be called the Ministry of Tourism.<sup>522</sup> This transitional phase for tourism in India, whereby it became a

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<sup>516</sup> *Tenth Five Year Plan (2002 – 2007)*; A. Gadad, “Potentiality of tourism industry in Karnataka: A case of Uttara Kannada District”, Doctoral thesis, Karnataka State Women’s University, Bijapur, India, 2015, pp. 115-154.

<sup>517</sup> M.A. Kahn, ‘Development of tourism planning and policies in India’, *International Journal of Multidisciplinary Research & Development* 3 (4), 2016, pp. 396-399.

<sup>518</sup> S. Aynalem, K. Birhanu & S. Tesefay, ‘Employment opportunities and challenges in tourism and hospitality sectors’, *Journal of Tourism & Hospitality* 5 (6), 2016, pp. 1-5; M. Sawart, ‘Contemporary tourism planning: Problems and prospects’, *Tourism Recreation Research* 38 (2), 2013, pp. 253-263.

<sup>519</sup> A. Chaturvedi, ‘India’s is the world 7<sup>th</sup> largest tourism economy in terms of GDP’, *Economic Times* (April 2017), pp. 1-5.

<sup>520</sup> S. Aynalem, K. Birhanu & S. Tesefay, ‘Employment opportunities and challenges in tourism and hospitality sectors’, *Journal of Tourism & Hospitality* 5 (6), 2016, pp. 1-5; R. Ohlan, ‘The relationship between tourism, financial development and economic growth in India’, *Future Business Journal* 3 (1), 2017, pp. 9-22.

<sup>521</sup> A. Gadad, “Potentiality of tourism industry in Karnataka: A case of Uttara Kannada District”, Doctoral thesis, Karnataka State Women’s University, Bijapur, India, 2015, pp. 115-154.

<sup>522</sup> M. Sawart, ‘Contemporary tourism planning: Problems and prospects’, *Tourism Recreation Research* 38 (2), 2013, pp. 253-263.

separate ministry with its own directive, was quickly followed on by the Planning Commission of India promulgating the Eleventh (2007 – 2012) and Twelfth Five Year Plans (2012 – 2017). These enactments in turn were followed by the Central Government launching the revised “Incredible India 2.0” destination branding campaign in 2012.<sup>523</sup>

Tourism’s new notoriety can immediately be observed in the construct of the Eleventh Five Year Plan (2007 – 2012). This plan set forth various delineated goals the Government of India (through the new Ministry of Tourism) aimed to achieve in relation to tourism development and promotion.<sup>524</sup> This included: to even further diversify the tourist source market to India, placing a key emphasis on regional and continental visitors; to increase the per capita spending of visitors to the country substantially; to increase the length of stay for international visitors; to reduce seasonality significantly, by offering more holistic travel products and services throughout the country; to increase accommodation “units” for all income groups; as well as to achieve a target of 760 million active domestic tourists in the next five years.<sup>525</sup> Thus, through these stated endeavours aiming to increase the tourism sector’s overall contribution to annual gross domestic profit from 9% to 12%, by 2012.<sup>526</sup>

This report also argued that the newly designated Ministry could accomplish these targets by implementing and promoting various mechanisms and institutions across the travel, business, hospitality, leisure and recreational segments of the country. This included: more international and regional publicity, particularly in relation to market development assistance; more domestic tourism promotion, specifically in underdeveloped areas of the country; an active pursuit for transformation and diversification of tourism offerings by elevating “Product Infrastructure Development for Destinations and Circuits” (PIDDC) initiatives; more public investments in large revenue generating tourism projects; more incentives to actualise accommodation infrastructure nationwide; more emphasis on creating “land banks” across the

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<sup>523</sup> Anon., ‘India to launch aggressive ‘Incredible India’ campaign’, *Economic Times* (December 2011), pp. 1-3.

<sup>524</sup> *Eleventh Five Year Plan (2008 – 2012)*

<sup>525</sup> *Eleventh Five Year Plan (2008 – 2012)*

<sup>526</sup> *Eleventh Five Year Plan (2008 – 2012)*; M.A. Kahn, ‘Development of tourism planning and policies in India’, *International Journal of Multidisciplinary Research & Development* 3 (4), 2016, pp. 396-399.

country; as well as to provide more direct assistance and guidance to central agencies, such as the ITDC, ITFC and the IITTM.<sup>527</sup>

This specific Five Year Plan also placed emphasis on the need to do: extensive market research throughout the country, so as to allow the Central Government to start formulating more “National Development Plans” for tourism going forward, that will guide the sector for a minimum period of 25 years at a time; encourage more use of “computerisation” and information technology so as to diligently prepare for the approaching Fourth Industrial Revolution; as well as to provide more direct funding and direction to various institutes directly associated with the previously mentioned sectors. This included: the National Council for Hotel Management and Catering Technology (NCHMCT); the National Institute of Advanced Studies (NIAS); National Institute of Water Sports (NIWS); the Food Corporation of India (FCI); as well the Institute of Hotel Management (IHM).<sup>528</sup>

This linking of tourism to achieve targeted growth in the Indian service sector was also expressed in the Twelfth Five Year Plan (2012 – 2017). Here, the Government of India makes a concerted effort to promote tourism across all spectrums of Indian society, so as to achieve its set goal of contributing more directly to the annual gross domestic profit.<sup>529</sup> However, noting in its preface that this diversification and subsequent transformation can only occur if all associated agencies and authorities, afford more attention to key areas of the national tourism economy that are “high-yielding” in revenue.<sup>530</sup> This included: foreign tourist arrivals; domestic tourist visits; additional foreign exchange earnings; as well as professional tax incomes.<sup>531</sup> This report also specifies that by targeting these “high-yield” areas of the travel sphere, the country will be able to create 77.5 million direct and indirect tourism related employment opportunities yearly for the duration of this specific development plan.<sup>532</sup>

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<sup>527</sup> *Eleventh Five Year Plan (2008 – 2012)*

<sup>528</sup> M. Ahamed, ‘Indian tourism – The government endeavours resulting into tourism growth and development’, *International Journal on Recent Trends in Business and Tourism* 2 (1), 2018, pp. 7-15; *Tenth Five Year Plan (2002 – 2007)*.

<sup>529</sup> *Twelfth Five Year Plan (2012 – 2017)*

<sup>530</sup> *Twelfth Five Year Plan (2012 – 2017)*

<sup>531</sup> *Twelfth Five Year Plan (2012 – 2017)*

<sup>532</sup> S.C. Kumar, ‘The tourism industry in India: Economic significance and emerging issues’, in K.C. Roy & C.A. Tisdell (ed.), *Tourism in India and India’s economic development*, 1998, pp. 21-46; M. Sawart, ‘Contemporary tourism planning: Problems and prospects’, *Tourism Recreation Research* 38 (2), 2013, pp. 253-263.

However, the Planning Commission also stressed that even though the Indian tourism sector was growing, it remains over a “narrow base”, and that when considering the nation’s untapped touristic potential, the “gains made are relatively modest”.<sup>533</sup> It argued, in turn, that tourism development and promotion therefore needed to set “ambitious targets” that are accompanied by “clear, cohesive, sustainable and equitable” strategies for delivering performance and service quality throughout India.<sup>534</sup> This expansion was to naturally be in-line with opportunities available for economic growth and socio-cultural inclusion.<sup>535</sup>

Additionally, the Commission also called for a “new” national tourism policy to be considered by the Government of India.<sup>536</sup> It argued that by preparing for a new framework it would allow the domain to set revitalised strategic objectives so as to become more suited for tourism development and promotion going forward in a technologically advanced era and travel environment.<sup>537</sup> However, it stated that this subsequent amendment should still make way for: eradicating poverty; eliminating gender equality; to be inclusive of local and indigenous communities; promoting environmental sustainability; envisaging global partnerships; as well as the endorsing of “pro-poor growth”.<sup>538</sup> The latter was to take place according to a “public-private-peoples-participation” framework in all tourism related segments across the Indian sub-continent.<sup>539</sup> The Twelfth Five Year Plan also stressed the need once again to re-affirm tourism’s position on the Concurrent List of the Constitution of India.<sup>540</sup> This, as indicated above, would make the sector eligible to be formally legislated and further regulated in future institutional endeavours by the Parliament of India.

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<sup>533</sup> Indian Planning Commission, <<http://www.planningcommission.nic.in>>, 2012, access: January 2019.

<sup>534</sup> *Twelfth Five Year Plan (2012 – 2017)*

<sup>535</sup> *Twelfth Five Year Plan (2012 – 2017)*; A. Gadad, “Potentiality of tourism industry in Karnataka: A case of Uttara Kannada District”, Doctoral thesis, Karnataka State Women’s University, Bijapur, India, 2015, pp. 115-154; Indian Planning Commission, <<http://www.planningcommission.nic.in>>, 2012, access: January 2019.

<sup>536</sup> *Twelfth Five Year Plan (2012 – 2017)*; A. Gadad, “Potentiality of tourism industry in Karnataka: A case of Uttara Kannada District”, Doctoral thesis, Karnataka State Women’s University, Bijapur, India, 2015, pp. 115-154.

<sup>537</sup> *Twelfth Five Year Plan (2012 – 2017)*

<sup>538</sup> *Twelfth Five Year Plan (2012 – 2017)*

<sup>539</sup> Indian Planning Commission, <<http://www.planningcommission.nic.in>>, 2012, access: January 2019.

<sup>540</sup> K.C. Dayananda & D.S. Leelavathi, ‘Evolution of tourism policy in India: An overview’, *Journal of Humanities and Social Science* 21 (12), 2016, pp. 37-43.

For the purpose of this dissertation it is also important to note that a “draft” proposal to repeal and replace the National Tourism Policy of 2002 was proposed by the Central Government in 2015.<sup>541</sup> However, the intended “National Tourism Policy of 2015” under the slogan of “Must Experience” and “Must Revisit”, has yet to be approved by any part of the quasi-federal Indian government to date.<sup>542</sup> This delay in promulgation more than likely can be attributed to the large-scale public outcry the policy received. This came particularly from private institutions as well as the hospitality sector, in India.<sup>543</sup> However, although this proposed policy does set forth various significant mechanisms to change and grow the Indian tourism industry – at present the National Tourism Policy of 2002 remains the principal framework that regulates the sector in India for the time being.

### **4.3) Chapter summary**

This chapter outlines the historic evolution of tourism development and promotion on the Indian sub-continent. Additionally, the subsection also provided an overview of all institutionally commissioned investigations on tourism, and how practical recommendations made by these Committees came to influence and shape the sector’s functional and operational environments later on. The chapter likewise analyses and interprets all applicable tourism policies and Five Year Development Plans, as well as their collective importance in tourism’s sustained growth and expansion throughout the country. This section also identifies all prominent institutional bodies overseeing tourism in India, including the ITDC, the ITFC and the IITTM.

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<sup>541</sup> *Draft – National Tourism Policy (2015)*

<sup>542</sup> *Draft – National Tourism Policy (2015)*

<sup>543</sup> See also: A. Kumar, ‘Draft for National Tourism Policy 2015 leaves a lot to be desired’, *Financial Express* (May 2015), pp. 1-4; A. Chaturvedi, ‘HRAWI welcomes MCGMs decision to streamline licensing process for hospitality industry’, *Economic Times* (July 2017), pp. 1-2; Anon., ‘National Tourism Policy awaits cabinet approval’, *Economic Times* (April 2019), pp. 1-9.

## CHAPTER 5: TOURIST GUIDING IN INDIA – LEGAL

### 5.1) Introduction

Within the context of the rapidly evolved tourism sector in India, this chapter and the next one analyses the tourist guide located at the epi-centre of India's tourism domain. It pays specific attention to the guide's holistic tourist guiding environment, as well as considers all legislative and regulatory frameworks that pertain directly to the vocation.

### 5.2) India's tourist guiding environment

As was made apparent in the previous chapter, tourism (in the modern sense) has been a constant feature in the Indian economy since the early 1940s. However, despite the domain's domestic successes, international milestones and continued development discourse – the tourist guide, or simply “guides”, as so often noted in Indian literature, have remained largely absent, overlooked and hidden from most large-scale tourism initiatives and promotion projects.<sup>544</sup> This lack of formal recognition, however, stands in sharp contrast to how all previous Ministries overseeing tourism in India, and by virtue the Central Government and its associated private role players, have publically promoted the tourist guiding vocation. In these formal statements, to investors and the public at large, they proclaim that tourist guides remain of “vital importance” to the Indian tourism industry seeing as they play an “instrumental role” in creating a “superior experience” for tourist's visiting the country.<sup>545</sup> It was found that the Indian tourist guide should in fact be considered the “cornerstone” of the Indian tourism domain.<sup>546</sup> These claims were more than likely made in an attempt to continue growing and expanding the Indian tourist guiding sub-sector, seeing that the guide remains the only direct profession located at the core of all Indian travel market segments.<sup>547</sup> This discrepancy between formal recognition, public perception and mismatched messaging requires further enquiry.

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<sup>544</sup> K.V. Harini, 'Changing paradigms in tourism policy of India', *International Journal of Advanced Research in Management and Social Sciences* 5 (9), 2016, pp. 126-140.

<sup>545</sup> Ministry of Tourism, <<http://www.tourism.gov.in>>, 2019, access: August 2019.

<sup>546</sup> N. Chowdhary & M. Prakash, 'Tour guide training in India: A comparison of approach and content with other programs', *Journal of Teaching in Travel and Tourism* 8 (2), 2009, pp. 161-191; University of Pretoria – Department of Historical and Heritage Studies, *Harmonisation of tourist guide training regulations and standards in southern Africa (Phase I)*, 2014, pp. 17-76.

<sup>547</sup> Ministry of Tourism, <<http://www.tourism.gov.in>>, 2019, access: August 2019.

The first formal recognition of the tourist guiding profession in India came shortly after the Ministry of Transport established its own “Department of Tourism” in 1949.<sup>548</sup> Within its yearly report (1956 – 1957) the specific Ministry’s Estimates Committee identified that for tourism to reach its intended heights in India, there needed to be an active promotion of a number of “non-homogenous” factors throughout the nation.<sup>549</sup> These factors included the active formulation and implementation, as well as the subsequent regulation of travel agents, “shikar agents”, as well as tourist guides.<sup>550</sup> “Shikar agents” in this specific context referred to “local guides”, usually skilled in areas such as hunting and tracking.<sup>551</sup>

According to B.G. Mehta, chairman of the Committee, these three noted components were endorsed for national implementation by the then “Department of Tourism” across India. They were identified as an active way of deterring a systematic increase observed in unauthorised persons offering themselves as “agents” and “guides” to visiting international and domestic tourists.<sup>552</sup> In an attempt to take action on the severity of the problem at hand, this specific Estimates Committee also set forth in its strategic objectives a plan to start regulating this “tourist guiding environment” across India. This was to ensure that unqualified individuals that fail to deliver a “satisfactory experience”, that may result in the “exploitation [of] the ignorance” of tourists for their “personal benefit”, become disinterested in the domain, once they find that they “can’t compete” with educated and trained tourist guides.<sup>553</sup> The Committee stated in their overview that they hoped these “unauthorised” individuals either become involved with proposed training programmes in the long-term or “disappear” altogether.<sup>554</sup>

This Commission highlights the Government’s determination, at the time still under Nehru, that there should be an active pursuit to ensure that visitors would want to

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<sup>548</sup> A. Gadad, “Potentiality of tourism industry in Karnataka: A case of Uttara Kannada District”, Doctoral thesis, Karnataka State Women’s University, Bijapur, India, 2015, pp. 115-154.

<sup>549</sup> Ministry of Road Transport & Highways, <<http://www.morth.nic.in>>, n.d., access: June 2019; *Thirty-fourth report (1956 – 1957)*.

<sup>550</sup> *Thirty-fourth report (1956 – 1957)*

<sup>551</sup> Ministry of Road Transport & Highways, n.d., <<http://www.morth.nic.in>>, access: June 2019.

<sup>552</sup> *Thirty-fourth report (1956 – 1957)*

<sup>553</sup> *Thirty-fourth report (1956 – 1957)*; Press Information Bureau, <<http://www.pib.gov.in>>, 2017, access: August 2019.

<sup>554</sup> *Thirty-fourth report (1956 – 1957)*

return to India for future travel excursions as outlined in Chapter 4.<sup>555</sup> The Committee also argued that if any touristic component is found to not be satisfactorily compliant with set standards for performance and service delivery, it either be “adapted, corrected or removed” so as to not affect the importance and sacredness of the overall “Indian tourism experience” being created.<sup>556</sup> This included the tourist guiding component. Moreover, the Mehta Committee (as it later became known) also outlined a two-fold strategy of how to practically enhance the tourist guiding trade across India by the late 1950s. Firstly to proclaim the importance of the profession to both the public and private sectors, and naturally to everyday Indians in an attempt to lure them to become part of the profession at large at this early stage; and secondly to recommend practical steps to ensure that the tourist guide becomes an industry-wide agent for positive change in quick-time throughout the country.<sup>557</sup>

The Indian tourist guide’s inherent importance was also cited in the following instances in the abovementioned Estimates report. This included for all tourism role players: to identify and actualise the meaning of having an “authorised”, “recognised”, “qualified” and “well-equipped” guiding professional on the ground to assist tourists directly with their “disposable time in India”; to realise the inherent need for tourist guides to become active stakeholders within the broader domain over time; to enhance the synergy sought after between public (be it on a central, state or local governmental level) and private sector partnerships, particularly with the “Department of Archaeology” (today the Archaeological Survey of India (ASI)).<sup>558</sup> The latter was critical to the tourist guide’s acceptance, feasibility and viability in the national tourism domain, seeing that this agency, in particular, held jurisdiction over all cultural and heritage attractions and/or sites across the country.<sup>559</sup>

The report also takes into account that there exists a need for the “correct interpretation” of Indian history, culture, social customs, art and architecture to be presented to a broader audience, and a regulated guiding profession was believed to

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<sup>555</sup> N. Chowdhary & M. Prakash, ‘Tour guide training in India: A comparison of approach and content with other programs’, *Journal of Teaching in Travel and Tourism* 8 (2), 2009, pp. 161-191

<sup>556</sup> N. Chowdhary, *Handbook for tour guides*, 2013, pp. 1-10.

<sup>557</sup> *Thirty-fourth report (1956 – 1957)*

<sup>558</sup> *Thirty-fourth report (1956 – 1957)*

<sup>559</sup> Archaeological Survey of India, <<http://www.asi.gov.in>>, n.d., access: June 2019.

be the only way to convey and interpret this intended message.<sup>560</sup> Additionally, the Estimates Committee's findings likewise pointed out that for the novelty idea of tourist guiding to be successful in the long-term across the country, the tourist guide and its various integral components, would need to be added to one of the upcoming Five Year Development Plans.<sup>561</sup> This would be for the purposes of positioning the sub-domain as a priority component for further future tourism development and promotion.<sup>562</sup>

However, more importantly for the purpose of this dissertation, the Mehta Committee also compiled a list of various practical suggestions in an attempt to mobilise tourist guiding across the service-industry of India in a short timeframe. These recommendations at the time included: to actualise the need to formalise and promulgate "guiding legislation" throughout India, by using the best practice examples for guiding from Germany, Ireland, France, Austria, Italy and Japan (global North), as well as Turkey and Egypt (global South) as benchmarks; to create more literature on the vocation so as to have a theoretical base to develop the profession from for future discourse - this step was to include developing handbooks and training manuals on the theme of tourist guiding; to create a system to recruit and train individuals of "high calibre" to become part of the tourist guiding sub-sector, with these recruits preferably coming from "good families"; to formulate and standardise additional educational and training courses for interested individuals, designed around the "art" of guiding (cited as "Guide Training Course syllabi"); as well as to consider the notion to further develop "refresher courses" should the noted "pilot project(s)" be successful and "fruitful" from the public sector's point of view across various regional tourism spaces.<sup>563</sup>

Additional practical suggestions also included: to consider, what type of "certification" or "licensing" will be awarded to the individual candidate (guiding licenses) once suitable tourist guide training has been completed; to outline how long this certification will be valid for, before re-application will have to be done (agreement on

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<sup>560</sup> *Thirty-fourth report (1956 – 1957)*; Ministry of Culture, <<http://www.indiaculture.nic.in>>, 2019, access: June 2019; Archaeological Survey of India, <<http://www.asi.gov.in>>, n.d., access: June 2019.

<sup>561</sup> *Thirty-fourth report (1956 – 1957)*

<sup>562</sup> N. Chowdhary, *Handbook for tour guides*, 2013, pp. 1-10; *Thirty-fourth report (1956 – 1957)*; Press Information Bureau, <<http://www.pib.gov.in>>, 2017, access: August 2019.

<sup>563</sup> *Thirty-fourth report (1956 – 1957)*

two years reached); to start thinking about what minimum qualifications could be prescribed to gain admission to become a tourist guide in the nearby future (college or university bachelor degrees suggested); as well as to establish what personal information and educational prerequisites would be expected of individuals for admission to training courses in the future, seeing as no formal qualifications existed.<sup>564</sup>

In this specific context the report only stated that written applications needed to specify the potential candidate's: name; surname; physical address; telephone number (if any); date of birth; academic attainment to date (subjects studied in college listed); experience with travelling (if any); special interests (if any); knowledge of languages; as well as present occupation. The Estimates Committee also indicated that if a candidate was fluent in a foreign language, apart from English, preference would be given to their tourist guide application. From this the Committee also emphasised the broader tourism domain to actively start attracting candidates who wanted to be tourist guides, to acquire and become proficient in foreign language(s), such as French, Spanish, Arabic and Mandarin.<sup>565</sup> This was largely in an attempt to meet the rising demand for specialised tourist guides as India's collective tourism sector continued to grow rapidly, particularly among global North travellers.

Moreover, the Committee's findings also suggested that they should: outline where trained tourist guides will find employment, particularly citing job opportunities in Regional Tourism Offices; consider an institutionally "prescribed guiding fee", that guides would be able to expect from tourists once they had completed a guided tour, which was to be determined on an "in, around and outside headquarters" scale (see Table 8 below); identify suitable candidates to sit on a national oversight panel to oversee all components of the profession and its subsequent training to follow (preferably trained tourism officials); decide in what major cities/region's throughout the country this "guiding programme" can, and will, be launched in. The Committee

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<sup>564</sup> *Thirty-fourth report (1956 – 1957)*

<sup>565</sup> *Thirty-fourth report (1956 – 1957)*

decided on Agra, Banaras (today Varanasi), Bombay (today Mumbai), Calcutta (today Kolkata), Madras (today Chennai) and New Delhi.<sup>566</sup>

**Table 8: Initial prescribed tourist guiding fees**<sup>567</sup>

PARTICULARS	FIXED FEE (INR) <sup>568</sup>
<b>1. IN AND AROUND HEADQUARTERS</b>	
a) Full day	<b>12 INR (R2.79)</b>
b) Half day	<b>8 INR (R1.86)</b>
<b>2. OUTSIDE HEADQUARTERS</b>	
<i>(Irrespective of the time spent on guide duty each day)</i>	<b>15 INR (R3.49)</b>

These suggestions also allowed for trained guides, once employed, to become part of the All India Travel Agents Association (AITTA).<sup>569</sup> This institutional body serves as an “union” for the collective tourism industry of India at the time, and has since then become known as the TAAI.<sup>570</sup> Furthermore it is important to take into account that the Mehta report also made key recommendations with regards to key areas of the Indian tourism industry going forward. These included: the organisation and functions of its Tourism Division within the Ministry of Transport; tourist publicity; “hoteliering”; as well as the overall “promotion of tourism in India”.<sup>571</sup>

However, despite its initial acclaim in terms of formulating and regulating the tourist guiding vocation, the Mehta Committee’s findings failed to garner “legal sanction” from the Central Government of India.<sup>572</sup> This meant that the profession and its associated educational and training components were largely confined to only being implemented within State and Local Governments at the time.<sup>573</sup> Thus, the tourist guide was not acknowledged nor recognised at a national level. Additionally, this

<sup>566</sup> *Thirty-fourth report (1956 – 1957)*; Incredible India, <<http://www.incredibleindia.org>>, n.d., access: July 2019.

<sup>567</sup> *Thirty-fourth report (1956 – 1957)*

<sup>568</sup> INR – “Indian rupee” (currency) (*Rand value calculated on an exchange rate of 1 INR for 0.23 ZAR*)

<sup>569</sup> *Thirty-fourth report (1956 – 1957)*

<sup>570</sup> Travel Agents Association of India, <<http://www.travelagentsofindia.com>>, 2019, access: October 2019.

<sup>571</sup> *Thirty-fourth report (1956 – 1957)*

<sup>572</sup> R.R. Chavan & S.S. Bhola, ‘Indian tourism market: An overview of emerging trends and development’, *Global Journal of Commerce & Management Perspective* 3 (4), 2014, pp. 113-122.

<sup>573</sup> *Thirty-fourth report (1956 – 1957)*.

ruling subsequently also denied the profession its sought after recognition on an upcoming Five Year Development Plan. This can more than likely be attributed to tourism's recognition as a "low priority sector" in the First and Second Five Year Plans that arguably also led to guiding being downgraded to a low priority sub-sector within the vaguely defined tourism market of the time.<sup>574</sup>

Nevertheless, despite not getting industry-wide recognition at the time, records do, however, indicate that the suggested tourist guide "programme" or "training course", was implemented in the late 1950s, even if only at a regional or lower level.<sup>575</sup> Therefore the initiative did reach some commendable early successes in creating these sought after and well-rounded Indian tourist guides on behalf of the government and its associated tourism role players of the day. According to statistics released by the then newly formed "Directorate of Tourism", a total number of 126 individuals were successfully trained as tourist guides in the aforementioned six cities by late 1958.<sup>576</sup> This initial figure of trained tourist guides can be categorised by city as illustrated in Figure 6.

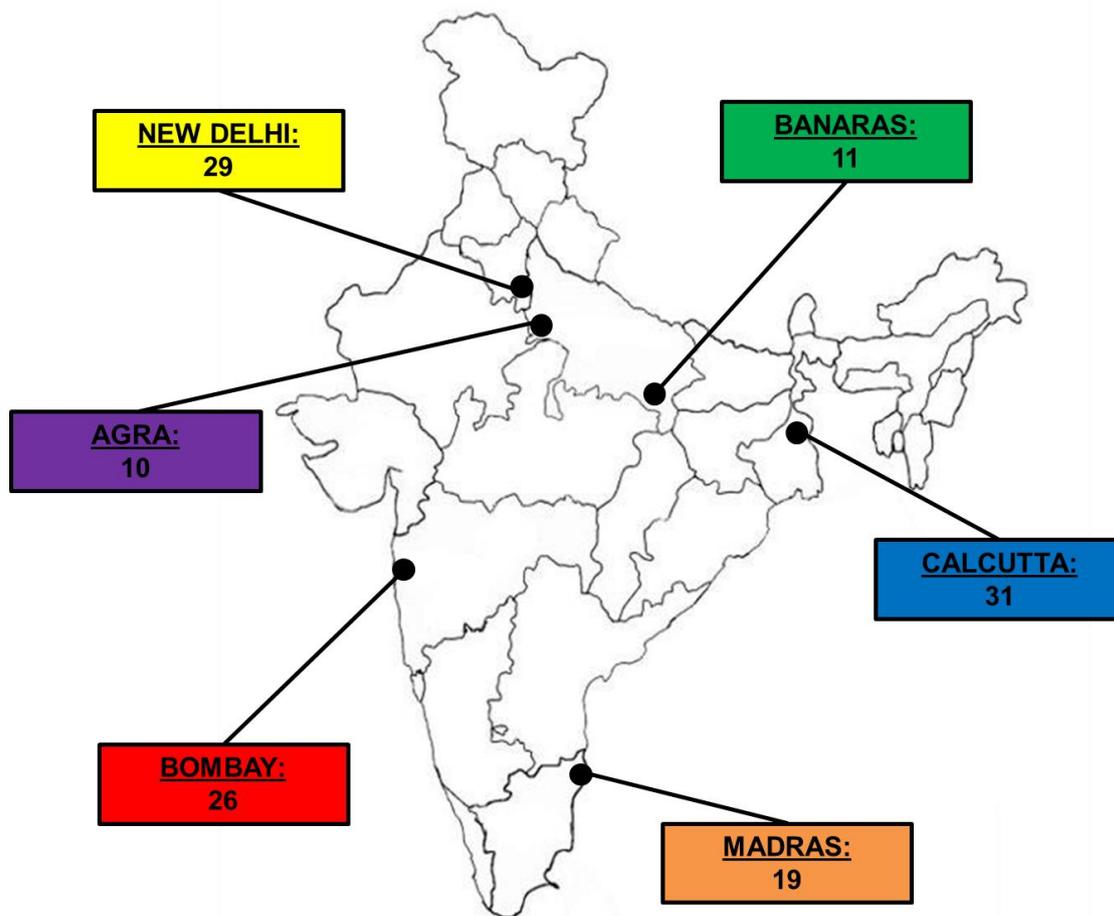
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<sup>574</sup> N. Chowdhary, *Handbook for tour guides*, 2013, pp. 1-10.

<sup>575</sup> Ministry of Road Transport & Highways, <<http://www.morth.nic.in>>, n.d., access: June 2019; S.P. Bansal, P.K. Gautam, S. Kulshreestha & S. Dixit, *Tourist guiding essentials*, 2019, pp. 1-13.

<sup>576</sup> A. Gadad, "Potentiality of tourism industry in Karnataka: A case of Uttara Kannada District", Doctoral thesis, Karnataka State Women's University, Bijapur, India, 2015, pp. 115-154.

Figure 6: Initial number of trained Indian tourist guides<sup>577</sup>



This gradual growth of training course admissions and guiding graduates continued throughout the 1960s in various State and Local Governments, and showed a willingness on the part of the general Indian public to become actively involved in the guiding vocation even at this early stage.<sup>578</sup> By the end of the decade notable strides were also made in relation to rolling out the training for the profession in additional Indian cities, such as Jaipur and Guwahati, as well as within regional tourism spaces such as Aurangabad, Delhi, Madhya Pradesh, Uttar Pradesh and Rajasthan.<sup>579</sup> However, this systematic evolution and promotion of the vocation at secondary governmental levels would appear to have been short-lived. No evident discourse

<sup>577</sup> Adapted from Thirty-fourth report (1957)

<sup>578</sup> R.R. Chavan & S.S. Bhola, 'Indian tourism market: An overview of emerging trends and development', *Global Journal of Commerce & Management Perspective* 3 (4), 2014, pp. 113-122.

<sup>579</sup> N. Chowdhary, *Handbook for tour guides*, 2013, pp. 1-10.

nor strides in relation to the profession and its associated functional components were made from the early 1970s onwards.<sup>580</sup>

It appears that attention to the tourist guiding vocation only became relevant again in tourism literature in 2002, when the Central Government promulgated its second National Tourism Policy.<sup>581</sup> However, for the purpose of this dissertation it is important to emphasise that this formal policy gave no real consideration to how the trade would develop at a regional level since the 1980s and 1990s. Nor did it give acknowledgement to the multi-variate roles and responsibilities guides had to perform in an attempt to create “superior experiences” for tourists to and within the country during this transitional-phase.<sup>582</sup> However, this lack of recognition with regards to the tourist guide within the Indian travel market would drastically change in 2005 when, as indicated above, the Ministry of Tourism again became a stand-alone entity within the Government of India.<sup>583</sup> In the Ministry of Tourism’s new found ministerial independence the Indian tourism landscape changed significantly and rapidly.

Since its inception, this new institutional body fundamentally aimed to homogenise various role players within the tourism industry across all levels of government throughout India.<sup>584</sup> Attempting to do this by reconfiguring three critical role players in an effort to not only enhance the overall Indian tourism experience, but to simultaneously combat persistent fragmentation, exclusion and staggered development that had occurred in years gone by and that had plagued the domain.<sup>585</sup> The three critical stakeholders to unlock India’s touristic potential that were in need of further standardisation and industry promotion were initially identified

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<sup>580</sup> M. Prakash & N. Chowdhary, ‘Tour guides: Roles, challenges and desired competences – A review of literature’, *International Journal of Hospitality and Tourism Systems* 3 (1), 2010, pp. 1-12.

<sup>581</sup> *National Tourism Policy (2002)*

<sup>582</sup> *National Tourism Policy (2002)*; N. Chowdhary & M. Prakash, ‘Challenges of tourist guiding – An assessment of situation in India’, *Conference Paper – Conference on Tourism in India – Challenges ahead*, 15 – 17 May 2008, Gwalior, India, p. 1-10.

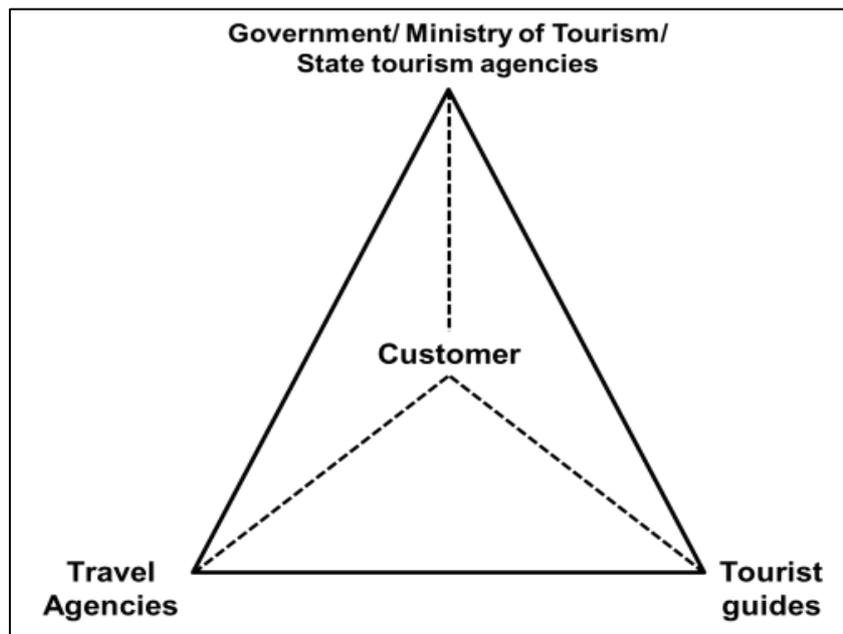
<sup>583</sup> Ministry of Tourism, <<http://www.tourism.gov.in>>, 2019, access: August 2019.

<sup>584</sup> M. Prakash & N. Chowdhary, ‘Tour guides: Roles, challenges and desired competences – A review of literature’, *International Journal of Hospitality and Tourism Systems* 3 (1), 2010, pp. 1-12.

<sup>585</sup> S.P. Bansal, P.K. Gautam, S. Kulshreestha & S. Dixit, *Tourist guiding essentials*, 2019, pp. 1-13.

as: governmental tourism bodies, travel agencies as well as tourist guides.<sup>586</sup> Thus theoretically the newly formulated Ministry of Tourism attempted to amend its standing tourism supply chain, wherein utilising the tourist guiding profession as an agent for national change. (See Figure 7)

**Figure 7: Diagrammatic portrayal of India's adapted tourism supply chain**<sup>587</sup>



As illustrated in Figure 7, it is firstly important to point out that the tourist forms the focal point and the “raison de-entre” of the holistic Indian tourism industry and overall touristic experience. They are indeed the “customer” to the service-based tourism domain, and are naturally situated at the core of all interrelationships, cooperation’s and synergies that need to take place for the industry to meet its growing domestic and international traveller demands, as well as projected revenues. In this scenario, the governmental body (usually the Ministry of Tourism) essentially proposes to “make the promise” of the Indian tourism experience to potential tourists.<sup>588</sup> Thereafter the travel agency, usually located in the private sector, “assumes the responsibility” to deliver on these stated “experiences” by creating applicable tour

<sup>586</sup> N. Chowdhary & M. Prakash, ‘Challenges of tourist guiding – An assessment of situation in India’, *Conference Paper – Conference on Tourism in India – Challenges ahead*, 15 – 17 May 2008, Gwalior, India, pp. 1-10.

<sup>587</sup> Adapted from Chowdhary & Prakash (2008).

<sup>588</sup> N. Chowdhary & M. Prakash, ‘Challenges of tourist guiding – An assessment of situation in India’, *Conference Paper – Conference on Tourism in India – Challenges ahead*, 15 – 17 May 2008, Gwalior, India, pp. 1-10.

products and services to offer to potential tourists to India.<sup>589</sup> This is followed by a focus on the tourist guide, usually seen as the independent “first contact” between industry and the tourist. Within this context the guide will be expected to “facilitate” the entire touristic experience and approved itinerary on behalf of all involved agencies for visiting tourists throughout the country, at the chosen tourist attractions, destinations and/or sites.<sup>590</sup> Thus in practice, all three must work in tandem to create a “unique experience” for visitors to the Indian sub-continent.

Although this proposed streamlining might appear to be oversimplifying the notion of “tourism supply chains”, known for their complex and complicated nature, it nevertheless identifies and positions the tourist guiding persona as an intricate component in creating the overall Indian tourism experience going forward. It is also important to note that by repositioning the profession within this experience-based economy it also subsequently allows for the guide’s roles and responsibilities to become more distinct and acute, with expectations now arising from their position as well as their effectiveness to create the sought after Indian destination image. Thus by allowing the tourist guide’s critical position to become more actualised in practice, it would naturally result in a direct increase in public and private sector investments and incentives to continue with the training, certification and licensing of the Indian tourist guide over time.

However, now more so than ever at a national level under the jurisdiction of the stand-alone Ministry of Tourism the tourist guide was featured and fore fronted.<sup>591</sup> Moreover, by adding this mentioned continuity and sustainability to the Indian tourist guide’s working conditions, this adjustment now also awarded the trade newfound “bargaining powers” within the collective domain.<sup>592</sup> As tourist guides were often found to remain in a “vulnerable position” in the overall Indian tourism value chain when having to compete with hoteliers, “merchandiser cartels”, as well as other

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<sup>589</sup> S. Sharma & N. Chowdhary, ‘Tour guide training in India: A critique’, *South Asian Journal of Tourism and Heritage* 6 (2), 2013, pp. 108-116.

<sup>590</sup> Ministry of Tourism, <<http://www.tourism.gov.in>>, 2019, access: August 2019; N. Chowdhary & M. Prakash, ‘Challenges of tourist guiding – An assessment of situation in India’, *Conference Paper – Conference on Tourism in India – Challenges ahead*, 15 – 17 May 2008, Gwalior, India, pp. 1-10.

<sup>591</sup> Ministry of Tourism, <<http://www.tourism.gov.in>>, 2019, access: August 2019.

<sup>592</sup> S. Sharma & N. Chowdhary, ‘Tour guide training in India: A critique’, *South Asian Journal of Tourism and Heritage* 6 (2), 2013, pp. 108-116.

business establishments this 2005 development can be seen as a landmark restructuring.<sup>593</sup>

This action plan to homogenise the tourist guiding sub-sector was quickly followed through in practice in late 2005 when the Central Government, the Ministry of Tourism and the IITTM formulated and implemented the Regional Level Guide Training Programme (RLGTP) throughout the country.<sup>594</sup> This proposed mechanism, designed according to international guiding best practice examples at the time, as set out by the WFTGA, allowed for various tourist guiding components to become standardised on the Indian sub-continent.<sup>595</sup> These streamlined components included all the legislative and regulatory frameworks, educational and training components and quality assurance mechanisms that pertained to the tourist guide and what the vocation needed to adhere to in years to come.

This “formulation” of the contemporary Indian tourist guide within the Indian tourism domain was soon promulgated in the “Guidelines for the selection and grant of guide licenses to Regional Level tourist guides” in 2007. For the purpose of this investigation it is also important to highlight that this regulatory framework was amended in 2011 and to date this second amendment remains the most commonly used policy to regulate the wider tourist guiding environment throughout India.<sup>596</sup> These guidelines with regards to the Indian tourist guide were also later followed on by the enactment of the “Guidelines for the training of heritage tour[ist] guides in India”, in late 2017, after the National Tourism Policy of 2015 failed to garner legal sanction within the quasi-federal government of India.<sup>597</sup> Thus the Indian tourist guiding sector is very much a regulated environment.

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<sup>593</sup> N. Chowdhary & M. Prakash, ‘Challenges of tourist guiding – An assessment of situation in India’, *Conference Paper – Conference on Tourism in India – Challenges ahead*, 15 – 17 May 2008, Gwalior, India, pp. 1-10.

<sup>594</sup> M. Prakash & N. Chowdhary, ‘Tour guides: Roles, challenges and desired competences – A review of literature’, *International Journal of Hospitality and Tourism Systems* 3 (1), 2010, pp. 1-12.

<sup>595</sup> World Federation of Tourist Guide Associations, <<http://www.wftga.org>>, 2011, access: April 2019; University of Pretoria – Department of Historical and Heritage Studies, *A policy review of the tourist guiding sector in South Africa*, 2018, pp. 192-202.

<sup>596</sup> *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2007)*; *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011)*

<sup>597</sup> *Guidelines for the training of heritage tour guides in India (2017)*

### 5.3) Legislative and regulatory frameworks

In India tourism legislative and regulatory frameworks are considered as an instrument for protectionism on behalf of the Central Government.<sup>598</sup> As highlighted above, despite the tourist guiding vocation having a long lineage of development and promotion in the broader Indian tourism sector, to date only two regulatory frameworks exist to regulate the profession throughout the country. (See Table 9)

**Table 9: Tourist guiding policy development in India**

Year	Legislation, policies and regulations
2007	Guidelines for the selection, training and licensing of tourist guides (Issue I)
2011	Guidelines for the selection, training and licensing of tourist guides (Issue II)

As outlined in Table 9, the regulations pertaining to the selection, granting and administering of Regional Level tourist guide licenses was first formulated in early 2007, and then subsequently promulgated and enacted later in the same year by the newly designated stand-alone Ministry of Tourism, on behalf of the Government of India.<sup>599</sup> These guidelines, however, were soon repealed, amended and then reinstated in 2011, largely due to the rise in international tourist arrivals to the country at the start of the new decade (2010s) that naturally resulted in an increase in the demand for properly trained and registered Indian tourist guides across the nation.<sup>600</sup>

Moreover, these stated guidelines also provided details of the accreditation, minimum requirements, registration procedures, punitive provisions, prescribed guiding fees, as well as stakeholder involvements, expectations and challenges associated with becoming an active member of the tourist guiding profession in India. They also outlined various training, educational and quality assurance components Indian tourist guides would need to take into account before entering the trade – as well as complying with – once formally recognised as being part of the trade.<sup>601</sup>

<sup>598</sup> Annual Report (2017 – 2018); Annual Report (2018 – 2019).

<sup>599</sup> Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2007).

<sup>600</sup> Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011).

<sup>601</sup> Annual Report (2017 – 2018); Annual Report (2018 – 2019).

In further analysing these policies it is firstly important to point out that both preambles once again underscore the significance and importance of the tourist guiding profession within the broader Indian travel market. Both preambles state that:

[tourist] guides play a vital role in bringing satisfaction to tourists visiting a country, region or state [and] the opportunity of direct interaction with tourists makes [Indian tourist guides] all the more responsible for protecting the correct [destination] image of the country; giving factually correct information about [tourist] attractions, destinations and sites; ensuring the safety and well-being of tourists while partaking in a [guided] tour; as well as ensuring a pleasant stay and satisfying experience for [tourists] during their visit to India.<sup>602</sup>

Secondly, apart from again making it clear that the Indian tourist guide should be considered as one of the crucial components for the continued development and promotion of the Indian tourism domain and its intended future travel exploits, both charters also provide further insight into various other integral components of the profession.<sup>603</sup> These include: expected strategic objectives; scopes; eligibility; process of selection; guide training; refresher courses; frequency of refresher courses; as well as the “counselling”, document verification and allotment of training seats (openings) within the noted RLGTP.<sup>604</sup>

Both regulatory frameworks also make legal clarifications with regards to: compulsory fieldwork; procedures for the induction of tourist guides to the industry; the issuance of guide licenses; the prescribed course fees; the signing of the “regulatory terms and conditions”; the stipulated “code of ethics for tourist guides”; the transfer of a guide between cities, states and/or regions; as well as the retirement of a tourist guide at the minimum age of 65.<sup>605</sup> All the aforementioned components require further examination in an attempt to appraise India as an international tourist guiding best practice example in the global South.

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<sup>602</sup> *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2007); Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011).*

<sup>603</sup> University of Pretoria – Department of Historical and Heritage Studies, *Harmonisation of tourist guide training regulations and standards in southern Africa (Phase I)*, 2014, pp. 18-64.

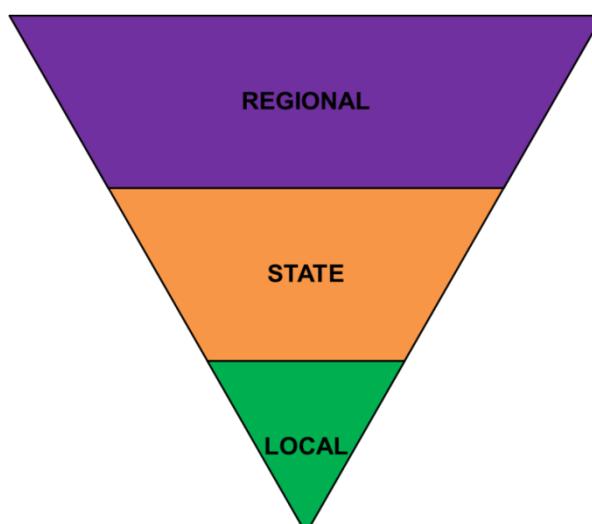
<sup>604</sup> University of Pretoria – Department of Historical and Heritage Studies, *A policy review of the tourist guiding sector in South Africa*, 2018, pp. 192-206.

<sup>605</sup> *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2007); Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011).*

### 5.3.1) Accreditation

In India, tourist guides are seen as a basic component and infrastructural requirement for domestic and international tourism to take place.<sup>606</sup> Therefore, a clearly delineated accreditation system is required to regulate this given prominence set in motion by the implementation of the RLGTP across India. In this training programme Regional Level tourist guide accreditation takes place in a “three-tiered system” across the country – be it at a local, state and regional level.<sup>607</sup> (See Figure 8) It is also important to note that within this context Indian tourist guides have the option to work full-time within the profession or only on a part-time basis as “field specialists”.<sup>608</sup>

**Figure 8: Levels of tourist guiding in India**



Firstly, at a local level, municipal bodies may accredit tourist guides for a particular city and/or tourist attraction located within the applicable city of choice.<sup>609</sup> For example, the local tourism authorities in Mumbai (in the state of Maharashtra) may accredit a tourist guide to conduct guided tours only in the city of Mumbai and/or at the “Gateway to India” tourist site – a prominent tourist attraction located within the

<sup>606</sup> University of Pretoria – Department of Historical and Heritage Studies, *Harmonisation of tourist guide training regulations and standards in southern Africa (Phase I)*, 2014, pp. 18-64.

<sup>607</sup> *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2007); Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011)*.

<sup>608</sup> M. Prakash & N. Chowdhary, ‘Tour guides: Roles, challenges and desired competences – A review of literature’, *International Journal of Hospitality and Tourism Systems* 3 (1), 2010, pp. 1-12.

<sup>609</sup> University of Pretoria – Department of Historical and Heritage Studies, *A policy review of the tourist guiding sector in South Africa*, 2018, pp. 192-206.

city itself.<sup>610</sup> Secondly, state tourism departments or their associated tourism development boards or corporations, may in turn accredit state-level tourist guides. These tourist guides are only authorised and accredited to operate within the jurisdiction of that given Indian state or Union territory.<sup>611</sup> In this instance the Orissa Tourism Development Corporation may accredit a tourist guide to facilitate touristic experiences on behalf of the Central Government and private travel agencies, only within the provincial borders of the state of Orissa.<sup>612</sup>

Lastly, the third and top level of this accreditation system is the Regional Level tourist guide who is directly licensed through the Ministry of Tourism. However, in an attempt to streamline the process, this form of accreditation's registration, certification and licensing is administered through Regional Tourism Offices on behalf of the Central Government across the country.<sup>613</sup> This category of tourist guides in turn may operate on "interstate circuits", but are restricted to a specific region for which they have qualified.<sup>614</sup> At this level, the entire country is divided into five regions: north, north-east, east, south, as well as west and central regions.<sup>615</sup> (See Figure 9 and Table 10) In this scenario if a tourist guide is accredited as a Regional Level tourist guide in the north-eastern region of India, this specific guide will only be able to conduct guided tours throughout the states of Arunachal Pradesh; Assam; Meghalaya; Manipur; Mizoram; Nagaland; Sikkim; as well as Tripura.<sup>616</sup>

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<sup>610</sup> M. Prakash & N. Chowdhary, 'What are we training tour guides for? (India)', *Turizam* 14 (2), 2010, pp. 53-65; Maharashtra Tourism Development Corporation, <<http://www.maharashtratourism.gov.in>>, 2015, access: June 2019.

<sup>611</sup> University of Pretoria – Department of Historical and Heritage Studies, *A policy review of the tourist guiding sector in South Africa*, 2018, pp. 192-206.

<sup>612</sup> University of Pretoria – Department of Historical and Heritage Studies, *Harmonisation of tourist guide training regulations and standards in southern Africa (Phase I)*, 2014, pp. 18-64; Orissa Tourism Development Corporation, <<http://www.panthanivas.com>>, 2017, access: June 2019.

<sup>613</sup> M. Prakash & N. Chowdhary, 'What are we training tour guides for? (India)', *Turizam* 14 (2), 2010, pp. 53-65; S. Sharma & N. Chowdhary, 'Tour guide training in India: A critique', *South Asian Journal of Tourism and Heritage* 6 (2), 2013, pp. 108-116.

<sup>614</sup> University of Pretoria – Department of Historical and Heritage Studies, *Harmonisation of tourist guide training regulations and standards in southern Africa (Phase I)*, 2014, pp. 18-64.

<sup>615</sup> M. Prakash & N. Chowdhary, 'What are we training tour guides for? (India)', *Turizam* 14 (2), 2010, pp. 53-65; *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011)*.

<sup>616</sup> Ministry of Tourism, <<http://www.tourism.gov.in>>, 2019, access: January 2019.

Figure 9: Tourist guiding regions in India <sup>617</sup>

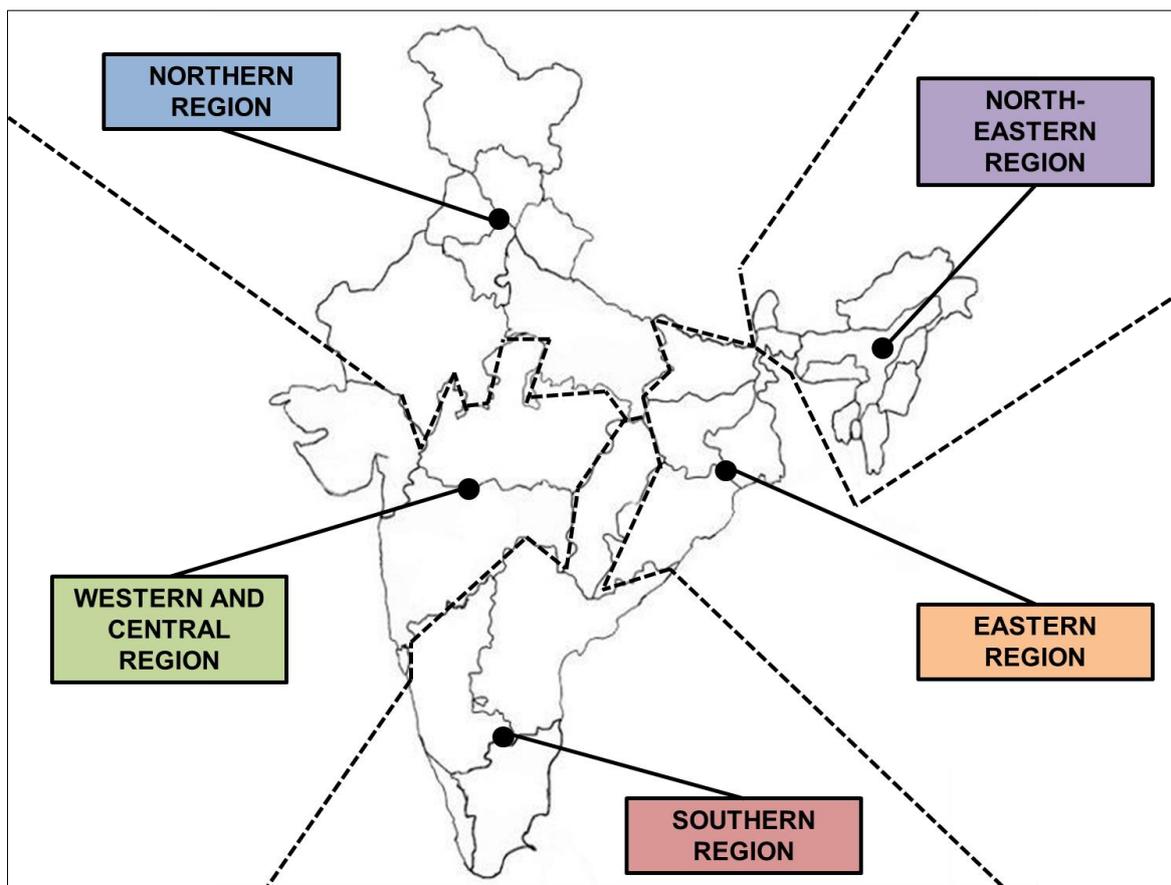


Table 10: Tourist guiding regions and associated states – India <sup>618</sup>

REGION	STATES
<b>Northern region</b>	Delhi; Haryana; Himachal Pradesh; Jammu and Kashmir; Punjab; Rajasthan; Uttarakhand; Uttar Pradesh; and the Union territory of Chandigarh.
<b>North-eastern region</b>	Arunachal Pradesh; Assam; Meghalaya; Manipur; Mizoram; Nagaland; Sikkim; and Tripura.
<b>Eastern region</b>	West Bengal; Bihar; Jharkhand; Orissa; and the Union territories of Andaman and the Nicobar Islands.
<b>Southern region</b>	Tamil Nadu; Andhra Pradesh; Karnataka; Kerala; Telangana; and the Union territories of Pondicherry and Lakshadweep.
<b>Western and central region</b>	Maharashtra; Madhya Pradesh; Chhattisgarh; Gujarat; Goa; and the Union territories of Dadra and Nagar Haveli, as well as Daman and Diu.

<sup>617</sup> Adapted from Incredible India (n.d.)

<sup>618</sup> Adapted from Indian Institute of Tourism and Travel Management (2019) and Ministry of Tourism (2019)

It is also important to highlight that the Regional Level tourist guide accreditation can even further be categorised into four additional specialisation categories. These include:

- i. **General** – this would be Regional Level tourist guides who would be authorised to work in their respective regions on a full-time basis (as discussed above).
- ii. **General-Linguistic** – linguists with fluency in foreign language(s) (apart from English) such as Chinese, Hebrew, Polish, Hungarian, Arabic, Thai, Japanese, Russian, Korean, Spanish, German or French, or as identified by the Ministry itself; may from “time-to-time” be approved as specialist tourist guides under this category. (Part-time tourist guide and holds regular employment elsewhere in the tourism or hospitality industries)
- iii. **Expert-Guides** – to encourage scholars and practitioners in the fields of Indian tourism, history, heritage, culture, architecture, wildlife and/or other related fields of travel to become active tourist guides under this category. (Part-time tourist guide and holds regular employment elsewhere in the higher education, tourism or hospitality industries)
- iv. **Expert-Linguistic** – this category of Regional Level tourist guides would be industry recognised specialists in their respective fields, as indicated in (iii); and should be fluent in various foreign languages as indicated in (ii). To become accredited within this specialisation the tourist guide will also need to show a proficiency in a recognised indigenous dialect. (Part-time tourist guide and holds regular employment elsewhere in the higher education, tourism or hospitality industries)<sup>619</sup>

It is also important to state that to date no provisions have been made within the noted accreditation system for a “national level” tourist guide nor for any classification below a “local level” tourist guide.<sup>620</sup> Additionally it is also imperative to emphasise that although guides can be accredited on different levels and across an array of cities, states and regions, all candidates wanting to become tourist guides in India must still undertake the same standardised and streamlined training course offered by the IITTM, on one of its various campuses. Even if the tourist guide in

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<sup>619</sup> *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2007)*; M. Prakash & N. Chowdhary, ‘What are we training our guides for? (India)’, *Turizam* 14 (2), 2010, pp. 53-65.

<sup>620</sup> N. Chowdhary & M. Prakash, ‘Challenges of tourist guiding – An assessment of situation in India’, *Conference Paper* – Conference on Tourism in India – Challenges ahead, 15 – 17 May 2008, Gwalior, India, pp. 1-10.

question chooses to only operate at a state or local level within an applicable region.<sup>621</sup> Thus all candidates must first apply to become a Regional Level tourist guide to enter the profession in India, and after successfully completing the RLGTP, only then can the tourist guide be authorised by the applicable tourism authorities to start conducting guided tours in a particular city or state of his/her choice.<sup>622</sup>

In the most recent Guidelines (2011) it is also worth pointing out that a change from one region to another “would not be considered as a matter of right”.<sup>623</sup> If a candidate wishes to become trained and ultimately certified and licensed in a different region for whatsoever reason, the Ministry of Tourism holds the sole jurisdiction to consider individual cases for transferring a Regional Level tourist guide to another region. This transfer, however, will only be permitted in the first ten years after completing the RLGTP, accompanied by the issuance of the relevant guide’s tourist guiding license. Thereafter the request to transfer between regions will only be considered, provided the candidate qualifies for the examination (theoretical and practical) of the chosen region. In a direct attempt to deter these occasional regional transfers from taking place the Ministry of Tourism has also limited these transferrals to one during the “entire [professional] life of a [tourist] guide”, in the amended regulations.<sup>624</sup>

In terms of accrediting the Indian tourist guide, it is also important to acknowledge that individuals have to physically apply to be trained in one of the aforementioned regions and specialisations via the IITTM. Applications to become part of the RLGTP only open twice every financial year in April and October.<sup>625</sup> Applications are invited through open public advertisements, notifications or “admission bulletins”, on various platforms, specifying the available training vacancies in each of the stated regions (See *Annexure 1*).<sup>626</sup> The assessment to establish how many tourist guides can be

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<sup>621</sup> University of Pretoria – Department of Historical and Heritage Studies, *Harmonisation of tourist guide training regulations and standards in southern Africa (Phase I)*, 2014, pp. 18-64.

<sup>622</sup> University of Pretoria – Department of Historical and Heritage Studies, *A policy review of the tourist guiding sector in South Africa*, 2018, pp. 192-206.

<sup>623</sup> *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011)*.

<sup>624</sup> *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011)*.

<sup>625</sup> *Annual Report (2017 – 2018); Annual Report (2018 – 2019)*.

<sup>626</sup> S.P. Bansal, P.K. Gautam, S. Kulshreetha & S. Dixit, *Tourist guiding essentials*, 2019, pp. 1-13; Indian Institute of Tourism and Travel Management, <<http://www.iittm.ac.in>>, 2019, access: January 2019; Indian Institute of Tourism and Travel Management, ‘Admission bulletin – General guides’, *Brochure – Regional Level Guide Training Programme 2015 – 2016*, Gwalior, India; Indian Institute of

accredited in a city, state or region is done by the IITTM that determines and evaluates the demand for tourist guides by looking at various variables. These include: how many inbound tourist arrivals the destination receives on an annual basis; the number of tourist attractions (be they of natural, cultural or historical nature) there are in the immediate vicinity; these identified tourist sites' carrying capacities; the touristic growth potential of a particular area; the number of licensed tourist guides already in the region in a particular timeframe; as well as the availability of "assignments" on the part of municipal bodies and travel agencies for trained and registered Indian tourist guides.<sup>627</sup>

However, considering the holistic analysis of the tourist guiding environment of India it is important to point out that the Ministry of Tourism launched the "Incredible India Tourist Facilitation Certification (IITFC)" programme in 2019.<sup>628</sup> This novel programme fundamentally aimed to enable the transformation of the Indian tourism sector by permitting "local citizens" without any specific skills, but who have the inherent ability and proficiency to speak an indigenous language(s), to become part of the collective tourism domain.<sup>629</sup> These facilitators by way of "online training" would then be accredited, under the stated programme, to assist tourists should they visit rural areas and/or indigenous communities in these "off-the-beaten-track" destinations.<sup>630</sup> Theoretically this "digital initiative" would serve as an accreditation level below that of "local level" tourist guide. However, to date no institutional links were made for this certification programme or training component to be included in the broader RLGTP or vice versa.<sup>631</sup> At this stage the tourist guide and the "indigenous tourist facilitator" remain independent entities from one another, despite working together within the Indian tourism domain and the collective travel experience.

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Tourism and Travel Management, 'Admission bulletin – Linguistic guides', *Brochure – Regional Level Guide Training Programme 2015 – 2016*, Gwalior, India.

<sup>627</sup> Indian Institute of Tourism and Travel Management, <<http://www.iittm.ac.in>>, 2019, access: January 2019; University of Pretoria – Department of Historical and Heritage Studies, *Harmonisation of tourist guide training regulations and standards in southern Africa (Phase I)*, 2014, pp. 18-64.

<sup>628</sup> India Filings, <<http://www.indiafilings.com>>, 2020, access: January 2020.

<sup>629</sup> V. Raja, 'Government launches certification course to train tourism facilitators', *Better India* (January 2020), pp. 1-4; India Filings, <<http://www.indiafilings.com>>, 2020, access: January 2020; Ministry of Tourism, <<http://www.tourism.gov.in>>, 2019, access: January 2020; Incredible India Tourist Facilitator, <<http://www.iitf.gov.in>>, 2019, access: January 2020.

<sup>630</sup> V. Raja, 'Government launches certification course to train tourism facilitators', *Better India* (January 2020), pp. 1-4.

<sup>631</sup> Incredible India Tourist Facilitator, <<http://www.iitf.gov.in>>, 2019, access: January 2020.

### 5.3.2) Minimum requirements

Tourist guides play a pivotal role in the tourists' service encounter in India, considering that tourist experiences in the country to a large extent are determined on whether the Indian tourism product and/or service will be purchased as well as repurchased at a later stage. A professional approach is, therefore, a must for superior performance within the tourist guiding vocation across the Indian sub-continent. Thus, a regulated tourist guiding environment with clearly delineated minimum requirements is promoted and enforced to avoid "non-serious", unauthorised and/or unqualified individuals joining the tourist guiding profession at large, in any capacity.<sup>632</sup>

In order to be eligible to participate in the aforementioned RLGTP, an aspiring candidate must first meet the various pre-requisites to become a "general tourist guide" on a full or part time basis.<sup>633</sup> These criteria include:

- valid Indian citizenship;
- be a "bonafide" resident of the region, state or city in which the candidate aims to conduct guided tours (domicile proof required);
- have graduated from a three year undergraduate degree in tourism or hospitality (or any other related field) at a recognised tertiary institution, or have a diploma in archaeology from the ASI;
- be at least 20 years of age (at time of registration);
- have excellent verbal and non-verbal competences in the English language ("candidate should have studied English as a subject at ten plus two levels");
- be fluent in one foreign language will be an added advantage (however, is not compulsory at this entry level);
- be of "sound nature and security" to complete a 26 week theoretical and practical training programme; as well as
- have comprehension and a drive to complete the noted RLGTP, relevant examinations as well as future refresher courses, on a regular basis.<sup>634</sup>

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<sup>632</sup> N. Chowdhary & M. Prakash, 'Tour guide training in India: A comparison of approach and content with other programs', *Journal of Teaching in Travel and Tourism* 8 (2), 2009, pp. 161-191.

<sup>633</sup> S.P. Bansal, P.K. Gautam, S. Kulshreestha & S. Dixit, *Tourist guiding essentials*, 2019, pp. 1-13.

<sup>634</sup> University of Pretoria – Department of Historical and Heritage Studies, *A policy review of the tourist guiding sector in South Africa*, 2018, pp. 192-202; S.P. Bansal, P.K. Gautam, S. Kulshreestha & S. Dixit, *Tourist guiding essentials*, 2019, pp. 1-13; M. Prakash & N. Chowdhary, 'What are we training tour guides for? (India)', *Turizam* 14 (2), 2010, pp. 53-65; *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2007)*; *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011)*.

Naturally this eligibility can even further be delineated if a candidate chooses to specialise in one (or more) of the other related Regional Level tourist guiding categories. These minimum requirements in turn can be demarcated as:

### **General-Linguistic**

- All the minimum requirements of a “general guide”.
- Be fluent in a foreign language, apart from English. (Fluency of the chosen language shall be tested through a written examination).

### **Expert-Guides**

- A doctorate in the field of Indian tourism, history, heritage, culture, architecture, archaeology, wildlife or any other related field to travel.
- Fluency in English is essential.

### **Expert-Linguistic**

- All the minimum requirements of an “expert guide”.
- Be fluent in a foreign language in terms of reading, writing and speaking, apart from English (fluency of the chosen language(s) shall be tested through a written examination).
- Fluency in one or more accepted regional indigenous dialects (such as Assamese; Bengali; Bodo; Dogri; Gujurati; Hindi; Kannada; Kashmiri; Konkani; Maithili; Malayalam; Manipuri; Marathi; Nepali; Odia; Punjabi; Sanskrit; Santali; Sindhi; Tamil; Telugu; and/or Urdu).<sup>635</sup>

It should also be pointed out that these eligibility criteria set forth in the Guidelines of 2007 and 2011, can collectively be clarified, modified and amended by the Ministry of Tourism from “time-to-time”, without the institutional body assigning any reason for additional allowances or waivers in this regard.<sup>636</sup> However, seeing that the Indian tourist guiding profession is strictly regulated and monitored in relation to training admissions, training competences and a guide’s ethical conduct and performance – potential allowances and waivers to these stated charters are usually only done on a “case-by-case basis”.<sup>637</sup>

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<sup>635</sup> *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011)*; Anon., <<http://www.countrystudies.us>>, n.d., access: June 2019.

<sup>636</sup> *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2007)*; *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011)*.

<sup>637</sup> N. Chowdhary & M. Prakash, ‘Tour guide training in India: A comparison of approach and content with other programs’, *Journal of Teaching in Travel and Tourism* 8 (2), 2009, pp. 161-191; S. Sharma

This only occurs if the relevant institutional body, be it the Ministry of Tourism and/or the IITTM, finds that an individual is acquainted with a particular local expertise, whereby having showcased the expertise over an extended period of time, or alternatively if a specific host or indigenous community is in urgent need of a general and/or specialised tourist guide for that particular setting only.<sup>638</sup> In these instances candidates will be admitted to the RLGTP with “lower” academic, professional and socio-economic backgrounds.<sup>639</sup> Moreover, it is also important to note that once the candidate has met the minimum requirements to become a tourist guide in India, the individual will be able to be admitted to the RLGTP in their chosen region, and on successful completion of a said course the applicant will be allowed to register to become formally recognised as a Regional Level tourist guide.

### 5.3.3) Registration process

In India the tourist guide is considered an “ambassador” to the Indian tourism domain and serves as a direct business provider to the country’s economy as a whole.<sup>640</sup> In this operational context a great emphasis is placed on the candidate’s knowledge, values, skills and qualities prior to joining the profession, as well as the tourist guide’s service performance, adherence, longevity, roles and responsibilities after becoming a registered professional within the sector itself. However, despite tourist guiding in India remaining a strictly controlled vocational occupation, to become formally recognised as an operating professional in the country is rather simple when compared to other global South tourist guiding counterparts.<sup>641</sup>

The following steps need to be adhered to in becoming a registered tourist guide in India:

1. Meet all the minimum requirements as outlined above to gain admission to the noted RLGTP;

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& N. Chowdhary, ‘Stakeholders’ expectations from tour guides’, *Asia Pacific Journal of Innovation in Hospitality and Tourism* 3 (1), 2014, pp. 41-60.

<sup>638</sup> N. Chowdhary, *Handbook for tour guides*, 2013, pp. 1-25.

<sup>639</sup> N. Chowdhary, *Handbook for tour guides*, 2013, pp. 1-25.

<sup>640</sup> Indian Institute of Tourism and Travel Management, <<http://www.iittm.ac.in>>, 2019, access: January 2019; Ministry of Tourism, <<http://www.tourism.gov.in>>, 2019, access: September 2019.

<sup>641</sup> See for example South Africa, University of Pretoria – Department of Historical and Heritage Studies, *A policy review of the tourist guiding sector in South Africa*, 2018.

2. Complete and sign the application form for the RLGTP (indicate intended accreditation category and region in which guided tours will be conducted) (See *Annexure 2*);<sup>642</sup>
3. Complete 26 week subsidised and monitored tourist guide training programme as well as relevant written and oral examinations (this includes theoretical and field work components)
4. Once completed, register as a Regional Level tourist guide through the Ministry of Tourism;
5. Sign the applicable “code of ethics” and “terms and conditions” as prescribed by the Ministry of Tourism;
6. Receive tourist guide certification, license and card, that signals the optimum level of accreditation has been obtained, through the applicable Regional Tourism Office;
7. Attend compulsory refresher courses on a bi-annual basis.<sup>643</sup>

For the purposes of this dissertation it is also important to state that this new standardised manner in which formal acknowledgement is given to the vocation also eliminates the fractured way in which the process was conducted prior to 2007, be it then only at state and local levels.<sup>644</sup> All tourism authorities across all levels of government now have to comply with this streamlined registration procedure per the prescribed tourist guiding guidelines.<sup>645</sup> Furthermore, this new registration process also continues to award the trade more legitimacy within the tourism value chain, seeing as it now becomes much easier to join and be acknowledged as a national stakeholder and role player within the broader Indian tourism domain.<sup>646</sup>

#### 5.3.4) Penalties

Unlike many other countries in the global South, India does not make use of “monetary penalties” to curb misconduct and unprofessionalism within its tourist

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<sup>642</sup> Indian Institute of Tourism and Travel Management, <<http://www.iitmt.ac.in>>, 2019, access: January 2019.

<sup>643</sup> University of Pretoria – Department of Historical and Heritage Studies, *A policy review of the tourist guiding sector in South Africa*, 2018, p. 192-202; S.P. Bansal, P.K. Gautam, S. Kulshreestha & S. Dixit, *Tourist guiding essentials*, 2019, pp. 1-13.

<sup>644</sup> M. Prakash & N. Chowdhary, ‘What are we training tour guides for? (India)’, *Turizam* 14 (2), 2010, pp. 53-65; *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2007)*.

<sup>645</sup> M. Prakash & N. Chowdhary, ‘What are we training tour guides for? (India)’, *Turizam* 14 (2), 2010, pp. 53-65; S.P. Bansal, P.K. Gautam, S. Kulshreestha & S. Dixit, *Tourist guiding essentials*, 2019, pp. 1-13.

<sup>646</sup> P. Sharma & S. Rajput, *Sustainable smart cities in India: Challenges and future perspectives*, 2017, p. 646; Guides Finder, <<http://www.guidesfinder.com>>, 2013, access: November 2019.

guiding sub-sector.<sup>647</sup> Instead, India utilises a strict non-negotiable system of warnings that could ultimately lead to permanent suspension should the tourist guide in question be found guilty. This penalty system follows the process that if a complaint or information regarding misconduct or a violation of the signed “terms and conditions” is received by the Ministry of Tourism, a full investigation will be launched on behalf of the Central Government on every occasion.<sup>648</sup> This initial phase will then be followed on by a “fact finding inquiry”, after which it will be determined if a “prima facie” case exists or not.<sup>649</sup> If the Ministry is thoroughly convinced that a case for further legal action is plausible, the tourist guide in question will be issued a “Show Cause Notice”. This summons can be issued by the applicable manager of a Regional Tourism Office with the prior approval of the relevant Regional Director and in conjunction with the Ministry itself.<sup>650</sup>

This then gives the individual an opportunity to submit a representation in defence of the allegation(s) levelled against him/her within a period of 30 days of receipt of the indicated notice. A final decision on the matter will then be made in 45 days from the date of receipt of the reply to the mentioned “Show Cause Notice”. Legal action with fair representation for all parties involved will naturally then commence, should the matter not be resolved after this negotiating period has passed.<sup>651</sup> However, if a tourist guide is found guilty of the outlined charges against him/her the Ministry of Tourism has the legal jurisdiction to apply a “suspension system” to each case depending on the severity of the grievance, misconduct, unprofessionalism and/or violation committed.<sup>652</sup>

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<sup>647</sup> In the case of South Africa and China for example, monetary fines are also imposed along with jail sentences. See also: University of Pretoria – Department of Historical and Heritage Studies, *A policy review of the tourist guiding sector in South Africa*, 2018, pp. 192-202; R. Black, B. Weiler & H. Chen, ‘Exploring theoretical engagement in empirical tour guiding research and scholarship 1980-2016: A critical review’, *Scandinavian Journal of Hospitality and Tourism* 19 (1), 2019, pp. 95-113.

<sup>648</sup> Ministry of Tourism, <<http://www.tourism.gov.in>>, 2019, access: September 2019; Press Information Bureau, <<http://www.pib.gov.in>>, 2017, access: August 2019; *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011)*.

<sup>649</sup> *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011)*.

<sup>650</sup> S. Sharma & N. Chowdhary, ‘Tour guide training in India: A critique’, *South Asian Journal of Tourism and Heritage* 6 (2), 2013, pp. 108-116.

<sup>651</sup> *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2007)*; *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011)*.

<sup>652</sup> Indian Institute of Tourism and Travel Management, <<http://www.iittm.ac.in>>, 2019, access: January 2019; Press Information Bureau, <<http://www.pib.gov.in>>, 2017, access: August 2019; Ministry of Tourism, <<http://www.tourism.gov.in>>, 2019, access: September 2019.

In the first instance, if a tourist guide is found guilty, the said guide's license shall be suspended for a period of up to six months (temporary suspension). In case any guide is held guilty for a second offence, his/her guide license shall be suspended for a period of above six months, but not exceeding one year (temporary suspension). If a tourist guide is found to be in default for the third time the guide's license shall be withdrawn and revoked, permanently.<sup>653</sup> However, it is also important to state that these penalties and their subsequent final decisions can only be administered by the appointed Director General for Tourism within the Government of India.<sup>654</sup> The mentioned regulations also note that decisions imposed with regards to penal provisions would all be in a "Speaking Order" format, and that each case and/or information received will carefully be considered on material facts and merit only by all applicable tourism authorities and relevant travel bodies.<sup>655</sup>

Additionally, it should also be emphasised that in the 2011 regulations the Ministry of Tourism likewise made legal provisions in terms of continuous conduct on behalf of tourist guides. It states that if a tourist guide is found to have not worked (conducted guided tours) for a minimum of 90 days per year he/she will automatically receive the above mentioned initial warning. This "absence" directly violates both the signed "code of conduct" and "terms and conditions" for tourist guiding in India (see below).<sup>656</sup> Once this provision has been applied, the normal suspension framework will come into effect. This regulation can be waived by the Ministry itself or the managing director of a Regional Tourism Office in extraordinary circumstances if the relevant justifications are presented.<sup>657</sup> Therefore fundamentally, through these penalties, the Indian tourist guide will not be permitted to refuse an "assignment" given to him/her by any institutional tourism body, travel authority or tourists for that matter.<sup>658</sup> At this stage it is also important to point out that this "suspension system" and "criteria for continuous conduct" naturally applies to the Regional Level tourist guide as well state and local level tourist guides across the Indian sub-continent.

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<sup>653</sup> Tourist Guide Federation of India, <<http://www.tgfi.org.in>>, 2018, access: July 2019.

<sup>654</sup> *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2007); Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011).*

<sup>655</sup> Tourist Guide Federation of India, <<http://www.tgfi.org.in>>, 2018, access: July 2019; *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011).*

<sup>656</sup> *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011).*

<sup>657</sup> *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011).*

<sup>658</sup> University of Pretoria – Department of Historical and Heritage Studies, *Harmonisation of tourist guide training regulations and standards in southern Africa (Phase I)*, 2014, pp. 18-64.

### 5.3.5) Guiding fees

Unlike many other countries in the global South as noted in Section 5.2, tourist guiding fees in India have always been fixed standardised rates as prescribed by the Ministry overseeing tourism across the country at the time. Thus, a tourist partaking in a guided tour, through a specific Indian city, state and/or region must adhere to these non-negotiable tourist guiding fees.<sup>659</sup> Consequently, a contemporary professional environment has also been formulated for the Indian tourist guide from these prescribed guiding fees, seeing as guides now receive adequate remuneration for services delivered. Therefore, these tourist guides are not considered “freelance” workers within local, regional and/or national tourism segments, unlike their predecessors prior to 2007.<sup>660</sup>

It is also important to underscore that tourist guiding fees in India are revised on a bi-annual basis by the Ministry of Tourism and TGFI, in consultation with relevant stakeholders such as IATO and TAAI.<sup>661</sup> Guiding fees generally increase between 10 – 12% on each revision.<sup>662</sup> Additionally, it is also fair to assume that these set guiding fees are nowadays continuously promoted for implementation and enforcement across the Indian sub-continent, when taking into consideration the Ministry of Tourism’s strategic objective to have a streamlined and well-functioning tourist guiding sector, as well as a tourism business environment where fair practices are upheld. The current guiding fee structure was implemented on 1 October 2019 and will expire on 30 September 2020.<sup>663</sup> (See Table 11)

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<sup>659</sup> Indian Association of Tour Operators, <<http://www.iato.in>>, 2017, access: August 2019.

<sup>660</sup> Guides Finder, <<http://www.guidesfinder.com>>, 2013, access: November 2019.

<sup>661</sup> Tourist Guide Federation of India, <<http://www.tgfi.org.in>>, 2018, access: August 2019; Indian Association of Tour Operators, <<http://www.iato.in>>, 2017, access: August 2019.

<sup>662</sup> Anon., ‘Tourist Guides’ Federation of India divided on guide fee agreement signed with IATO’, *Travel Monitor* (June 2019), pp. 1-2.

<sup>663</sup> Tourist Guide Federation of India, <<http://www.tgfi.org.in>>, 2018, access: August 2019; Indian Association of Tour Operators, <<http://www.iato.in>>, 2017, access: August 2019.

Table 11: Current prescribed guiding fees<sup>664</sup>

PARTICULARS	FIXED FEE (INR) <sup>665</sup>
<p><b>1. GUIDE FEES</b></p> <p><b><u>1 – 5 persons</u></b>            a) Half day            b) Full day</p> <p><b><u>6 – 14 persons</u></b>            a) Half day            b) Full day</p> <p><b><u>15 – 40 persons</u></b>            a) Half day            b) Full day</p> <p>→ From 41 persons onward in a tour group, the services of two registered guides should be used; or only a half day extra guide fee is to be paid.</p>	<p><b>1 800 INR (R418.90)</b>  <b>2 200 INR (R511.99)</b></p> <p><b>2 200 INR (R511.99)</b>  <b>2 850 INR (R663.26)</b></p> <p><b>2 900 INR (R674.90)</b>  <b>3 800 INR (R884.35)</b></p>
<p><b>2. LANGUAGE ALLOWANCE</b></p> <p><b><u>1 – 14 persons</u></b>            a) Half day            b) Full day</p> <p><b><u>15 persons onwards</u></b>            a) Half day            b) Full day</p> <p>→ If a tourist guide is expected to conduct a tour in another language other than English, this applicable allowance should be added to the normal tourist guide fee.</p>	<p><b>600 INR (R139.63)</b>  <b>800 INR (R186.18)</b></p> <p><b>700 INR (R162.91)</b>  <b>1 000 INR (R232.72)</b></p>
<p><b>3. OUTSTATION EXCURSION ALLOWANCE</b></p> <p>→ Applicable only when the minimum distance covered is beyond 100 kilometres per day, and the excursion does not involve an overnight stay.</p>	<p><b>1 500 INR (R349.09)</b></p>
<p><b>4. OUTSTATION ALLOWANCE</b></p> <p>→ For outstation guiding irrespective of group size, when accommodation and meals are not provided.</p> <p>→ For outstation guiding, irrespective of the tour group size, when accommodation and meals are paid for either by the travel agent, tour operator, excursion agent or the tourist(s) in his/her/their own personal capacity.</p> <p>→ When on escorting assignment, if the duty exceeds 12 continuous hours an additional allowance is to be paid.</p>	<p><b>3 850 INR (R895.99)</b></p> <p><b>1 350 INR (R314.18)</b></p> <p><b>1 150 INR (R267.63)</b></p>
<p><b>5. CONVEYANCE ALLOWANCE</b></p> <p>→ To report for assignment in metro cities (covering Delhi, Mumbai, Kolkata and Chennai) before 07h30 or finishing after 20h30.</p> <p>→ Other cities</p>	<p><b>600 INR (R139.63)</b></p> <p><b>250 INR (R58.18)</b></p>

<sup>664</sup> Adapted from Indian Association of Tour Operators (2017); Tourist Guide Federation of India (2018); and Travel Agents Association of India (n.d.).

<sup>665</sup> INR – “Indian rupee” (currency) (Rand value calculated on an exchange rate of 1 INR for 0.23 ZAR)

→ To report or to return from Fatehpur Sikri and Sikandra (excluding Agra) – to be paid only once either for going or for coming back.	<b>200 INR (R46.54)</b>
<b>6. EXTRA ALLOWANCE</b> → For Delhi, Bangalore, Jaipur, Mumbai, Kolkata and Chennai sightseeing whether half day or full day when guide needs to report to a specific accommodation facility or tourist attraction. This allowance is payable every day in which special arrangements are required.	<b>300 INR (R69.82)</b>
<b>7. ALL OTHER ALLOWANCES</b> Additional allowances for lunch, overtime and transport will not be payable and will be covered in the above mentioned guiding fees.	
<b>8. EXCURSIONS TO BE PAID AS FULL DAY (AUTOMATICALLY)</b> <ol style="list-style-type: none"> <li>i. Elephanta Caves excursion</li> <li>ii. Excursion to Fatehpur Sikri</li> <li>iii. Excursion to Bharatpur</li> <li>iv. Excursion to Fatehpur Sikri and Bharatpur</li> <li>v. Excursion to Mahabalipuram and Kanchipuram from Chennai</li> <li>vi. Excursion from Trivandrum to Kanyakumari</li> <li>vii. Excursion to Daultabad (or) Ellora</li> </ol>	
<b>9. EXCURSION TOURS</b> For the following excursion tours (vice-a-versa), which automatically exceed eight (8) hours, an extra allowance would be paid in addition to all the above fees and allowances. These tours include: <ol style="list-style-type: none"> <li>1. Hyderabad – Warrangal – Palampet (and back)</li> <li>2. Chennai – Kanchipuram – Mahabalipuram (and back)</li> <li>3. Chennai – Tirupathy or Thirumala (and back)</li> <li>4. Chennai – Pondicherry (and back)</li> <li>5. Chennai – Gingy fort (and back)</li> <li>6. Madurai – Tanjore – Trichy (drop and back)</li> <li>7. Trivandrum – Kanyakumari (and back)</li> <li>8. Kochi – Alleppey – Kottayam (and back)</li> <li>9. Bangalore – Mysore – Brindavan Garden (and back)</li> <li>10. Bangalore – Belur – Halebid (and back)</li> <li>11. Mumbai – Karla – Bhaja – Bedsa (and back)</li> <li>12. Aurangabad – Ajantha Caves and Ellora</li> <li>13. Kolkota – Shantiniketan (and back)</li> <li>14. Kolkota – Bishnupur (and back)</li> <li>15. Ranakpur – Kumbhalgarh (excluding Udaipur)</li> <li>16. Same day trip to Agra (Delhi – Agra – Delhi)</li> <li>17. Chennai city sightseeing – Kanchipuram</li> <li>18. Chennai city sightseeing – Mahabalipuram</li> <li>19. Jaipur – Ajmer – Pushkar</li> <li>20. Varanasi – Kushinagar – Varanasi</li> <li>21. Varanasi – Bodh Gaya – Varanasi</li> </ol>	<b>800 INR (R186.18)</b>
<b>10. LANGUAGE, OUTSTATION OR OVERNIGHT</b> Wherever language, outstation or overnight allowances are applicable, the same will be applied over and above the fixed tourist guide fee that would be applicable.	
<b>11. SUITABLE IMPREST AMOUNT</b> A suitable “imprest” amount may be given to a guide before the commencement of their assignment with the mutual understanding in case of outstation trips involving minimum one overnight.	
<b>12. USAGE OF GUIDES AND FEE STRUCTURE</b> The usage of tourist guides and the prescribed fee structure shall be as per the regulations of the Ministry of Tourism, Government of India.	
<b>13. MUMBAI TOURS – FULL DAY CHARGE</b> The following tours in the metro city of Mumbai will automatically be considered as full day: <ol style="list-style-type: none"> <li>i. Heritage walks in the Fort Enclave</li> <li>ii. Visits to Banganga and Khotachiwadi</li> <li>iii. City tours starting from hotels situated in the suburbs.</li> </ol>	

iv. Local sightseeing tours that exceed beyond eight (8) hours – the extra hours should be calculated as a half day tour.	
v. Bhuleshwar and Mumbadevi	
<b>14. SPECIAL ALLOWANCE FOR AARTI ON GHATS IN BANARAS</b>	
→ Morning river tour allowance (no other conveyance charges will be payable)	<b>300 INR (R69.82)</b>
→ Evening Aarti (no other conveyance charges will be payable)	<b>400 INR (R93.09)</b>
<b>15. ALLOWANCE STRUCTURE AGREEMENT</b>	
<i>The fees and allowances agreed above between tourist guides, the Ministry of Tourism, TGFI, IATO and TAAI are to be paid in full, and are not negotiable. There will be no extra charges in addition to the above for escorting groups.</i>	

Unlike the initial prescribed tourist guiding fees imposed on the sector in the 1950s, the most recent released fee framework is very much focussed on “interstate circuits” and ensuring that tourist guides are fairly compensated for their “performance” while conducting a guided tour. Table 11 also delineates between “full” and “half day” guided tours, while simultaneously providing clarifications in relation to tourist guiding “pax capacities”, “outstations” and “special allowances” as well as the administering of “tips” and “meeting places”.<sup>666</sup>

It is likewise important to highlight that Indian tourist guides are “strictly forbidden” to indulge in “canvass business” on the behalf of other tourism role players (such as shop-keepers and transport operators) – nor is the tourist guide allowed to accept any commission from them.<sup>667</sup> This largely relates to the Indian tourist guide not being permitted to refuse any given assignment by an applicable Regional Tourism Office or the Ministry of Tourism itself as indicated above.<sup>668</sup> Thus, the Indian tourist guide is not allowed to enter into any business arrangements or partnerships for additional remuneration or commission with other enterprises apart from recognised institutional bodies. Employment in the tourist guiding sector is likewise strictly controlled and regulated.

<sup>666</sup> Tourist Guide Federation of India, <<http://www.tgfi.org.in>>, 2018, access: August 2019.

<sup>667</sup> N. Chowdhary & M. Prakash, ‘Challenges of tourist guiding – An assessment of situation in India’, *Conference Paper – Conference on Tourism in India – Challenges ahead*, 15 – 17 May 2008, Gwalior, India, pp. 1-10.

<sup>668</sup> Press Information Bureau, <<http://www.pib.gov.in>>, 2017, access: August 2019; N. Chowdhary & M. Prakash, ‘Challenges of tourist guiding – An assessment of situation in India’, *Conference Paper – Conference on Tourism in India – Challenges ahead*, 15 – 17 May 2008, Gwalior, India, pp. 1-10; *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011)*.

#### **5.4) Chapter summary**

This chapter provided an in-depth synopsis of all significant legislative and regulatory developments and promotions in India's tourist guiding environment to date. It pays specific attention in its overview to the domain's origins in the 1940s, its early successes in the 1950s, its demise in the 1980s, its restructuring in the 2000s, as well as its recently unlocked "best practice" potential brought on by the implementation of the RLGTP and the promulgation of tourist guiding guidelines across the Indian sub-continent in the 2010s. Additionally, this division also focuses on the Indian tourist guiding environment's accreditation categories, guiding regions, minimum requirements, registration procedures, penalty provisions, as well as the sector's institutionalised remuneration frameworks.

## CHAPTER 6: TOURIST GUIDING IN INDIA – TRAINING AND EMPLOYMENT

### 6.1) Introduction

This chapter in turn provides an overview of all educational and training components applicable to the Indian tourist guiding trade, as well as assesses all applicable quality assurance mechanisms the registered Regional Level tourist guide needs to adhere to when becoming employed within the broader tourism sector of India. Moreover, this chapter also collectively identifies and evaluates various functional and operational components of the Indian tourist guiding sphere.

### 6.2) Educational and training components

According to Chowdhary and Prakash, the main aim of any training programme for tourist guides in India should first be to identify what the “exit level” outcomes will be of the curriculum.<sup>669</sup> Secondly, it should be established how the syllabus will be conceptualised in practice within the context of a guided tour across the Indian sub-continent.<sup>670</sup> Following on from the initial application phase, and taking into account the various applicable regulations the candidate needs to adhere to, an individual wanting to become part of the tourist guiding profession also needs to obtain various educational and training qualifications before formally being inducted into the tourism vocational occupation in India. For the purpose of this dissertation it is also important to emphasise that these measures all became standardised once the RLGTP was formally introduced to the tourist guiding environment of India in the late 2000s.<sup>671</sup>

The process to become an Indian tourist guide commences with an “entrance test” to “evaluate the general intelligence and suitability of applicants for admission to the RLGTP”.<sup>672</sup> However, this process will only commence once the candidate is found to be eligible to partake in the training programme, with them having met all the previously discussed minimum requirements for admission. This stated entrance test, that is roughly three hours in duration and assessed according to a 300 mark point scale, aims to test the candidate’s knowledge on three broad themes of the Indian

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<sup>669</sup> N. Chowdhary & M. Prakash, ‘Tour guide training in India: A comparison of approach and content with other programs’, *Journal of Teaching in Travel and Tourism* 8 (2-3), 2009, pp. 161-191.

<sup>670</sup> N. Chowdhary & M. Prakash, ‘Tour guide training in India: A comparison of approach and content with other programs’, *Journal of Teaching in Travel and Tourism* 8 (2-3), 2009, pp. 161-191.

<sup>671</sup> M. Prakash & N. Chowdhary, ‘What are we training tour guides for? (India)’, *Turizam* 14 (2), 2010, pp. 153-165.

<sup>672</sup> *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011)*.

tourism domain. These include: monuments and tourism destinations in the applied for region (100 marks); Indian history and culture (100 marks); and general knowledge with regards to the travel and tourism markets of various cities, states as well as the country as a whole (100 marks).<sup>673</sup> Additionally, for “linguist” tourist guides, a written test will also be conducted in the relevant and applied for foreign language(s).<sup>674</sup>

To “pass” this entrance test, a candidate must obtain at least 150 out of 300 marks. Once the written examination phase is completed a “merit list” is prepared on the basis of aggregated marks by the IITTM.<sup>675</sup> On the basis of their performance in this extensive entrance test, high achieving candidates are then provisionally invited to form part of the RLGTP, pending the verification of their stated qualifications. However, the 2011 guidelines make it pertinent that qualifying or achieving high results in turn does not equal automatic acceptance into the intended training programme offered, seeing as only a certain number of seats are advertised publically in each of the five “guiding regions”.<sup>676</sup> Thus placement within the RLGTP is solely allotted according to the prepared “merit list” as well as the available “spaces” at each IITTM institute. It is also important to state that training fees to partake in the RLGTP are institutionally fixed by the Ministry of Tourism in partnership with the IITTM, and apply to all guiding categories and regions across the Indian sub-continent (See Table 12)

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<sup>673</sup> University of Pretoria – Department of Historical and Heritage Studies, *Harmonisation of tourist guide training regulations and standards in southern Africa (Phase I)*, 2014, pp. 18-64; Indian Institute of Tourism and Travel Management, <<http://www.iittm.ac.in>>, 2019, access: October 2019.

<sup>674</sup> N. Chowdhary & M. Prakash, ‘Tour guide training in India: A comparison of approach and content with other programs’, *Journal of Teaching in Travel and Tourism* 8 (2-3), 2009, pp. 161-191.

<sup>675</sup> M. Prakash & N. Chowdhary, ‘What are we training tour guides for? (India)’, *Turizam* 14 (2), 2010, pp. 153-165.

<sup>676</sup> *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011)*; University of Pretoria – Department of Historical and Heritage Studies, *Harmonisation of tourist guide training regulations and standards in southern Africa (Phase I)*, 2014, pp. 18-64; Indian Institute of Tourism and Travel Management, <<http://www.iittm.ac.in>>, 2019, access: October 2019; Indian Institute of Tourism and Travel Management, ‘Admission bulletin – General guides’, *Brochure – Regional Level Guide Training Programme 2015 – 2016*, Gwalior, India; Indian Institute of Tourism and Travel Management, ‘Admission bulletin – Linguistic guides’, *Brochure – Regional Level Guide Training Programme 2015 – 2016*, Gwalior, India.

**Table 12: Tourist guide training fees – India** <sup>677</sup>

DESCRIPTION	FIXED FEES (INR) <sup>678</sup>
<ul style="list-style-type: none"> <li><b>Application fee</b> (All guiding categories and across all regions)</li> </ul>	<b>500 INR (R114.56)</b>
<ul style="list-style-type: none"> <li><b>Course fee</b> (All inclusive package)</li> </ul>	<b>25 000 INR (R5 727.93)</b>

Once a candidate has paid the applicable fees, and has reserved a seat, the training to become a Regional Level tourist guide will commence in the applied for accreditation category and region. In India tourist guide training consists of theoretical and practical components. Each guiding accreditation level also has its own specific “classroom and field training” requirements. (See Table 13)

**Table 13: Duration of training for RLGTP** <sup>679</sup>

COURSE	DURATION OF CLASSROOM TRAINING	DURATION OF FIELD TRAINING	TOTAL DURATION OF TRAINING
<i>Regional Level Tourist Guide – General/ General Linguistic</i>	Twenty (20) weeks	Six (6) Weeks	Twenty six (26) weeks
<i>Regional Level Tourist Guide – Expert/ Expert Linguistic</i>	Ten (10) Weeks	Three (3) Weeks	Thirteen (13) weeks

On the one hand, the focus of the theoretical, or classroom training, is to impart knowledge to the would-be tourist guide regarding essential guiding responsibilities, skills and competencies; tourism products and services; aspects of the various cities, states and regions; as well as a collective knowledge of all applicable political, social and economic contexts of the nation.<sup>680</sup> An overview of the main themes and discussion topics to be taught within the mentioned syllabus is provided in Table 14.

<sup>677</sup> Adapted from Indian Institute of Tourism and Travel Management (2019)

<sup>678</sup> INR – “Indian rupee” (currency) (Rand value calculated on an exchange rate of 1 INR for 0.23 ZAR)

<sup>679</sup> Adapted from University of Pretoria (2015).

<sup>680</sup> S.P. Bansal, P.K. Gautam, S. Kulshreetha & S. Dixit, *Tourist guiding essentials*, 2019, pp. 1-13

**Table 14: Tourist guide training content in India (theoretical component)**<sup>681</sup>

<b>SYLLABUS THEME</b>	<b>CONTENT</b>
<b>Guiding skills</b>	<ul style="list-style-type: none"> <li>• Profile, role and responsibilities of a tourist guide</li> <li>• Guest arrival and departure formalities</li> <li>• Tour arrangement procedures</li> <li>• Pre-research</li> <li>• Commentary</li> <li>• Guiding at a monument, museum or religious place</li> <li>• Guiding on a moving vehicle</li> <li>• Application of first aid and emergency medical care</li> <li>• Map reading</li> </ul>
<b>Knowledge of tourism products and services</b>	<ul style="list-style-type: none"> <li>• Art and archaeology</li> <li>• Monuments</li> <li>• Religion and religious places</li> <li>• History and geography of India</li> <li>• History and geography of the region or state (applied for)</li> <li>• Culture of the state (traditions and customs)</li> <li>• Main “tourist circuits” of the region</li> <li>• Auxiliary tourist products and services at attractions, destination or sites.</li> </ul>
<b>Interpersonal skills</b>	<ul style="list-style-type: none"> <li>• Verbal and non-verbal communication</li> <li>• Complaint handling</li> <li>• Art of listening and handling questions and queries</li> <li>• Handling cross-cultural differences</li> <li>• Manners and etiquette</li> </ul>
<b>Tourism trade</b>	<ul style="list-style-type: none"> <li>• Components of the tourism value chain (demand and supply)</li> <li>• Tourism in India</li> <li>• Tourism in the applied for region</li> <li>• Ticketing and bookings</li> <li>• Trade terminology</li> <li>• Travel insurance</li> <li>• Accommodation and meal plans</li> </ul>
<b>Guide’s context</b>	<ul style="list-style-type: none"> <li>• Relations with travel and tour companies</li> <li>• Role and function of national, state and local governments</li> <li>• Roles of state governments and local tourism development boards or corporations</li> <li>• “Do’s” and “don’ts” for a tourist guide</li> </ul>
<b>Sensitising</b>	<ul style="list-style-type: none"> <li>• Responsible and sustainable tourism practices</li> <li>• “Do’s” and “don’ts” for a tourist, visitor or guest</li> </ul>

The focus of the practical, or field training, component on the other hand is provided by the ASI in consultation with the IITTM. This component focuses mainly on

<sup>681</sup> Adapted from Prakash & Chowdhary (2010).

specialised guide training within prominent natural, cultural and historical tourism landmarks across the country.<sup>682</sup> This segment is largely based on fieldwork, group discussions and a guide's ability to be interactive and convey relational abilities "in the moment" as well as "within a moment's notice".<sup>683</sup> According to Bansal *et al.*, the field training component is formulated to provide the would-be tourist guide with first-hand experience of the complexity and intricacies of a guided tour, albeit it at this stage being still within a simulated environment. Broad themes utilised throughout this practical component of the RLGTP cover an array of perspectives of the Indian tourism industry and the tourist guide's pivotal roles, rules, regulations and procedures therein. (See Table 15).

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<sup>682</sup> Archaeological Survey of India, <<http://www.asi.gov.in>>, n.d., access: June 2019; Indian Institute of Tourism and Travel Management, <<http://www.iittm.ac.in>>, 2019, access: October 2019.

<sup>683</sup> S.P. Bansal, P.K. Gautam, S. Kulshreestha & S. Dixit, *Tourist guiding essentials*, 2019, pp. 1-13; Ministry of Skill Development & Entrepreneurship, *Competency-based curriculum – Tourist guides*, 2018, pp. 1-42.

**Table 15: Tourist guide training content in India (practical component)**<sup>684</sup>

<b>COURSE AREA</b>	<b>CONTENT</b>
<b>Tourism industry</b>	<ul style="list-style-type: none"> <li>• Familiarisation with the industry</li> <li>• Understanding the health, safety and security of the tourist</li> </ul>
<b>Itineraries</b>	<ul style="list-style-type: none"> <li>• Knowledge about planning and designing customised itineraries</li> <li>• Understanding your tourist's and preparing an itinerary according to their demands, needs and requirements</li> <li>• Study of various destinations and the time required for a particular tour to all prominent tourist attractions or sites therein</li> <li>• Time management while conducting a guided tour</li> </ul>
<b>Rules and regulations</b>	<ul style="list-style-type: none"> <li>• Understanding of rules and regulations (applicable to the Indian tourism and tourist guiding environments)</li> <li>• Local ethics to be followed by tourists at various attractions, destinations or sites</li> </ul>
<b>Tourist guide</b>	<ul style="list-style-type: none"> <li>• Having a friendly and approachable demeanour</li> <li>• Presentable dress code and attire</li> <li>• Good communication skills</li> <li>• Understanding and nurturing of customer relations</li> <li>• Foreign language capabilities</li> </ul>
<b>Tourist destinations</b>	<ul style="list-style-type: none"> <li>• Understanding various tourist destinations</li> <li>• Indian history</li> <li>• Geography and weather conditions</li> <li>• Customs and traditions</li> <li>• Demography</li> <li>• Caves and monuments</li> <li>• Fairs and festivals</li> <li>• Auspicious days</li> <li>• Architecture</li> <li>• Well-equipped general knowledge</li> </ul>
<b>Guiding skills</b>	<ul style="list-style-type: none"> <li>• Hygiene awareness</li> <li>• Personal limitations and responsibilities</li> <li>• Reading and gaining knowledge</li> <li>• Active interactions, networking and connections with international as well as domestic tour and/or travel operators</li> </ul>
<b>Guiding and technology</b>	<ul style="list-style-type: none"> <li>• Practical knowledge of computer operating systems (related to tourism)</li> <li>• Practical insights into tour booking, hotel and resort accommodation facilities and packaged tours being offered</li> <li>• Utilising transport management systems</li> <li>• Capacity building exercises with various tourism</li> </ul>

<sup>684</sup> Adapted from Prakash & Chowdhary (2009); University of Pretoria (2015); and Ministry of Skill Development & Entrepreneurship (2018).

	related services (travel agencies, hotels and resorts)
<b>Practical arrangements and regulations</b>	<ul style="list-style-type: none"> <li>• Knowledge about online booking systems</li> <li>• Bus, train and air bookings</li> <li>• Booking cancellations, as well as pre- and postponement of guided tours</li> <li>• Credit and debit cards usage</li> <li>• Passport checking and its use during travels</li> </ul>
<b>Emergency procedures</b>	<ul style="list-style-type: none"> <li>• Knowledge about special arrangements for travellers</li> <li>• Knowledge about reporting “mishaps” or incidents at the police station or relevant travel authorities</li> <li>• Knowledge of emergency aids and hospitals at specific tourist destinations</li> </ul>
<b>Research procedures</b>	<ul style="list-style-type: none"> <li>• Study of advertisements, statistical information, videos, maps as well as leaflets and brochures</li> <li>• Application of different audio and visual aids pre, on and post guided tour</li> </ul>
<b>Presentation skills</b>	<ul style="list-style-type: none"> <li>• Demonstration of how to present factual and correct information to tourists</li> <li>• How to ask questions, and answer tourists’ questions</li> <li>• Interactive use of all supplementary research during discussions with tourists</li> </ul>
<b>Operational arrangements</b>	<ul style="list-style-type: none"> <li>• Knowledge about assisting the travel office</li> <li>• Tourists’ input and valuable feedback analysis mechanisms</li> <li>• Information dissemination and “proper” use of operational channels and offices</li> <li>• Adopting international best practice standards</li> <li>• Always maintain national prestige and the tourist’s personal integrity</li> <li>• Continuous building of a professional, personal and organisational image</li> <li>• Knowledge on exchange of foreign currencies</li> <li>• Knowledge of the International Air Transport Association’s (IATA) rules and regulations</li> </ul>

On successful completion of both the outlined theoretical and practical components of the RLGTP, all candidates will be subjected to a final examination consisting of written as well as oral components, which accumulates to the aforementioned 300 marks.<sup>685</sup> It is also important to take into account that both of these final assessments are administered by the IITTM as the main training provider.<sup>686</sup> The written assessment covers the entire theoretical syllabus used throughout the training course for 200 marks, and the guide-to-be must secure a minimum of 100

<sup>685</sup> *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011).*

<sup>686</sup> Indian Institute of Tourism and Travel Management, <<http://www.iittm.ac.in>>, 2019, access: October 2019.

marks for the first examination to be eligible to complete the second part of the final assessment.<sup>687</sup> After completing and passing the written examination all trainees must undergo a “viva voce” test.<sup>688</sup> In this oral examination the trainee will be tested on his/her acquired guiding skills, collective Indian tourism knowledge, communication abilities as well as their fluency in a foreign language (if applicable).<sup>689</sup>

It is also important to specify that in the accreditation categories of “general” and “expert” tourist guides, the oral examination will consist of 100 marks and a trainee needs to secure a minimum of 50 marks in the assessment to “pass”. Oral examinations in these instances will be administered by a panel of two external experts, and will holistically revolve around a guide’s newly acquired guiding and communication skills.<sup>690</sup> Whereas in the accreditation categories of “general linguistic” and “expert linguistic” tourist guides, the oral examination will consist of 50 marks for the relevant foreign language(s) (conducted by one external expert), and an additional 50 marks for all the above noted competencies (conducted by two external experts).<sup>691</sup> In the latter it would be essential for the mentioned trainee to pass both parts of the “viva voce” by securing a minimum of 25 marks for each, to cumulatively reach an average of 50 marks.<sup>692</sup> These oral examinations have the express purpose of testing the tourist guide’s interactive and interpersonal skills in a “realistic guiding scenario”.<sup>693</sup>

It is important to state that the 2011 regulations also indicate that a minimum attendance of 80% for both classroom and field training components is required to gain entry into any of the listed examinations. However, a 10% relaxation on attendance can be administered by the main training authority or any other

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<sup>687</sup> N. Chowdhary & M. Prakash, ‘Tour guide training in India: A comparison of approach and content with other programs’, *Journal of Teaching in Travel and Tourism* 8 (2-3), 2009, pp. 161-191.

<sup>688</sup> *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011)*.

<sup>689</sup> Indian Institute of Tourism and Travel Management, <<http://www.iitm.ac.in>>, 2019, access: October 2019.

<sup>690</sup> Ministry of Skill Development & Entrepreneurship, *Competency-based curriculum – Tourist guides*, 2018, pp. 1-42.

<sup>691</sup> Ministry of Skill Development & Entrepreneurship, *Competency-based curriculum – Tourist guides*, 2018, pp. 1-42.

<sup>692</sup> *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011)*.

<sup>693</sup> University of Pretoria – Department of Historical and Heritage Studies, *Harmonisation of tourist guide training regulations and standards in southern Africa (Phase I)*, 2014, pp. 18-64.

concerned institutional tourism body.<sup>694</sup> The regulations also go on to make provisions for supplementary examinations, or the “re-appearances” in specific examinations, if a trainee fails to meet the minimum requirements in one field, be it in the written or oral examination.<sup>695</sup> Following the successful completion of all these educational and training components, the candidate will be awarded their RLGTP completion certificate by the IITTM, and will be administered a guiding license from their respective Regional Tourism Office. Hereafter, tourist guides can also additionally apply to become state or local tourist guides with the applicable local authority or city council.<sup>696</sup> Once both the guiding certificate and license is received by the now formally trained and acknowledged tourist guide, the Ministry of Tourism will expect the guide to sign and pay attention to various institutionalised quality assurance mechanisms before awarding them their official tourist guiding card.

### **6.3) Quality assurance mechanisms**

In India, quality assurance mechanisms were introduced to the tourist guiding domain in an attempt to give this specific arena a clear competitive edge and advantage over its immediate rivals.<sup>697</sup> In light of this, it was suggested that by implementing these mechanisms in the early stages of the potential workings of a formal tourist guiding sector in the country that it would result in enhanced visitor satisfactions, upgraded minimum standards, improved professionalism and better quality guided tours all-round.<sup>698</sup> Moreover, in the Indian tourist guiding environment at present, five forms of assurance mechanisms are notable industry-wide to ensure that the correct quality of touristic experiences are prompted by tourist guides, on behalf of stakeholders and role players, to visiting tourists.<sup>699</sup> These mechanisms include: codes of conduct; licensing; certification; professional tourist guiding associations; and individual awards of excellence.

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<sup>694</sup> Ministry of Skill Development & Entrepreneurship, *Competency-based curriculum – Tourist guides*, 2018, pp. 1-42.

<sup>695</sup> *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011)*.

<sup>696</sup> University of Pretoria – Department of Historical and Heritage Studies, *Harmonisation of tourist guide training regulations and standards in southern Africa (Phase I)*, 2014, pp. 18-64.

<sup>697</sup> B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, pp. 137-154.

<sup>698</sup> N. Chowdhary & M. Prakash, ‘Tour guide training in India: A comparison of approach and content with other programs’, *Journal of Teaching in Travel and Tourism* 8 (2-3), 2009, pp. 161-191.

<sup>699</sup> M. Prakash & N. Chowdhary, ‘Becoming a tour guide: Analysing the motivations’, *Journal of Tourism Studies and Research in Tourism* 9 (9), 2010, pp. 5-13.

In this milieu quality assurance mechanisms have three direct “outcomes” for the professional tourist guide’s working environment in India.<sup>700</sup> Firstly, they have allowed for the Indian tourist guiding environment to become more appreciated in the broader tourism demand and supply chain of the country.<sup>701</sup> In this context stakeholders and role players now have become much more aware of the importance, “positive-impacts” and value-adding capabilities a trained and registered tourist guide possesses.<sup>702</sup> Secondly, the minimum standards of what constitutes best conduct, or rather practice, in the Indian tourist guiding sector has also been uplifted and further promoted as more has become to be expected of the tourist guide’s involvement in the overall touristic experience, as well as in their inherent and multi-variate roles and responsibilities while conducting a guided tour.<sup>703</sup> Lastly, as a result of these advanced levels of acknowledgement and performance within the construct of the guided tour, more rewards and benefits have also become associated and available to the Indian tourist guide on various local, state and national platforms.<sup>704</sup>

### 6.3.1) Codes of conduct

A “code of conduct” serves as a tool to raise awareness of what constitutes best practice within India’s tourist guiding environment.<sup>705</sup> However, in sharp contrast to many other global South tourist guiding nations that administer codes of conduct as “vague and voluntary systems of self-regulation” in India the signing and adherence

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<sup>700</sup> Ministry of Skill Development & Entrepreneurship, *Competency-based curriculum – Tourist guides*, 2018, pp. 1-42; B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, pp. 137-154; M. Prakash & N. Chowdhary, ‘What are we training tour guides for? (India)’, *Turizam* 14 (2), 2010, pp. 153-165.

<sup>701</sup> S. Sharma & N. Chowdhary, ‘Tour guide training in India: A critique’, *South Asian Journal of Tourism and Heritage* 6 (2), 2013, pp. 108-116; B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, pp. 137-154.

<sup>702</sup> S. Sharma & N. Chowdhary, ‘Tour guide training in India: A critique’, *South Asian Journal of Tourism and Heritage* 6 (2), 2013, pp. 108-116; B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, pp. 137-154.

<sup>703</sup> Ministry of Skill Development & Entrepreneurship, *Competency-based curriculum – Tourist guides*, 2018, pp. 1-42; B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, pp. 137-154; M. Prakash & N. Chowdhary, ‘What are we training tour guides for? (India)’, *Turizam* 14 (2), 2010, pp. 153-165.

<sup>704</sup> S. Sharma & N. Chowdhary, ‘Tour guide training in India: A critique’, *South Asian Journal of Tourism and Heritage* 6 (2), 2013, pp. 108-116; B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, pp. 137-154.

<sup>705</sup> Ministry of Skill Development & Entrepreneurship, *Competency-based curriculum – Tourist guides*, 2018, pp. 1-42.

to this quality assurance mechanism is compulsory and is enforced by law.<sup>706</sup> Thus, Indian tourist guides need to take the process of signing the code of conduct during the discussed registration process to become a Regional Level tourist guide in a serious light. At present India has two tourist guiding “codes of conduct” that are promoted on a national level by the Central Government and Ministry of Tourism. These include:

- “The terms and conditions regulating the conduct and performance of licensed Regional Level tourist guides” (See *Annexure 3*);
- “The code of ethics for Regional Level tourist guides in India” (See *Annexure 4*).<sup>707</sup>

The first focuses specifically on the conduct, practice and performance of the Indian tourist guide pre-, on and post a guided tour.<sup>708</sup> Whilst the second focuses mainly on the professional and ethical issues the Indian tourist guide needs to be aware of in the broader tourist guiding domain, and its professional workings in conjunction with the external tourism environment. Both these codes of conduct also make various additional provisions for the Indian tourist guide’s operating context.<sup>709</sup> These include: what the “professional norms” will be for the domain; the various rules and regulations tourist guides, stakeholders and role players will have to abide by so as to continue operations in the broader sector; the various legal clarifications on what will constitute best tourist guiding practice across India; how high levels of professionalism will be achieved and maintained; the reasons why professional and ethical conduct needs to be promoted; as well as how both these tools will serve as a form of protectionism for all parties involved in the environment going forward.<sup>710</sup> However, at this stage it is also important to underscore that the effectiveness of this mechanism relies solely on the adherence of the Indian tourist guide to both these signed quality assurance tools.

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<sup>706</sup> *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011)*; B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, pp. 137-154.

<sup>707</sup> *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2007)*; *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011)*.

<sup>708</sup> *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011)*.

<sup>709</sup> *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011)*.

<sup>710</sup> Ministry of Skill Development & Entrepreneurship, *Competency-based curriculum – Tourist guides*, 2018, pp. 1-42; *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011)*; N. Chowdhary & M. Prakash, ‘Tour guide training in India: A comparison of approach and content with other programs’, *Journal of Teaching in Travel and Tourism* 8 (2-3), 2009, pp. 161-191.

In further analysing these two codes of conduct annexures, it is important to highlight that although centred on safety, navigation and access, both also point to various India specific tourist guiding themes of “honourable conduct”.<sup>711</sup> They also specify how to achieve this through tourist guiding, while simultaneously promoting the tourist guide as an active agent in the country’s tourism domain.<sup>712</sup> This includes: information and training of travel personnel; public awareness and guest notifications; regulated usage of official premises and equipment; ethical business practices and marketing; implementation and monitoring; the enhancement of safety and security; as well as the increased, awareness and safeguarding of “local people”, indigenous communities and their immediate environments.<sup>713</sup> It should also be stated that the signing and adherence to both these codes of conduct are indispensable to not only to receiving ones Regional Level tourist guiding certificate, license and card, but also to have continued employment and professional success in the broader Indian tourist guiding domain.

### **6.3.2) Certification**

In India, tourist guiding certification is used as a tool to determine if an individual has met all selection conditions, eligibility criteria as well as the minimum requirements to become a formal member of the Indian tourist guiding environment.<sup>714</sup> Therefore, once professional certification has been extended to a specific individual, it indicates that a set of vocational standards for theoretical and practical guiding knowledge, skills and communication abilities have been acquired. In the same context, it also showcases that the individual in question is “of sound nature”, is competent, and is equipped to enter the tourist guiding environment of India as a trained Regional Level tourist guide.<sup>715</sup> Nevertheless, for the purpose of this dissertation it is also important to state that professional certification in the Indian tourist guiding context is not administered by the Ministry of Tourism nor is it overseen by any of the country’s

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<sup>711</sup> *Code and conduct for safe and honourable tourism (2010)*.

<sup>712</sup> *Code and conduct for safe and honourable tourism (2010)*; B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, pp. 137-154; Ministry of Skill Development & Entrepreneurship, *Competency-based curriculum – Tourist guides*, 2018, pp. 1-42.

<sup>713</sup> *Code and conduct for safe and honourable tourism (2010)*.

<sup>714</sup> N. Chowdhary & M. Prakash, ‘Tour guide training in India: A comparison of approach and content with other programs’, *Journal of Teaching in Travel and Tourism* 8 (2-3), 2009, pp. 161-191; B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, pp. 137-154.

<sup>715</sup> N. Chowdhary & M. Prakash, ‘Tour guide training in India: A comparison of approach and content with other programs’, *Journal of Teaching in Travel and Tourism* 8 (2-3), 2009, pp. 161-191.

Regional Tourism Offices.<sup>716</sup> Rather to ensure that tourist guides are “independently” and on an “unbiased basis” allowed to join the profession, the IITTM has been tasked to oversee the execution of this particular quality assurance mechanism on a national level, on behalf of the Central Government.<sup>717</sup> Tourist guiding certification in India, therefore, implies that if an individual has passed all aforementioned educational and training components as part of the RLGTP, they are entitled to receive certification as a Regional Level tourist guide, seeing that an optimum level of professional accreditation has been achieved.<sup>718</sup> (See *Annexure 5*)

Once an individual has been successfully certified, they will receive their RLGTP completion certificate from the IITTM. The certificate more than likely will be conferred to the individual at an annual graduation ceremony hosted by the relevant training provider.<sup>719</sup> As illustrated in *Annexure 5*, this certificate is presented under the banner of “Incredible India” and features the individual that completed the programme’s name and surname as well as in what guiding region accreditation has been extended too.<sup>720</sup> The certificate is also undersigned by all heads, directors and coordinators involved in the training of the individual to become a Regional level tourist guide in India.<sup>721</sup> After this certification has been awarded (granted) by the IITTM to the now certified individual, only then will the individual be able to apply for his/her Regional Level tourist guiding license at an applicable Regional Tourism Office.<sup>722</sup>

Consequently, it should also be noted that this quality assurance mechanism remains a mandatory obligation for any tourist guide wishing to operate in the Indian tourism landscape, be that at a local, state or regional level.<sup>723</sup> Thus, without having formally obtained professional tourist guiding certification through the IITTM, an

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<sup>716</sup> Indian Institute of Tourism and Travel Management, <<http://www.iittm.ac.in>>, 2019, access: October 2019.

<sup>717</sup> Indian Institute of Tourism and Travel Management, <<http://www.iittm.ac.in>>, 2019, access: October 2019.

<sup>718</sup> Anon., ‘Tourism ministry introduces courses for guides’, *United News of India* (March 2018), p. 1; Groovy Ganges, <<http://www.groovyganges.org>>, n.d., access: October 2019.

<sup>719</sup> Indian Institute of Tourism and Travel Management, <<http://www.iittm.ac.in>>, 2019, access: October 2019.

<sup>720</sup> Anon., ‘Tourism ministry introduces courses for guides’, *United News of India* (March 2018), p. 1.

<sup>721</sup> Groovy Ganges, <<http://www.groovyganges.org>>, n.d., access: October 2019.

<sup>722</sup> Ministry of Skill Development & Entrepreneurship, *Competency-based curriculum – Tourist guides*, 2018, pp. 1-42.

<sup>723</sup> *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011)*.

individual will not be allowed nor authorised to conduct guided tours in any tourism setting throughout the country. In this context it is likewise important to again highlight that Regional Level tourist guides as part of their “recertification” process, according to the Guidelines of 2011, are also expected to attend IITTM refresher courses on a bi-annual basis.<sup>724</sup> This mechanism has been implemented by institutional bodies so as for them to ensure that the professional remains current and “up-to-date” in the trade’s body of knowledge at all times during their career as an Indian tourist guide.<sup>725</sup>

### 6.3.3) Licensing

In India, licensing is thus an obligatory legal requirement for any individual wanting to become part of the tourist guiding environment of the country.<sup>726</sup> The licensing of the Indian tourist guide not only ensures that a candidate is certified to partake in the profession itself, but also serves as an effective tool to “delimit” the practice of the vocational occupation so as to protect visiting tourists to the nation against “incompetent”, “unqualified” and/or other “unlawful practitioners” in the immediate tourism environment.<sup>727</sup> It is also important to state that unlike professional certification in India that is externally mandated by the Central Government, tourist guide licensing remains the direct responsibility of the Ministry of Tourism by way of an applicable Regional Tourism Office.<sup>728</sup> Thus, once an individual has been certified as a Regional Level tourist guide by the IITTM, they can apply at an applicable Regional Tourism Office for an Indian tourist guiding license (see *Annexure 6*) and a laminated tourist guiding “card” (see *Annexure 7*).<sup>729</sup> If both these instruments are conferred to the certified guide, usually by an applicable Regional Tourism Director,

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<sup>724</sup> *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011)*; Indian Institute of Tourism and Travel Management, <<http://www.iittm.ac.in>>, 2019, access: October 2019.

<sup>725</sup> Ministry of Skill Development & Entrepreneurship, *Competency-based curriculum – Tourist guides*, 2018, pp. 1-42; S.P. Bansal, P.K. Gautam, S. Kulshreetha & S. Dixit, *Tourist guiding essentials*, 2019, pp. 1-13.

<sup>726</sup> Anon., ‘Exam for tourist guide’s license’, *The Times of India* (February 2004), p. 1.

<sup>727</sup> B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, pp. 137-154.

<sup>728</sup> N. Chowdhary & M. Prakash, ‘Tour guide training in India: A comparison of approach and content with other programs’, *Journal of Teaching in Travel and Tourism* 8 (2-3), 2009, pp. 161-191.

<sup>729</sup> *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011)*; Guidexplorer, <<http://www.guidexplorer.com>>, n.d., access: October 2019.

the tourist guide in question may then start operating in the applied for guiding region as a professional Indian tourist guide.<sup>730</sup>

As illustrated in *Annexure 6*, this tourist guiding license is likewise presented under the banner of “Incredible India” and is administered by the Ministry of Tourism itself.<sup>731</sup> The tourist guide’s license features the certified individuals name, surname, signature, “father’s name”, physical address as well as the date when the license was issued and when the licenses’ validity will expire.<sup>732</sup> In the latter instance the tourist guide can apply for a license renewal once in a three year period.<sup>733</sup> Additionally, it should also be noted that this license provides details regarding the region in which the tourist guide in question will be able to conduct guided tours, that specific guiding region’s “areas of operation” as well as the tourist guide’s “guiding number” (professional identification).<sup>734</sup> Every tourist guiding license administered by the Ministry of Tourism will also be undersigned by the applicable Regional Tourism Office Director of that listed tourist guiding region.<sup>735</sup>

Moreover, once an Indian tourist guide becomes formally licensed as a Regional Level tourist guide they will also receive their tourist guiding “card” at the same time. This “card”, like the tourist guide’s license, will also be administered by an applicable Regional Tourism Office through the authorisation of the Ministry of Tourism. As illustrated in *Annexure 7*, this “card” must be worn and visible at all times, by the applicable tourist guide while conducting any official or professional tourist guiding duties in the Indian tourism landscape.<sup>736</sup> This quality assurance mechanism, therefore, likewise serves as a way to distinguish licensed Indian tourist guides from other practitioners in the field. As indicated in both codes of conduct this “card” is “strictly non-transferrable” and should the tourist guide violate this identification measure, the above discussed suspension system will be applied. It is also important

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<sup>730</sup> Ministry of Tourism, <<http://www.tourism.gov.in>>, 2019, access: September 2019.

<sup>731</sup> Guidexplorer, <<http://www.guidexplorer.com>>, n.d., access: October 2019.

<sup>732</sup> Ministry of Tourism, <<http://www.tourism.gov.in>>, 2019, access: September 2019.

<sup>733</sup> *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011)*.

<sup>734</sup> Guidexplorer, <<http://www.guidexplorer.com>>, n.d., access: October 2019.

<sup>735</sup> Ministry of Tourism, <<http://www.tourism.gov.in>>, 2019, access: September 2019.

<sup>736</sup> Guidexplorer, <<http://www.guidexplorer.com>>, n.d., access: October 2019; Indian Association of Tour Operators, <<http://www.iato.in>>, 2017, access: June 2019; N. Chowdhary & M. Prakash, ‘Tour guide training in India: A comparison of approach and content with other programs’, *Journal of Teaching in Travel and Tourism* 8 (2-3), 2009, pp. 161-191;

to note that in the case of “loss” and/or “damage” to the tourist guiding “card”, the individual in question must immediately inform the applicable Regional Tourism Office concerned as well as report to the nearest police station on the events that led up to one of the above noted scenarios.<sup>737</sup>

Similar to the tourist guiding license, this “card” also displays all important personal and professional information applicable to a specific Regional Level tourist guide. The only notable difference is that on the tourist guiding “card” the concerned tourist guide’s professional contact information is also displayed.<sup>738</sup> Consequently it should also be stated that this guiding “card” administered to the Indian tourist guide merely serves as a practical adaptation of the tourist guide’s license itself. Thus, tourist guides are not required to carry their tourist guiding certification or licensing around with them on their day-to-day guiding activities, having only their “card” available on tours is sufficient.<sup>739</sup>

Taking the aforementioned into account, according to the Guidelines of 2011, this process of applying and receiving ones tourist guiding license and “card” generally takes about 30 days, from initiation to completion.<sup>740</sup> Thus, once the Indian tourist guide has signed both listed codes of conduct, and has successfully been certified and licensed by the applicable tourism authorities, he/she is now officially acknowledged and recognised as a member of the tourist guiding environment of India. Compliance to all three of these quality assurance mechanisms also allows for the tourist guide to join any federation and/or union overseeing the guiding vocation in the country. Guides at this stage will also become eligible and may therefore also apply for any tourist guide related “award of excellence” offered by any tourism authority within the sector, be that at a local, state, regional or national level.

#### **6.3.4) Professional tourist guiding associations**

In India, professional tourist guiding associations help to facilitate and support Indian tourist guides so as for them to perform their various roles and responsibilities to the best of their abilities throughout the country’s tourism landscapes, irrespective if

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<sup>737</sup> *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011).*

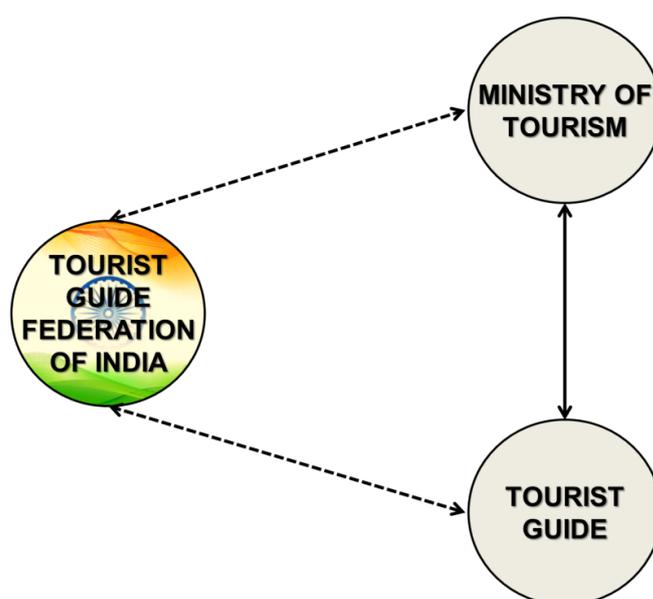
<sup>738</sup> Indian Association of Tour Operators, <<http://www.iato.in>>, 2017, access: June 2019.

<sup>739</sup> *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011).*

<sup>740</sup> *Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011).*

these attractions, destinations and sites are located in natural, cultural and/or adventure settings.<sup>741</sup> Although many smaller guiding associations do exist and are operational in the tourist guiding environment of India at a state and/or local level, only one national tourist guiding association has formally been recognised by the Central Government, so as to represent Indian tourist guides at a national and industry-wide level. This is the Tourist Guide Federation of India (TGFI).<sup>742</sup> Thus, the TGFI currently serves as the “independent and united voice” for all trained and registered tourist guides in India, and is subsequently located in the private sector of the Indian tourism environment.<sup>743</sup> Therefore, the Federation remains “neutral” in its professional workings with Regional Level tourist guides, other member associations and the Ministry of Tourism itself. (See Figure 10)

**Figure 10: Tourist Guide Federation of India (TGFI)**



At present the TGFI serves as the “apex organisation of Regional Level tourist guides” in the country with over 3 000 trained and registered professionals having joined this tourist guiding association to date.<sup>744</sup> State and local tourist guiding associations can also become members to the overhead framework offered by the

<sup>741</sup> Ministry of Tourism, <<http://www.tourism.gov.in>>, 2019, access: September 2019; Anon., ‘Tourist Guides’ Federation of India divided on guide fee agreement signed with IATO’, *Travel Monitor* (June 2019), pp. 1-2.

<sup>742</sup> Press Information Bureau, <<http://www.pib.gov.in>>, 2017, access: August 2019.

<sup>743</sup> Anon., ‘Tourist Guides’ Federation of India divided on guide fee agreement signed with IATO’, *Travel Monitor* (June 2019), pp. 1-2; Tourist Guide Federation of India, <<http://www.tgfi.org.in>>, 2018, access: August 2019.

<sup>744</sup> Tourist Guide Federation of India, <<http://www.tgfi.org.in>>, 2018, access: August 2019.

TGFI and at this time 13 smaller guiding associations across the nation have done so.<sup>745</sup> These include:

- Approved Guides Association Agra (AGA) (Uttar Pradesh);
- India Tourism Approved Gujarat Guide Association (ITAGGA) (Gujarat);
- Ellora Tour Guides Association (Maharashtra);
- Tourist Guides Federation of India - Goa Chapter (Goa);
- Tourist Guides Association, Kolkata (West Bengal);
- Odisha Tourist Guides' Association, Bhubaneswar (Odisha);
- Government of India Tourist Guides Association of Karnataka (Karnataka);
- Swami Pranvanand Tourist Guide Association, Khajuraho (Madhya Pradesh);
- Approved Tour Guides Association, Chennai (Tamil Nadu);
- South India Regional Guides Association of Kerala (SIRGAK) (Kerala);
- Government Approved Guides Association, Varanasi (Uttar Pradesh);
- Tourist Guides Association Mumbai (TOGA) (Maharashtra);
- Government Approved Tourist Guides Association Delhi (GATGA) (Delhi).<sup>746</sup>

The TGFI was established in 1996 through the merger of various smaller state and city guiding associations, with the aim at the time to create one national organisation to collectively represent the entire tourist guiding workforce of India at a formal level.<sup>747</sup> Today, the TGFI remains structured and managed according to the Societies Registration Act (1860) as imposed by the British Raj in British India.<sup>748</sup> This Federation has a “General Body” and “Executive Committee” with each having their own distinct powers, duties and functions, distributed among each divisions. It includes a President, Vice-President, General and Financial Secretaries as well as

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<sup>745</sup> Tourist Guide Federation of India, <<http://www.tgfi.org.in>>, 2018, access: August 2019.

<sup>746</sup> Approved Guides Association Agra, <<http://www.agaagra.com>>, 2012, access: October 2019; Gujarat Tourism, <<http://www.gujarattourism.com>>, 2019, access: October 2019; Maharashtra Tourism, <<http://www.maharashtratourism.gov.in>>, 2015, access: October 2019; Goa Tourism, <<http://www.goatourism.gov.in>>, 2019, access: October 2019; West Bengal Tourism, <<http://www.wbtourism.gov.in>>, 2018, access: October 2019; Orissa Tourism, <<http://www.odishatourism.gov.in>>, n.d., access: October 2019; Karnataka Tourism, <<http://www.karnatakaturism.org>>, n.d., access: October 2019; Madhya Pradesh Tourism, <<http://www.mptourism.com>>, 2017, access: October 2019; Approved Tour Guides Association Chennai, <<http://www.atga.in>>, 2019, access: October 2019; South India Regional Guides Association of Kerala, <<http://www.tgfsi.in>>, 2019, access: October 2019; Government Approved Guides Association Varanasi, <<http://www.touristguideinvaranasi.com>>, 2010, access: October 2019; Tourist Guides Association Mumbai, <<http://www.mumbaitourguides.com>>, 2018, access: October 2019; Government Approved Tourist Guides Association Delhi, <<http://www.gatga.org>>, n.d., access: October 2019; Tourist Guide Federation of India, <<http://www.tgfi.org.in>>, 2018, access: August 2019; Press Information Bureau, <<http://www.pib.gov.in>>, 2017, access: August 2019.

<sup>747</sup> Anon., 'IATO signs agreement with Tourist Guides' Federation of India to hike guide fee', *Tourism Breaking News* (June 2019), p. 1.

<sup>748</sup> R. Pillai, *Labour legislations in India: Tourism industry dimension*, 2012, pp. 1-11.

Executive Members.<sup>749</sup> In this context the “General Body” of the TGFI is entrusted to make, modify, adapt and change any and/or all rules and regulations applicable to the operational workings of the Federation itself.<sup>750</sup> Whereas the “Executive Committee” has the express purpose to manage all affairs of the organisation as well as monitor all member activities across the Indian tourism domain.<sup>751</sup> Membership to the TGFI is delineated into two categories. Firstly, a trained and registered Indian tourist guide may join the Federation directly as a member. Secondly, smaller state tourist guiding associations may also join the TGFI. In the latter instance, any active association in the country’s tourist guiding environment may join the Federation if they collectively agree and comply with this main institution’s set-out rules and regulations as well as common causes, powers and rights.<sup>752</sup>

In light of this it is also important to state that this noted association has various strategic objectives in place so as to ensure a professional guiding environment continues to operate at the prescribed minimum standards as imposed on the domain by the Ministry of Tourism.<sup>753</sup> These include: to work for the “economic betterment” of all member guides and associations; to promote cordial relationships, “spirit and mutual cooperation as well as goodwill” among all partners within the tourist guiding domain in terms of development, promotion and the imposed suspension system; to safeguard the interests, rights and privileges of all members and member associations so as to get their grievances “redressed” by constitutional means; to ensure working conditions as would enable the participants to discharge their duties in the “most satisfactory manner”; to elevate the guiding profession to the level of an international body through various “cultural and social programmes”; as well as to settle problems on behalf of tourist guides and member associations with institutional stakeholders such as the Ministry of Tourism, IATO, ASI, TAAI or any other associated travel body.<sup>754</sup>

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<sup>749</sup> Tourist Guide Federation of India, <<http://www.tgfi.org.in>>, 2018, access: August 2019.

<sup>750</sup> Tourist Guide Federation of India, <<http://www.tgfi.org.in>>, 2018, access: July 2019; Press Information Bureau, <<http://www.pib.gov.in>>, 2017, access: August 2019.

<sup>751</sup> Tourist Guide Federation of India, <<http://www.tgfi.org.in>>, 2018, access: August 2019.

<sup>752</sup> Press Information Bureau, <<http://www.pib.gov.in>>, 2017, access: August 2019.

<sup>753</sup> Ministry of Tourism, <<http://www.tourism.gov.in>>, 2019, access: September 2019.

<sup>754</sup> Tourist Guide Federation of India, <<http://www.tgfi.org.in>>, 2018, access: August 2019.

In India the TGFI has likewise been found to be instrumental in the formulation, implementation, and enforcement of other quality assurance tools, such as codes of conduct, certification, licensing and awards of excellence in the country's broader tourist guiding sector.<sup>755</sup> Moreover, for the purpose of this dissertation it is also important to note that the TGFI is acknowledged as a "full member" of the WFTGA.<sup>756</sup> Nevertheless, given the Federation's private sector workings it has also become opposed to various new ideas, projects and measures imposed on the tourist guiding environment of the country by the Ministry of Tourism itself.<sup>757</sup> This has generally resulted in the TGFI suing institutional bodies, such as the Ministry of Tourism, IATO, ASI and TAAI.<sup>758</sup> Common themes of dispute would appear to centre on institutional guiding fees, challenges faced, stakeholder expectations, areas of operation, and the limitations placed on individuals once certified and licensed that remain unemployed.<sup>759</sup>

### 6.3.5) Individual awards of excellence

This quality assurance mechanism in India aims to recognise and award worthy industry stakeholders and role players for their outstanding and persistent personal and professional contributions to the nation's tourist guiding sector at large.<sup>760</sup> Tourist guiding awards are annually awarded by the Government of India by way of the Ministry of Tourism at the "National Tourism Awards" gala event, where in this setting the winner(s) of each category's award is conferred to them by India's Minister of Tourism at the time (in this instance Minister P.S. Patel, 2017 – present).<sup>761</sup> Therefore, in this context individual awards of excellence serve the

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<sup>755</sup> B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, pp. 137-154.

<sup>756</sup> World Federation of Tourist Guide Associations, <<http://www.wftga.org>>, 2011, access: April 2019.

<sup>757</sup> Anon., 'Tourist Guides' Federation terms 'Tourist Facilitator' programme of Ministry of Tourism sheer "appeasement" and will prove ineffective in the long run', *Hospitality India* (December 2019), pp. 1-3.

<sup>758</sup> For example: *Government Approved Tourist Guide Association vs. State of Uttar Pradesh (Case 11 104 of 2009)* [successful]; *Government Approved Tourist Guides Association vs. Union of India (Case 25 274 of 2014)* [unsuccessful]; *Swami Pranavanand Tourist Guide Association vs. Union of India (Case 1 503 of 2012)* [unsuccessful].

<sup>759</sup> S. Das, 'Accredited and unemployed: Tour guide training programmes fail to make a mark', *The New Indian Express* (November 2019), pp. 1-7; Anon., 'Tourist Guides' Federation of India divided on guide fee agreement signed with IATO', *Travel Monitor* (June 2019), pp. 1-2; Groovy Ganges, <<http://www.groovyganges.org>>, n.d., access: October 2019.

<sup>760</sup> B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, pp. 137-154.

<sup>761</sup> *Guidelines – National Tourism Awards (2015-2016)*; *Guidelines – National Tourism Awards (2016-2017)*; *Guidelines – National Tourism awards (2017-2018)*; Ministry of Tourism, <<http://www.tourism.gov.in>>, 2019, access: August 2019.

express purpose of being deployed so as to ensure that the sustained promotion of life-long dedication, healthy competition, best practice and fair trade continue to remain a high priority for all entities involved in India's tourist guiding environment.<sup>762</sup>

Awards in turn are presented and open for nominations to state governments, Union territories, "classified hotels", "heritage hotels", approved travel agents, registered Indian tourist guides, domestic tour operators, "Incredible India" establishments, tourist transport operators, as well as any other private organisation deemed to be worthy of praise for excellence in performance in their respective fields across the country's tourism environment.<sup>763</sup> At this annual function a total of 76 awards are presented to commemorate excellence in quality service delivered.<sup>764</sup> In terms of the guiding profession in India, trained and registered tourist guides are only eligible to receive an award in one of two categories.<sup>765</sup> That include:

- "Best Tourist Guide"; or
- "Best Wildlife Guide".<sup>766</sup>

In the first category an Indian tourist guide may apply for this award of excellence if the individual meets the following criteria for selection. This includes: a minimum of 15 years work experience as an active tourist guide in one of the above noted regions; a letter of recommendation to be produced by IATO; as well as the requirement that a tourist guide applying for the award may not have "any disciplinary actions instituted against him or her for the last five years" for which a certificate of compliance has to be given by the Regional Tourism Office Director concerned.<sup>767</sup> In this particular category a tourist guide may specialise in any niche or activity related to the tourist guiding environment's three overhead themes of nature, culture and/or adventure guiding in India.<sup>768</sup> Thus, this form of quality assurance aims to celebrate a tourist guide's performance in his/her immediate

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<sup>762</sup> Anon, 'President to present national tourism awards', *India Today* (February 2012), p. 1; GK Today, <<http://www.gktoday.in>>, 2009, access: August 2019; Press Information Bureau, <<http://www.pib.gov.in>>, 2017, access: August 2019.

<sup>763</sup> Anon., 'President to present national tourism awards', *India Today* (February 2012), p. 1.

<sup>764</sup> Press Information Bureau, <<http://www.pib.gov.in>>, 2017, access: August 2019.

<sup>765</sup> GK Today, <<http://www.gktoday.in>>, 2009, access: August 2019.

<sup>766</sup> *Guidelines – National Tourism Awards (2015-2016)*; *Guidelines – National Tourism Awards (2016-2017)*; *Guidelines – National Tourism awards (2017-2018)*.

<sup>767</sup> *Guidelines – National Tourism awards (2017-2018)*; Ministry of Tourism, <<http://www.tourism.gov.in>>, 2019, access: August 2019.

<sup>768</sup> *Guidelines – National Tourism Awards (2015-2016)*; *Guidelines – National Tourism Awards (2016-2017)*; *Guidelines – National Tourism awards (2017-2018)*.

professional working environment in general. Submissions for this category are made directly to the Ministry of Tourism's headquarters in New Delhi, Delhi.<sup>769</sup>

The second award category for tourist guiding is open to any guides who are "recognised" and "approved" by a respective State Forestry Department, and if the individual tourist guide in question meets the following criteria for selection.<sup>770</sup> This includes: more than two years of active working experience in a designated "natural environment" in one of the above noted regions; should be actively guiding in a number of regional parks or reserves (public or private); should have a proven knowledge about the natural environment in which guided tours are being conducted; letters of recommendation from tourists; letters of recommendation from "wildlife lodges"; as well as a justifiable track-record in involvement and participation in conservation exercises, such as census surveys and field studies.<sup>771</sup>

It is also important to state that in this award category a tourist guide may only specialise in a niche or activity directly associated with guiding in any natural environment in India.<sup>772</sup> Thus, this particular award aims solely to recognise exemplary performance and service delivery in the nature segment of the tourist guiding sphere of the country. Submissions, for this category are also made directly to the Ministry of Tourism's headquarters, however, applications first need to be approved by an "expert technical Committee" by way of interviewing the tourist guides that were nominated for the award.<sup>773</sup> Once a final decision has been made by this ad-hoc Committee, only then will the application be processed by the Ministry itself.<sup>774</sup>

For the purpose of this dissertation it should also be stated that these indicated guiding awards do not delineate between local, state or Regional Level tourist

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<sup>769</sup> Ministry of Tourism, <<http://www.tourism.gov.in>>, 2019, access: August 2019.

<sup>770</sup> *Guidelines – National Tourism Awards (2015-2016)*; *Guidelines – National Tourism Awards (2016-2017)*; *Guidelines – National Tourism awards (2017-2018)*.

<sup>771</sup> *Guidelines – National Tourism awards (2017-2018)*; Press Information Bureau, <<http://www.pib.gov.in>>, 2017, access: August 2019.

<sup>772</sup> *Guidelines – National Tourism awards (2017-2018)*

<sup>773</sup> Anon., 'President to present national tourism awards', *India Today* (February 2012), p. 1.

<sup>774</sup> *Guidelines – National Tourism Awards (2015-2016)*; *Guidelines – National Tourism Awards (2016-2017)*; *Guidelines – National Tourism awards (2017-2018)*; Ministry of Tourism, <<http://www.tourism.gov.in>>, 2019, access: August 2019.

guides. Therefore, it is safe to assume that any practicing Indian tourist guide may apply for one or both of the award categories, should they meet the minimum requirements for selection. In the same context it is also important to note that no formal provisions have been made with regards to allotting an award of excellence for the individual culture or adventure tourist guide.<sup>775</sup> Moreover, it should also be pointed out that no citations have been made regarding any additional (monetary) benefits a tourist guide may expect once winning an award (like other award categories), or any evidence that this “guiding award” is actually inductive of life-long service to the tourist guiding domain in India.<sup>776</sup>

These five quality assurance mechanisms have all served as tools to control, maintain and monitor tourist guides in the country’s tourist guiding environment in an attempt to ensure that a certain level of service, performance and visitor satisfaction is achieved and maintained at all times. By upholding these assurance mechanisms for tourist guides, all institutional bodies also ensure that the Indian touristic experience is produced at an optimal level of quality. These tools in turn continue to respectively be regulated by the 2011 Guidelines, and subsequently enforced by the Central Government, the Ministry of Tourism, the IITTM, as well as associated guiding partners, such as the TGFI, IATO, ASI and TAAI.<sup>777</sup>

#### **6.4) Professional working conditions**

It is very apparent that the Indian tourist guide’s professional environment is contingent on the inner-workings, ideas and initiatives of institutional bodies, the private sector and non-governmental entities. It is also dependent on how tourists to India will react to the various implemented touristic products, services and experiences on offer, in the short and/or long-term across the country’s broader

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<sup>775</sup> R. Baken & S. Bhagavatula, ‘Some reflections on tourism and tourism policy in India’, <<http://www.dx.doi.org/10.2139/ssrn.2122440>>, 2010, access: July 2017.

<sup>776</sup> R. Baken & S. Bhagavatula, ‘Some reflections on tourism and tourism policy in India’, <<http://www.dx.doi.org/10.2139/ssrn.2122440>>, 2010, access: July 2017.

<sup>777</sup> Press Information Bureau, <<http://www.pib.gov.in>>, 2017, access: August 2019; Ministry of Tourism, <<http://www.tourism.gov.in>>, 2019, access: June 2019; Indian Institute of Tourism and Travel Management, <<http://www.iittm.ac.in>>, 2019, access: October 2019; Tourist Guide Federation of India, <<http://www.tgfi.org.in>>, 2018, access: August 2019; Indian Association of Tour Operators, <<http://www.iato.in>>, 2017, access: August 2019; Archaeological Survey of India, <<http://www.asi.gov.in>>, n.d., access: June 2019; Travel Agents Association of India, <<http://www.travelagentsofindia.com>>, n.d., access: August 2019.

tourism landscape.<sup>778</sup> In this professional environment various legislative and regulatory frameworks, educational and training components, as well as quality assurance mechanisms have been implemented so as to ensure that the Indian tourist guiding sector reaches its full professional potential through optimal working conditions on a continuing basis for the foreseeable future.<sup>779</sup> All of this has generally revolved around the standardisation of the Indian tourist guide's inherent roles and responsibilities, abilities and competencies, rules and regulations, physical conditions, mental demands, employment relationships and remuneration across the nation's professional realm. The Indian tourist guide's working scenario and professional parameters remain subjected to the provisions made within the National Tourism Policy of 2002 as well as the Guidelines of 2011.<sup>780</sup>

However, according to R. Pillai, as an active agent of the labour force in India, the tourist guide also needs to comply with various labour laws in its professional workings.<sup>781</sup> These include the: Workmen's Compensation Act (1923); Indian Trade Unions Act (1926); Payment of Wages Act (1936); Employees Liability Act (1938); Industrial Employment (Standing Orders) Act (1946); Industrial Dispute Act (1947); Minimum Wages Act (1948); Employees State Insurance Act (1948); Employees Provident Fund and Miscellaneous Provisions Act (1952); Apprentices Act (1961); Payment of Bonus Act (1965); Contract of Labour (Regulation and Abolition) Act (1970); Payment of Gratuity Act (1972); Equal Remuneration Act (1976); Regulation of Employment and Conditions of Service Act (1979); as well as the Employment Relations Act (2002).<sup>782</sup> These legislative measures at present serve as the only formal indicators for how the professional environment of the tourism industry should function and operate in the absence of a Tourism Act(s) or Tourist Guiding Act(s) on the Indian sub-continent. Thus, it can be argued that the Indian tourist guide still remains very much influenced and subjected to stakeholder involvement, expectations and the general challenges found within the sector itself.

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<sup>778</sup> M. Prakash & N. Chowdhary, 'Tour guides: Roles, challenges and desired competencies: A review of literature', *International Journal of Hospitality and Tourism Systems* 3 (1), 2010, pp. 1-12.

<sup>779</sup> M. Prakash & N. Chowdhary, 'Becoming a tour guide: Analysing the motivations', *Journal of Tourism Studies and Research in Tourism* 9 (9), 2010, pp. 5-13.

<sup>780</sup> *National Tourism Policy (2002); Guidelines for the selection and grant of guide licenses to Regional Level Tourist Guides (2011)*.

<sup>781</sup> R. Pillai, *Labour legislations in India: Tourism industry dimension*, 2012, pp. 1-11.

<sup>782</sup> R. Pillai, *Labour legislations in India: Tourism industry dimension*, 2012, pp. 1-11; Ministry of Labour and Employment, <<http://www.labour.gov.in>>, 2019, access: June 2019.

#### 6.4.1) Stakeholder expectations

It is also evident that tourist guiding has evolved gradually over the span of time in India.<sup>783</sup> The role has become more demanding and varied in terms of stakeholder involvement and expectations as the Central Government and its associated private partners have come to realise the importance of the guiding occupation as an intervention, or rather mechanism, for achieving “social, economic [and] political” strategic objectives across the Indian sub-continent.<sup>784</sup> In light of this, it was also found that the Indian tourist guide does not work in isolation but is required, and to an extent is expected to, liaise closely with multiple stakeholders across the country’s tourism domain, simultaneously, in a collective attempt to deliver on the promised “unique” and “authentic” Indian tourist experience.

However, this notion places tourists and industry expectations at a stalemate in the Indian tourist guiding context. On the one hand, tourist guides have to uphold the highest possible frontline professionalism that naturally renders an enjoyable, rewarding and memorable experience of India to tourists; while simultaneously ensuring that these tourists’ health, safety and security is taken into account while conducting a single guided tour.<sup>785</sup> In this scenario some tourists might even have special needs and expectations, largely being associated with their respective cultural backgrounds, their physical and intellectual capabilities as well as their interests and passions in relation to a specific Indian tourist attraction or site.<sup>786</sup>

On the other hand, employers likewise expect of Indian tourist guides to provide regular high quality service performances to tourists in order to meet their discerning needs and demands while partaking in a guided tour.<sup>787</sup> However, these employers

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<sup>783</sup> M. Prakash & N. Chowdhary, ‘Tour guides – Roles, challenges and desired competences: A review of literature’, *International Journal of Hospitality and Tourism Systems* 3 (1), 2010, pp. 1-12.

<sup>784</sup> V.B. Hans, “Tourism in India: Dynamics of innovation and development”, Conference paper – Public Private Partnership with Special Reference to Infrastructure Development, Industrialisation and Tourism, 28 January 2013, Mangalore, India, pp. 1-7; P. Ghosh, “Law on tour and travel: A study with reference to India”, Doctoral thesis, University of Burdwan, Burdwan, India, 2011, pp. 1-10; M. Prakash & N. Chowdhary, ‘Tour guiding: Interpreting the challenges’, *Tourismos: An International Multidisciplinary Journal of Tourism* 6 (2), pp. 65-81.

<sup>785</sup> University of Pretoria – Department of Historical and Heritage Studies, *A policy review of the tourist guiding sector in South Africa*, 2018, pp. 44-46.

<sup>786</sup> S. Sharma & N. Chowdhary, ‘Stakeholders expectations from tour guides’, *Asia Pacific Journal of Innovation in Hospitality and Tourism* 3 (1), 2014, pp. 41-60.

<sup>787</sup> M. Prakash & N. Chowdhary, ‘Becoming a tour guide: Analysing the motivations’, *Journal of Tourism Studies and Research in Tourism* 9 (9), 2010, pp. 5-13.

(predominantly governmental agencies) additionally also expect guides to manage large tour groups at any given time, follow and keep to a detailed itinerary, as well as be prepared for any other logistical aspects that might arise before, during or after the guided tour has taken place.<sup>788</sup> This is not only to maximise on visitor satisfactions in India as a commercial destination, but also to uphold profit margins on behalf of the applicable industry stakeholder located in the business environment of India at large.<sup>789</sup>

This places the Indian tourist guide in a very strenuous, challenging and confusing situation seeing as it is difficult to manage and please each direct stakeholder and role player, simultaneously, as so often is expected of tourist guides. Thus, despite their outlined multi-faceted professional personas, Indian tourist guides face many complications both from within as well as from outside their operating contexts be they at a local, state or regional level. Internally tourist guides may have personal limitations in terms of their own guiding skills, competencies and techniques.<sup>790</sup> Whereas externally they are caught between their obligation to please their employers, industry role players and tourists on the one hand, while on the other hand remaining a subject to institutional regulations and pre-conceptualised destination images.<sup>791</sup>

Various additional stakeholders can be identified in the Indian tourist guiding sphere. These include: the Ministry of Tourism; the IITTM; the TGFI; the ITDC; the ITFC; as well as other auxiliary role players such as domestic and international travellers; inbound and outbound tour operators; travel agencies; destination managers; merchandisers; the private sector; as well as non-governmental bodies.<sup>792</sup> Nevertheless, Sharma and Chowdhary argue that although these stakeholders and

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<sup>788</sup> Ministry of Skill Development & Entrepreneurship, *Competency-based curriculum – Tourist guides*, 2018, pp. 1-42.

<sup>789</sup> S. Sharma & N. Chowdhary, 'Stakeholders expectations from tour guides', *Asia Pacific Journal of Innovation in Hospitality and Tourism* 3 (1), 2014, pp. 41-60.

<sup>790</sup> M. Prakash & N. Chowdhary, 'Becoming a tour guide: Analysing the motivations', *Journal of Tourism Studies and Research in Tourism* 9 (9), 2010, pp. 5-13.

<sup>791</sup> S. Sharma & N. Chowdhary, 'Stakeholders expectations from tour guides', *Asia Pacific Journal of Innovation in Hospitality and Tourism* 3 (1), 2014, pp. 41-60; University of Pretoria – Department of Historical and Heritage Studies, *A policy review of the tourist guiding sector in South Africa*, 2018, pp. 192-206.

<sup>792</sup> S. Sharma & N. Chowdhary, 'Stakeholders expectations from tour guides', *Asia Pacific Journal of Innovation in Hospitality and Tourism* 3 (1), 2014, pp. 41-60.

role players may vary from tour-to-tour and from region-to-region – naturally depending on the role the tourist guide is expected to perform, or the responsibility they may be tasked to fulfil in a specific scenario – some common stakeholder expectations for the Indian tourist guide remain.<sup>793</sup> These include:

- to give an effective welcome and necessary information upon arrival of the tourist;
- to take, lead and guide visitors around the tourist attractions or sites at the destination of choice;
- to provide interesting and informative commentary at the attraction or en-route to the site;
- to provide accurate information and create further awareness about tourism landscapes and their immediate environments;
- to present chosen destinations in a favourable manner;
- to introduce tourists and the local community to one another;
- to network with other auxiliary service providers to make the necessary logistical arrangements;
- to cross-sell other tourism services and products at the destination;
- to ensure the safety, security and comfort of the tourist(s) partaking in the guided tour;
- to be able to handle tourists' inquiries and complaints, while simultaneously keeping the group together and in "good humour";
- to provide personalised care to all tourists involved;
- to inform visitors about a destination's local customs and traditions as well as local sensitivities that may apply;
- to take tourists to all places promised on the agreed upon itinerary;
- to help tourists understand rules and regulations set by regulatory bodies and how to adhere and follow them;
- to create, mediate and invigilate the promised upon "unique" and "authentic" tourist experience.<sup>794</sup>

However, although these expectations might appear simplistic in principle, they fundamentally underline the importance of the Regional Level tourist guide in India's professional environment.<sup>795</sup> Seeing that Indian tourist guides, by meeting these various stakeholder expectations, firstly provide the tourist with the kind of tourism

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<sup>793</sup> Press Information Bureau, <<http://www.pib.gov.in>>, 2017, access: August 2019; Yonyx, <<http://www.yonyx.com>>, n.d., access: September 2019; S. Sharma & N. Chowdhary, 'Stakeholders expectations from tour guides', *Asia Pacific Journal of Innovation in Hospitality and Tourism* 3 (1), 2014, pp. 41-60.

<sup>794</sup> S. Sharma & N. Chowdhary, 'Stakeholders expectations from tour guides', *Asia Pacific Journal of Innovation in Hospitality and Tourism* 3 (1), 2014, pp. 41-60.

<sup>795</sup> S. Sharma & N. Chowdhary, 'Stakeholders expectations from tour guides', *Asia Pacific Journal of Innovation in Hospitality and Tourism* 3 (1), 2014, pp. 41-60.

product or service that once received, will satisfy them; and secondly, once satisfied with the touristic experience, tourists would expect to get more of the same, at the same “place” at a later stage.<sup>796</sup> Thus, the Indian tourist guide’s centrality, although in some scenarios complex and strenuous, remains indispensable to the collective “purchasing”, “selling” and “re-selling” of the Indian destination image.<sup>797</sup>

Within this setting the tourist guide is indeed the “link” between the Indian tourism product or service and the visiting tourist to the country.<sup>798</sup> Moreover, it can also be argued that without the Indian tourist guide’s presence the “authentic” and “unique” nature of the Indian tourist attraction, destination or site cannot be comprehended, conveyed or consumed.<sup>799</sup> Thus, no tourist experience in India can effectively be created without the Indian tourist guide being present. Therefore, by meeting, overseeing and upholding stakeholder expectations on an uninterrupted basis will then become industry best conduct and practice for the Indian tourist guide.

#### 6.4.2) Challenges

Despite all these legislative and regulatory frameworks, educational and training components as well as quality assurance mechanisms in India, tourist guides remain the most “maligned” professionals of the tourism industry.<sup>800</sup> In this context they are often referred to as “lapkas” (counterfeit or bogus), perceived by some establishments and tourists to be a “menace” to the overall Indian touristic experience.<sup>801</sup> Consequently, Indian tourist guides still carry an “unflattering” professional persona and are “normally looked down [upon] with suspicion,

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<sup>796</sup> Press Information Bureau, <<http://www.pib.gov.in>>, 2017, access: August 2019; Yonyx, <<http://www.yonyx.com>>, n.d., access: September 2019.

<sup>797</sup> D. Geary, ‘Incredible India in a global age: The cultural politics of image branding in tourism’, *Tourist Studies* 13 (1), 2013, pp. 36-61.

<sup>798</sup> M. Prakash & N. Chowdhary, ‘What are we training tour guides for? (India)’, *Turizam* 14 (2), 2010, pp. 153-165.

<sup>799</sup> D. Geary, ‘Incredible India in a global age: The cultural politics of image branding in tourism’, *Tourist Studies* 13 (1), 2013, pp. 36-61.

<sup>800</sup> M. Prakash & N. Chowdhary, ‘Becoming a tour guide: Analysing the motivations’, *Journal of Tourism Studies and Research in Tourism* 9 (9), 2010, pp. 5-13.

<sup>801</sup> Yonyx, <<http://www.yonyx.com>>, n.d., access: September 2019; B. Weiler & R. Black, *Tour guiding research: Insights, issues and implications*, 2015, p. 139; M. Prakash & N. Chowdhary, ‘Tour guides: Roles, challenges and desired competencies: A review of literature’, *International Journal of Hospitality and Tourism Systems* 3 (1), 2010, pp. 1-12; N. Chowdhary & M. Prakash, ‘Challenges of tourist guiding – An assessment of situation in India’, *Conference Paper – Conference on Tourism in India – Challenges ahead*, 15 – 17 May 2008, Gwalior, India, pp. 1-10.

especially by domestic tourists”.<sup>802</sup> However, it should be stated that many of these negative connotations are brought on by the involvement of “untrained, unlicensed, informal, casual or fake guides” that continue to operate in the formal tourist guiding environment of India.<sup>803</sup> This despite all the various successes achieved through the standardisation of this collective environment and the associated RLGTP.

Nevertheless, various persistent barriers continue to hamper the domain, and its inherent potential as a best practice example in the global South. According to Chowdhary and Prakash, challenges facing the Indian tourist guide and India’s tourist guiding environment altogether, can largely be categorised into five broad categories.<sup>804</sup> These include: general tourism environment; working conditions of tourist guides; their relationships with local authorities, stakeholders and role players; their relationship with external trade intermediaries; as well as problems with tourists, visitors and/or customers pre, on or post guided tour.<sup>805</sup>

However, although challenges and barriers facing the guiding profession, and the guided tour, may vary from setting-to-setting and from stakeholder-to-stakeholder various noteworthy difficulties continue to test the domain. These include:

- limited knowledge about tourism products and services at a specific tourism attraction, destination or site;
- lack of confidence in how to express knowledge through presentation skills;
- the inability to meet all expectations of tourists, stakeholders and role players;
- lack of fixed employment and salaries for tourist guides (job security and low remuneration);
- a dependence on travel agents to acquire work on behalf of tourist guides, and in turn travel agents requiring a tour commission from tourist guides for arranging employment;
- unfair competition from unauthorised guides and many “unscrupulous elements” within the trade;

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<sup>802</sup> M. Prakash & N. Chowdhary, ‘Tour guides: Roles, challenges and desired competencies: A review of literature’, *International Journal of Hospitality and Tourism Systems* 3 (1), 2010, pp. 1-12.

<sup>803</sup> N. Chowdhary & M. Prakash, ‘Challenges of tourist guiding – An assessment of situation in India’, *Conference Paper – Conference on Tourism in India – Challenges ahead*, 15 – 17 May 2008, Gwalior, India, pp. 1-10.

<sup>804</sup> N. Chowdhary & M. Prakash, ‘Challenges of tourist guiding – An assessment of situation in India’, *Conference Paper – Conference on Tourism in India – Challenges ahead*, 15 – 17 May 2008, Gwalior, India, pp. 1-10.

<sup>805</sup> M. Prakash & N. Chowdhary, ‘Tour guides: Roles, challenges and desired competences: A review of literature’, *International Journal of Hospitality and Tourism Systems* 3 (1), 2010, pp. 1-12.

- residents, communities and tourists don't always trust tourist guides, in turn showing them little respect (low job status);
- a specific tourist guide's area of expertise and activity may be less known to tourists (area of guiding skills elsewhere in the domain);
- a dearth in civic facilities cause tourists to become apprehensive about entering certain areas or monuments with tourist guides (safety and security);
- tourist guides under the current regulations must also purchase tickets to enter tourist attractions or sites;
- there are no long-term incentives for doing a "good guiding" job;
- tourist guides are not conversant with an array of foreign language(s);
- there is immense pressure to do work which may not meet the prescribed legal and ethical thresholds;
- difficulties have been encountered when trying to assist tourists in times of crises;
- the unbalanced agreement to long "anti-social" working hours as compared to other travel professions;
- the limitations seasonality places on the tourism and tourist guiding environments as a whole;
- the lack of corporation and integration between tourist guides, private sector, non-governmental bodies as well as indigenous communities;
- the persistence in unfriendly encounters and relationships in day-to-day operations given the pressurised environment;
- the various restrictions placed on female tourist guides (unequal settings);
- limitations in power and rights in relation to when guided tours start as well as when information about these tours will be received.<sup>806</sup>

Taking the aforementioned into account, M.R. Dileep goes on to argue that given the tourist guide's "indispensable" role within the broader Indian tourism demand and supply chain – the guide and its professional working environment – may also be directly or indirectly affected by various decisions, problems and obstacles that may arise in the macro environment of India's travel market.<sup>807</sup> In this context the Indian tourist guide will also have to adjust and endure these challenges. These include:

<sup>806</sup> N. Chowdhary & M. Prakash, 'Challenges of tourist guiding – An assessment of situation in India', *Conference Paper – Conference on Tourism in India – Challenges ahead*, 15 – 17 May 2008, Gwalior, India, pp. 1-10; M.R. Dileep, 'China all set to become number one – Wobbling India fumbles again!', *Destination Kerala* (March 2014), pp. 1-3; T. Subash, 'Tourism in India: Potentials, challenges and opportunities', *International Journal of Research and Analytical Reviews* 2 (4), 2015, pp. 8-18; D. Sumaira & Q. Ruban, 'Issues and challenges faced by tourism sector of Kashmir – A conceptual study', *International Journal of Research and Analytical Reviews* 5 (2), 2018, pp. 1358-1364; S. Seth, 'What ails Incredible India?', *Mumbai Mirror* (November 2015), pp. 1-2; M. Prakash & N. Chowdhary, 'Interpreting the challenges', *Tourismos: An International Multidisciplinary Journal of Tourism* 6 (2), 2011, pp. 65-85.

<sup>807</sup> M.R. Dileep, 'China all set to become number one – Wobbling India fumbles again!', *Destination Kerala* (March 2014), pp. 1-3.

insufficient public-private partnerships; inadequate tourism infrastructure; frequency in the changing of leadership in the Central Government (ministers in particular); inadequate institutional collaborations and relationships; high accommodation tariffs; persistent socio-economic inequalities for everyday Indians; contending with remnants of British Raj and its quasi-federal system of governance; insufficient tourism marketing and research; bureaucratic lethargy; widespread corruption; poor cleanliness and hygiene; notorious safety and security issues; poor presentation of tourism products and services; as well as the notable limitations in the development and promotion of a skilled tourism workforce.<sup>808</sup>

In the same context it is also important to point out that India has struggled in recent years to uphold its previously commendable international destination image brought on with the implementation of the “Incredible India” campaign in the early 2000s.<sup>809</sup> This destination image, however, has largely been tarnished when India was designated as the “Sleeping Tiger” of Asia with regards to annual tourism growth that continues to fall well short of all predictions to date, as well as the nation becoming represented as the “Rape Capital” of the world in some international tourism circles.<sup>810</sup>

However, although many of the abovementioned problems are beyond the control of the Indian tourist guide, guides still need to be aware of them, and should continue to act as the “go-between” in these contentious situations. This especially considering the likelihood that a tourist might enquire about these stated barriers and problems whilst partaking in a guided tour. Thus, the Indian tourist guide must prepare and anticipate these potential challenges arising, and should come up with ways to

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<sup>808</sup> T. Subash, ‘Tourism in India: Potentials, challenges and opportunities’, *International Journal of Research and Analytical Reviews* 2 (4), 2015, pp. 8-18; M.R. Dileep, ‘China all set to become number one – Wobbling India fumbles again!’, *Destination Kerala* (March 2014), pp. 1-3; D. Sumaira & Q. Ruban, ‘Issues and challenges faced by tourism sector of Kashmir – A conceptual study’, *International Journal of Research and Analytical Reviews* 5 (2), 2018, pp. 1358-1364.

<sup>809</sup> S. Seth, ‘What ails Incredible India?’, *Mumbai Mirror* (November 2015), pp. 1-2; D. Geary, ‘Incredible India in a global age: The cultural politics of image branding in tourism’, *Tourist Studies* 13 (1), 2013, pp. 36-61.

<sup>810</sup> M.R. Dileep, ‘China all set to become number one – Wobbling India fumbles again!’, *Destination Kerala* (March 2014), pp. 1-3; S. Seth, ‘What ails Incredible India?’, *Mumbai Mirror* (November 2015), pp. 1-2; N. Lal, ‘Delhi’s foreign tourist inflow down to 30-40%, is rape capital ‘image’ to blame?’, *Times of India* (August 2019), pp. 1-6; Anon., ‘India is considered ‘rape capital’ of the world – Rahul Gandhi’, *Gulf News* (January 2020), pp. 1-4; A. Kazmin, J. Singh & K. Inagaki, ‘Latest rape case adds to fears for Indian tourism industry’, *Financial Times* (January 2015), pp. 1-3.

strategically, professionally and ethically resolve or avoid them altogether. However, many authors have also stated that although most of these listed challenges can be resolved with effective communication between all applicable parties, difficulties in addressing all challenges may be complex and arduous to successfully and sustainably combat given the sheer geographic size of India and the uninformed perceptions of its immediate tourism environment.<sup>811</sup>

#### **6.4.3) Tourist guiding in India at present**

Despite this complex, strenuous and contentious context the Indian tourist guide has to endure and contend with on a daily basis as an active agent of India's tourism domain, the collective profession and realm appears to be systematically growing at a "governable pace".<sup>812</sup> This expansion to date has been evident with the tourist guiding sector of India having close to 3 500 trained and registered tourist guides in its immediate operating environment across its five identified guiding regions.<sup>813</sup> (See Figure 11)

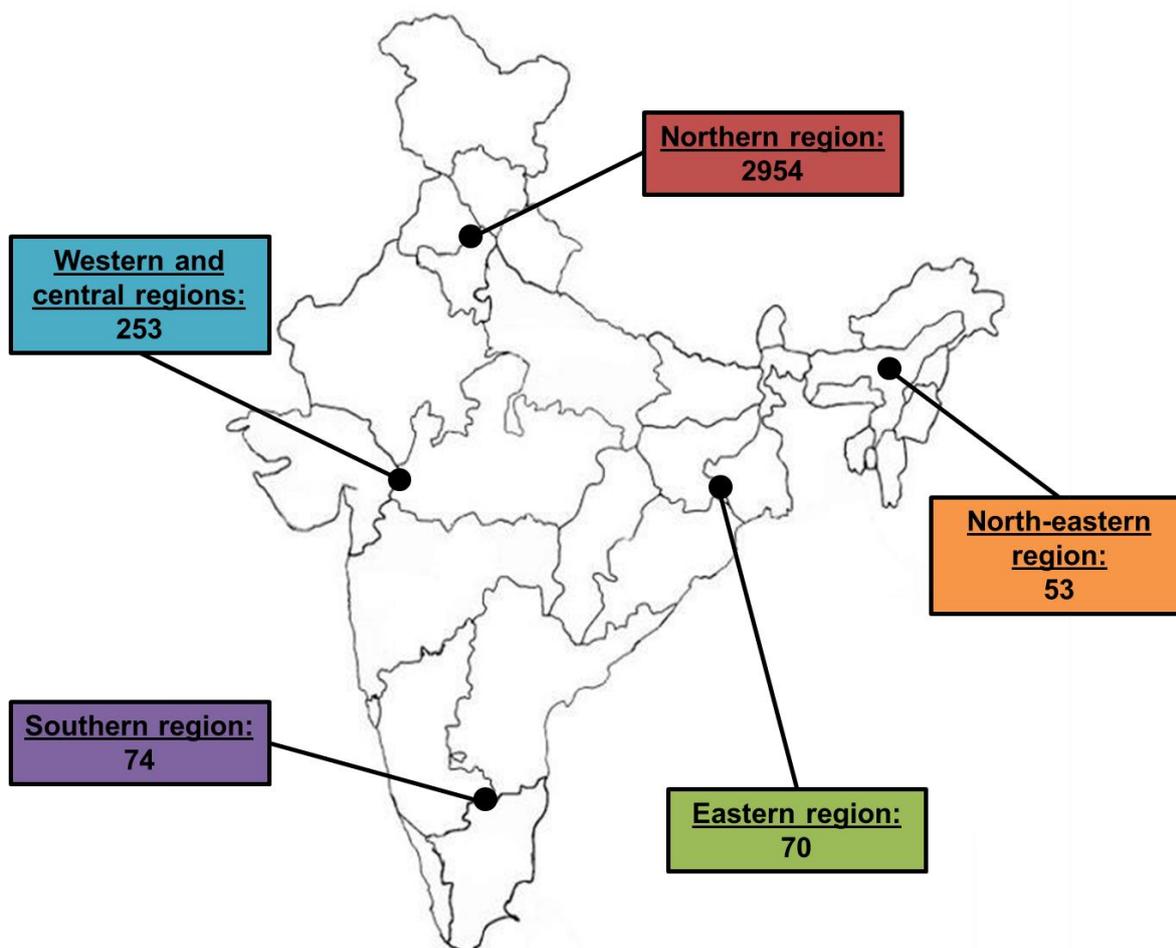
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<sup>811</sup> N. Chowdhary & M. Prakash, 'Challenges of tourist guiding – An assessment of situation in India', *Conference Paper* – Conference on Tourism in India – Challenges ahead, 15 – 17 May 2008, Gwalior, India, pp. 1-10.

<sup>812</sup> *Annual Report (2018 – 2019)*.

<sup>813</sup> Indian Institute of Tourism and Travel Management, 'Admission bulletin – General guides', *Brochure* – Regional Level Guide Training Programme 2015 – 2016, Gwalior, India; Indian Institute of Tourism and Travel Management, 'Admission bulletin – Linguistic guides', *Brochure* – Regional Level Guide Training Programme 2015 – 2016, Gwalior, India.

Figure 11: Number of tourist guides in India at present<sup>814</sup>



However, tourist guiding numbers, as illustrated in Figure 11, at this stage would still appear to be disproportionately high in the “northern region” of the country, when compared to the other four guiding regions.<sup>815</sup> This can more than likely be attributed to the “Golden Triangle” tourist circuit that is situated across the states of Delhi, Uttar Pradesh and Rajasthan in the “northern region”, that remain very popular tourist destinations for international tourists to India.<sup>816</sup> As one of the country’s most prominent tourist circuits, a higher demand for tourist guides naturally had to be accounted for.<sup>817</sup> Nevertheless, as indicated above, various admission guidelines have been set forward recently so as to achieve a more balanced number of tourist guides throughout the country – be they qualified as general, linguistic or expert

<sup>814</sup> Adapted from Prakash and Chowdhary (2010) and Incredible India (n.d.)

<sup>815</sup> M. Prakash & N. Chowdhary, ‘What are we training tour guides for? (India)’, *Turizam* 14 (2), 2010, pp. 153-165.

<sup>816</sup> Incredible India, <<http://www.incredibleindia.org>>, n.d., access: November 2019.

<sup>817</sup> M. Prakash & N. Chowdhary, ‘What are we training tour guides for? (India)’, *Turizam* 14 (2), 2010, pp. 153-165; Ministry of Tourism, <<http://www.tourism.gov.in>>, 2019, access: May 2019.

Regional Level tourist guides.<sup>818</sup> Annual reports published by the Ministry of Tourism and the IITTM also reveal that the RLGTP continues to have an intake of about 200 – 300 individuals on a yearly basis.<sup>819</sup> Thus, India’s collective tourist guiding domain continues to grow between 5 – 9% annually.<sup>820</sup>

Moreover, according to the Ministry of Tourism, the promotion of the tourist guiding profession in India remains an “on-going process”, with the RLGTP at present still utilised as the main instrument to select, train and grant Regional Level tourist guide licenses to suitable candidates from India’s general population.<sup>821</sup> Thus, it is safe to assume the various discussed legislative and regulatory frameworks, educational and training components, quality assurance mechanisms and the tourist guide’s immediate professional working conditions will be upheld for the foreseeable future. Recent initiatives prompted at a national level also corroborate how India intends to further develop and promote its tourist guiding environment going forward.

These include: the formulation of IITFC programme to include more indigenous peoples and communities within the broader tourist guiding environment; the continued emphasis on digital tourist guide learning and online programmes to prepare the Indian tourist guide for the coming Fourth Industrial Revolution; the utilisation of tourist guides to promote and oversee more sustainable and responsible practices in the broader Indian tourism domain; the selection of the tourist guide as being a central mechanism to promote cross-border cooperation across the Indian sub-continent (with Nepal especially); and lastly, the designation of the Indian tourist guide as “skilled labour” in the Ministry of Tourism’s vision to have five million skilled workers within the Indian tourism domain by 2022.<sup>822</sup>

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<sup>818</sup> Indian Institute of Tourism and Travel Management, ‘Admission bulletin – General guides’, *Brochure – Regional Level Guide Training Programme 2015 – 2016*, Gwalior, India; Indian Institute of Tourism and Travel Management, ‘Admission bulletin – Linguistic guides’, *Brochure – Regional Level Guide Training Programme 2015 – 2016*, Gwalior, India.

<sup>819</sup> Indian Institute of Tourism and Travel Management, <<http://www.iittm.ac.in>>, 2019, access: October 2019; Ministry of Tourism, <<http://www.tourism.gov.in>>, 2019, access: May 2019; *Annual Report (2017 – 2018)*; *Annual Report (2018 – 2019)*.

<sup>820</sup> Tourist Guide Federation of India, <<http://www.tgfi.org.in>>, 2018, access: August 2019

<sup>821</sup> *Annual Report (2017 – 2018)*; *Annual Report (2018 – 2019)*.

<sup>822</sup> V. Raja, ‘Government launches certification course to train tourism facilitators’, *Better India* (January 2020), pp. 1-4; Incredible India Tourist Facilitator, <<http://www.iitf.gov.in>>, 2019, access: January 2020; Ministry of Tourism, <<http://www.tourism.gov.in>>, 2019, access: January 2020; *Annual Report (2017 – 2018)*; *Annual Report (2018 – 2019)*; Indian Institute of Tourism and Travel Management, <<http://www.iittm.ac.in>>, 2019, access: October 2019; *Code of conduct for safe and*

## 6.5) Chapter summary

This chapter focussed on educational and training components as well as quality assurance mechanisms associated with the Indian tourist guide and the guide's immediate tourist guiding landscape, be that on a regional, state or local level. This chapter likewise appraised the Indian tourist guide's professional working conditions, and outlined how the profession has steadily gone on to grow in capacity in recent years, since the country adopted the Regional Level tourist guide accreditation category industry-wide. Emphasis was also placed on critically analysing the various facets that collectively represent the Indian tourist guide's operational and functional contexts. These included: classroom training; fieldwork; codes of conduct; certification; licensing; tourist guiding associations; awards of excellence; stakeholder expectations; as well as the challenges that continue to plague the tourist guiding environment of India. Examples of an "admission bulletin" for employment; a Regional Level tourist guide "application form"; as well as a certificate, license and laminated guiding "card" were also provided. These components are all applicable to the Indian tourist guide and the country's tourist guiding environment at large.

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*honourable tourism (2010)*; Anon., 'Cross border tourism promoted in India', *Global Travel Industry News* (June 2019), pp. 1-3.

## **CHAPTER 7: CONCLUSION**

This dissertation analysed the complexity and multi-layered nature of tourist guiding in India, to determine if the nation could potentially serve as a best practice sustainable example for tourist guiding in the global South. Given that the bulk of tourist guiding scholarship has emanated from a limited number of Indian scholars and practitioners, this appraisal set out to investigate India's national tourism and tourist guiding environments, legislative and regulatory frameworks, educational and training components, quality assurance mechanisms, as well as the Indian tourist guide's professional working conditions from a non-Indian global South perspective. In this investigation, emphasis was placed on various key operational and functional contexts applicable to the Indian tourist guiding realm. The study is both comprehensive and detailed in order to interrogate whether the Indian tourist guiding sector is indeed "incredible" and if it can be utilised as a benchmark within the international tourist guiding domain.

It also likewise focussed on the associated involvements, expectations and challenges that arose internally and externally from tourists, public stakeholders, private role players and non-governmental entities that Indian tourist guides in their multi-variate roles and responsibilities had to mediate while conducting a guided tour, at a local, state, regional or national level. In addition, emphasis was also placed on the tourist guide's ability to serve as a pivotal link in the co-creation of unique touristic experiences; who the independent entities were that directly influenced the working environment; how the tourist guiding profession should not be perceived as freelance work without financial gain; the extent of a tourist guide's professional status and professionalisation; as well as how the tourist guiding vocational occupation intends to grow and be represented in future tourism development discourse and promotional projects.

On reflection, it was found that tourist guiding is by no means a new nor recent phenomenon in India, with the vocational occupation having a long lineage of development, promotion, expansion and growth within the nation's tourism domain over the last half century. The notion of tourist guiding in India was first recognised in 1947 when the Sir John Sargent Committee on Tourism presented its practical

recommendations to the pre-independent Government of India. In these institutional recommendations, Sargent stated that for Indian tourism to reach its intended socio-economic heights in the nearby future, that all stakeholders and role players involved in the sector, should make a concerted effort to start training willing individuals to become “Indian tourist guides”. This would be so as to assist tourists to the country with their disposable time and travels across the Indian sub-continent. As outlined in Chapter 4, Sargent’s recommendations of 1947 did prove plausible in the next decade to come in terms of tourism development and promotion as India would gain independence from the British Raj, to become the Republic of India. However, this initial call to establish a national tourist guiding environment in the nation’s rapidly expanding tourism domain, remained largely overlooked in practice by all public stakeholders and travel bodies. By the late 1940s, tourist guide training still remained side-lined by all private role players and institutions alike.

The notion of Indian tourist guiding would only again appear some ten years later, in 1957 within an Estimates Report produced by the Mehta Committee on behalf of the Ministry of Transport. As discussed in Chapter 5, it is within this ministerial report that Indian tourist guiding gained its first formal recognition within the country’s tourism domain. In this context the vocational occupation was designated as a non-homogenous segment of India’s travel market, and was consequently identified viable for further public and private investment. The Mehta Committee therefore proved critical to the conceptualisation of tourist guiding on the Indian sub-continent in the 1950s. Taking into account that not only did the Committee recognise the importance of having trained and regulated tourist guides available and active in India’s tourism domain, but it was also able to formulate various professional tools for the would be “Indian tourist guide” and this initial guide’s guiding environment.

These instruments at the time included: legislative and regulatory frameworks (such as localised tourist guiding legislation, minimum requirements, registration processes and prescribed guiding fees); educational and training components (such as recruitment systems, tourist guide training syllabi, tourist guiding handbooks/manuals and refresher courses), as well as quality assurance mechanisms (such as certification, licensing, working conditions, and the ability to join a professional union) for tourist guiding to be implemented in newly created regional tourist guiding spaces

by way of selected State and Local Governments. Nevertheless, despite the Committee's findings not attaining legal sanction from the then Central Government, as well as Indian tourist guiding not being promoted at a national level given its low priority designation within tourism itself, it could still be argued that the Mehta's Committee's industry-wide practical recommendations were critical to what at present can be contextualised as tourist guiding across the Indian sub-continent.

This subsequent expansion and growth of tourist guiding in India in the late 1950s and into the early 1960s at a regional level more than likely also led to Indian tourist guiding again being acknowledged at an institutional level by way of the L.K. Jha Committee on Tourism's practical recommendations in 1963. In these findings it was again stressed that more adequate training should be provided to tourism personnel that are directly involved with international and domestic tourists, including tourist guides. However, similar to Sargent Committee's findings, most of the L.K. Jha Committee's travel related suggestions were implemented and upheld in the country in the next decade to come. Yet, the notion to acknowledge, regulate and train Indian tourist guides at a national level was again theoretically absent, and hidden in practice from most large-scale tourism initiatives and promotion projects at the time.

However, this systematic evolution and promotion of the trade at secondary governmental levels, appears to have been short lived, seeing as no evident national discourse nor industry-wide strides were made in relation to the tourist guiding profession from the early 1970s up until the late 1990s. It is likewise important to note within this four decade period various formal development plans and tourism policies were also promulgated and enacted at a national level across the Indian sub-continent. These included: the First (1951 – 1956); Second (1956 – 1961); Third (1961 – 1966); Fourth (1969 – 1974); Sixth (1980 – 1985); Seventh (1985 – 1990); Eighth (1992 – 1997); and Ninth (1997 – 2002) Five Year Plans; as well as the country's first Tourism Policy (1982) and its subsequent replacement in the National Action Plan for Tourism (1992). However, although being considered milestones at the time and taking into account that these measures did award tourism more legitimacy on the "Concurrent List of the Constitution of India" and also allowed for the ITDC (1966), the IITTM (1983) and the ITFC (1988) to be created – that none of these action plans and tourism policies featured or referred to any part of Indian

tourist guiding nor the Indian tourist guide's working environment. Another institutional Committee on Tourism was again launched by the Central Government in 1986, the Yunus Committee. However, as indicated above, this Committee, unlike its predecessors did not feature any aspect of tourist guiding in India.

Attention to the tourist guiding vocation only became relevant again in 2005 when the Ministry of Tourism became a stand-alone entity within the Government of India. Within this new found ministerial independence the Ministry acknowledged and designated the Indian tourist guide as a homogenise segment of the country's tourism value chain. Within this context the tourist guide now had the role to act as the independent first contact, and had the responsibility to be the professional link between industry (Ministry of Tourism and travel agencies) and tourists (customer) in the collective creation of the Indian touristic experience. This would serve as the first instance where Indian tourist guiding became recognised at a national level. This repositioning of the profession within the nation's experience-based economy also again renewed calls for a nationally recognised and standardised training programme to be formulated and implemented in an attempt to streamline the Indian tourist guiding profession, which up until that stage remained largely unregulated with inadequate training only being provided at state and local levels by unauthorised training establishments.

These calls to set the parameters for vocational learning and training were actualised in 2005 when the Ministry of Tourism, in partnership with the IITTM, formulated and implemented the RLGTP industry-wide. This demarcation of what a nationally regulated, trained and licensed Indian tourist guide would look like and be within India's tourism domain soon became promulgated in the "Guidelines for the selection and grant of licenses to Regional Level tourist guides" in 2007. However, as noted above, these guidelines were amended in 2011. This remains the most commonly used institutional mechanism to regulate all parts of India's tourist guiding realm on a national platform. It includes the now accredited Regional Level tourist guide's national tourist guiding environment, legislative and regulatory frameworks, educational and training components, quality assurance mechanisms, as well as this guide's professional working conditions.

The 2011 Guidelines also made critical conventions with regards to the legal obligations, guiding categories, regulatory guiding regions, remuneration frameworks, employment opportunities as well as visitor satisfaction tools the specific Regional Level tourist guide had at their disposal and had to adhere to when conducting a guided tour and creating a touristic experience anywhere in India. At this stage it could also be argued that the RLGTP and 2011 Guidelines allowed not only for Regional level tourist guides to become acknowledged industry-wide, but that it also granted institutional authorities and bodies the mandate to start streamlining, controlling and monitoring the Indian tourist guide and their associated operational and functional contexts on a more regular basis.

It is equally important to state that over the last two decades, (2000 to 2020) various formal development plans and tourism policies have been promulgated and enacted at a national level across India. These included the Tenth (2002 – 2007); Eleventh (2008 – 2012) and Twelfth (2012 – 2017) Five Year Plans as well as the country's second National Tourism Policy (2002). It was found that like its forerunners, none of the noted action plans made any recommendation regarding the Indian tourist guiding environment or the Regional Level tourist guide. These decades, not unlike those before, also saw no institutional Committee on Tourism being formed by either the stand-alone Ministry of Tourism or the Central Government.

It is however also important to note that at this stage the National Tourism Policy of 2002 did feature the tourist guide in a minimalistic capacity as an “other service” in its conceptual outline. However, as indicated in Chapter 5 this minor acknowledgement at best gave no real consideration for who the Indian tourist guide was or what the Regional Level tourist guiding professional persona entailed within the broader Indian tourism demand and supply chain. This designation as an “other service” also again underlined the Indian tourist guide's low notoriety in practice within Indian tourism operations. This was evident in the fact that other travel initiatives and projects again were prioritised and favoured, in terms of resources and investments, above and beyond the country's tourist guiding sector. Thus, it can be deduced from the above that there remains a clear discrepancy between what constitutes tourism development and promotion in India, as opposed to what can be perceived as tourist guiding growth and expansion.

It is within this formally acknowledged and nationally regulated tourist guiding environment with trained, certified and licensed Regional Level tourist guides at the helm, that India's holistic tourist guiding realm can be evaluated as a potential best practice for tourist guiding in the global South. As shown in Chapter 3, "international best practice" in terms of tourist guiding refers to one country's tourist guiding environment serving as an industry-wide benchmark for professional minimum standards, guidelines and ethics. In this context, best practice is then determined by a set of established criteria, which in turn are based on the existence of indicators within each criteria across a specific country's tourist guiding sector.

Therefore, it can be argued that if a specific nation's tourist guiding domain does indeed comply with the majority of best practice indicators that the country in question can effectively be appraised and elevated to an international example for optimum levels of tourist guiding achieved. Thus, once this designation of a nation's guiding domain has occurred, other countries in turn will be able to use the benchmark of these operational and functional contexts to establish, restructure or even uplift their own tourist guiding sectors in an attempt to attain this set of optimal tourist guiding principles, conduct and professionalisation. The following conceptual model can, therefore, be devised to analyse India's potential to serve as a best practice example for tourist guiding (legal, educational and quality assurance) among developing nations and in particular, the global South. (See Figure 12)

Figure 12: International tourist guiding best practice – Conceptual model



In relation to legislative and regulatory frameworks, India’s holistic tourist guiding environment complies with the following indicators for best practice: attributes that encompass the official sector; the roles and responsibilities; regulatory guidelines; accreditation; minimum requirements; registration processes; punitive provisions; and institutionally prescribed guiding fees.

In terms of its official sector, India has a clearly defined and delineated professional tourist guiding environment with a set of established regulatory frameworks, training components, employment opportunities and working conditions. This formally recognised domain in turn is overseen by the Government of India, managed by a stand-alone Ministry of Tourism and is subsequently monitored by various regional, state and local governmental bodies and municipalities, as well as relevant private sector travel authorities. India therefore has a well-established formal infrastructure

sanctioned by both the public and private sectors. The roles and responsibilities of the tourist guide are also well accounted for within the Indian tourism sector. The tourist guide's multi-layered attributes and abilities are theoretically and practically recognised at all levels of tourism operations throughout the country, again in the public and private sector, and at a local, state, regional and national level. Concurrently this acknowledgement of the Indian tourist guide's roles and responsibilities has also allowed for the guiding domain itself to unlock its adherent potential as well as further develop, promote and streamline its strategic objectives within the country's broader tourism domain.

It is also important to note that the Indian tourist guiding sector is a very much regulated environment and has to date been strictly controlled and structured according to the above Guidelines of 2011. It is through this ad-hoc policy that the Ministry of Tourism, and its associated private role players, such as the IITTM, TGFI, IATO, TAAI and ASI, are able to directly monitor and oversee the Indian tourist guide's functional and operational contexts, conduct and professionalism throughout the country's tourist guiding domain. The Indian tourist guiding sector likewise makes use of a three-tiered system to accredit tourist guides throughout the country, be it at a local, state or regional level. In this context the tourist guide has the ability to act as general, general-linguistic, expert or expert-linguistic tourist guide on a full or part-time basis. In this accreditation system tourist guides also have the opportunity to specialise in nature, culture or adventure tourist guiding in one of the five designated guiding regions throughout the country.

India also has a pre-determined set of minimum criteria for an individual to join the tourist guiding profession within the country. These minimum requirements revolve around citizenship, age restrictions, formal qualifications, language proficiencies as well as the competency and suitability of an aspiring candidate to successfully complete all suggested components of a standardised training programme. The Indian tourist guiding environment also makes use of a detailed registration process to formally induct individuals into this vocational occupation throughout the country. This process is overseen by Regional Tourism Offices, and requirements for admission largely revolve around application forms, institutional procedures,

adherence to service delivery mechanisms, as well as the ultimate issuing of relevant licensing to the qualified Indian tourist guide.

In terms of disciplinary provisions, India utilises a strict non-negotiable system of warnings that range from a six month suspension to the permanent withdrawal of an Indian tourist guide's license. This system is only applied if the tourist guide is found to have been guilty of misconduct, service violations, practice irregularities, unprofessionalism or has been in contravention of any of the nation's societal laws. Lastly, given the fact that India's tourist guiding domain is very much a regulated domain it can, therefore, make use of institutionally prescribed guiding fees in its operational context, which are in turn complied and implemented by relevant tourism authorities, and are revised on a bi-annual basis. It could also be stated that guiding fees in the Indian tourism setting makes provisions for, and delineates between, full and half day guided tours, pax capacities, special allowances, outstations, meeting places as well as the administering of tips to trained and registered Indian tourist guides.

Turning to the educational and training components, India's tourist guiding environment also complies with several of the best practice indicators. These relate to the training program; qualifications; course structure; skills development; training outcomes; capacity building; and refresher courses – all of which are associated with the Regional Level tourist guiding occupation.

The Indian tourist guiding domain utilises the RLGTP to formally educate and train individuals to become part of the country's Regional Level tourist guiding system. The RLGTP in turn is administered and managed by the IITTM, and is respectively subsidised, supported and controlled by the ITFC, ITDC as well as the Ministry of Tourism itself. The training is well monitored and administered in a tiered structure from national level devolving down to a local level. This devolution of power in India's tourist guiding environment exists as a result of the country's quasi-federal system of governance. In relation to Indian tourist guiding credentials, the RLGTP is the only formally recognised qualification at higher education level in the Indian tourism domain that is legally authorised to educate and train individuals wanting to become part of the above outlined tourist guiding profession on the Indian sub-continent. It is

also important to emphasise that obtaining this qualification remains one of the basic components to join the country's guiding environment as a Regional Level tourist guide, and is likewise fundamental to acquire so as to be allowed to access the trade's functional contexts of structure, employment and remuneration. The qualification is therefore an indispensable component of the profession and is closely regulated in terms of the required competencies.

The RLGTP makes extensive provisions for the theoretical and practical training of individuals wanting to become part of the tourist guiding profession in India. This stated programme and its associated divisions in turn are administered over periods of 13 to 26 weeks by way of class, field and online training as well as written and oral assessments and examinations. Comparatively speaking, it therefore appears as a rigorous and extensive training which is unsurpassed in most other training programs both in the global North and global South.<sup>823</sup> The Indian tourist guiding domain also makes theoretical provisions to effectively and sustainably develop the adherent skills of the would-be Regional Level tourist guide. This is done in the context of the educating and training of this specific guide which corresponds with the multi-variate set of roles and responsibilities the Indian tourist guide will require in practice while conducting a guided tour. Skills development in the RLGTP in turn revolves around guiding expertise, tour settings, interpersonal behaviours, a deep knowledge of tourism products and services, tourism trade as well as a general awareness of the tourist as a guest. Here again the professional skills of the tourist guide are honed in upon and developed at a high level.

The RLGTP also practically prepares the tourist guide to conduct guided tours, create touristic experiences and adhere to the institutional rules and regulations of India's tourism domain. Additional soft-skilling is also instilled within the aspiring candidate and generally revolves around familiarisation, management, adaptability, presentation, leadership, operation arrangements, emergency procedures and the utilisation of technology. All of these attributes are fundamental in contributing to a well-rounded and competent Regional Level tourist guiding profile. The completion of the RLGTP also allows for the now trained and certified individual to not only acquire

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<sup>823</sup> World Federation of Tourist Guides Association, <<http://www.wftga.org>>, 2011, access: January 2020.

various job-ready skills, but also constitutes that an individual has reached a desired level of competence to officially become part of the Indian tourist guiding environment.

In this capacity as a Regional Level tourist guide, the individual will have the ability to grow constantly within his/her professional capacity, seeing that tourist guiding in India is very much instituted as a life-long career. Life-long learning is thus critical for the continued success of the Indian tourist guide. As indicated, the Ministry of Tourism and the IITTM do make provisions to administer compulsory tourist guide refresher courses in each of the five guiding regions on a bi-annual basis to registered and practising Regional Level tourist guides. This is a mechanism that speaks to the sustainability of tourist guiding as a profession in India, but in turn also has an impact on the tourist experience within this context.

In terms of quality assurance mechanisms India's tourist guiding environment complies with the following best practice indicators: the prospect of service delivery; codes of conduct; certification; licensing; tourist guide associations; awards of excellence; stakeholder recognition; working conditions; as well as the guide being a fully integrated and effective component within the nation's tourist guiding environment.

India has introduced various industry-wide tools for tourist guiding so as to give this specific arena a clear competitive edge and advantage over its immediate rivals. These mechanisms are essentially for quality service delivery and in turn result in enhanced visitor satisfaction, upgraded minimum standards, improved professionalism as well as better quality guided tours and touristic experiences all-round within the country's tourist guiding environment and travel market. The Indian tourist guiding environment also makes use of two formal codes of conduct namely: the "Terms and conditions regulating the conduct and performance of licensed Regional Level tourist guides", as well as the "Code of conduct for Regional Level tourist guides in India". Both of these codes of conduct are centred on the themes of safety, navigation, access as well as honourable conduct within India's tourist guiding domain.

In India various provisions are made to extend certification to an individual that has met all selection conditions, eligibility criteria as well as minimum requirements to become a formal member of the Indian tourist guiding fraternity. Tourist guiding certification (and recertification) in India is administered by the IITTM and relies solely on an individual's ability to pass all aforementioned educational and training components as part of the RLGTP. Regional Level tourist guide licensing is also extended to a trained and registered individual wanting to operate within the country's guiding environment. Licensing in India is externally mandated by the Central Government, however, it is managed by the Ministry of Tourism and applicable Regional Tourism Offices, with the IITTM who also provides direct oversight.

In the same quality control context, it is also important to note that India has only one recognised tourist guiding association present in the country's private sector, namely the TGFI. This entity currently facilitates and supports thirteen member guiding associations, and acts as the independent and united voice for trained and registered Regional Level tourist guides across the Indian sub-continent. This in itself is indicative of the incredible control, and one could argue sign of uniformity and compliance, within the vast Indian sub-continent. Provisions are likewise made to extend awards of excellence to worthy individuals for their outstanding and persistent personal and professional contributions to the Indian tourist guiding domain. Tourist guiding awards are awarded annually by the Government of India through the Ministry of Tourism. In this context trained and registered Regional Level tourist guides are eligible to receive awards in the categories of "best tourist guide" and/or "best wildlife guide".

In India all relevant stakeholders are recognised and their subsequent expectations for the tourist guiding vocation are clearly defined in the country's tourist guiding domain. At present, direct stakeholders include the Ministry of Tourism; the IITTM; the TGFI; the ITFC; the ITDC; the IATO; the TAAI; the ASI. This is in addition to other auxiliary role players such as domestic and international travellers, inbound and outbound tour operators; travel agencies; destination managers; the private sector; as well as non-governmental bodies. It should also be stated that tourist guiding in India is a standardised and streamlined professionally regulated domain

that is heavily contingent on the inner-workings, ideas and initiative of tourists, institutional bodies, the private sector and non-governmental agencies. In this professional environment various mechanisms are implemented so as to ensure that the Indian tourist guide reaches his/her full potential through optimal working conditions on a continuous basis.

On reflection, notwithstanding the apparent intensive and regulated tourist guiding environment, it should also be noted that although being compliant with an overwhelming majority of indicators for legislative and regulatory frameworks, educational and training components, as well as quality assurance mechanisms that India's tourist guiding domain does apparently not make provisions for all components of best practice. At present it does not make formal provisions for tourist guiding legislation; or tourist guiding policies; the recognition of prior learning; the acknowledgement of industry experience; the training of trainers; instruments to effectively address all internal and external challenges the Indian tourist guide may face; nor is the Indian tourist guide a fully integrated component of the country's tourism workforce.

However, taking the aforementioned into account, it can nevertheless be concluded that India is indeed an international best practice example for tourist guiding in the global South, seeing as it complies with a majority of best practice indicators. Thus, it can be concluded that India's tourist guiding environment is indeed "Incredible" and is comparable to other global South best practice tourist guiding counterparts, such as Ethiopia, Jordan, Malawi, Tanzania, Zimbabwe, South Africa and China.<sup>824</sup>

However, on a last point, despite India being a best practice benchmark for tourist guiding in the global South, it was found that there remains a large discrepancy between how the country's tourist guiding environment is perceived internationally versus how it is considered domestically. Within this context, this dissertation revealed that although being heralded by public stakeholders and private role players as the cornerstone of India's travel market and workforce in theory – in practice it could be argued that despite being regulated, trained and compliant,

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<sup>824</sup> World Federation of Tourist Guides Association, <<http://www.wftga.org>>, 2011, access: January 2020.

Indian tourist guides remain one of the most marginalised professionals of the nation's public and private tourism spheres and travel workforce. In this context it could be argued that Indian tourist guiding at present remains very much a hidden trade and overlooked vocational occupation within the country's established tourism demand and supply chain, despite being supposedly stationed at the epi-centre of the Indian tourism domain as a homogenised agent for active change.

This conclusion was reached when considering the Indian tourist guides multi-layered internal and external challenges, as outlined in Chapter 6, where domestically tourist guides, despite the domain's strides over the last half century are still considered "lapkas". Within this context Regional Level tourist guides remain perceived by locals as counterfeit, menacing and a bogus component within the overall Indian touristic experience. Thus, given this unflattering image, Indian tourist guides are often perceived as being located in reality almost at the bottom of the professional hierarchy of the workforce. However, it is also important to note that the practical divide between Indian tourism and Indian tourist guiding is by no means a new nor recent phenomenon when one considers the general neglect by the authorities of tourist guides over the last eighty years as is evident in most Five Year Plans, tourism policies and Committees on Tourism. It is thus fair to argue that without the existence of formal tourism (acts) and proper well-rounded tourist guiding legislation in India that both tourism and the tourist guide will remain aligned theoretically, yet practically will continue to develop in parallel with one another and not in tandem with each other.

In conclusion it can be argued that domestically the Indian tourist guide is stationed almost at the bottom of the employment system. Yet despite the Regional Level tourist guide's array of challenges and the ignorance of the Indian travel market to assign Indian tourist guides the rightful credibility they deserve, the domain remains an international best practice example for tourist guiding in the global South given its compliance with the various sets of criteria. The Indian tourist guiding sector is indeed "Incredible".

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**ANNEXURE 1:**  
**Admission bulletin for Regional Level tourist guide  
training**



**ADMISSION NOTICE**

## **Regional Level Guide Training Programme General Linguistic Guides and General Guides**

**(For Northern, Southern, Western & Central, Eastern and North Eastern Regions)**

IITTM invites applications from the eligible candidates for admission to 26 weeks Regional Level Guide (General Linguistics and General Guides) Training Program for Northern, Southern, Western-Central, Eastern and North-Eastern regions. Applicants must carefully go through and understand the Ministry of Tourism Guidelines for Selection Training and Grant of Guide License to Regional Level Tourist Guides (RLG) -2011 including terms and conditions before applying. The guidelines are available on the website [tourism.nic.in](http://tourism.nic.in)

### **REQUIREMENT OF GUIDES**

<b>Northern Region</b> (Delhi, Haryana, Himachal Pradesh, Jammu & Kashmir, Punjab, Rajasthan, Uttarakhand, Uttar Pradesh and Union Territory of Chandigarh)	<b>284</b>
Chinese (Official Mandarin Based)-2, Portuguese-1, Spanish-21, Russian-16, Arabic-1	
<b>Southern Region</b> (Tamil Nadu, Andhra Pradesh, Karnataka, Kerala and Union Territories of Pondicherry and Lakshadweep)	<b>90</b>
Spanish-2, Chinese (Official Mandarin Based)-1, French-1, Portuguese-2, Japanese-1, Dutch-1, Arabic-3, Thai-1	
<b>Western &amp; Central Region</b> (Maharashtra, Madhya Pradesh, Chhattisgarh, Gujarat, Goa and Union territories of Dadra and Nagar Haveli, Daman & Diu)	<b>87</b>
Russian-1, Spanish-9, Arabic-1, Dutch-1, French-18, Portuguese-2, Thai-6	
<b>Eastern Region</b> (States of West Bengal, Bihar, Jharkhand, Orissa, Union Territory of Andaman & Nicobar Islands)	<b>411</b>
Arabic-1, Spanish-1, Thai-2	
<b>North Eastern Region</b> (Arunachal Pradesh, Assam, Meghalaya, Manipur, Mizoram, Nagaland, Sikkim and Tripura)	<b>40</b>

**Eligibility Criteria:** Graduate in any discipline and at least 20 years of age. Applicants should have domicile of concerned region and must fulfill all eligibility conditions on or before **January 10, 2016**. Mere fulfillment of minimum eligibility does not guarantee admission.

**Fees:** The training is supported by Ministry of Tourism, Government of India. However, candidates shall have to pay a fee of Rs. 25,000/-.

**Application Procedure:** The application form, admission bulletin and guidelines for the selection and grant of guide license to Regional Level Tourist Guides (RLG) – 2011 can be downloaded from the IITTM website ([www.iittm.net](http://www.iittm.net)). Applications complete in all respect shall reach Chairman (Admissions) IITTM, Govindpuri, Gwalior along with a demand draft of Rs. 500/- drawn in favour of **Director-IITTM**, payable at Gwalior (M.P.) latest by **20.02.2016**, placed in an envelope superscripted as RLGTP.

**Incomplete and / or late delivered applications shall be summarily rejected.**

**Director, IITTM**

**ANNEXURE 2:**  
**Regional Level tourist guide application form**

Please use A4 size paper for printing this application form



**Indian Institute of Tourism and Travel Management**  
(An Organization of Ministry of Tourism, Government of India)

**APPLICATION FORM**

**Regional Level Guide Training Programme**

*(Please read the instructions/Admission Bulletin carefully before filling up the form)*

Draft No. _____ Date _____ Amount _____	Please affix your Self Attested recent Passport size Photo
Name of the Bank. _____	
(Rs. 500 for all Categories)	

**Domicile** (Please tick one)

North [ ] North East [ ] East [ ] West & Central [ ] South [ ]

*(You can mark any one region only, if you have domicile of any one of the state from the given region. please attach documentary evidence)*

1. Full name (in block letters) \_\_\_\_\_
2. Gender Male ( ) Female ( )
3. Father/ Husband Name \_\_\_\_\_
4. Mother's Name \_\_\_\_\_
5. Date of birth (attach proof) \_\_\_\_\_
6. Domicile \_\_\_\_\_
7. Address for correspondence \_\_\_\_\_  
With phone & E-mail \_\_\_\_\_  
\_\_\_\_\_
- STD Code: Phone: Mobile No.:

8. Permanent address with phone number \_\_\_\_\_  
\_\_\_\_\_
- STD Code Phone Mobile No.

9. Academic qualifications

Exam Graduation Post-Graduation Other	Year	Board/ University	Subjects	Marks obtained	Maximum Marks	Percentage

10. Work experience (if any)

Designation	Period	Organisation	Job description

11. Language proficiency

Read	Write	Speak	Details of certificate obtained

12. Choice of Language in which you want to become guide (for Linguistic Guides only – Please see advertisement notice for languages offered for the region of your domicile)

Chinese (Official Mandarin based)		Arabic		French	
Russian		Thai		Dutch	
Japanese		Spanish		Portuguese	
English (for Applicants of North East only for General Guides)					

13. Choice of Test Centre (Choose from the list region wise)

1. \_\_\_\_\_ 2. \_\_\_\_\_

- Northern Region :** (a) Jammu (b) New Delhi (c) Lucknow (d) Jaipur (e) Chandigarh  
**Western & Central Region:** (a) Mumbai (b) Ahmedabad (c) Bhopal (d) Panaji  
**Eastern Region:** (a) Kolkata (b) Patna (c) Ranchi  
**Southern Region:** (a) Chennai (b) Hyderabad (c) Bangalore (d) Thiruvananthpuram  
**North East Region:** (a) Guwahati

(\*Institute reserves the right to offer or not to offer any of the above test centres)

**I declare that:**

- I have not been convicted of any criminal offence nor have I been released on bail in connection with a criminal case.
- No case of criminal offence or moral turpitude is pending against me in any court of law.
- No FIR has been lodged against me by any party.
- I understand and agree to abide by the rules and regulations of the institute.
- I have read the guidelines published by Ministry for tour guide training and licensing.

To the best of my knowledge, the information furnished above and overleaf is true. However, if any information submitted here is found incorrect, untrue or fraudulent even at a later stage, my admission to the training programme can be cancelled or if issued the license may be withdrawal.

Date: \_\_\_\_\_

Place: \_\_\_\_\_

\_\_\_\_\_  
(Full Signature of the candidate)

**Enclosures:**

- Self-attested copies of the Graduation mark sheets
- Domicile Proof (Domicile Certificate, Voter ID, Passport, Ration Card)
- Date of birth Certificate
- Demand Draft of Rs. 500/- payable to Director, IITTM Gwalior (M.P.)
- Two coloured passport size photographs

**For office use only**

Eligible [     ]

Ineligible [     ]

Form Checked by

Form verified by

\_\_\_\_\_

\_\_\_\_\_

**ANNEXURE 3:**  
**Terms and conditions regulating the conduct and  
performance of licensed Regional Level tourist guides**

**TERMS AND CONDITIONS REGULATING THE CONDUCT AND PERFORMANCE**  
**OF LICENSED REGIONAL LEVEL TOURIST GUIDES**

- The licensed guide, when on duty, shall always wear his/her laminated tourist guiding “card” as issued by the Ministry of Tourism – this name tag should always be visible while conducting a guided tour.
- The tourist guide’s license is strictly non-transferable and the licensed guide shall not lend his/her guide license or any other official document which may have been issued to him/her by the Ministry of Tourism to any other person(s) – any violation of this rule would make him/her liable to disciplinary action, the suspension system and the subsequent withdrawal of the guide’s license granted to him/her.
- In case of the loss or damage to the guide’s license the tourist guide in question would immediately inform the office of the concerned Regional Tourism Director as well as the nearest police station; the guide would also have to apply afresh for the duplicate license on the bases of a “First Information Report” and will have to provide a statement that the license has been lost – thus, the tourist guide would be responsible for the safe custody of the guide license conferred to him/her. (An insurance for the duplicate guide license may be charged)
- The guide shall not solicit “tips” from tourists.
- The licensed guide shall dress in a presentable manner to uphold the dignity and honour of the profession to which he/she belongs and of the country as a whole.
- The guides would only charge the prescribed guiding fees, fixed from time-to-time by the TGFI in consultation with IATO and TAAI representatives.
- The guide shall not canvass business of any kind on behalf of an external establishment, nor will he/she accept monetary commission from them or indulge in any other unethical practices.
- The guide shall not enter into any other business arrangements with any of the establishments either by way of partnership or on a commission basis.
- The guide shall not be regularly or permanently employed by other organisations within the travel and hospitality industries – services can only be rendered to and for the Ministry of Tourism, IITTM, TGFI, ASI, IATO and TAAI.

- Guides found to be canvassing in shopping establishments, would be liable for the cancellation of their tourist guiding license altogether.
- The guide shall 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 tourist to shopping establishments; in case, any guide, is found to have contravened this provision his/her license is liable to be cancelled and/or revoked.
- The guide shall not refuse without valid reasons any assignments given to him/her by the offices of the Central Government or applicable Regional Tourism Offices, or any other accredited travel agencies or tour operators; if the guide refuses three assignments in a “season”, his/her guide license would be liable to be suspended or revoked.
- The Regional Level Guide licensed by the Ministry of Tourism shall not refuse assignments from the Ministry of Tourism unless there is a valid reason for doing so.
- The guide shall maintain good conduct, best practice and courteous behaviour towards tourists or other officials with whom he/she comes in contact during the course of his/her assignment.
- The guide shall be liable for the following penalties in case of late arrival for assignments: (These 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 or absence were due to circumstances beyond the guides control; complaints regarding “habitual” late arrivals for assignments are viewed in a serious manner and can lead to cancellation or withdrawal of a guide’s tourist guiding license).
  - **First late arrival:** *Warning in writing.*
  - **Second late arrival:** *Deduction of 25% of guided tour fee.*
  - **Third late arrival:** *Disqualification for one month, when the second and third arrivals are both within a period of six months.*
  - **Total absence:** *Disqualification for a period of three months.*
- The guide shall accept all assignments including those for individuals, groups, coach tours and excursions outside specific “tourist circuits”.

- The guide shall submit an annual statement indicating the number of assignments handled throughout the year, to the guide's respective Regional Tourism Office Director.
- A licensed guide shall be required to attend any short-term training or refresher courses that may be held from time-to-time by the IITTM;
- The guide shall be required to submit a medical certificate of fitness on entry into the profession and thereafter, whenever required by the concerned Regional Tourism Office.
- An absence for more than three months from the guiding profession must be reported to the Regional Tourism Office concerned, in writing.
- The guide shall report to the concerned Regional Tourism Office in the event of partaking in trips abroad for a period exceeding three weeks.
- The license of a tourist guide who is arrested by the Indian police for an offence of misconduct involving moral turpitude shall be withdrawn during the pendency of the case against him/her; in the event of conviction by a Court of Law, the guide license shall be forfeited forthwith.
- The guide shall 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 destination image.
- On receipt of any complaint against an approved, trained and registered Indian tourist guide, the concerned Regional 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 defence of the allegations levelled against him/her within a period of thirty (30) days from the date of receipt of the notice. (The final decision of suspension of up to six (6) months, resides with the Additional General Director in the Ministry of Tourism within Government of India).
- The licensed guide shall accept assignments only to the region for which a guiding license has been granted by the Regional Tourism Office concerned (be it northern, north-eastern, eastern, southern or western and central regions); the guide would be entitled to accompany tour groups on all India bases as an tour escort on payment fees by the travel agents to be mutually negotiated; on tour escort duty, a licensed guide would only "conduct sight", thus the 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.

- If a guide remains absent from active guiding for a period exceeding two years due to reasons of health or absence from country, he/she shall be deemed to have left the profession and in that event the guide license issued to the guide shall be cancelled, however, in case a guide wants to re-join the profession after an absence of two years he/she would have to undergo a refresher course to be conducted by the IITTM in co-ordination with the Ministry of Tourism.
- The guide shall abide by the existing rules, regulations and any other conditions that may be framed from time-to-time by the Ministry of Tourism or the IITTM.
- The guide shall, at all times of being granted the license, sign a pledge of commitment to abide by the “Code of Conduct for Safe and Honourable Tourism” as adopted by the Ministry of Tourism and at all times follow the provisions of the code.
- The guide shall abide by the provisions for monuments and heritage sites as set out in the Ancient Monuments and Archaeological Sites and Remains Act of 1958 (and its succeeding Regulations of 1959).
- The guide shall have to pay an “annual fee” for entrance to the precincts of protected monuments which would be decided by all parties involved.
- The guide shall abide to the instructions given by site, in charge or field staff while taking tourists around the attraction premises.
- The guide shall make an entry in the register kept at the particular monument in question, while taking visitors to that particular monument.

**ANNEXURE 4:**  
**Code of conduct for Regional Level tourist guides in India**

## **CODE OF ETHICS FOR REGIONAL LEVEL TOURIST GUIDES IN INDIA**

- The tourist guide shall always be aware of projecting a “good” or “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/her ethical and moral responsibilities with dignity.
- The tourist guide shall, 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 shall always be efficient, tactful, kind, understanding and must at all times project the warm and hospitable nature of Indians.
- The tourist guide shall ensure to give correct and all possible information of the latest developments in the country and keep himself/herself up to date; the individual shall understand and convey the positive aspects of his/her culture and traditions, and shall be well versed with matters relating to local customs, habits and traditions to ensure that both tourists and local communities respect one another.
- The tourist guide shall 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, as prescribed, not only in dealing with tourists but, with others such as the Ministry of Tourism, IITTM, TGFI or any other associated private sector role players as well as members of the public.
- The tourist guide shall refrain from unethical and discriminatory conduct and shall always conduct guided tours with propriety and impeccable honesty; he/she shall also refrain from entering into ill-advised agreements for monetary and/or other gains nor would he/she intentionally mislead 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 throughout India.
- The tourist guide would respect and safeguard the heritage, monuments and ecology of India.

**ANNEXURE 5:**  
**Tourist guide certification in India**  
**(Example)**

**Incredible India**

**Certificate**

Presented to

**Raghtvendra Upadhyay**

*on successful completion of*

**Regional Level Guide Training Programme - Northern Region**  
**(Under the aegis of Archaeological Survey of India)**

*Conducted by*

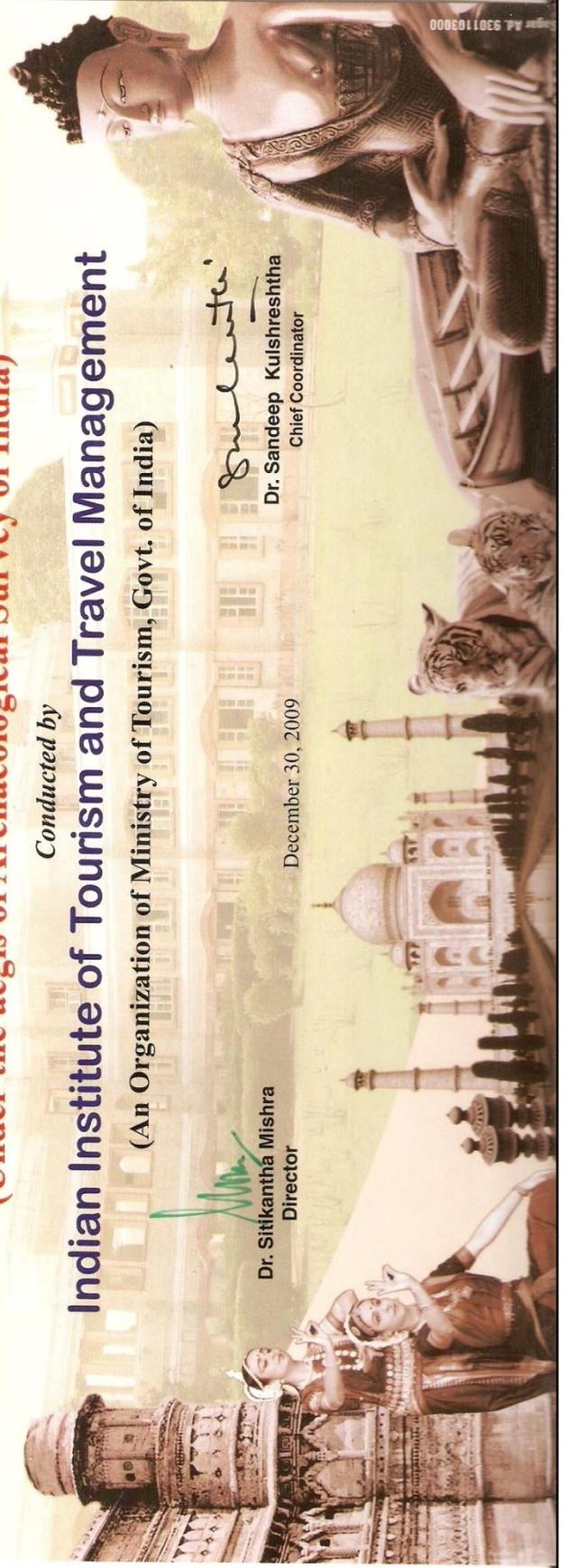
**Indian Institute of Tourism and Travel Management**

(An Organization of Ministry of Tourism, Govt. of India)

  
Dr. Sitikantha Mishra  
Director

  
Dr. Sandeep Kulshreshtha  
Chief Coordinator

December 30, 2009



**ANNEXURE 6:**  
**Regional Level tourist guide license**  
**(Example)**

Incredible India

MINISTRY OF TOURISM & CULTURE  
GOVERNMENT OF INDIA



Regional Level Approved  
Tourist Guide (Northern Region)  
ITD/161/15



17, ADARSH NAGAR COLONY, KHERIA MODE,  
AGRA-282001, U.P.

Area of Operation:

Delhi, Haryana, Himachal Pradesh,  
Jammu & Kashmir, Punjab, Rajasthan,  
UT of Chandigarh, Uttarakhand, Uttar Pradesh

*JSK*

Signature of guide

DOB : 25/07/1981

Father's Name : JOHN SHERRON

Date of Issue : 20/11/2014

Validity : 19/11/2017

*Ahmed*  
Regional Director (North)  
India Tourism Delhi



**ANNEXURE 7:**  
**Regional Level tourist guide card**  
**(Example)**

Incredible India

MINISTRY OF TOURISM  
GOVERNMENT OF INDIA



Approved Tourist Guide  
(Western Region)

RLG/RD(W)/06/0017

A/6, Green Park, 3rd Prabhat Lane  
Pune - 411004

Contact No:020-25677245/ 9881236916

Signature of Guide

D.O.B: 11.06.1958

Father's Name: Umakant Shirodkar

Date of Issue: 15.12.2017 Valid Upto: 31.03.2018

Area of Operation:

Maharashtra, Gujarat, Goa

Madhya Pradesh, Chhattisgarh, Dadra & Nagar Haveli, Daman & Diu

Regional Director (W & C)

INDIATOURISM, MUMBAI