

# Certificate Course in Tour Leadership and Tourist Engagement

## SUMMARY

**Course Name:** Certificate Course in Tour Leadership and Tourist Engagement

**Course Duration:** 6 weeks

**Eligibility:** 10+2 or equivalent in any stream

**Mode:** Hybrid (Online on TISSx with Optional 2 Weeks Internship and Assessment)

**Programme fees:** INR 7,500

## CERTIFICATE COURSE IN TOUR LEADERSHIP

### *Programme Introduction*

India is home to a plethora of tourism offerings, both natural and cultural. With an aim to enhance the tourism ecosystem in the country and strengthen the supply side, this certificate course in tour leading facilitates upskilling of aspiring and current professionals of the tourism industry. Through expert-led sessions, real-world case studies and hands-on workshops, this course shall facilitate creation of requisite skills for thriving as a confident, knowledgeable and inspiring tour leader.

### *Eligibility for Admission*

- 10+2 or equivalent in any stream
- Candidates with prior experience in tourism, hospitality or related fields shall be given preference

### Course Outline

S No.	Components	Duration
1	<b>Online Modules</b> Module 1: Basics of Tour Leadership Module 2: Guiding Techniques and Communication Module 3: Destination Expertise and Interpretation Module 4: Itinerary Curation and Management Module 5: Specialized Tours Module 6: Ethics in Tour Leading Module 7: Tour Leading and Sustainable Tourism Module 8: Tourist Experience Enhancement Module 9: Crisis Management and Safety	<b>4 weeks</b>
2	Module 10: Internship and Assessment	<b>2 weeks</b>

	<b>Total Duration</b> <b>6 weeks (60 hours)</b>
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### ***Employability/Skill enhancement***

The course provides an in-depth knowledge of tour leading in India. Given the rising demand for quality tour leading and escort services, this course shall equip candidates with requisite skill and expertise to create a niche for themselves in this flourishing sector.

### ***Career Prospects/Job Role***

Undertaking this course will enable the candidates to seek better employment opportunities and elevate their career prospects in the tourism industry. Career prospects and job roles available after completing this course in tour leading include Tour Leader, Freelance Tour Guide, Travel Coordinator, Tour Planner, Destination Manager etc.

### ***Affiliation of Resource Persons***

IITGs, IITFs, Representatives from State Tourism Development Corporations, Tourism Promotional Councils, Professional guides and tour leaders from leading travel agencies and tour operators, Faculty members from Tourism Educational institutions etc.

**Programme Fees:** INR 7,500