

SRI VENKATESWARA UNIVERSITY
SKILL DEVELOPMENT COURSE

ARTS STREAM
FIRST YEAR B.A. - FIRST SEMESTER
UNDER CBCS W.E.F 2020-21

TOURISM GUIDANCE

Learning Outcomes:

By successful completion of the course, students will be able to:

- 1. Understand the basic tourism aspects*
- 2. Comprehend the requirements, role and responsibilities of profession of a Tourist Guide*
- 3. Apply the knowledge acquired in managing different groups and guiding in a tour*
- 4. Explain basic values related to tourism and heritage*

Syllabus:

Unit I: (06 hrs)

Tourism – What is Tourism - Characteristics of Tourist Places – Guidance in Tourism
- Meaning of Guidance – Types of Tour Guidance - Government/Department
Regulations

Unit II: (10 hrs)

Types of Guides – Characteristics of a Guide - Duties and Responsibilities of a Guide
- The Guiding Techniques –Guide’s personality- Training Institutions – Licence.
Leadership and Social Skills - Presentation and Communication Skills - Working with
different age and linguistic groups - Working under difficult circumstances –
Precautions at the site -Relationship with Fellow Guides and Officials.

Unit III: (10 hrs)

Guest Relationship Management- Personal and Official - Arrangements to Tourists –
Coordinating transport - VISA/Passport -Accident/Death -Handling Guests with
Special Needs/ Different Abilities –Additional skills required for Special/Adventure
Tours - Knowledge of Local Security and Route Chart – PersonalHygiene and
Grooming - Checklist - Code of Conduct

Co-curricular Activities Suggested: (04 hrs)

1. Assignments, Group discussion, Quiz etc.
2. Invited lecture/training by local tourism operators/expert/guides
3. Visit to local Tourism Department office and a tourist service office
4. Organisation of college level short-duration tours to local tourist sites.

Reference Books:

1. Jagmohan Negi (2006); Travel Agency and Tour Operations, Kanishka
Publishers,New Delhi
2. Mohinder Chand (2009); Travel Agency and Tour Operations: An Introductory Text,
Anmol Publications Pvt. Limited, New
3. Pat Yale(1995); Business of Tour Operations,Longman Scientific & Technical, New Delhi.
4. ~~4~~ Websites on Tourism guidance

Subject Committee Members

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SRI VENKATESWARA UNIVERSITY : TIRUPATI

MODEL QUESTION PAPER

Degree B.A/ B.Sc, and B.Com Programmes

PAPER: TOURISM GUIDANCE

Time: 1 ½ Hours (90 Min.)

Max. Marks: 50

SECTION-A

Answer any Four Questions, Each Question carries 5 Marks

(4x5=20)

1. Define What is Tourism
2. Types of Tour Guides
3. Importance of the Communication skills
4. Processing of VISA/Passport
5. What are the additional requirements need for Adventure Tours
6. Responsibilities of a Tour Guide
7. Importance of Checklist
8. Relationship with fellow Guides

SECTION-B

Answer any three Questions, Each Question carries 10 Marks

(3x10=30)

9. Write a note on Characteristic features of Tourist attractions
10. Discuss the Duties and Responsibilities of a Tour Guide
11. Explain the types of Transport to reach tourist destinations
12. Describe the Route chart
13. Explore the Guide Training Institutions in India


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