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UGTBG - SN/01
[w.e.f. 2020-21 Admitted Batch]

A.P. State Council of Higher Education
B.A., B. Com & B. Sc Programmes

Revised CBCS w.e.f. 2020-21

SKILL DEVELOPMENT COURSES

Arts Stream

Tourism Guidance

Total 30 hrs (02 h/wk, 02 Cr & Max 50 Marks)

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 Delhi
3. Pat Yale (1995); Business of Tour Operations, Longman Scientific & Technical, New Delhi
4. Websites on Tourism guidance.