

SRI VENKATESWARA UNIVERSITY

B.A. DEGREE COURSE IN **HISTORY**
SEMESTER SYSTEM WITH CBCS
SEMESTER V - W.E.F. 2022-2023

Course 7B: **TOURISM GUIDANCE AND OPERATING SKILLS**
(Skill Enhancement Course (Elective), 4 Credits)

Max Marks: 100

I. Learning Outcomes:

Students after successful completion of the course will be able to:

1. Acquire tour guiding, operating and soft skills
2. Understand different situations under which one has to work
3. Cultivate cultural awareness and flexibility
4. Understand and apply team spirit
5. Plan and organize tour operations efficiently

II. Syllabus: (Hours: Teaching: 60, Skills Training: 10, others including unit tests: 05 Total:75)

Unit: 1

Meaning of tour guide - types of tour guide: heritage guide, nature guide, adventure guide, business guide, special interest guide etc – duties and responsibilities of guides -various roles of tour guide.

Unit: 2

Guiding techniques: leadership skills, social skills, presentation skills, communication skills - Guide's personality skills: passion, empathy, enthusiasm, punctuality, humour etc - Personal hygiene and grooming – code of conduct.

Unit: 3

Guest Relationship Management- Handling emergency situations- Medical, Personal, Official, VISA/Passport, Death, Handling Guest with special needs/Different Abilities/ Different age groups.

Unit: 4

Conducting Tours: Pre-Tour Planning, Route Chart, Modes of Transportation, Security Measures, and Check list etc. - Conducting various types of tours- Relationship with Fellow Guides - Coordination with hospitality institutions.

Unit: 5

Travel Agency and Tour operations – Difference between Travel Agent and Tour operator – Functions of Tour Operator – Types of Tour Operations and of Tour Operators - A brief study of tour operating agencies like APTDC, Southern Travels etc.

III. REFERENCES:

1. Jagmohan Negi, Travel Agency and Tour Operations, Kanishka Publishers, New Delhi, 2006
2. Mohinder Chand, Travel Agency and Tour Operations: An Introductory Text, Anmol Publications Pvt. Limited, New Delhi, 2009
3. Dennis L Foster – Introduction to Travel Agency Management
4. Pat Yale (1995); Business of Tour Operations, Longman Scientific & Technical, New Delhi
5. Pond K L, The Professional Guide: Dynamics of Tour Guiding, 1993
6. www.tourism.gov.in
7. www.qtic.com
8. www.cedeeurope
10. web sources as suggested by teacher/librarian