

## 4<sup>th</sup> SEMESTER

### SKILL ENHANCEMENT COURSE (SEC)

#### TTM418S: TOURISM & TRAVEL MANAGEMENT (TOUR GUIDING AND ESCORTING)

**CREDITS: THEORY: 2, PRACTICAL: 2**

#### **COURSE OBJECTIVES:**

*The course is intended to aware students about the basics of tour guiding and escorts techniques and to prepare them for handling different situations.*

#### **COURSE CONTENTS:**

##### **THEORY (2 CREDITS)**

##### **Unit I**

**Tour Guiding:** Meaning and Classification; Personal Hygiene, Grooming and Etiquette; Qualities of an Ideal Tour Guide; Various Roles of a Tour Guide and the Business of Guiding; Leadership and Social Skills; Code of Conduct

##### **Unit II**

**Tour Escorting:** Meaning: Meaning, Concepts in Tour Escorting; Rules of Tour Escorting, Difference between Tour Guide and Tour Escort; Skills and Responsibilities of Tour Escorts; Presentation and Speaking Skills

##### **PRACTICAL (2 CREDITS)**

##### **Unit III**

Cartographic Skills; Audio-Visual Skills; Guiding Skills required to guide at various places; Leisure Sites, Natural Sites, Heritage Sites, Religious Sites; Communication Skills; Commentary Skills

##### **Unit IV**

Skills to Handle Difficult Tourist; Skills to Handle Questions and Queries from Tourists; Skills to Handle Emergencies; Skills to Search for Missing Persons; Skills to Handle Health Issues; Skills to Handle Senior Citizens; Skills to Handle Children

#### **SUGGESTED READING:**

1. Chowdhary, Nimit, Handbook for Tour Guides. New Delhi: Matrix Publishers.
2. Mitchell, G.E., How to Start a Tour Guiding Business. Charleston: The GEM Group Ltd.
3. Pond, K.L., The Professional Guide. New York: Van Nostrand Reinhold.