

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**

*Prof. S. Murali Mohan,*  
Dept. of History,  
Acharya Nagarjuna Univ,  
Guntur

*Dr. J. Krishna Prasad Babu,*  
Associate Professor,  
Dept. of History,  
Jawahar Bharathi U.G &P.G College,  
Kavali

### **Vetted by:**

*Prof. G. Sambasiva Reddy,*  
Dept. of History,  
Y. V. University,  
Kadapa

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