

SRI VENKATESWARA UNIVERSITY - TIRUPATI

SKILL COURSE

w.e.f. AY 2024-25

SEMESTER-IV

TOURISM GUIDANCE

Theory

Credits: 2

2 hrs/week

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.

TOURISM GUIDANCE

UNIT-I

TOURISM IN INDIA

1. What is tourism explain the characteristics of tourist places

Tourism refers to the activity of traveling to different places for leisure, business, or other purposes. It involves the movement of people from their usual place of residence to destinations where they stay temporarily. Tourism can be domestic (within one's own country) or international (traveling to a foreign country). It plays a crucial role in economic growth, cultural exchange, and social development.

Characteristics of Tourist Places

Tourist destinations have specific characteristics that make them attractive to visitors. These include:

1. **Attractiveness** – A tourist place must have unique attractions, such as natural landscapes, historical monuments, cultural heritage, adventure opportunities, or entertainment hubs.
2. **Accessibility** – Easy access through roads, railways, airways, or waterways is essential for a place to become a popular tourist destination.
3. **Accommodation** – Availability of comfortable lodging options, such as hotels, resorts, hostels, or homestays, is necessary to accommodate visitors.
4. **Amenities & Facilities** – Restaurants, transport services, shopping centres, healthcare facilities, and recreational activities contribute to a satisfying tourist experience.
5. **Safety & Security** – Tourists prefer destinations that ensure their safety, have proper law enforcement, and offer emergency services.
6. **Cultural & Historical Significance** – Many tourist spots are known for their rich cultural heritage, traditional events, historical landmarks, and local customs that attract visitors.
7. **Climate & Weather** – Favorable weather conditions make a place more suitable for tourism. For example, beaches attract tourists during summer, while snowy regions are popular in winter.
8. **Sustainability & Environmental Conservation** – Responsible tourism ensures that the natural beauty and cultural heritage of a place are preserved for future generations. Many eco-tourism spots emphasize sustainable travel practices.
9. **Recreational Activities** – Places offering adventure sports, wildlife safaris, hiking, water activities, or amusement parks tend to attract more visitors.
10. **Local Hospitality** – The friendliness and warmth of local people play a significant role in making a destination popular among tourists.

2. What is tourist guidance discuss different types of guidance

Tourist Guidance

Tourist guidance refers to the process of providing information, assistance, and direction to travelers visiting a destination. A tourist guide helps visitors explore attractions, understand local culture, navigate unfamiliar places, and ensure a safe and enriching travel experience.

Types of Tourist Guidance

1. On-Site Guidance

- A guide physically accompanies tourists to attractions, explaining historical, cultural, and geographical significance.
- Example: A tour guide leading a group through the Taj Mahal, providing historical insights.

2. Audio and Virtual Guidance

- Travelers use audio devices, mobile apps, or virtual reality tools to receive self-guided tours.
- Example: A museum offering an audio guide explaining each exhibit.

3. Cultural and Heritage Guidance

- Specialized guides focus on historical sites, traditions, and cultural heritage.
- Example: A heritage guide explaining ancient Egyptian tombs.

4. Adventure and Eco-Tourism Guidance

- Guides lead tourists through outdoor activities like hiking, rafting, or wildlife safaris, ensuring safety and ecological awareness.
- Example: A trekking guide on Mount Everest.

5. Religious or Pilgrimage Guidance

- Guides help visitors understand the religious significance of sites and participate in rituals.
- Example: A guide in Mecca assisting pilgrims during Hajj.

6. City and Urban Guidance

- Guides lead tourists through city landmarks, shopping areas, and entertainment hubs.
- Example: A walking tour guide in New York City.

7. Personalized and Private Guidance

- Exclusive guides offer customized experiences based on individual preferences.
- Example: A private tour guide organizing a wine-tasting trip in France.

8. Cruise and Marine Tourism Guidance

- Guides provide assistance on cruise ships and marine excursions.
- Example: A guide explaining marine biodiversity during a scuba diving tour.

9. Thematic and Special Interest Guidance

- Focused on niche interests like culinary tourism, photography tours, or historical reenactments.
- Example: A food tour guide in Italy explaining traditional pasta-making.

3. What are the government department regulations on tourism in India

- a. The Government of India, primarily through the Ministry of Tourism, has established various regulations and policies to promote and manage tourism across the country. Key aspects include:
- b. **National Tourism Policy:** A draft National Tourism Policy aims to enhance the framework for tourism development, support tourism industries, strengthen support functions, and develop tourism sub-sectors.
- c. **Incredible India Campaign:** Launched to promote India as a preferred tourist destination, this campaign showcases the country's rich cultural heritage and diverse attractions.
- d. **Protected and Restricted Areas:** Certain regions, especially in Northeast India and border areas, require special permits for foreign tourists. For example, a Protected Area Permit (PAP) is necessary for states like Arunachal Pradesh, while a Restricted Area Permit (RAP) is required for parts of the Andaman and Nicobar Islands.
- e. **E-Tourist Visa:** To facilitate easier access for international travelers, the government introduced the e-Tourist Visa system, allowing citizens from eligible countries to apply online for a visa before arrival.
- f. **Capacity Building and Certification:** The Ministry has implemented guidelines for programs like the Incredible India Tourist Facilitator Certification Programme, aiming to enhance the skills of tourism professionals.
- g. **Tourism Development Initiatives:** Schemes such as Swadesh Darshan and PRASHAD focus on developing theme-based tourist circuits and pilgrimage sites, respectively, to promote sustainable and inclusive tourism growth.

UNIT-II

TOURIST GUIDE

1. What are the various duties and responsibilities of a tourist guide

A tourist guide plays a crucial role in providing visitors with a memorable and informative experience. Their duties and responsibilities include:

1. Providing Information

- Sharing historical, cultural, and geographical knowledge about the destination.
- Explaining the significance of landmarks, monuments, and attractions.
- Answering tourists' questions about local customs, traditions, and lifestyle.

2. Leading Tours

- Planning and organizing guided tours efficiently.
- Escorting individuals or groups to various points of interest.
- Managing time effectively to ensure all planned activities are covered.

3. Ensuring Safety and Comfort

- Informing tourists about safety precautions and local regulations.
- Assisting with emergency situations, such as lost items or medical issues.
- Ensuring tourists stay within designated areas and follow safety guidelines.

4. Enhancing Visitor Experience

- Engaging tourists with storytelling and interactive activities.
- Recommending local restaurants, shops, and entertainment options.
- Customizing tours based on the interests and preferences of the group.

5. Handling Logistics

- Arranging transportation and accommodations if necessary.
- Coordinating entry tickets and permits for attractions.
- Managing group schedules and ensuring smooth transitions between activities.

6. Acting as a Cultural Ambassador

- Representing the local culture in a respectful and authentic manner.
- Promoting sustainable tourism and respect for heritage sites.
- Encouraging responsible behavior, such as conserving the environment and respecting local customs.

7. Communication and Language Skills

- Translating or interpreting for non-native speakers if required.

2. What are the communication skills of tourist guides when communicating with different age and language groups

Tourist guides need a range of communication skills to effectively interact with different age groups and language speakers. Here are some key skills they should have:

1. Communication Skills for Different Age Groups

- **Children:** Use simple language, storytelling, interactive activities, and humor to keep them engaged.
- **Teenagers:** Be energetic, use relatable references, and incorporate technology (like apps or social media) to maintain their interest.
- **Adults:** Provide detailed and informative content, answer questions thoroughly, and adapt the tone based on the group's interest.
- **Seniors:** Speak clearly and at a moderate pace, provide opportunities for rest, and be patient with questions or mobility needs.

2. Communication Skills for Different Language Groups

- **Multilingual Skills:** Learning key phrases in different languages or using translation apps to bridge language gaps.
- **Non-verbal Communication:** Use gestures, facial expressions, and visual aids like maps and pictures to enhance understanding.
- **Adaptability:** Simplify explanations for non-native speakers, speak slowly and clearly, and use synonyms to clarify meaning.
- **Cultural Sensitivity:** Be aware of cultural differences in communication styles and gestures to avoid misunderstandings.

3. What are the relationships of guides with fellow members and officials

The relationships of guides with fellow members and officials are built on respect, cooperation, and shared responsibility. Here's how these relationships typically function:

1. With Fellow Members (Peers)

- **Teamwork:** Guides work closely with their peers, supporting each other in activities and challenges.
- **Friendship & Camaraderie:** They develop strong bonds through shared experiences, fostering trust and companionship.
- **Mutual Respect:** Every member values and respects each other's contributions, regardless of experience or skill level.
- **Encouragement & Support:** Guides motivate and help each other grow in skills and leadership.

2. With Officials (Leaders, Supervisors, and Senior Members)

- **Respect for Authority:** Guides follow the guidance and rules set by their officials.
- **Learning & Mentorship:** Officials serve as mentors, helping guides develop skills, discipline, and leadership abilities.
- **Obedience & Responsibility:** Guides are expected to carry out tasks responsibly and listen to instructions.
- **Open Communication:** Guides should feel comfortable asking questions and seeking advice from officials.

These relationships create a structured yet supportive environment where guides can grow, learn, and contribute positively. Would you like me to tailor this to a specific type of organization, such as scouting, tourism, or another field?

4. What is the personality of tourists guide discuss about training and license of a tourist guide

Personality of a Tourist Guide

A tourist guide plays a crucial role in shaping a visitor's experience. Their personality should reflect:

1. **Excellent Communication Skills** – They must be articulate, clear, and engaging when sharing information.
2. **Patience and Adaptability** – Dealing with diverse travelers requires tolerance and flexibility.
3. **Enthusiasm and Passion** – A love for history, culture, and storytelling keeps tourists engaged.
4. **Confidence and Leadership** – Guiding groups requires strong leadership skills to manage tours effectively.
5. **Knowledgeability** – A deep understanding of history, geography, and local culture is essential.
6. **Sense of Humor** – Keeping the tour light and fun helps maintain tourists' interest.
7. **Empathy and Customer Service Skills** – Understanding tourists' needs and ensuring their comfort is vital.
8. **Time Management** – Keeping the tour on schedule while allowing flexibility.

Training and Licensing of a Tourist Guide

Training Requirements:

1. **Formal Education** – Some countries require guides to complete tourism or hospitality courses.
2. **Specialized Training** – Training programs cover history, cultural heritage, geography, first aid, and customer service.
3. **Practical Training** – Many programs include on-the-job training, field visits, or internships.

4. **Language Proficiency** – Multilingual guides have better job opportunities.

Licensing Requirements:

1. **Certification from Tourism Authorities** – Many governments or tourism boards require official licensing.
2. **Examinations** – Some regions require passing written and oral tests.
3. **Background Checks** – Guides may need to clear security checks for safety reasons.
4. **Renewal and Continuous Education** – Licenses often require periodic renewal with updated training.

Each country has different regulations regarding tour guide licensing, so specific requirements vary. Would you like details on a particular country?

UNIT-III

GRM (GUEST RELATIONSHIP MANAGEMENT)

1.What is guest relationship management in tourism Guidance

Guest Relationship Management (GRM) in Tourism Management refers to the strategies and practices businesses in the tourism and hospitality industry use to build and maintain strong relationships with their guests. It focuses on enhancing customer satisfaction, improving guest experiences, and fostering long-term loyalty.

Key Aspects of Guest Relationship Management in Tourism

1. Personalized Customer Service – Understanding guest preferences, special requests, and past experiences to provide tailored services.
2. Communication & Engagement – Maintaining effective communication before, during, and after a guest's visit through emails, calls, or social media.
3. Technology & CRM Systems – Using Customer Relationship Management (CRM) software to track guest interactions, feedback, and preferences.
4. Handling Complaints & Feedback – Addressing customer concerns efficiently to enhance satisfaction and improve services.
5. Loyalty Programs & Rewards – Encouraging repeat visits through special discounts, exclusive offers, and membership benefits.
6. Cultural Sensitivity & Inclusivity – Catering to diverse guests with different cultural and language backgrounds.
7. Sustainability & Ethics – Incorporating responsible tourism practices that align with guest expectations for eco-friendly and ethical travel.

Effective Guest Relationship Management leads to higher guest retention, positive word-of-mouth marketing, and overall business growth in the tourism sector. Would you like specific case studies or examples?

2.What are the tourist guides personal and official arrangements to tourists in tourism management

In tourism management, a **tourist guide** plays a crucial role in ensuring a smooth and enjoyable experience for travelers. Their responsibilities can be divided into **personal** and **official** arrangements:

1. Personal Arrangements

These involve the guide's own preparation and management to provide the best service:

- **Knowledge Preparation:** Researching historical, cultural, and geographical details of sites.

- **Language Skills:** Enhancing communication skills to interact with diverse tourists.
- **Health & Safety Readiness:** Staying fit and familiar with first aid in case of emergencies.
- **Professional Attire & Conduct:** Dressing appropriately and maintaining a friendly demeanor.
- **Time Management:** Arriving punctually and ensuring the itinerary stays on schedule.
- **Personal Equipment:** Carrying maps, guidebooks, and necessary gadgets like a microphone or portable speaker.

2. Official Arrangements

These involve handling logistics, coordinating with agencies, and ensuring compliance with tourism regulations:

- **Itinerary Planning:** Organizing schedules, routes, and site visits in advance.
- **Legal Compliance:** Ensuring adherence to local tourism laws and obtaining necessary permits.
- **Accommodation & Transport Coordination:** Assisting with hotel check-ins, transport, and transfers.
- **Visitor Safety & Security:** Providing emergency contacts, briefing on local laws, and managing crises.
- **Cultural Mediation:** Explaining cultural norms and helping tourists respect local traditions.
- **Group Management:** Keeping track of tourists, ensuring no one gets lost, and addressing special needs.
- **Ticket & Entry Management:** Arranging access to attractions and handling reservations.
- **Customer Service & Feedback Collection:** Addressing tourist concerns and gathering reviews for service improvement.

A **tourist guide's efficiency** in these arrangements significantly impacts the quality of a traveler's experience, influencing satisfaction and tourism growth. Would you like insights on any specific aspect, like training or certification

3. How the tourist guide coordinating transport visa passport and accident deaths in India

A tourist guide in India plays a crucial role in ensuring a smooth travel experience for visitors, including coordinating transportation, assisting with visas and passports, and handling emergencies like accidents or deaths. Here's how they manage these responsibilities:

1. Coordinating Transportation

- **Arranging Transport:** Guides book taxis, buses, trains, or flights as per the itinerary.

- **Liaising with Drivers:** They communicate with local transport services to ensure timely pickups and drop-offs.
- **Advising on Best Modes of Transport:** Depending on the destination, they suggest the most efficient travel methods.
- **Handling Transport Issues:** If there are delays or breakdowns, guides help arrange alternative transport.

2. Assisting with Visa & Passport Issues

- **Providing Information:** Guides inform tourists about visa requirements, extensions, or e-Visa applications.
- **Helping with Lost Passports:** If a passport is lost, they assist in reporting to the local police and contacting the embassy.
- **Advising on Immigration Rules:** They ensure tourists follow entry/exit regulations to avoid penalties.

3. Managing Accidents & Deaths

- **Handling Medical Emergencies:** In case of an accident, they arrange immediate medical assistance, contact hospitals, and help with insurance claims.
- **Coordinating with Authorities:** They report incidents to the police and inform embassies if necessary.
- **Supporting Repatriation:** In case of a tourist's death, they assist in coordinating with embassies, local authorities, and airlines for body repatriation.
- **Arranging Local Funerals:** If repatriation is not preferred, they help in organizing last rites per the tourist's religion and family wishes.

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5. What is the knowledge of tourist guide on local security and route chart

A **tourist guide's knowledge of local security and route charts** is essential for ensuring a safe and enjoyable experience for visitors. Their expertise typically includes:

1. Local Security Knowledge

- **Crime Awareness:** Understanding common safety concerns in the area (e.g., pickpocketing hotspots, scams, or unsafe neighborhoods).
- **Emergency Protocols:** Knowing the locations of hospitals, police stations, and emergency services.
- **Cultural Sensitivities:** Awareness of local laws, customs, and behaviors that could cause safety issues.
- **Weather & Natural Disasters:** Preparing for weather-related risks (floods, landslides, extreme heat, etc.).
- **Crowd Control:** Managing group safety in crowded areas, protests, or festivals.

2. Route Chart Knowledge

- **Efficient Navigation:** Understanding the best routes to avoid traffic, roadblocks, or hazardous areas.
- **Alternative Paths:** Having backup routes in case of road closures or unexpected delays.
- **Public Transport & Accessibility:** Knowing local transport options (buses, trains, ferries) and accessibility routes for disabled tourists.
- **Landmarks & Stops:** Mapping out key attractions, rest stops, and safe gathering points.
- **Timing & Logistics:** Planning itineraries based on peak hours, local events, or special access requirements.

6. What is the knowledge of tourist guide on tourist s personal hygiene and grooming

A tourist guide should have basic knowledge of **personal hygiene and grooming** to ensure a pleasant and professional experience for both themselves and their tourists. This includes:

1. Personal Hygiene for Tourist Guides

- **Clean Appearance:** Guides should maintain good personal hygiene, including regular bathing, fresh breath, and well-groomed hair.
- **Proper Attire:** Wearing clean, comfortable, and climate-appropriate clothing with well-maintained shoes.
- **Hand Hygiene:** Frequent hand washing or using hand sanitizer, especially before meals or after handling objects.
- **Deodorant Use:** Preventing body odor is crucial since guides spend long hours with tourists.
- **Oral Hygiene:** Fresh breath is essential since guides engage in constant communication.

2. Educating Tourists on Hygiene

Guides should also encourage tourists to practice good hygiene, especially in group travel settings:

- Advising them to carry hand sanitizers or wipes.
- Reminding them to stay hydrated and use sunscreen in hot climates.
- Encouraging proper waste disposal to maintain cleanliness.
- Suggesting restroom stops at clean facilities.

3. Grooming and Professionalism

- **Neat Hairstyle:** Hair should be tidy and professional.
- **Well-Groomed Nails:** Clean and trimmed nails show attention to detail.
- **Minimal and Appropriate Fragrances:** Strong perfumes or colognes can be overwhelming in close quarters.
- **Professional and Friendly Demeanor:** A well-groomed appearance enhances credibility and approachability.

A tourist guide who maintains good hygiene and grooming sets a positive example and contributes to an enjoyable travel experience for everyone.