



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

SKILL COURSE

w.e.f. AY 2023-24

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 – Personal Hygiene 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.