

Programme: MBA Tourism & Travel Management

MBT5002

TOUR GUIDING AND INTERPRETATION

Course Code	MBT5002	Semester	III/IV
Course Title	Tour Guiding and Interpretation		
Credits	3	Type	Elective

Course Description

The course aims to provide various procedures and skills to be carried out for conducting successful tours, planning, and organizing tours.

Course Outcome

By the end of the course, students are expected to be able to:

- CO1: Acquire knowledge on the concept of the tour guiding and prepare them for the industry
- CO2: Acquire knowledge about guiding techniques and practical tips
- CO3: Get in-depth and practical knowledge about the tour guiding
- CO4: Prepare students to develop leadership skills and coping up with stress and problems

Course Structure

The following is a detailed syllabus of Tour Guiding and Interpretation:

Module I: Tour Guiding

Introduction to tour guiding and tour escorting, difference between tour guiding and tour escorting, role of a tour guide; Tour guiding in India; Characteristics of a tour guide, steps to becoming a tour guide; Presenting yourself; making sense of cultural differences.

Module II: Guiding Techniques

Understanding the dynamics of tour guiding, practical tips, mechanics of tour guiding; tools of the trade.

Module III: Practical Guiding

Guiding at a monument, guiding at a religious site, guiding at a museum, guiding on an archaeological site, guiding on a nature walk, guiding on a walking tours, guiding on a coach, designing and conducting heritage walks.

Module IV: Situation Handling

Handling difficult tourists, handling questions, handling emergencies, searching for information, responsible guiding; designing and conducting heritage walks.

Module V: Managing Guiding Business

How to plan an itinerary, partners in business, setting up a tour guiding business, Code of Conduct for tour guides in India (MoT).

Testing & Evaluation:

Internal Assessment (40 Marks)	External Assessment (60 Marks)
Two Class Tests – 20 Marks (10+10)	End Semester Assessment
Assignment – 10 Marks	
Presentation – 10 Marks	

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References

- Chowdhary, Nimit (2013). Handbook for Tour Guides. New Delhi: Matrix Publishers. (L).
- Mitchell, G.E. (2005). How to Start a Tour Guiding Business. Charleston: The GEM Group Ltd.
- Pond, K.L. (1993). The Professional Guide. New York: Van Nostrand Reinhold. (L).