

SARDAR PATEL UNIVERSITY
Programme: BBA (Tourism and Travel Management)
Semester: II
Syllabus with effect from: November/December-2011

Theory

Paper Code: UM02CBBT03		Total Credit:3
Title Of Paper: Guiding and Escorting Skills (T/P)		
Unit	Description in detail	Weighting (%)
I	Guiding Concept Meaning, Concepts And Types Of Guides: Conceptual Meaning Of Tourist Guide, How Guides Are Appointed In Tour. Types Of Package Tours ,Independent,Inclusive,Escorted, Business	25 %
II	Responsibilities Of guides: Preparation of a tour : Review of itinerary, Participant list, accuracy, timings and practicality, Identifying the group or individual traveler's special needs, Checking Vehicle, Locating Vehicle and contacting driver; standard of dress and personal grooming; Greeting participants and introducing self; Leading the participant: Skills in leading the group, General instruction to Participants at monuments, sacred places and crowded areas, Giving Commentary, answering Questions, concluding a tour. Interpreting Sites: Characteristics of natural, historical, and urban sites; potential of public and private agencies, interpretation of specific groups, especially the young.	25 %
III	Co-Ordination: Co-ordinating with the main office, ability to deliver all information imaginatively and accurately relevant to the client's needs; establishing good security measures. Code of ethics, Guideline for license for guide	25 %
IV	Handling situation: lost Baggage,medical assistance,lost of tourist Escorting - Monument: Taj Mahal, National Park, A Museum, The Mountain Guide Study of select package tours	25 %

Practical

Paper Code: UM02CBBT03		Total Credit:3
Title Of Paper: Guiding and Escorting Skills (T/P)		
Unit	Description in detail	Weighting (%)
	One tour for the students at a monument or a National Park or a museum.	

Basic Text & Reference Books:

- Mancini Marc, Conducting Tours.
- Syrratt G., Manual of Travel Agency.
- Pond K.L., The professional Guide: Dynamic of Tour Guiding, Van Nostrand Reinhold, New York, 1993.

