

MANGALORE UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION
MBA - TOURISM AND TRAVEL MANAGEMENT(MBA TTM)

TMS-457: TOUR GUIDING AND VISITORS INTERPRETATION

Credits: 3

Learning Objective:

- To familiarize the role, responsibilities and functions of tour guide

Learning Outcome:

- Cultivate the abilities and skills of tour guiding.

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

UNIT – I: Profile of the tour guide, roles and duties of a tour guide, qualities of good tour guide, tour guiding: personal hygiene & grooming, visitor briefing before departure, general rules in emergency, tour commentary.

UNIT – II: Tour Guiding Requirements: Tour departure Checklist, checklist for a Tour vehicle. Checklist at the point of arrival. Leading a tour group; Code of Conduct. Conducting City, Cultural rural & special interest tour.

Unit III: Making itinerary, organising oneself in work place, scheduling and keeping schedules, guest arrival and departure formalities: pre-arrival, meeting on arrival, on tour departure.

UNIT – IV: Tourist & Visitors interpretation: Popular understanding of Place, Potentials of attraction. Intrinsic qualities, personal stereotypes. Theme interpretation, Heritage interpretation & Interpretation of Nature.

UNIT V: Group behaviour and handling groups, leading and motivating the group, handling conflicts. Personal values and ethical practices.

References:

1. Chiranjib Kumar C, Tour Guiding, A training Manual & Professional Approach of Guiding in Tourism, Create Space Independent Publishers.
2. John Pastoselli, Enriching the Experience, An Interpretive Approach to tour Guiding, Publishers Hospitality Press.
3. Kathleen Lingle Pond, Professional Guide, Dynamics of tour guiding, John Wiley & Sons.
4. Verite Reily Collins, Becoming a Tour Guide, The Principles of Guiding & site interpretation, Publishing Corporation.
5. Susan Websters, Group Travel Operating Procedures.