

BTTM-702**Tour Guiding****Programme:** Bachelor in Tourism & Travel Management (BTTM) 16**Year/Semester:** 7th Semester**Objectives:** To acquire an in-depth knowledge about the profession of tour guiding and escorting

Unit 1	Tourist Guide: Meaning, Types, Duties and Responsibilities, Training, Sources of Earnings.
Unit 2	Registration of Guides: Types and Procedure
Unit 3	Understanding Travellers Needs and Wants: Customer Care; Feedback Assessment and Analysis
Unit 4	Seeking Site Knowledge; Sources of Information
Unit 5	Visitor Facilitations: Caring for Customers and Meeting assistance and transfers
Unit 6	Guiding Skills: Personality and Knowledge Role of Body Language, Skills of Different Guides
Unit 7	Understanding Rules & Regulations: Forest Guides, Govt. Rules, Challans and FIR etc.
Unit 8	Managing Special Situations: Dealing with Late Coming Passengers, Loss of Passport, Loss of Money, Missing Members, Difficult Questions etc.
Unit 9	Handling Complaints, Sickness and Disabled Passengers; Working in Difficult Situation (Political Strikes, Road Blocks and Terrorism etc.): Safety and Security: Basic First Aid
Unit 10	Personality Developments and Communication Skills: Relevance in Tourism
Unit 11	Understating the Cultural Gaps Between Tourist and Hosts in Linguistic Attitudes
Unit 12	Uses and Misuse of History in Guiding
Unit 13	Tour Escort: Meaning, Responsibilities, Basic Qualification, Sources of Earning