

Course Name: Tourist/Travel Guide

ABOUT THE COURSE

TOTAL DURATION:	45HRS
MODE OF DELIVERY	PHYSICAL CLASSROOM TRAINING AT RESPECTIVE COLLEGES
TRAINER TO STUDENT RATIO:	1:50
TOTAL MARKS:	75

TABLE 1	
OVERALL COURSE OBJECTIVE:	<ul style="list-style-type: none">● Recall essential historical and cultural facts● Explain the significance of historical landmarks and cultural traditions● Demonstrate effective communication by delivering engaging narratives and information to diverse tourist groups.● Design safety and emergency response plans, ensuring the well-being and security of tourists● Evaluate ethical principles, cultural sensitivity, and responsible tourism practices, and incorporate them into guiding services.

LEARNING OUTCOME:	<p>At the end of the course, the students are able to</p> <ul style="list-style-type: none"> • Demonstrate a thorough understanding of historical, cultural, and natural attractions • Proficiently convey information, actively listen to tourists, and engage them in meaningful discussions • Exemplify ethical guiding practices by respecting local customs, fostering cultural sensitivity, and ensuring visitor safety • Skilfully plan and manage guided tours, including designing itineraries, coordinating transportation, and overseeing logistics • Provide tourists with outstanding customer service by meeting their needs, exceeding expectations, and creating memorable experiences • Advocate for the preservation and promotion of Cultural heritage, actively contributing to its conservation and public awareness.
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TABLE 2: MODULE WISE COURSE CONTENT AND OUTCOME				
SL.NO	MODULE NAME	MODULE CONTENT	MODULE LEARNING OUTCOME	DURATION (HRS)
1	Basics of Tourism and Tour Guiding	Definition of Tourism – Types – Importance – Components of Tourism Industry – Key players in Tourism – Role of Tour guide – Qualities of a Good Tour Guide - Responsibilities and Duties	Students will gain foundational knowledge in tourism principles and tour guiding fundamentals, encompassing an understanding of travel industry dynamics, customer service, and basic guiding techniques.	3
2	History and Culture of Tamil Nadu	Ancient history – Medieval History – British Colonial Rule - Independence	The course delves into the rich history and diverse cultural heritage of Tamil Nadu, exploring its	3

		and Post Independence Era – Language and literature – Religion and Beliefs – Art and Architecture – Music and Dance – Cuisine and Food – Festivals and Celebrations – Traditional Clothing and Attire – Folk Traditions and Practices – Modern Cultural Influences – Cultural Heritage	historical milestones, cultural evolution, art, architecture, traditions, and societal influences.	
3	Tourist Destinations in Tamil Nadu	Temples – Churches – Mosque – other religious places– Architecture – Museums – Hill stations – Beaches and resorts.	The course provides an in-depth exploration of prominent tourist destinations in Tamil Nadu, encompassing historical sites, architectural marvels, religious landmarks, natural attractions, and cultural hotspots within the region.	3
4	Tour Guiding Skills and Ethics	Communication skills - Interpersonal Skills – Confidence and Enthusiasm - Customer Service and Hospitality – Honesty and Accuracy - Tourist Safety and Responsible Tourism - Sustainable Tourism practices	Students will develop essential tour guiding skills and ethical practices, encompassing effective communication, storytelling, group management, cultural sensitivity, and responsible conduct in providing memorable and enriching tourism experiences.	3

5	Tour Management and Digital literacy	Tour Planning and Logistics- Tour itineraries and schedules preparations - Transportation, accommodation and dining arrangements - unexpected situations handling and providing informative narratives - Proficiency in using smartphones and tablets - Navigation apps – Online Bookings – Digital Tickets - Guidance on taking photos and videos for tourists.	The course focuses on tour management principles integrating digital literacy, emphasizing the use of technological tools and platforms to enhance operational efficiency, communication, marketing, and customer engagement in the tourism industry	3
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TABLE 3: OVERALL COURSE LEARNING OUTCOME ASSESSMENT CRITERIA AND USE CASES

LEARNING OUTCOME	ASSESSMENT CRITERIA	USE CASES
<p>At the end of the course, the students are able to</p> <ul style="list-style-type: none"> • Demonstrate a thorough understanding of historical, cultural, and natural attractions • Proficiently convey 	<ul style="list-style-type: none"> • Projects • Case studies 	<p>Case Study 1: Heritage Tour in Historic City</p> <p>A tour guide is tasked with leading a group of international tourists on a heritage tour through a historic city known for its cultural landmarks and architectural marvels.</p> <p>Case Study 2: Temples of Tamil Nadu: A Spiritual Journey</p>

<p>information, actively listen to tourists, and engage them in meaningful discussions</p> <ul style="list-style-type: none">• Exemplify ethical guiding practices by respecting local customs, fostering cultural sensitivity, and ensuring visitor safety• Skilfully plan and manage guided tours, including designing itineraries, coordinating transportation, and overseeing logistics• Provide tourists with outstanding customer service by meeting their needs, exceeding expectations, and creating memorable experiences• Advocate for the preservation and promotion of Cultural heritage, actively contributing to		<p>A tourist guide is tasked for leading a group of international travellers on a cultural tour focused on the ancient temples of Tamil Nadu, known for their rich history, intricate architecture, and spiritual significance.</p>
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its conservation and public awareness.		
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TABLE 4: LIST OF FINAL PROJECTS

SL.NO	FINAL PROJECT
1	Tourism Handbook Development: Students will collaborate to create a comprehensive handbook introducing the basics of tourism and tour guiding. This handbook could include definitions, key concepts, industry practices, and introductory tour guiding techniques.
2	Cultural Heritage Documentation: Assign students to create detailed documentation showcasing the cultural heritage of Tamil Nadu. This documentation could include historical timelines, architectural marvels, traditional arts, and cultural practices.
3	Virtual Tour Package Proposal: Task students with developing proposals for virtual tour packages of popular destinations in Tamil Nadu. This proposal should outline the itinerary, activities, digital content, and technological requirements for the virtual tour.
4	Ethics Code and Guidelines: Task students with developing a code of ethics and guidelines for tour guides. This document should outline ethical considerations, professional conduct, and responsibilities of tour guides.
5	Digital Marketing Strategy Proposal: Task students with developing a digital marketing strategy tailored for promoting tourism in Tamil Nadu. This proposal should outline social media campaigns, content creation plans, and audience engagement strategies.

TABLE 5: COURSE ASSESSMENT RUBRICS (TOTAL MARKS: 75)

ASSESSMENT CRITERIA	DESCRIBE THE CRITERIA OF THE BELOW CATEGORY PERFORMANCE			TOTAL MARKS (%)
	FAIR	GOOD	EXCELLENT	
1. Projects				
2. Case studies				
3. Assessment				
Unit 1 - Basics of Tourism and Tour Guiding	Fair (60-69%)	Fair (60-69%)	Fair (60-69%)	15
Unit 2 - History and Culture of Tamil Nadu	Good (70-84%)	Good (70-84%)	Good (70-84%)	20
Unit 3 - Tourist Destinations in Tamil Nadu	Good (70-84%)	Good (70-84%)	Good (70-84%)	15
Unit 4 - Tour Guiding Skills and Ethics	Good (70-84%)	Good (70-84%)	Excellent (85-100%)	15
Unit 5 - Tour Management and Digital literacy	Excellent (85-100%)	Excellent (85-100%)	Excellent (85-100%)	10