

**KAKATIYA UNIVERSITY**  
**U.G. E TOURISM AND TRAVEL MANAGEMENT (Under CBCS)**  
**B.A. Final Year**  
**SEMESTER – VI: Discipline Specific Course (Credits - 4)**

**PAPER- VI : GUIDING SKILLS FOR TOURISM**

**UNIT-I:** Introduction to Guiding and escorting- Meaning; concept and types of tour guide, duties and responsibilities of Guides , various role of tour guide, the business of guiding, organizing a guiding business.

**UNIT -II :**The guiding techniques- leadership and social skills, presentation and speaking skills, The guide's personality, moments of truth, the seven sins of guide, the service cycle, working with different age groups, working under difficult circumstances.

**UNIT -III:** Guest relationship management- Handling emergency situations- medical, personal, official, VISA/passport, Death, handling guest with special needs/different abilities; Skills required for adventure tours; Knowledge of local security, route chart; Personal hygiene and grooming, tour responsibilities, checklist, leading a group, code of conduct.

**UNIT-IV:** Conducting tours: Pre tour planning, modes of transportation, conducting various types of tours, understanding clients need, establishing good service security measures, relationship with fellow guides, Coordination with hospitality institutions; points to remember while guiding and escorting

**UNIT-V:** Professional development; Interpretative planning; training staff for interpretation; evaluation techniques; sources of professional assistance; negotiation skills-types of negotiating techniques; negotiating a business deal.

**References:**

1. JagmohanNegi (2006); Travel Agency and Tour Operations, Kanishka Publishers, New Delhi
2. Mohinder Chand (2009); Travel Agency and Tour Operations: An Introductory Text ,Anmol Publications Pvt. Limited, New Delhi
3. Dennis L Foster – Introduction to Travel Agency Management
4. Pat Yale(1995); Business of Tour Operations,Longman Scientific & Technical, New Delhi
5. Pond K L(1993) ; The professional guide: Dynamics of tour guiding,

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**SEMESTER – VI:**  
**PAPER- VI (a): Seminar & Viva-Voce**

Seminar and viva-voce which may include assignments such as field work, practical training, report writing, any other innovative practices and viva-voce. **The total marks of paper is 100, which includes 60 marks for project submission report and 40 marks for viva-voce.**

Viva-voce, to be conducted by one internal and one external expert.

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**SEMESTER – VI**  
**(GE-2) GENERIC ELECTIVE-II**  
**(FOR ALL SOCIAL SCIENCE FACULTY DEPARTMENTS)**

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**PUBLIC HEALTH AND HYGIENE**

**Credits: 2**

**Theory :    hours/week**

**Marks:**

**UNIT – I : NUTRITION AND ENVIRONMENT**

- 1.1 Balanced diet and Malnutrition.
- 1.2 Nutritional deficiencies and disorders- Carbohydrates, proteins, lipids, vitamins and minerals.
- 1.3 Occupational, Industrial, agricultural and urban Health-Exposure at work place, urban areas, industrial workers, farmers and agricultural labourers, Health workers and health disorders and diseases.
- 1.4 Environmental pollution and associated Health hazards, Water borne diseases and Air borne diseases.

**UNIT-II : DISEASES AND HEALTH CARE**

- 2.1 Causes, Symptoms, Diagnosis, Treatment and Prevention - Malaria, Filariasis, Measles, Polio, Chicken pox, Rabies, Plague, Leprosy,.
- 2.2 Causes, Symptoms, Diagnosis, Treatment and Prevention of non communicable diseases - Hypertension, Coronary Heart diseases, Stroke, Diabetes, Obesity and Mental ill-health.
- 2.3 Health care legislation in India – Termination of pregnancy act, Maternity benefit act, Biomedical waste act, ESI act.
- 2.4 First Aid and Health awareness, personal health care record maintenance.

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**SEMESTER – VI:**  
**(Skill Enhancement Course)**

**PAPER: IV- PERSONALITY DEVELOPMENT & SOFT SKILLS**

**Max. Marks:**

**Unit I: Personality Development:** Personality Development: Meaning- Characteristics – Determinants – Ingredients of pleasing personality. Learning: Meaning – Characteristics – Significance – Principles of learning. Self esteem: Meaning – Characteristics – Significance - Building self esteem.

**Unit II: Self Management:** Attitude Development: Meaning – Characteristics – Significance – Building Positive Attitude. Achievement Motivation: Meaning – Characteristics – Significance – Goal setting for achievement – Strategies of achievement motivation. Emotional Intelligence: Meaning – Characteristics – Significance – Strategies of developing emotional intelligence: Fear, Anger and Anxiety.

**Suggested Readings:**

1. Sarma V S Veluri & Muralidhar D., Personal Empowerment: LOTUS Series - Interactive Learning, CAMEL Limited, 2017.
2. Sarma V S Veluri and Others. Jeevan nipunyaalu: LOTUS Series, (Telugu), CAMEL Limited, 2017.
3. K Alex, Soft Skills, S. Chand & Company, 2013
4. Narula, S S., Personality Development & Communication Skills, Taxman Publications Pvt. Ltd. New Delhi.
5. Arora, A., Communication Skills and Personality Development, Kalyani Publishers, Ludhiana, 2015.