**TOUR GUIDE AND HERITAGE - UG**

( Theory - 100 Marks )

UNIT 1

 Introduction to Indian Culture and Heritage Cultural Tourism- Concept and Significance, History of Cultural & Heritage Tourism in India , Features of Indian Cultural Heritage- Preservation and Conservation of Monuments and Culture.

UNIT 2

 Indian cultural heritage- Architectural Heritage , Promotional measures initiated by the Ministry of Tourism, Govt. of India , The Tour Guide- Meaning and classification, qualities of an ideal tour guide, various roles of Tour guide, the business of guiding .

UNIT 3

The guiding techniques leadership and social skills, presentation and speaking skills

The guide’s personality,The service cycle, Working With different age groups, Working under difficult circumstances .

UNIT 4

Conducting tours: Pre tour planning, modes of transportation, types of tours, traveler with Special needs, guidelines for working with disabled people, relationship with fellow guides, Motor / car operators and companies Dealing with emergencies- Accidents, Law and order, Theft, Loss of documents; First Aid importance, General procedures, evaluation of situation; Complaint handling.

**REFERENCE -** 1. Gupta, SP, Lal, K, Bhattacharya, M. Cultural Tourism in India (DK Print 2002) 2. Michell, George, Monuments of India, Vol. 1. London. 3. Davies, Philip, Monuments of India, Vol. II.,London. 4. Brown Percy, Indian Architecture (Buddhist and Hindu),Bombay. 5. Brown Percy, Indian Architecture (Islamic period), Bombay. 6.Jagmohan Negi – Travel Agency and Tour Operations. 7. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text 8. Dennis L Foster – Introduction to Travel Agency Management 9.Pat Yale – Business of Tour Operations