



S.A.S. GOVERNMENT DEGREE COLLEGE
NARAYANAPURAM, WEST GODAVARI DISTRICT-534406
(AFFILIATED TO ADIKAVI NANNAYA UNIVERSITY, RAJAMAHENDRAVARAM)
Phone 08818 252189, E-mail narayanapuram.jkc@gmail.com

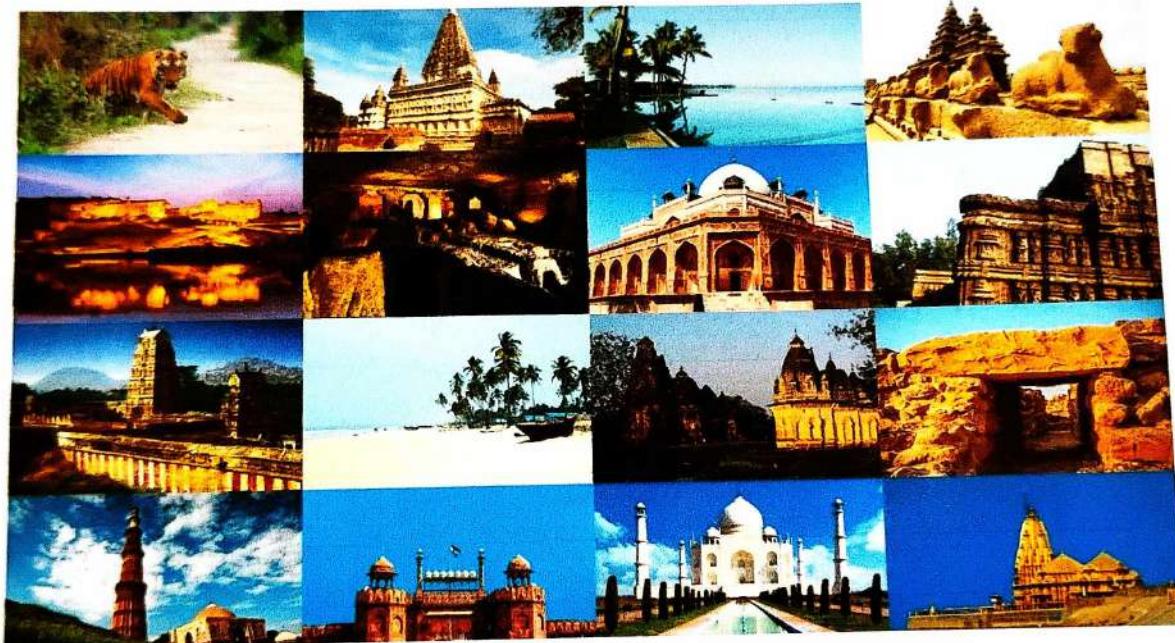


DEPARTMENT OF HISTORY

CERTIFICATE COURSE

IN

TOURISM GUIDANCE



2021-2022

CERTIFICATE COURSE- 2021-22

The faculty members of the History department in the principal chamber to discuss and review the conduct of the certificate course titled Tourism Guidance under the chairmanship of the principal and the faculty of the department of History on .

37

Circular

Date: 01-02-2022

These Departmental Meeting was held on: 12:00 PM.

Venue: Political Science chamber.

Presided over: Principal.

Time: 10: AM

Date: 01-02-2022

All the Members are requested to attend the Meeting.

Agenda: . Review the Attendance.

. Review the Completion of Syllabus.

. Review the Semester Exams.

. Review the NDRF MOCK DRILL at Johnson Johnson

. Conduct certificate course in History

Resolution:

The Department of Political Science take Decision
above Policy's implementation.

the Department of History resolved to
conduct a certificate course in Tourism Guidance

All the Members:

K. S. Sanjeev
Head of the Dept

1. C. Nirmala Mother *(Signature)*

2. (Lec in Economics)

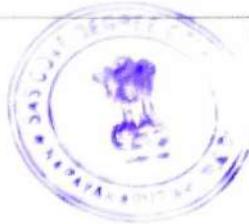
2. P. Bhaskar Reddy

(Lec in History) *(Signature)*

Mr.
Principal,

PRINCIPAL
S.A.S. Govt. Degree College
NARAYANAPURAM, Eluru District
PIN - 534 407

To
The Principal,
SAS Government Degree College,
Narayananapuram.



Applicant: P.Bhaskar Rao
Subject: Proposal for Certificate course in Tourism Guidance

Respected Sir,

With reference to the above mentioned subject, I submit herewith the proposal to conduct a Certificate course in Tourism Guidance by the department of History. Hope you will consider my application and may kindly sanction the same.

Yours sincerely,

P. Bhaskar Rao
incharge
Dep. Bhaskar Rao History
SAS GOVERNMENT DEGREE COLLEGE
NARAYANAPURAM-534 406

Date: 2-2-22

Place: Narayananapuram.

Enclosures:

1. Proposal
2. Curriculum & design for the course

PROCEEDINGS OF THE PRINCIPAL



Sub:- Accord Permission to the Department of History for conducting Certificate Course on the Tourism guidance

Ref:- Letter from the incharge,Department of History dated 02-02-2022.

.....
The In-charge Department of History requested to accord permission for the conducting a certificate course in Tourism Guidance, from 02-02-2022 vide reference cited. Accordingly, the Principal is pleased to accord permission for starting a certificate course from 07-02-2022 onwards till 07-03-2022.

[Signature]
PRINCIPAL
S.A.S. Govt. Degree College
Principal
NARAYANAPURAM, Eluru District
PIN - 534 407

Date: 3-2-22

Place: Narayanapuram.



SAS Government Degree College



Department of History

NOTICE

Subject: *Tourism Guidance certificate Course*

This is to inform all interested students that the Department of History at SAS Government Degree College is organizing a Certificate Course on *Tourism Guidance*. Interested students are requested to register their names at the Department of History.

P. 152
Department incharge

Date: *3-2-22*

Place: Narayanapuram.

Balaji 3/2
Principal

PRINCIPAL
S.A.S. Govt. Degree College
NARAYANAPURAM, Eluru District
PIN - 534 407

DEPARTMENT OF HISTORY

CERTIFICATE COURSE

IN

TOURISM GUIDANCE



1. Course Name : Tourism Guidance
2. Duration : 30 Hours :
3. Level :UG
4. Course Type : Scheduled
5. No.of Students joined : 12
6. Date: 7-2-22 to 7-3-22
7. Time : Daily class from 8.30 pm to 10.00 pm. Five days a week. All Week ends are excluded
8. Venue : Final BA class room

Certification: Certificate will be given on the students' performance in the learning activities.

Assessment Procedure and outcomes:

Evaluation : 100 Marks

Attendance: 10 Marks

Classroom Response : 40 Marks

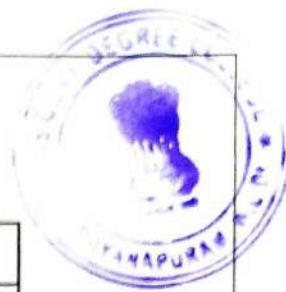
Objective test: 25 marks

Field trip : 25 Marks

TIME TABLE

S.N O	COURSE NAME	NAME OF THE INSTRUCTOR	COURSE DURATION	PERIOD
1	Tourism Guidance	P.Bhaskara Rao	30 DAYS	Morning 8.30 to 10.00

List of students enrolled



S.No	Roll number	Name of the student	Class
1	203556201001	A.Sri Sai	III BA
2	203556201002	B.Pavani	III BA
3	203556201003	B.Pandu	III BA
4	203556201004	BV Kumar	III BA
5	203556201005	E Charan Raju	III BA
6	203556201007	J Ravi	III BA
7	203556201008	K Divya	III BA
8	203556201011	P Yashwanth	III BA
9	203556201012	R.Durga	III BA
10	203556201013	S.Raju	III BA
11	203556201015	U rama Krishna	III BA
12	203556201016	VT Subrahmanyam	III BA

Certificate Course in Tourism Guidance



Introduction:-

Tourism today is one of the fastest growing industries throughout the world and its study is of increasing academic and of practical interest. This activity is very important since people from all classes of society participate in it in all the countries of the world. With Tourism and Travel becoming an important area of activity, there is a need of Business Managers who are in a position to handle and promote this trade.

Duration of the Course: -30 hours

Objectives:-

- 1) To create awareness among the students about this growing industry in our country.
- 2) To impart to the students up-to-date relevant knowledge of this trade.
- 3) To generate opportunities of self-employment.
- 4) To make an assessment of a few destinations to have a practical experience.
- 5) To get actual experience of tour management by excursion tours.
- 6) To help this growing industry in Andhra.

Program coordinator: P.Bhaskar Rao, Lecturer in History

Scope of the Course:

The scope of a Tourism Guidance Certificate Course is extensive, offering opportunities in various sectors of the tourism industry. Participants who successfully complete the course gain valuable skills and knowledge that make them well-equipped for roles in tourism and related fields. Here is an overview of the scope and potential career paths:

1. Tour Guide:

Local and International Tours: Certified tourism guides can work locally or internationally, leading guided tours to popular attractions, historical sites, and cultural landmarks.

Specialized Tours: Guides can specialize in specific types of tours such as adventure tourism, eco-tourism, or cultural tourism.

2. Tour Operator:

Tour Planning: Graduates can work with tour operators in designing and planning customized

tour packages, considering the preferences and needs of diverse tourists.

Itinerary Development: They can be involved in creating day-wise schedules and coordinating logistics for tours.

3. Travel Consultant:

Customer Service: Individuals can work as travel consultants, assisting clients with travel arrangements, providing destination information, and ensuring a positive customer experience.

Sales and Marketing: They may engage in selling tour packages, promoting travel products, and utilizing effective marketing strategies.

4. Destination Management:

Destination Marketing: Graduates may contribute to the marketing efforts of tourist destinations, promoting local attractions, and collaborating with tourism boards.

Sustainable Tourism: They can play a role in sustainable tourism development, ensuring responsible and ethical practices.

5. Technology and E-Tourism:

Online Booking Platforms: Individuals can explore opportunities in the digital space, working with online booking platforms, and utilizing technology for tourism marketing.

Virtual Tourism: With the growing trend of virtual tourism, graduates can explore roles in creating virtual experiences and content.

6. Event Management:

Tourism Events: Graduates may contribute to organizing tourism-related events, festivals, or conferences to attract visitors and promote local culture.

7. Entrepreneurship:

Start Tour Agency: Graduates can start their tour agencies, providing specialized services to niche markets or catering to specific tourist interests.

Consultancy Services: Offering consultancy services in areas like tourism planning, destination management, or sustainable tourism.

8. Cruise Industry:

Cruise Director or Guide: Opportunities may exist for working on cruise ships, guiding passengers during shore excursions, and coordinating activities.



9. Further Education:

Advanced Studies: Graduates can pursue further studies in tourism management, hospitality, or related fields to enhance their expertise and career prospects.



10. Cultural Heritage Conservation:

Heritage Conservation: Opportunities exist in roles related to preserving cultural heritage, working with museums, historical sites, or heritage organizations.

Outcome of the course:

Upon completion of the Certificate Course in Tourism Guidance, participants will gain practical knowledge and skills essential for guiding tourists effectively, ensuring their safety, satisfaction, and enjoyment throughout their travel experiences.

A Tourism Guidance Certificate Course opens doors to diverse career opportunities in the vibrant and ever-growing tourism industry. Graduates can find employment in various sectors, and the skills acquired during the course make them valuable assets in promoting and managing tourism experiences. Additionally, the global nature of the industry provides opportunities for international careers and collaborations.

Course Format:

The course will be delivered through a combination of lectures, readings, group discussions, and assignments. Participants will have access to a wealth of historical resources and will be guided by experienced instructors with expertise in modern Indian history.

Evaluation:

Participants will be evaluated through periodic assessments, assignments, and a final examination. Active participation in discussions and research projects will also contribute to the overall assessment.

Admission Conditions:- Students who have passed Inter or XII standard examination in Arts / Science / Commerce / M.C.V.C. / are eligible for a certificate course.

Tourism Guidance Syllabus (30 Hours)

Schedule 1: Introduction to Tourism Industry (4 Hours)

❖ Overview of Tourism:

- Definition and scope of tourism.
- Different forms of tourism (e.g., cultural, adventure, eco-tourism).

❖ Historical Evolution:

- Evolution of the tourism industry globally.
- Impact of historical events on tourism.



- ❖ Role of Tourism in the Economy:
 - Contribution of tourism to the economy.
 - Employment opportunities in the tourism sector.

Schedule 2: Tourist Destinations and Attractions (6 Hours)

- ❖ Popular Tourist Destinations:
 - Overview of famous tourist destinations globally.
 - Cultural and natural attractions.
- ❖ Local Tourist Attractions:
 - Identifying and promoting local attractions.
 - Understanding the unique selling points of different destinations.

Schedule 3: Tour Planning and Itinerary Development (6 Hours)

- ❖ Tour Planning Basics:
 - Understanding the needs and preferences of different types of tourists.
 - Creating customized tour packages.
- ❖ Itinerary Development:
 - Designing day-wise schedules for different types of tours.
 - Incorporating cultural, historical, and recreational activities.

Schedule 4: Customer Service and Communication Skills (6 Hours)

- ❖ Customer Service Excellence:
 - Importance of excellent customer service in the tourism industry.
 - Handling customer complaints and challenges.
- ❖ Communication Skills:
 - Effective communication with tourists.
 - Dealing with diverse cultures and languages.

Schedule 5: Legal and Ethical Aspects of Tourism (4 Hours)

- ❖ Legal Aspects:
 - Understanding local and international tourism laws.
 - Ensuring compliance with regulations.
- ❖ Ethical Considerations:
 - Promoting responsible tourism.
 - Addressing ethical dilemmas in the industry.

Schedule 6: Technology in Tourism (4 Hours)

- ❖ Role of Technology:
 - Impact of technology on the tourism sector.



- Online booking systems and digital marketing.
- ❖ Emerging Trends:
 - Understanding and adapting to new trends (e.g., virtual tourism, sustainable tourism).

Schedule 7: Tourism Safety and Emergency Preparedness (4 Hours)

- ❖ Safety Measures:
 - Ensuring the safety of tourists during travel.
 - Emergency protocols and crisis management.
- ❖ Risk Assessment:
 - Identifying potential risks in different tourist destinations.
 - Implementing preventive measures.

Schedule 8: Final Project and Review (2 Hours)

- ❖ Final Project:
 - Developing a sample tour package for a specific target audience.
 - Presenting the tour package in the class.
- ❖ Course Review and Feedback:
 - Review of key concepts and learning outcomes.
 - Gathering feedback for continuous improvement.
- ❖ This 30-hour tourism guidance syllabus provides a comprehensive understanding of the tourism industry, from its historical evolution to practical skills in tour planning and customer service. The course aims to equip participants with the knowledge and skills needed to excel in the field of tourism guidance.

References:-

- 1) International Tourism - Bhatia A.K.
- 2) Tourism Development – Bhatia A. K.
- 3) Tourism in India – Gupta V. N.
- 4) India – A Tourist Paradise – Das Manoj
- 5) Tourism Development – Vol I,II,II – Singh Ratnadeep
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❖ Risk Assessment:

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- Implementing preventive measures.

Schedule 8: Final Project and Review (2 Hours)

❖ Final Project:

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- Presenting the tour package in the class.

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- 8) Tourism, Museum & Monuments in India – Dr. Gupta
- 9) Travel & Tourism Management – FosterDouglars
- 10) Basics of Tourism -Kamra Krishna k

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S.No	Roll number	Name of the student	Class
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10	203556201013	S.Raju	III BA
11	203556201015	U rama Krishna	III BA
12	203556201016	VT Subrahmanyam	III BA

Attendance sheet



Report:

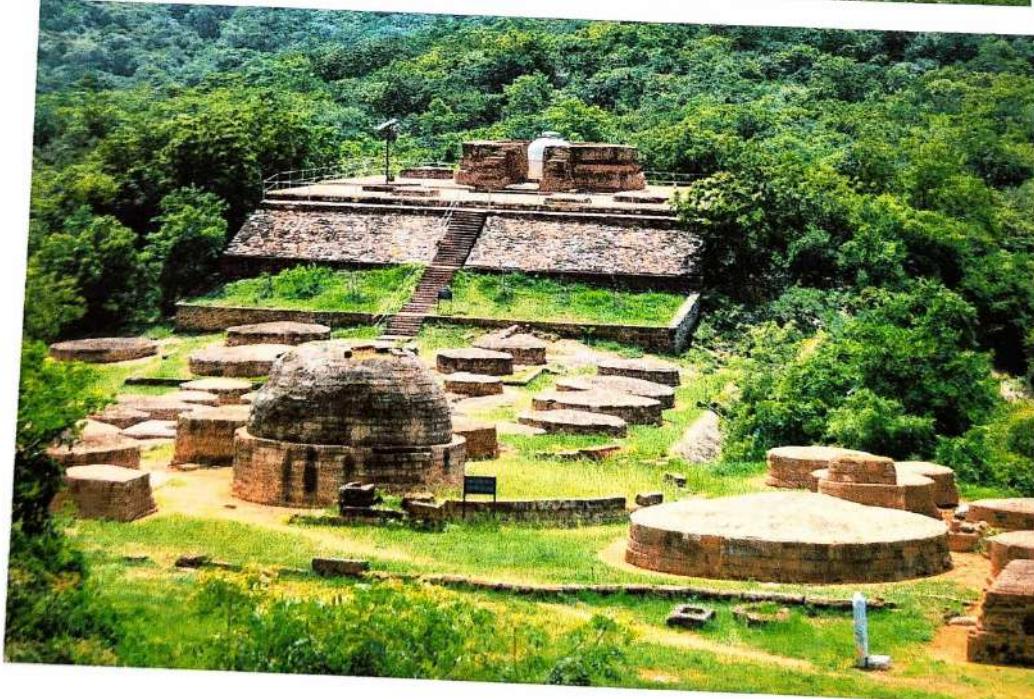
As a part of academic activity, the department of History has conducted certificate course in 'Tourism Guidance' from 07.02.2022 to 07.03.2022 for the academic year 2021-2022. As per the instructions given by the principal during the minutes of the meeting 12 members of students are enrolled in the certificate course from B.A., H.E.P. The faculty of History have engaged classes for 30 days and dealt with the basic concepts of the subject. At the end of the course, an external examination with multiple choice questions was conducted for the assessment of learners' understanding levels of knowledge. The minimum qualifying mark for the award of certification is 40%. All the students completed the course successfully and got certificates during the academic year 2021-2022.

Field trip

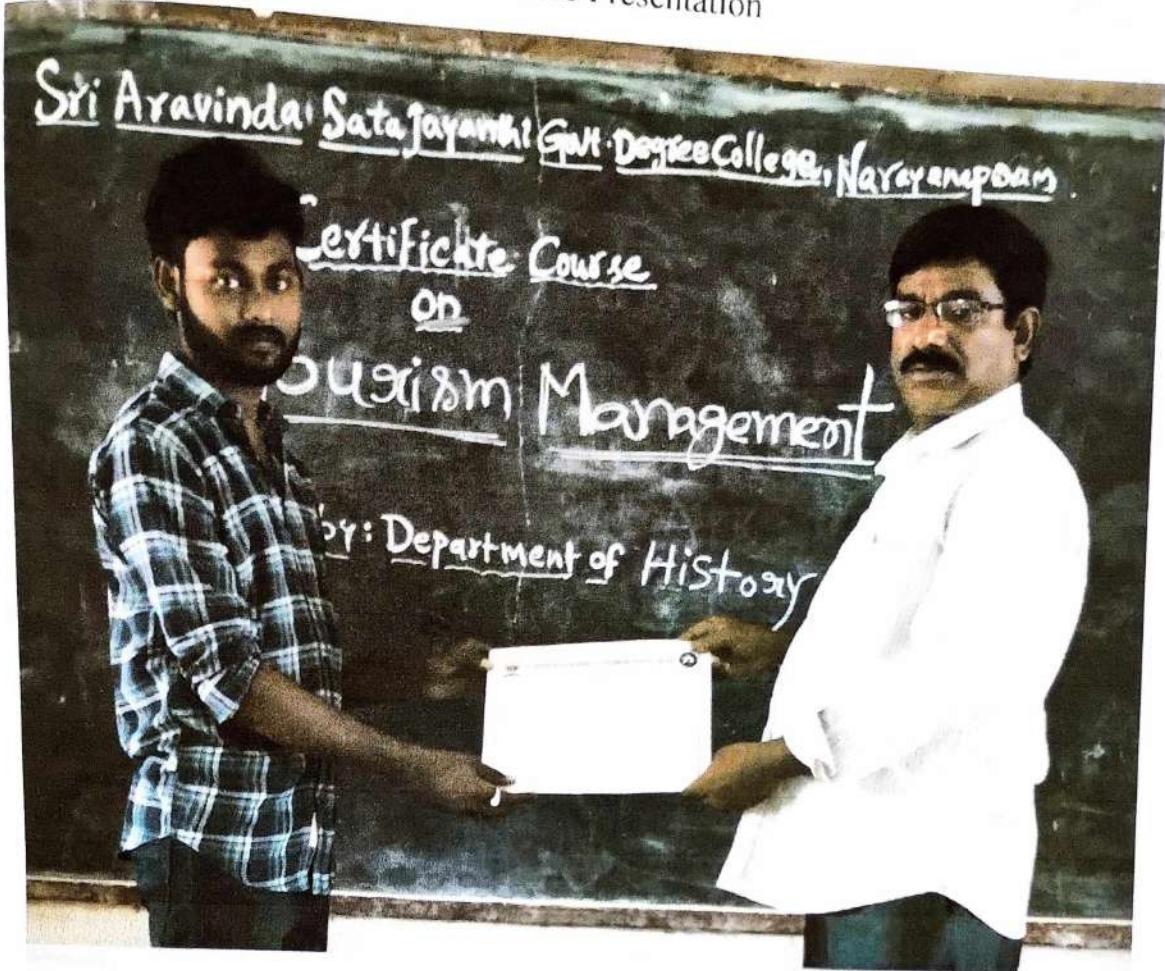
A trip was conducted to Jeelakarragudem as a part of the second schedule. All the students were instructed to attend the tour and make a report.



Department of History in JeelakarraGudem



Certificate Presentation



Certificate Issued



As a part of academic activity, the department of History has conducted a course on 'Tourism Guidance' from 07-02-2022 to 07-05-2022 for the academic year 2021-2022. As per the instructions given by the principal during the instance of the meeting 17 members of students are enrolled in the certificate course from B.A. 120 P. The Faculty of History have engaged classes for 40 days and dealt with the basic concepts of the subject. At the end of the course, an overall assessment with multiple-choice questions was conducted for the assessment of higher understanding levels of knowledge. The minimum qualifying mark for the award of certificate is 60%, and all students completed the course successfully and got certificate during the academic year 2021-2022.

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SAS GOVERNMENT DEGREE COLLEGE
Certificate course
Tourism guidance
Grand test

Max Marks: 25

Time: 1hr

1. What is the scope of tourism?
a) Limited to cultural experiences
b) Restricted to adventure activities
c) Varies widely and includes cultural, adventure, eco-tourism, etc.
d) Exclusively focused on historical sites

2. Which of the following is NOT a form of tourism mentioned in the syllabus?
a) Cultural tourism
b) Adventure tourism
c) Urban tourism
d) Eco-tourism

3. How does historical evolution impact the tourism industry?
a) It has no impact on tourism
b) It shapes tourist preferences and destinations
c) It only affects international tourism
d) It influences tourism regulations

4. What is the primary contribution of tourism to the economy according to the syllabus?
a) Minimal economic impact
b) Decrease in employment opportunities
c) Cultural preservation
d) Significant economic contribution

5. How can tour packages be customized according to the syllabus?
a) By offering fixed itineraries
b) By understanding the needs of tourists
c) By excluding cultural activities
d) By focusing only on historical sites

6. Why is excellent customer service crucial in the tourism industry?
a) It is not important in tourism
b) It enhances tourist experience and satisfaction
c) It increases travel costs
d) It is primarily for entertainment purposes

7. What communication skills are necessary for tourism professionals?
a) Only verbal communication skills
b) Only written communication skills
c) Effective verbal and written communication skills
d) Technical communication skills

8. What legal aspects of tourism are discussed in the syllabus?
a) None
b) Only local laws
c) Local and international tourism laws
d) Only international laws

9. How can responsible tourism be promoted according to the syllabus?

By ignoring ethical considerations
b) By disregarding local customs
c) By promoting environmentally sustainable practices
d) By focusing solely on profit

10. What role does technology play in the tourism sector?

a) No role
b) Minimal role
c) Significant role, including online booking systems and digital marketing
d) Solely for entertainment purposes

11. What safety measures should be ensured during tourist travel?

a) No safety measures required
b) Limited safety measures
c) Comprehensive safety measures
d) Safety measures only for adventure tourism

12. What is the purpose of the final project in this syllabus?

a) To test theoretical knowledge only
b) To develop practical skills in tour planning
c) To memorize tourist destinations
d) To promote a specific tourist destination

13. How is the final project presented in the class?

a) No presentation required
b) Through a written report only
c) Through a presentation in the class
d) Through a presentation to government officials

14. Which of the following is an emerging trend in tourism technology mentioned in the syllabus?

a) Traditional booking systems
b) Sustainable tourism
c) Virtual tourism
d) Manual marketing techniques

15. What is the importance of understanding local attractions for tourism promotion?

a) No importance
b) Limited importance
c) Essential for effective promotion
d) Only useful for cultural tourism

16. How should customer complaints be handled effectively?

a) Ignored
b) Addressed promptly and professionally
c) Delayed response
d) Delegated to another department

17. What safety protocols are essential for tourism emergency preparedness?

a) No protocols necessary
b) Limited protocols
c) Comprehensive protocols and crisis management plans
d) Protocols only for natural disasters

18. What are the employment opportunities in the tourism sector according to the syllabus?

a) Limited opportunities
b) No employment opportunities

c) Varied opportunities including hospitality, tour guiding, etc.
d) Opportunities only in government sectors

19. Which of the following is NOT a local tourist attraction discussed in the syllabus?
a) Natural parks
b) Historical sites
c) International landmarks
d) Cultural festivals

20. What is the role of online booking systems in the tourism sector?
a) No role
b) Minimal role
c) Significant role in facilitating reservations
d) Role only for international bookings

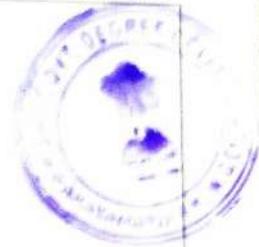
21. How can potential risks in tourist destinations be identified?
a) By ignoring local customs and laws
b) Through comprehensive risk assessments
c) By avoiding tourist destinations altogether
d) By relying solely on tourists' feedback

22. What is the impact of historical events on tourism?
a) No impact
b) Limited impact
c) Significant impact on tourist preferences and destinations
d) Impact only on local tourism

23. What are the ethical considerations discussed in the syllabus?
a) No ethical considerations
b) Limited ethical considerations
c) Promoting responsible tourism and addressing ethical dilemmas
d) Ethical considerations only for international tourism

24. What are the different forms of tourism mentioned in the syllabus?
a) Cultural and adventure tourism
b) Urban and rural tourism
c) Eco-tourism and gastronomy tourism
d) All of the above

25. What is the primary focus of the final project in this syllabus?
a) Testing memorization of tourist destinations
b) Developing a sample tour package for a specific target audience
c) Creating a marketing campaign for a tourist destination
d) Analyzing the economic impact of tourism on a country



Max Marks: 25

1. What is the scope of tourism?
a) Limited to cultural experiences
b) Restricted to adventure activities
c) Varies widely and includes cultural, adventure, eco-tourism, etc.
d) Exclusively focused on historical sites

(c)

2. Which of the following is NOT a form of tourism mentioned in the syllabus?

a) Cultural tourism
b) Adventure tourism
c) Urban tourism
d) Eco tourism

(c)

3. How does historical evolution impact the tourism industry?

a) It has no impact on tourism
b) It shapes tourist preferences and destinations
c) It only affects international tourism
d) It influences tourism regulations

(b)

4. What is the primary contribution of tourism to the economy according to the syllabus?

a) Minimal economic impact
b) Decrease in employment opportunities
c) Cultural preservation
d) Significant economic contribution

(b)

5. How can tour packages be customized according to the syllabus?

a) By offering fixed itineraries
b) By understanding the needs of tourists
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d) By focusing only on historical sites

(b)

6. Why is excellent customer service crucial in the tourism industry?

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b) It enhances tourist experience and satisfaction
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d) It is primarily for entertainment purposes

(c)

7. What communication skills are necessary for tourism professionals?

a) Only verbal communication skills
b) Only written communication skills
c) Effective verbal and written communication skills
d) Technical communication skills

(c)

8. What legal aspects of tourism are discussed in the syllabus?

a) None
b) Only local laws
c) Local and international tourism laws
d) Only international laws



9. How can responsible tourism be promoted according to the syllabus? (C)
a) By ignoring ethical considerations
b) By disregarding local cultures
c) By promoting environmentally sustainable practices
d) By focusing solely on profit

10. What role does technology play in the tourism sector? (C)
a) No role
b) Minimal role
c) Significant role, including online booking systems and digital marketing
d) Solely for entertainment purposes

11. What safety measures should be ensured during tourist travel? (C)
a) No safety measures required
b) Limited safety measures
c) Comprehensive safety measures
d) Safety measures only for adventure tourism

12. What is the purpose of the final project in this syllabus? (C)
a) To test theoretical knowledge only
b) To develop practical skills in tour planning
c) To memorize tourist destinations
d) To promote a specific tourist destination

13. How is the final project presented in the class? (C)
a) No presentation required
b) Through a written report only
c) Through a presentation in the class
d) Through a presentation to government officials

14. Which of the following is an emerging trend in tourism technology mentioned in the syllabus? (C)
a) Traditional booking systems
b) Sustainable tourism
c) Virtual tourism
d) Manual marketing techniques

15. What is the importance of understanding local attractions for tourism promotion? (C)
a) No importance
b) Limited importance
c) Essential for effective promotion
d) Only useful for cultural tourism

16. How should customer complaints be handled effectively? (C)
a) Ignored
b) Addressed promptly and professionally
c) Delayed response
d) Delegated to another department

17. What safety protocols are essential for tourism emergency preparedness? (C)
a) No protocols necessary
b) Limited protocols

(i) Comprehensive protocols and crisis management plans
(ii) Protocols only for natural disasters

18. What are the employment opportunities in the tourism sector according to the syllabus?
(a) Limited opportunities
(b) No employment opportunities
(c) Varied opportunities including hospitality, tour guiding, etc
(d) Opportunities only in government sectors

19. Which of the following is NOT a local tourist attraction discussed in the syllabus?
(a) Natural parks
(b) Historical sites
(c) International landmarks
(d) Cultural festivals

20. What is the role of online booking systems in the tourism sector?
(a) No role
(b) Minimal role
(c) Significant role in facilitating reservations
(d) Role only for international bookings

21. How can potential risks in tourist destinations be identified?
(a) By ignoring local customs and laws
(b) Through comprehensive risk assessments
(c) By avoiding tourist destinations altogether
(d) By relying solely on tourists' feedback

22. What is the impact of historical events on tourism?
(a) No impact
(b) Limited impact
(c) Significant impact on tourist preferences and destinations
(d) Impact only on local tourism

23. What are the ethical considerations discussed in the syllabus?
(a) No ethical considerations
(b) Limited ethical considerations
(c) Promoting responsible tourism and addressing ethical dilemmas
(d) Ethical considerations only for international tourism

24. What are the different forms of tourism mentioned in the syllabus?
(a) Cultural and adventure tourism
(b) Urban and rural tourism
(c) Eco-tourism and gastronomy tourism
(d) All of the above

25. What is the primary focus of the final project in this syllabus?
(a) Testing memorization of tourist destinations
(b) Developing a sample tour package for a specific target audience
(c) Creating a marketing campaign for a tourist destination
(d) Analyzing the economic impact of tourism on a country



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