**Semester IV**

**Paper IV: CULTURAL TOURISM IN ANDHRA PRADESH**

**Module 1**

Definition to History, Heritage and Culture (Tangible and Intangible) – Brief history of – Salient features of AP Culture

**Module 2**

Pre and proto history – Art and Architecture of AP as Tourism Products – Major Museums and Art Galleries – Major pilgrim centers (Temple, Church and Mosque) in AP

**Module 3**

Performing Arts and Handicrafts – Andhra paintings and Stone crafts – Music and Dance (Tribal, Fold and Classical)

**Module 4**

Language and Literature – Dress and Ornaments – Food (cuisine) and Health (medical systems)

**Module 5**

Tribal Culture of AP – Tribes of AP – Geographical spread - Identity – Society – Economy – Religion and Culture – Need for conservation of cultural heritage – UNESCO Initiatives – Field Visits

**References:**

1. APTDC Publications

2.Sivanagi Reddy, E., - *Andhra Pradeshlo Tourism; Vanarulu – Avakasalu* [Telugu], Hyderabad, 2003

3. [www.aptdc.gov.in](http://www.aptdc.gov.in)

4. [www.aptourism.gov.in](http://www.aptourism.gov.in)

5. [www.trawell.in/Andhra](http://www.trawell.in/Andhra)

SEMESTER-4

Cultural tourism in Andrapradesh

**References:**

1. APTDC Publications

2.Sivanagi Reddy, E., - *Andhra Pradeshlo Tourism; Vanarulu – Avakasalu* [Telugu], Hyderabad, 2003

**Semester: V**

**Paper – 5: GUIDING AND INTERPRETATION SKILLS FOR TOURISM**

**Module 1**

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

**Module 2**

The guiding techniques- leadership and social skills, presentation and communication skills - The guide’s personality - working with different age groups, working under difficult circumstances

**Module 3**

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

**Module 4**

Conducting tours: Pre tour planning, modes of transportation, conducting various types of tours, understanding client needs, security measures, relationship with fellow guides, Coordination with hospitality institutions; points to remember while guiding and escorting

**Module 5**

Professional development; Interpretative planning; training staff for interpretation; evaluation techniques; negotiation skills-types of negotiating techniques; negotiating a business deal in tourism.

**References:**

1. Jagmohan Negi (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

6. www.tourism.gov.in

7. [www.qtic.com](http://www.qtic.com)