

E 2223

(Pages : 2)

Reg. No.....

Name.....

B.T.S. DEGREE (C.B.C.S.S.) EXAMINATION, APRIL 2016

Fourth Semester

Core Course 13 – GUIDING AND NEGOTIATING SKILLS FOR TOURISM

(2013 Admission onwards)

Time : Three Hours

Maximum Marks : 80

Part A

Answer all questions.

1 mark each.

1. The natural or man made features which collectively or singly create the appeal of a country is known as.
2. Name the professional tour escort often called tour manager.
3. A temporary visitor staying less than 24 hours in the country visited is called.
4. What is the composition of a series of operations that are a result of the study of the market?
5. A travel plan which includes most elements of a vacation, such as transportation, accommodation and sight seeing.
6. A professional employee of a tour operators who accompanies a group on tour.
7. Documents issued by a tour operators in exchange for which travellers receive pre-paid accommodation, meals, sight seeing, etc.
8. Name a small house providing temporary accommodation to a tourist.
9. A document issued under the authorities of the Government to a person visiting a particular country of a tourist.
10. The recreational and entertainment programmes, cultural and art centres, hotels, restaurants, transport services, etc.

(10 × 1 = 10)

Part B

Answer any eight questions.

2 marks each.

11. What is antiquities?
12. Explain mass tourism.
13. What is travel magazine?
14. Write the concept of tourism product.

Turn over

15. Who is a tour organiser?
16. What is stop over?
17. Who is a guide?
18. What do you mean by ground arrangement?
19. What is destination?
20. What is affinity group?
21. Write a short note on Padmanabhapuram Palace.
22. What are the attractions at Munnar?

(8 × 2 = 16)

Part C

Answer any **six** questions.

4 marks each.

23. Define Escort. Write the meaning of escort in Indian context.
24. Write a short essay on tourist expectations from his guide while they are in the historical important place.
25. What are the basic requirements needed for a guide?
26. "Escorting a tour involves careful preparation and planning" – Briefly narrate this statement.
27. Write an essay on various income sources of a guide.
28. How can train the staff for interpretation of particular destination?
29. How much travel books and maps are helpful to the Guide?
30. Who is a location guide? What are the qualities needed for a location guide?
31. Which are the types of negotiation techniques?

(6 × 4 = 24)

Part D

Answer any **two** questions.

15 marks each.

32. Write an essay on skills needed for a guide to Greeting participant, introducing himself, standard of dress and personal grooming and leading a group.
33. If you are working as a tour guide in Central Kerala, how can you interpret the main tourist places to a group from Canada.
34. Write an essay on "Guiding as a technique".
35. Write an essay on Wildlife Sanctuaries at Kerala.

(2 × 15 = 30)