

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2019– 2020 and thereafter)

B.Voc. DEGREE EXAMINATION, NOVEMBER 2023
TOURISM AND HOSPITALITY
FIFTH SEMESTER

COURSE : MAJOR - CORE
PAPER : TOUR GUIDING AND TRAVEL CONSULTANCY
SUBJECT CODE : 19VT/VM/TG56
TIME : 3 HOURS **MAX.MARKS :100**

SECTION – A

I. ANSWER ALL THE QUESTIONS IN 30 WORDS EACH. (10X3=30)

1. Define Tourist guide.
2. Name the 3 different categories of tourist guides in India
3. What is communication?
4. Highlight the qualities a leader should possess to achieve organisational goals
5. Who is a Tour Manager?
6. What is an itinerary?
7. Explicate the meaning of a Travel consultant.
8. Differentiate between a travel agent and a travel consultant.
9. Name any four types of tourists.
10. Why Linkages are important in tourism?

SECTION – B

II. ANSWER ANY FIVE QUESTIONS IN 300 WORDS EACH. (5X8=40)

11. Describe the fundamental principles of a Tour Guide.
12. What is the role of a Tour guide while conducting a tour?
13. Explain the importance of personality development and etiquette.
14. Summarise the forms and types of interpersonal relations.
15. Describe the types of Itineraries and the factors to be consider when preparing an itinerary?
16. Highlight the Do's and Dont's of Itinerary preparation.
17. Illustrate the roles and responsibilities of travel consultants.
18. Give a brief account on Travel formalities.

SECTION – C

III. ANSWER ALL THE QUESTIONS IN 1000 WORDS EACH. (3X10=30)

19. a) Explain the classification of tourist guides and write an overview about the types of guides classified based on place of guiding.

(OR)

b) Describe the various challenges faced by a tour guide in his profession.

20. a) What are the steps involved in developing itineraries?

(OR)

b) Prepare a model itinerary for the Golden Triangle circuit for 5 Nights/6 Days by following all the procedures and formulation process.

21. a) Write an essay on the origin and importance of Travel consultancy.

(OR)

b) Prepare a tour report for the most recent tour you have been to.