

TRAVEL AND TOURSIT GUIDE

Course Code NARQ30046-PROCESS : Session Plan

Day	Sessions	Topic
1	I	Registration & Inauguration.
	II	Rapport building & unfreezing – Microlab
	III	Entrepreneurship, what? why? and how?
	IV	Achievement Motivation
2	I & II	Entrepreneurial Competencies- Importance, explanation with examples, case study for identification of different competencies
	III & IV	Risk Taking and Goal Setting- Ring Toss Exercise
3	I	Scope, Opportunities and Career as a Tourist Guide
	II	Understanding the Travel Industry and Role of Travel Guide
	III & IV	Etiquettes of dealing with Tourists
4	I	Understanding the behaviour of tourists and their expectations.
	II	Oral communication skills
	III	Reading skills
	IV	Tour guide tips and techniques
5	I	Business opportunity identification
	II	Problem solving
	III & IV	Confidence building, dependency syndrome-tower building game
6	I & II	Government schemes
	III & IV	Banking
7	I & II	Time management
	III & IV	Simple financial accounting & management
8	I & II	Business plan development & SWOT analysis
	III & IV	Market survey & analyses
9	I TO IV	Visit to a tourist centre for observation & interaction with tourist guides
10	I & II	Developing simple marketing & sales strategy
	III	Evaluation & Assessment
	IV	Feedback and valedictory