

**Unit-1**

**Tourist Guide: Meaning, Types, Duties and Responsibilities, Training, Sources of Earning**

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**Structure:**

**1.0 Introduction**

**1.1 Objectives**

**1.2 Meaning of Tourist Guide**

**1.3 Types of Tour Guide**

**1.4 Duties and Responsibilities of Tour Guide**

**1.5 Training of Tour Guide**

**1.6 Sources of Earning**

**1.7 Summary**

**1.8 Glossary**

**1.9 Reference/Bibliography**

**1.10 Suggested Readings**

**1.11 Terminal Questions**

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**1.0 Introduction:**

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This unit explains the concept and professional role of a **tour guide** in the tourism industry. A tour guide is a trained tourism professional who leads visitors through important natural, cultural, historical, and heritage attractions of a destination. The guide's main responsibility is to interpret the sights in an informative, interesting, and entertaining manner so that tourists can understand the importance of the places they visit. By providing accurate information and friendly service, guides help tourists have a positive and memorable travel experience.

The unit highlights that tour guides are responsible for the safety, comfort, and satisfaction of their guests. They welcome tourists, explain itineraries, manage time, organize tours, and respond to visitors' questions, complaints, and special requests. Effective communication is the most essential skill for a tour guide, as guides interact with people from different cultures, age groups, and nationalities. Understanding cultural differences and maintaining polite and respectful behaviour are important for successful guiding.

This unit also describes the various fields in which guides can work, such as museums, heritage sites, religious places, national parks, cities, and adventure or nature-based destinations. Regardless of the location, guides must prepare well by gaining sufficient knowledge, arranging necessary equipment, and wearing appropriate clothing. Proper planning and organisation are essential to conduct tours smoothly.

Another important aspect covered in this unit is the ethical and environmental responsibility of tour guides. Guides must consider the interests of different stakeholders, including tourists, local communities, tourism organisations, and the natural environment. Responsible and sustainable tourism practices are necessary for the long-term growth of the tourism industry.

The unit also discusses modern challenges faced by tour guides, especially competition from mobile applications and digital guidebooks. To remain relevant, guides must offer personalised services, engaging storytelling, and warm hospitality. Overall, this unit provides learners with an understanding of the duties, skills, responsibilities, and challenges of tour guiding, preparing them to become competent and responsible tourism professionals.

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**1.1 Objectives:**

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After studying this unit, learners will be able to:

- Understand the role and importance of tour guides in tourism

- Identify types of tour guides and their responsibilities
- Develop communication, guiding, and customer-handling skills

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**1.2 Meaning of Tour Guiding:**

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Guides are tourism professionals that lead their visitors through the most interesting parts of their region. It is their task to entertain visitors to their region and to help them to interpret the sights that they are visiting. They help tourists to have a positive experience and take care of their guests as good as they can. This module teaches you on how to become such a professional guide and shows you how to develop the skills and relevant information that you will need to work as a guide.

Guides have a multitude of options. They might want to work in a museum, a castle or in a comparable object. Alternatively, they can also work outdoors as a nature guide, archeology guide or city guide. In all this functions guides are responsible for planning and organizing tours. Communication is their most important tool to ensure a fantastic experience for their guests. It is important to be aware of cultural differences between visitors and to know about possible sources of noise that might disturb the interaction with guests. Amuse visitors by telling interesting and funny stories and respond in a proactive way to their complaints and requests. Always make sure that you have enough information and knowledge about the subject of your tour and ensure the safety and happiness of your guests. Prepare well for a tour by taking care of appropriate clothing and gear.

As a guide, you are not only responsible for your guests, but you also need to consider other stakeholders. Stakeholders are all groups of people that are affected by the company or that might affect the company. It is important for the future of your firm that you are a responsible partner who cares about the environment of the business. A sustainable future of the business without such an ethical attitude

is not possible in the end. This also means that you need to take care about nature and the environment.

In recent years guides have faced a new kind of competition. Internet and mobile technology enable everyone with a smartphone to guide themselves through a city or region without missing a single bit of information. People can simply download an app and start the tour. Guidebooks have been around for many years and offer information in a written form about cities and other sights as well. Guides need to be aware of this (indirect) competition and need to continuously convince guests to tour sights with them instead of doing so on their own. Guides can do this for example by acting in a hospitable and enthusiastic way. If you are skilled in this you will do a great job competing with an app.

Another option guide's face is whether they want to work as an employee or as an entrepreneur. While the risks as an entrepreneur are larger, you enjoy independence and flexibility. Before starting your own business it is recommended to write a business plan. This forces you to think about the future of your company and to think about the choices you will face regarding business aspects such as marketing or finance. Writing a business plan also assesses the commercial viability of your ideas.

### **Definitions of Tour Guide:**

A tour guide can be defined as a person who guides groups or individual visitors on a tour around natural and cultural heritage sites or other attractions, and who interpret these places, in a language of the visitor's choice, often in an inspiring and entertaining manner. (Adapted from EFTGA 1998) **Defined by Noel B.**

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### **1.3 Characteristics of an effective Tour Guide:**

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The following are accepted as the essential for Tour Guides:

#### **Honesty – in relation to:**

- Dealing with people

- Handling money
- Looking after people's property
- What they tell people in terms of commentary

**Practicality – in terms of:**

- Resolving issues and solving problems
- Keeping the tour on track and on schedule
- Addressing problems arising
- Responding to requests and being flexible

**Friendliness – towards:**

- People of all ages
- People from all countries
- Those who most need it
- Those who are having a bad day
- Those who appear excluded from the tour

**Willingness to serve – with reference to:**

- Demonstrating service as a pleasure and not a chore
- Offering to help without waiting to be asked
- Predicting and avoiding problems
- Smiling
- Asking lots of questions

**Local knowledge – as it applies:**

- Currently – knowledge must be up-to-date
- To tour destinations
- To the host country

**Excellent appearance – in terms of**

- Personal presentation
- Personal hygiene

**A range of skills, knowledge and abilities to conduct/lead the tour for which they have responsibility – see next section.**

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#### **1.4 Types of Tourist Guide:**

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Tourist guides are categorized on the basis of the nature of Tourist place they guide about. E.g. Anna, who is a guide at the WHS Khajuraho temples in MP, gives information of the art and architecture of the temples; hence she is an Architecture Guide, similarly a guide found at a Bandhavgarh National Park, who gives information on the wildlife present in the park, is a Forest /Wilderness Guide Similarly we have the below classifications

Classification of Guides on the basis of the nature of the **tourist destination**

##### **1. Heritage:**

- a. History:** One who gives information of the past, moreover found at Palaces, Forts, Museums, Battlefields, Tombs/ Mausoleums, Temples, Churches etc.
- b. Archeological:** One who gives information on the ancient civilizations and the bygone era , found at museums and archeological sites like the Giza Pyramid s, Harappa & Mohenjo-Daro, Nalanda University, Machu Picchu etc.
- c. Architecture Guide:** One who gives information of the art and construction strategy of the monuments and masterpieces from the past, found especially outside Temples, Palaces, Tombs / Mausoleums, Towers etc.

##### **2. Culture Guide:**

One who gives information on the lifestyle patter on the native society of that particular Tourist Destination?

##### **a. Cuisine Guide:**

One who gives information on the Agriculture, cultivation, and staple diet of a place, delicacies of that region and where to eat what and when? He /she takes the guest around the city making them taste specialties prepared at different food shops and restaurants. Places visited are Farms, Restaurants, Sweet Shops, Chocolate Factory, Cheese Factory, Vineyards, Orchards etc.

**b. Religious Guide/Temple Guide/Pilgrim Guide:** One who gives information on the religion, gods & goddesses, mythology, traditions, rituals etc., such guides are hired especially during festival times, they are found at temples, and other shrines.

**3. Adventure Guide:**

- Mountaineering Guide
- Trekking Guide
- Skiing Guide
- Surfing Guide
- Scuba Diving/Snorkeling Guide

**4. Forest/Wilderness Guide:**

- Hunting Guide
- Safari Guide

**5. Business Guide:**

- Real Estate Consultant

**6. Coach Guide:**

- City Tour Guide

**7. Nature Guide:**

- Desert Guide
- Hill Station Guide
- Botanical Garden Guide

**8. Special Interest Guide:**

- Cruise Guide, Golf Guide, Shopping Guide, Hotel Guide, Wedding Guide etc.

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**1.5 Duties and Responsibilities of Tour Guide:**

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- Greeting and welcoming customers to the tour.
- Informing customers about the itinerary for each tour.
- Planning itineraries in accordance with weather forecasts and the length of each tour.
- Scheduling visits and purchasing tickets to museums, galleries, protected parks, and other attractions ahead of time, if required.
- Planning alternate activities in the event that cancellations, closures, or weather prohibit you from attending scheduled events.
- Gathering and maintaining the requisite equipment for each tour.
- Familiarizing yourself with the layout and history of the region or establishment in which you will be working.
- Familiarizing customers with each region or establishment.
- Encouraging guests to apply sunscreen regularly and to remain hydrated, if applicable.
- Directing customers to other, non-competing services that might be of interest to them.

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**1.6 Training of Tour Guide:**

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**Details are available in attached file**

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**1.7 Sources of Earning of Tour Guide:**

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So let's get down to what land tour guides and tour directors earn. This industry is by far catered to those who have a passion for travel as opposed to becoming rich, but there are some exciting benefits for those who work hard and acquire



various skills over the years, including learning new languages, receiving advanced training, and learning some sporting skills for adventure tours.

Generally speaking, tour guides can earn between 1500 to 2000 Rupees per day taking a lot of factors into consideration such as experience, locations, training, type of tour, and others. Aside from this, many tour companies encourage their passengers to tip the tour guides, so this can bump up their salary dramatically.

**Some important sources of Earning of a tour guide are following:**

- **Tips:**

Usually a tour guide earns some money from tips which is given by individual or tour groups after getting satisfactory services.

- **Salary:**

A tour guide's main source of earning is his salary which he receives after giving his guiding services. He works for half day or full day. Usually in India, a tour guide earns about Rupees 1500-2000 for full day and for half day he gets Rupees 1000.

- **Incentives from Travel Companies:**

A tour guide also earns some money as an incentive from the tour company where he works. It is given for tour guide's outstanding work.

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### **1.8 Summary:**

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This unit explains the meaning, role, and importance of tour guides in the tourism industry. It highlights the responsibilities, skills, and ethical duties of guides while explaining different types of guides and their working areas. The unit also discusses challenges faced by guides due to technology and explains career options, training needs, and sources of income. Overall, the unit prepares learners to become professional, responsible, and effective tour guides.

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**1.9 Glossary:**

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- **Tour Guide:** A professional who leads and informs tourists at attractions.
- **Stakeholders:** Individuals or groups affected by tourism activities.
- **Sustainable Tourism:** Tourism that protects culture, environment, and local communities.
- **Interpretation:** Explaining the meaning and importance of tourist attractions.
- **Heritage Site:** Place of historical, cultural, or natural importance.

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**1.10 Reference/Bibliography:**

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- EFTGA (1998). *European Federation of Tourist Guide Associations*.
- Holloway, J. C. (2009). *The Business of Tourism*. Pearson Education.
- Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2008). *Tourism: Principles and Practice*. Pearson.
- Ministry of Tourism, Government of India publications.

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**1.11 Terminal Questions:**

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- Define a tour guide and explain their role in tourism.
- Describe the characteristics of an effective tour guide.
- Explain different types of tour guides with examples.
- Discuss the duties and responsibilities of a tour guide.
- What challenges do tour guides face in the digital era?
- Explain the importance of ethics and sustainability in tour guiding.

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**Unit-02**

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**Registration of Tour Guides: Types and Procedure**

**Structure:**

**2.0 Introduction**

**2.1 Objectives**

**2.2 Meaning of Tourist Guide**

**2.3 Types of Tour Guide**

**2.4 Duties and Responsibilities of Tour Guide**

**2.5 Training of Tour Guide**

**2.6 Sources of Earning**

**2.7 Summary**

**2.8 Glossary**

**2.9 Reference/Bibliography**

**2.10 Suggested Readings**

**1.11 Terminal Questions**

The job of a tourist guide always sounds to be interesting and fun. Yes, it might be good but not that easy. Roaming different places every day, interacting with new groups, new languages, new tradition and many more need hard work too. Though the job may look cool in today's office culture but it is not. I won't burn your desires to be a tourist guide, rather you will surely love this profession if understood the work culture and polish yourself for being one. You need to work hard for this too.

Tourist Guide is the only person who can 'make or break' the image of any place. It's the job of guide to creatively beautify even the most boring lane or place. So with the magic in words, we can do magic in tourism scope of any place.

Sorry for showing it not much easy but will not shatter your dreams. To become a **tourist guide** is of course fun and full of experiences. Hence, we try to provide the help you need to be the *tourist guide in India*. Here are answers to your questions on the way to how to become a tour guide in India.

#### **Qualification required to become Tourist Guide:**

The job of tourist guide is very challenging and needs preparation. Training courses provide you all the knowledge about sites, historical monuments and destinations with the facts the places hold. Also, the course includes practical knowledge to enter the market. While there are many institutes and universities which run certificate and diploma courses for tourist guide. But most prominent guides are to own the license approved by Ministry of Tourism to work officially and permanently as a tourist guide. The government provides the license to regional level tourist guide and also runs Regional Level Guide Training Program (RLGTP). These programs and training sessions are conducted under the guidance of Indian Institute of Tourism & Travel Management (IITTM) or other government recognized institutes. The course trains the person about the knowledge of places and regions, management ethics for the group, aspects of handling challenges and knowledge of policies.

**Unit-3**

**Understanding Traveler's Needs and Wants: Customer  
Care, Feedback, Assessment and Analysis**

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**Structure:**

**3.0 Introduction**

**3.1 Objectives**

**3.2 Meaning of Tourist Guide**

**3.3 Types of Tour Guide**

**3.4 Duties and Responsibilities of Tour Guide**

**3.5 Training of Tour Guide**

**3.6 Sources of Earning**

**3.7 Summary**

**3.8 Glossary**

**3.9 Reference/Bibliography**

**3.10 Suggested Readings**

**3.11 Terminal Questions**

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**3.0 Introduction:**

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Activity planning and destination interpretation service is the primary expectation of the tourist from tour guide. The satisfaction factor happens when the expectation of the tourists are fulfilled. Expectation is closely related to fulfillment of expected activities. Activity planning to suit the expectations of tourists consists of everything from planning where to eat, where to stay, how to travel, what to buy, what are the activities to be taken, Tour guides act as 'buffers' among tourists, the social environment, arranging transportation, interpreting, handling problems, insulating travellers from difficulties and making the environment safe for tourists because they act as 'intermediaries' between tourists and the 'unknown' environment (Zhang & Chow, 2004). how to shop, communicating with the locals, which place to visit first, which place to avoid in the visiting process to avoid delays and lot more. The visitors will expect the tour guide to be true about the kind of services they offer. They do not want to be dealing with manipulative explanations. They want to deal with tourists who have entrepreneur grade professional ethics. Honesty and reliability is the major expectation set on a tour guide. It is a widespread belief that the quality of tour guides who are financially exploitive might not be good. Also, many visitors try to cut the expenditure on a tour guide and they try to explore the places by themselves. However, a guided tour is best as a guided tour helps tour guides with don'ts and it helps them to avoid negative experiences. Many visitors who are not willing to spend on tour guides are as well hiring tour guides these days, because visitors understand that it is obligatory to hire a local tour guide for safe experiences. In reality, the tourist guide is expected to be able to take care of everything required for the visitors from start to finish, right from the time they step in to the tourist destination through the time they leave the destination. The expectations that visitors set on a tour guide is very high. It should be noted that expectations are not just one type. This is because tourists are not just one type. The purpose of visit for each tourist is different and activity planning should be done in a way to suit the expectations of

different classes of tourists. If the tour guide is bilingual, where the guide knows the language of the visitor and the host community, it is a great plus and tourists prefer to work with tour guides who are skilled in the language proficiency. The tour guide therefore has a very strong control over the kind of experience they can create for the tourists by helping them with tour planning. The quality of experience achieved by fulfilling the expectations of tourists creates the satisfaction factor for tourists.

### **3.1 Objectives:**

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### **3.2 Understanding Traveller's Needs and Wants:**

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The tourists are not a homogenous group with similar expectation. Each one of them is here with differences in expectations. The roles and behavior they expect out of the tour guide differ from one person to another. Of course, there are commonly acknowledged roles and customized significant roles provided by the tour guides. Apart from the common roles, tourists as individuals expect to get a customized service to get their requirements fulfilled at the tourist destination. There are different classes of tourists. The expectations of the tourists differ from one tour group to another. In reality, it differs between individual tourists. The purpose of the visit and the individual needs and fantasies of the tourists contribute to what the tourists are expecting from the tour guide. The tour guide should be professional enough to be able to accommodate for the requirements of the visitors from different tourist segments. Traveller's wishes, needs and expectations keep changing constantly as destinations vie with each other to increase their share from the international tourism pie. Destinations need to offer qualified service and renew themselves continuously. In this context, tour guides as key representatives of destinations play a significant role on tourist satisfaction and re-visit intention (Çetinkaya & Öter, 2016). Even if the tourist destination is boring, the nature and heritage interpretation services provided by the tour guide

will help the visitors to be able to experience the tourist destination in a positive manner.

- The visitors will expect the tour guide to be able to provide them with an interpretation that will help them relive the history of the destination.
- The visitors will expect the tour guide to organize the tourist activity by defining the exact amount of time to be spent on each activity. The visitors will expect the tour guide to organize the transportation to visit with different places.
- The visitors will expect the tour guide to get help with food and stay arrangements.
- The visitors will expect the tour guide to create the best memories for the purpose of the tour.

The visitors will need customized guided tour plans and activity coordination for their personal interests and purpose of visit. This can be a spiritual trip, adventure trip, shopping trip, my time trip, random unplanned trips, family trip, or anything that you can name. Visitors expect excellent quality customized services.



**Unit-5**  
**Seeking Site Knowledge: Sources of Information**

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**Structure**

**5.0 Objective**

**5.1 Introduction**

**5.2 Defining Information**

**5.3 Types of Information**

**5.4 Nature of Information**

**5.5 Sources of Information**

**5.6 Significance of Information in Tour Guiding**

**5.7 Answer to Check Your Progress Exercise**

**5.8 Seeking Site Knowledge**

**5.9 Factors Affecting Seeking Site Information**

**5.10 Contents of Site Knowledge**

**5.11 Significance of Site Knowledge**

**5.12 Answer to Check Your Progress Exercise**

**5.13 Let's Sum Up**

**5.14 Key Words**

**5.15 References**

**5.16 Useful Books for This Block**

**5.17 Essay Type Questions**

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**5.0 OBJECTIVES:**

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After reading this Unit, you should be able to:

- Define Information and its types
- Understand the sources of information and its uses
- Understand the need of site knowledge
- Analyze the significance and factors affecting site knowledge

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**5.1 INTRODUCTION**

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Tourism industry has been evolved out of three things people, industry and impact. Destinations are one of the major ingredients of tourism industry. Transport supports industry by making the tourist available at destinations to enjoy its beauty. There exist various types of destinations fulfilling the needs of different types of tourists. A place of visit will be a destination only when it is going to be understood in a desired way and it is possible only when there is someone who could interpret the destination or existing attractions in the language of a guest. This does not mean that there should be a locomotive guide whose physical presence is required. It can be a machine or any audio visual instrument which may guide a destination or monument with authentic information. The present unit focuses on different types of information required for a tourist to visit a destination and also peep into the sources where such information is available.

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**5.2 DEFINING INFORMATION**

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Information has been defined by many ways like for somebody it can be news or facts about something for others it may be set of significant signs that have the ability to create knowledge. There are some scholars who have been observed in advocating that information is a data that has been processed into a form that is meaningful to the recipient (Davis & Olson, 1985). If we go through various literature reviews we get that there is a wide spectrum of information. Information is the change determined in the cognitive heritage of an individual. Information always develops inside of a cognitive system, or a knowing subject. The word

“information” is used to refer to a number of different phenomena. These phenomena have been classified into three groups:

- (1) Anything perceived as potentially signifying something (e.g. printed books)
- (2) The process of informing
- (3) That which is learned from some evidence or communication.

Information is a multi-layered concept with Latin roots (‘informatio’ to give a form) that go back to Greek ontology and epistemology (Plato’s concept of ‘idea’ and Aristotle’s concepts of ‘morphe’ but also to such concepts as ‘typos’ and ‘prolepsis’). The verb ‘inform’ normally is used in the sense to communicate (i.e., to report, relate, or tell) and comes from the Latin verb *informare*, which meant to shape (form) an idea. Information is data received through a communication process that proves of value in making decisions. Information represents a state of awareness (consciousness) and the physical manifestations they form. Information, as a phenomena, represents both a process and a product; a cognitive/affective state, and the physical counterpart (product of) the cognitive/affective state. The counterpart could range from a scratch of a surface, movement (placement) of a rock; a gesture (movement) speech (sound), written document, etc. (requirement). Information is the end product of data processing. Information is organized data answering the basic questions like What, Who, When and Where. Information is data that is communicated, has meaning, has an effect, and has a goal. Information is resources useful or relevant or functional for information seekers. What so ever is the concept but it is true that without information one cannot proceed towards next step. It is also true that information needs special inputs like data and then it get converted into information and in later stage it gets converted into knowledge.



It is true in case of tourism also. Before planning a trip we often consider various information like where to go, when to go, where to stay, what to purchase and many more. This enables us in many ways. We keep on searching and collecting various types of information required before travelling, on travelling and post travelling.

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### **5.3 TYPES OF INFORMATION:**

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There are many types of information depending upon the users. This can be illustrated with an example. In an organization like Yatra.com or Makemytrip.com, the executives may require different type of information. The online portal shows the details of the site visitors and the guest requiring car rental services, hotel reservation or sending request for a holiday package. The executive reverts with immediate response to such potential customers. The executive has no interest in other types of information. The departmental managers may require some other information for business development, senior managers may require information for generating more business and including more services into their holiday packages while the CEO may require information for business expansion and business development. Similarly, on the basis of the nature of the duty or task one often requires necessary information.

A tourist while going for a holiday planning considers many things into his mind. He spends time in searching for a proper destination, accommodation, route or means of transport, time to spend i.e. places of interest, night life, recreational facilities and many more which may be availed with in his disposable income. All

the above information is based on search and has been collected by consulting many sources.

A tourist guide needs special type of information. He is least bothered about type of a tourist, his family background, his mode of travel etc. He focuses on the language in which he has to interpret the monument. The essential information which a guide requires is the name of the tourist, whether he/she is alone or in family, his place of origin so that the interpretation may be done into his language, the monuments which he/she wants to cover.

It is not necessary that information which is suitable to others may be suitable to everyone. The information desired by a person, group or mass may have their own way to utilize.

Some of the common types of information are discussed below:

- a. Quantitative: These types of information are based on quantities obtained using a quantifiable measurement process.
- b. Conceptual: These types of information are also called as qualitative information that is descriptive, subjective and difficult to measure.
- c. Chronological: Chronological information is those which are used in making chronological inferences i.e. age measurement or development of history of a particular place.
- d. Spatial: In this type of information location of people and events are found. It is a relationship of happenings of the past, present and likely to happen in near future.

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#### **5.4 CHARACTERISTICS OF INFORMATION**

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We are learners and learn new things daily. Every day we access various sources to be satisfied with our thirst of knowledge. Being a tourist guide a new input regarding monuments must be added. For this purpose we have to consult some sources for the information. You must have watched the TV advertisement in which a Guide learns French language to handle French Tourist and informs the

audience that it just because of Idea Internet. Now, the question is whether the source which we are using is authentic or the information which we are taking is true. So before proceeding towards next point we must consider the following characteristics for good information:

**Valid:** Valid information means the information which is correct and can be used for some purpose. Like information regarding protected monuments in a remote village of India shared by National Informatics Centre (NIC) is a valid source and information can be used for the purpose for which that is required.

**Reliable:** Reliability means on which you can rely i.e. information on whom you can rely. It is the source which you think is a true source and the information shared by such source is reliable. Like seeking information regarding tourist arrival in India, Ministry of Tourism, Government of India, is a reliable source for all information.

**Timely:** Timely is another important aspect of good information. Timely information means information that is from the correct time period. Like, for guiding purpose if we want to get the tourist scenario of recent years in any destination then past 10 years data will not be of any use.

**Fit for Purpose:** It means that the information which you seek is relevant and as per your needs.

**Accessible:** It means that information must be stored at a place and can be easily approachable for future use. The user may reach the source at any time when they need information.

**Cost Effective:** The information which is worth investing the time and money to get to help make business decisions.

**Accurate:** The information which is accurate always gives better results when used.

Relevant: The basic purpose for which you are using the information is called as the relevance of the information. The information which is directly related to business needs.

From a source in which the user has confidence: When the user firmly says that the source which he is using for information is reliable. Obtaining information for any business growth means that the source which you are using is a reliable and trust worthy source.

Understandable by the user: The information which is being collected and is going to be used for a specific purpose needs to be understandable by the end user.

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## **5.5 SOURCES OF INFORMATION**

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Whenever we are in need of any information, we search a source depending on its nature. We search internet, books or consult friends and relatives to be satisfied with the desired information, which is almost a common source for every information seeker. But dear students there are many other sources of information which we will discuss in this chapter.

How will you define a source? A source can be defined as which inform a person about anything or provide knowledge. A source may be common for different types of information seekers while different users may consult different source. We can categorize sources into the following category:

Primary Sources: Many of us consult primary source in search of new material or that have not been reported previously by other scholars. These sources are considered as the original source of information. This information is raw information which can be processed for any kind of further evaluation or interpretation. Being original in nature, every kind of future research is based on it. There are various sources of Primary information which are discussed below:

- Artifacts (e.g. coins, plant specimens, fossils, furniture, tools, clothing, all from the time under study);

- Audio recordings (e.g. radio programs)
- Diaries;
- Internet communications on email,
- Interviews (e.g., oral histories, telephone, e-mail);
- Journal articles published in peer-reviewed publications;
- Letters;
- Newspaper articles written at the time;
- Original Documents (i.e. birth certificate, will, marriage license, trial transcript);
- Patents or personal papers
- Photographs, paintings, sketches, original maps etc.
- Oral histories delivered through light and sound programme
- Proceedings of Meetings, conferences and symposia;
- Records of organizations, government agencies (e.g. annual report, treaty, constitution, government document);
- Genealogical records both personal and family and from public records
- Speeches;
- Survey Research (e.g., market surveys, public opinion polls);
- Video recordings (e.g. television programs);
- Works of art, architecture, literature, and music (e.g., paintings, sculptures, musical scores, buildings, novels, poems).
- Web site.

Secondary Sources: Secondary sources are less defined than primary sources. They are interpretations and evaluations of primary sources. Secondary sources are based on primary sources – they are usually studies which analyze, evaluate, interpret, or criticize primary sources. By assessing, repackaging and distributing information, secondary sources make the information more accessible. Secondary sources are commentaries and discussions of evidence. The following are different sources of secondary information:

- Bibliographies (also considered tertiary);



- Biographical works;
- Commentaries, criticisms;
- Dictionaries, Encyclopedias (also considered tertiary);
- Histories;
- Journal articles (depending on the discipline can be primary);
- Magazine and newspaper articles (this distinction varies by discipline);
- Monographs, other than fiction and autobiography;
- Textbooks (also considered tertiary);
- Web site (also considered primary)

Tertiary Sources: Tertiary sources consist of information which is a distillation and collection of primary and secondary sources.

- Almanacs;
- Bibliographies (also considered secondary);
- Chronologies;
- Dictionaries and Encyclopedias (also considered secondary);
- Directories;
- Fact books;
- Guidebooks;
- Indexes, abstracts, bibliographies used to locate primary and secondary sources;
- Manuals;
- Textbooks (also be secondary).

A tourist guide must know about the specific sources of primary, secondary and tertiary information for his guiding profession.

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## **5.6 SIGNIFICANCE OF INFORMATION**

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Information plays an important role in the life of an individual as well as in an organization. Individual searches information for his own growth while an

organization needs information for its business growth and expansion. Similarly, a guide needs information to update himself for latest happenings of the industry, emerging destinations, types of tourist, their needs and many more. The details of significance of information are discussed below:

**Customer Need:** For any business firm it is important to understand the need of customer because in lack of information, the firm will not be in a position to deliver exactly what their customer needs. Similarly, a guide profession is also full of challenges because the delivery of the guide services is based on the need of the tourist. The existence of both depends on the need of the customer and fulfilling them by delivering exactly what they want.

**Marketing Environment:** Whether it is an organization or an individual service provider both require information for marketing. To promote their product and services, they need marketing environment.

**Competition:** One should not forget that they are the only one who is offering their services in the market. There are a lot of firms running in the market and a lot of guides of different languages are there to cater the needs of the tourist. If they want to exist in the market for a longer duration they must have to consider competitiveness of their rivals. Therefore, improvement in services and product information regarding competition is required.

**Strategic Planning:** Planning is a process of future course of action. For a better result, one should ensure best kind of planning implementation. This includes the answer of questions like what, where, why, how, when etc. If a proper planning and timely execution has been implemented, nobody can stop any individual or a business firm to be result oriented.

**Decision Making:** Information also contributes into decision making. A strategy which has been formulated and being implemented is based on best kind of

decision making. This may ensure the success of the strategy or it may go all in vain. Hence, information regarding decision making is an important aspect.

Update of the knowledge: A firm must enhance his knowledge by keeping an eye over the market trends. A guide must update himself of the recent happenings in the industry. This will increase his knowledge as well as confidence to deliver services with more enthusiasm.

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**5.7 CHECK YOUR PROGRESS 1**

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1. Define information. Discuss its types.

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2. What are important sources of information?

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3. Elaborate in your own language about the significance of information.

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**5.8 SEEKING SITE KNOWLEDGE**

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As we know a tourist guide is a person who informs, interprets culture, history and heritage to organized groups and individuals at historical sites, museums and religious venues. A tourist is a person who visits a particular place to satisfy his motive. But the question is why a tourist has chosen a particular place to visit? How does a guide explain the beauty of a monument? In both the cases it is clear that a tourist might have used certain sources for their journey and destination and a guide for explaining a monument.

Seeking site knowledge can be defined as motivated activation of knowledge stored in memory or acquisition of information from the environment. It is clear from the above that there are two sources of the tourist information:

In today's dynamic environment it is important to understand the source of information i.e. from where customer seeks information. It is also important for companies for marketing, communication and service delivery reasons. Pre purchase exercise has become a common feature a now a days. In previous chapter, you have learnt about various sources of information i.e. a customer consult many resources for getting his information.

There are three measure theoretical streams of consumer information for various tourists' sites:

1. Psychological and motivational approach
2. Economic approach
3. Information process approach

The first approach deals with the reason why does a tourist seek a particular site or book or follow the statements of his/her favorites. The economic approach advocates that the tourist consult a source for site knowledge on cost benefit framework and considers the destination which suits his disposable income. The third approach called information process approach focuses on cognitive and

memory process i.e. how does a customer conceive any desired information? Site knowledge is one of the aspects of tourism industry. Information acquisition is important for selecting a destination, selecting accommodation, transportation, activities and many more which a tourist wants to make his discretionary use of time and money.

There are two types of seeking knowledge: a. Internal Search b. External Search An internal search means retrieval of knowledge from memory while external search means collecting information from the market place. Whenever tourists realize that they need to make a decision, information search is likely to take place and almost always initially takes place internally such as when previous experiences and knowledge are used as the basis of planning to visit a site. Internal sources include personal experience either with the specific destination or with a similar one and the knowledge accumulated through an ongoing search. When the internal search provides sufficient information for making a trip decision, external search is of no importance. However, if the internal search proves insufficient, tourists are likely to consult external sources.

Cost of Information search: Tourists are likely to search as long as they believe that the benefits of acquiring information outweigh the cost. Time spent, financial cost, and effort required are three separate components of site search cost.

Cost of external information search: In most of the tourism destinations, the search is often external employing time and variety of sources. Time spent during search is often considered as important external cost and is commonly accepted as affecting the extent of external search. Some people derive satisfaction and pleasure from the process itself enjoying reading and watching programme about destinations without a particular need to make a specific decision. Many tourist value the information required because it enables them to reduce uncertainty if they are planning a vacation and it enables them to serve as both opinion leaders

and sources of information for their acquaintances. Monetary outlay on activities such as transportation or phone calls is another external cost. There are four broad external sources used by tourist while planning a destination. These are family and friends, destination specific literature, media and travel consultant. The cost of phone calls, transportation, fax and mailing constitutes the monetary cost of the search. It is likely that monetary cost increases, consumers will search for less information if they believe that the benefits they will gain will not exceed the cost. Another prominent source for external information is internet. More and more consumers are utilizing the services of internet and online resources for their information needs. It is becoming easier for tourists to gather information about a destination from the internet than to try to remember past experiences even for people highly familiar with the destination. Although the monetary cost of online search is relatively low and it is easy to retrieve information, consumers still have to spend time, pay for internet services and invest a significant amount of effort in processing what they find. The internet lowers the cost of the search but does not make it free. However, it is likely that because of low cost and ease of retrieving the information from online sources, more and more consumers will expend more external efforts.

**Cost of internal Information search:** This cost is determined by the cognitive effort required and the expected outcome. Effort includes cognitive processes such as evaluation, integration and the effort devoted to the retrieval on internally available information. The cost benefit framework suggests that tourists are likely to make better choices by expending cognitive efforts used in the selection and application of search strategy. Tourists who are unwilling or unable to expend considerable cognitive effort decide that the anticipated additional cognitive cost is greater than the anticipated gain. If there is a discrepancy between internal and external information or if tourists do not have sufficient internal information to make the best destination selection decision, they may believe that reliance on

internal information would be too costly. Therefore, they may decide to engage in external search.

It has been observed that a tourist while making their destination choice considers his experiences with the destination, from the experiences of others, by means of visual, verbal and sensory stimuli such as advertisements, newspapers, magazine articles and television programming. Tourists also acquire information through ongoing search. They process information gained through an ongoing search and store it in their long term memory. This in turn forms their knowledge. When does a need arise to evaluate a destination, tourist first attempts to retrieve information from their long term memory. Thus, prior knowledge enhances ones internal memory and assists in the decision making process.

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### **5.9 FACTORS AFFECTING SEEKING SITE INFORMATION:**

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It is natural that any activity which is going to be performed is governed by certain external and internal factors. When a tourist searches information regarding a tourist destination he or she considers so many factors in his mind. There are a number of factors that affect site seekers for information. These are as follows:

**Cost:** Tourist prefer to search the source which they feel is less costly and have more benefits.

**Prior experience or previous visits:** The tourist prefers to travel to those places which they have visited in the past and even consult for information to those who have already travelled to those places.

**Familiarity with the destination:** Tourists search various sources to get first hand information about the destination which they intend to visit. Examples are consulting guide books, advertising and write-ups in news papers and magazines, watching advertisements on television, listening to advertising on radio and talking to friends and relatives. It has been observed that familiarity with a

destination influences tourist's information search behavior and decision making process.

**Expertise:** The expertise regarding destinations can be defined as exposure to related advertisement, information search, interaction with travel agents and other consultants, selection and decision making and previous experiences. This includes cognitive structure and cognitive process required to perform selection and vacation decision making related task. Sometimes it happens that a tourist may not need to collect any additional information from external sources for a routine trip to family or friends or for repeat visit to a certain destination because they may believe that they have sufficient related knowledge. An expertise may lead to the generation of more accurate knowledge.

**Type of involvement:** There are two types of involvements which have been observed while seeking site information. These are high involved consumers and low involved consumers. Highly involved consumers go through an extended problem solving process like recognizing the problem, searching for information to solve, evaluating the alternatives and making the purchase decision. In low involvement situation, individuals do not perform an extensive search and rarely evaluate alternatives or choice before making the purchase decision.

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### **5.10 CONTENTS OF SITE KNOWLEDGE**

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Students you must have done this exercise while doing an assignment. You must have consulted various sources to get your desired information. In this chapter you will be learnt what a tourist searches in his information? Why does he go for search? Etc.

As you know tourist is a person who visits a destination/ destinations for fulfilling his motive/ various motives. A student seek information for adventure tourism, an anthropologist look for ecotourism, a newly married plans for their holiday trip,



grand pa searching information for any religious destination. For everyone every potential destination is a new destination. Whenever he/she is planning to visit a new destination, they search various information regarding specific destination. The information may vary from tourist to tourist, individual to individual, male to male, family to family, national to international but majority of the common contents of seeking site knowledge are discussed below:

**Origin and Destination:** The tourist very first thing searches for origin and destination point. They seek information from where they have to start their journey and where they have to put an end. This helps them in making their itinerary accordingly. They also search information regarding various transport facilities available, total time duration and many more related to visit.

**Where to stay:** This information is very important. When we are intending to visit a new destination, this comes into our notice that where to stay? This helps in planning the location of the accommodation like down town area, forest area, market area and many more. This also contributes into financial planning for the accommodation.

**What to see:** This information is highly in priority. The information focuses on what are the places of interest and accordingly one plans total tentative time duration to be spent on destination.

**Best time to visit:** Many of us never think of best time to visit for destinations. So this information keeps us ready to visit destination in a particular time. Accordingly, one can plan the type of cloths required as per the needs of geographical climate.

**What to eat:** Tourists have often been seen asking for the local cuisine available. Sometimes they seek information regarding availability of any popular brand restaurant or have been found asking for a typical Chinese or Italian restaurant.

This information enables them to understand the ambience of the specific destination.

What are shopping facilities: Shopping and souvenir are the part and parcel of the tourism. Every tourist wants to remember the destination and hence they go for shopping and purchases gift items i.e. souvenirs for their kith and kin.

Local customs and traditions: This information is sought by many of tourists. They want to indulge into destinations from deep of their heart and soul hence they want to learn the local customs and traditions, people, their dresses, attitude and behavior, way to show respect towards their culture etc.

Night life/Entertainment facility: The tourist prefers to have information for such destination who offers some kind of night life/entertainment to visitors. This enables them to find out the places where they can spend their quality time or pass their time with more recreation.

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### **5.11 SIGNIFICANCE OF SEEKING SITE KNOWLEDGE**

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Information search has a wide contribution in travel and tourism industry. You have studied in previous chapters that there are a number of sources for seeking information and various reasons why people search information. In this chapter you will be informed about the significance of seeking site knowledge.

Easy to plan: Seeking site knowledge contributes tourist into planning their travel. Now a day internet has become a source of every kind of information pertaining to destinations. The availability of internet is in such a way that any place on this earth can be approached by any corner of the world. So enjoy with this facility and make your plan.

Understanding the destination in a better way: Pre planning of any trip make you free from hassles. Seeking information regarding destination enables you to

prepare yourself for trip well in advance. All the necessary items required can be arranged well in advance.

Helps in decision making: When you are confused regarding planning a destination, this helps you out in solving your problem. You can search a number of destinations and then chose best one which may probably fulfill all your desires and which is under your financial budget too.

Brings negative and positive things together: Sometimes internet or other sources fail to inform negative things of the destination then it is the experience of other tourists who have been to that places and tell what to do? What not to do? This kind of site information helps in taking precautionary measures over destinations.

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**12.12 CHECK YOUR PROGRESS**

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**1. Define seeking knowledge. What are its dimensions?**

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**2. Discuss the contents of site knowledge.**

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3. Explain the factors affecting seeking site knowledge.

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**5.13 LET'S SUM UP:**

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Every tourist who plans a holiday and chose a destination not plans at random. He does a lot of homework and exercises to finalize his/her destination. While finalizing his destination, he/she searches various sources like primary, secondary and tertiary to fulfill his/her desire. In order to finalize his destination, he/she searches various types of information like quantitative, qualitative, and chronological and many more. Such information helps the guides as well in shaping their career. They go through many sources and collect the information and that information are used by them in their interpretation. Being a guide, seeking site knowledge is very important. Guides need more information to update themselves to pursue their guiding profession with more success. Site

knowledge not only helps guides but also helps individual and group tourists to finalize their destination. They search destinations of their choice; accommodation, places of interest, activities available, make travel budget, time to spent, place to cover and many more. While seeking site knowledge, there are many factors that affect their search. These are cost, time, expertise, involvement and many more.

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**5.14 KEY WORDS:**

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**Information:** Information is resources useful or relevant or functional for information seekers.

**Quantitative Information:** These types of information are based on quantities obtained using a quantifiable measurement process.

**Conceptual Information:** These types of information are also called as qualitative information that is descriptive, subjective and difficult to measure.

**Chronological Information:** Chronological information is those which are used in making chronological inferences i.e. age measurement or development of history of a particular place.

**Spatial Information:** In this type of information location of people and events are found. It is a relationship of happenings of the past, present and likely to happen in near future.

**Reliable Information:** Reliability means on which you can rely i.e. information on whom you can rely. It is the source which you think is a true source and the information shared by such source is reliable.

**Valid Information:** It means the information which is correct and can be used for some purpose.

**Information Source:** A source can be defined as which informs a person about anything or provide knowledge.

Strategic Planning: This includes the answer of questions like what, where, why, how, when etc.

Site Knowledge: It can be defined as motivated activation of knowledge stored in memory or acquisition of information from the environment.

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### **5.16 USEFUL BOOKS FOR THIS BLOCK:**

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James Gleick, *The Information: A History, a Theory, a Flood*, Harper Collins, United Kingdom, 2011

John R. Pierce, *An Introduction to Information Theory Symbols Signals and Noise*, General Publishing Company Ltd, Canada, 1980

John Seely Brown and Paul Duguid, *The Social Life of Information*, Harvard Business Press, 2002

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### **5.17 ESSAY TYPE QUESTIONS**

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1. "Information is the need of modern world" comment with examples.

2. How does information related to tourism? Discuss with appropriate examples.
3. Define seeking knowledge. What is its importance in tourism?

**Unit-05****Visitor Facilitations: Caring for Customers and Meeting Assistance and Transfer**

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**Primary Responsibilities:**

Here's a non-exhaustive list of common tasks Tour Guides are required to complete.

Attending briefing meetings with the Tour Manager about important information about the tour group (e.g. age group, interests, and special needs).

- Greeting tourists before starting the tour:
  - Learning their names;
  - Memorizing their faces; and
  - Checking the number of people in the group.
- Explaining emergency procedures to the group and making sure they understand them.
- Distributing promotional material about the trip to the tourists.
- Escorting individuals or groups on sightseeing trips:
  - Providing information about the history and culture of the places they visit;
  - Describing points of interests; and
  - Answering questions tourists may have.
- Managing groups of up to thirty people:
  - Being able to keep the group focused;
  - Making sure no one gets lost or left behind; and
  - Making sure the group is safe.
- Driving a motorized vehicle like a bus or a boat when necessary.
- Making sure that the group adheres and follows local laws, regulations, or rules of specific destinations.
- Responding to emergency situations:



- Providing cardiopulmonary resuscitation (CPR) or first aid to tourists if needed;
  - Remaining calm during stressful situations; and
  - Handling a group of panicking people.
- Assisting tourists with special needs like senior citizens, people with disabilities, and people with small babies.

**Daily Tasks:**

- Pre-briefing about the group.
  - Meeting the group.
  - Going over emergency procedures with the group.
  - Explaining points of interest during the trip.
  - Answering questions about the tour.
  - Distributing promotional material.
  - Making sure the group stays together and is safe until the end of the tour.
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**Unit – 06****Guiding Skills: Personality and Knowledge, Role of Body Language, Skills of Different Guides**

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**Guiding Skills and Required Knowledge for a Tour Guide:**

Part of running a successful food tour company has nothing to do with business at all, but the people involved. A hugely important aspect of running a business in the tourism sector is having people on your team who will inspire travelers and locals to come back and tell their friends.

Thanks to our fantastic team of tour guides for Chicago Food Planet Food Tours, we've been able to do just that. Because it takes the right kind of person to be a tour guide, we've made note of some of the qualities that make for a successful guide.

**1. STRONG COMMUNICATION SKILLS**

Being a guide is all about having strong communication skills. It's ok to be a quiet person, but if you have to communicate with new people on a daily basis, you just have to be able to do it well. On a basic level guides should be great at projecting their voices across a group, and be able to do so in a clear and easy to understand way. On an interpersonal level, being great at knowing how to communicate well with people is a huge asset. This leads us to skill #2...

**2. PERSONABLE & OUTGOING**

This skill takes communication to the next level. Guides shouldn't just be able to communicate well, they have to be great conversationalists with outgoing personalities; what we call the "Star of the Show" quality, which isn't something you can teach. There can be a bit of social awkwardness when a new group of strangers show up, and a guide should be able to break that immediately to help people feel comfortable talking to each other and their guide. This ensures later on they feel open to add comments or add questions along the way.

**3. A MEMORY LIKE A STEAL TRAP**

Tour guides need to retain a lot of stats and facts when walking people around a city- but they also need to be a great story-teller. Guides simply can't get the information wrong, spend extra time trying to remember it or spend the whole tour reading from a piece of paper. Their memory should be so good, that it seems as if they've just always known these facts when they recite them. But most of all, the story needs to sound like it's their own.

**4. IMPROVISATIONAL SKILLS**

We're not demanding your guides put on an improve show, but the ability to change things up on the fly and play off the energy of the group is important. Attendees will likely have additional questions or comments along the way. These things shouldn't throw your guide for a loop, they should be able to adjust their script as needed. Sticking too closely to it, could end up making your guests feel like there's no room for them to say anything at all.

**5. JUST ENOUGH ENTHUSIASM**

Just as guides will often play off the energy of the group, your attendees will likely feed off the energy of their guide. Your guide has to be enthusiastic about the thing they're talking about, but not so enthusiastic that they fail to sound genuine.

**6. HUMOR**

Just like being outgoing and enthusiastic, humor can be the perfect tool to cut any tensions and as always add an extra layer of entertainment for guests.

**7. PUNCTUALITY**

Punctuality is a can't do without quality for tour guides. If your guide isn't on time to meet arriving attendees at the meet up location there will be confusion, frustration and unhappy tour goers.

**8. A KEEN SENSE OF DIRECTION**

Outside of the fact that your tour guides should know where they're going, they should also be able to help direct guests. At least on our tours for Chicago Food Planet Food Tours, we start and end in different locations. Often guides have to be

prepared to give some general directions to help people get to where they need to be when the tour is complete.

**9. THE KNOWLEDGE OF A LOCAL:**

Anyone can memorize and recite facts. Though it's not a requirement, some of the best guides are locals themselves. What's great about this quality is that in addition to the planned facts and statistics, they can bring their own knowledge, experience and personal anecdotes to the tour. This can make a tour feel particularly special for guests who are looking for a genuine experience outside the typical tourist attractions.

**10. PASSION FOR THEIR CITY:**

Last but certainly not least, true passion and interest can take a tour from typical to outstanding. Anyone can point and recite facts, but those who really love what they do can pass that passion onto tourists and locals to make them feel it too. Plus those with passion for their city, bring their own experience to the tours they give.

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**Body Language of a Tour Guide:**

Is it speaking with your hands? Introducing yourself with a strong handshake? Maintaining eye contact or smiling? What about your posture or the way you move?

When answering the question, 'How to effectively use your body language?', where exactly should we start?

The reality is that body language often refers to the shared, non-verbal cues that exist between human beings. We often think of gestures, posture, eye contact and facial expressions, but there are other elements as well.

Things like proxemics (closeness or personal space), paralanguage (the pitch, tone and speed of speech) and our many subconscious physiological changes (think blinking a lot or sweating when nervous) are also important parts of body language.

There is no question that non-verbal communication is a complex but integral part of our overall communication as a tour guide, but often times we remain totally unaware of our non-verbal behaviour.

**So, in the spirit of becoming better tour guides, leaders and performers, let's bring some mindfulness to how we are using our bodies to communicate.**

In this video, we'll look at six techniques and tactics for how to effectively use your body language, as well as look at a number of common mistakes to avoid. Small things like turning your back to people, fidgeting, looking over shoulders, pacing or hunching your body may all be sending messages that you don't intend to.

Because this is such a large and important topic, we also created a bonus resource for those who want to take their body language skills to the next level.

We went out and researched the web for the best body language experts we could find and put together five of our favourite video lessons. We hear from Vanessa Van Edwards and the Science of People, Allan Pease in his inspirational TED talk on body language and other tips from the Stanford School of Business.

These short instructional clips each tackle a unique element of our non-verbal communication and are the perfect addition to the tips we share in this video. To access these video lessons, simply download a copy of our complimentary PDF resource: 'Effectively Using Your Body Language - 5 Powerful Video Lessons'

Mastering effective body language is a skill that takes a lot of practice and a deep focus on your own non-verbal behaviours. The first step, as with most things, is bringing awareness to what our body is doing. Afterwards, we can then experiment with some of the effective body language techniques used by others and see how they fit with our own personal communication style.

The techniques, do's and don'ts we share in this video will give you a bit of inspiration to get started, but then take your training to the next level with the expert video lessons in our bonus PDF.

**Unit-7****Understanding Rules and Regulations: Forest Guides,  
Govt. Rules, Challans and FIR etc.**

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**Forest Guide:**

A wildlife or safari Guide walks and drives guests into the wildlife Sanctuary/National Park or Bird Sanctuary to interpret, in a hands-on inspirational manner, the large and small elements of the wildlife around them. In doing this, a deep appreciation of nature and conservation is instilled in your guests. You would be responsible for managing those encounters that cause the adrenaline to pump through your veins.

**Skills you will learn for Life:**

Safari Guiding as a career requires life skills, not just guiding skills. Development of oneself socially and emotionally occurs naturally from the training through to working as a Safari Guide.

- **Sensitivity** – always be sensitive to the animals, the environment and to your guests.
- **Standards** – continually strive to better oneself and your company. You are the best ambassador for the ecotourism industry. Don't let a slip of standards spoil a guest's experience.
- **A subtle** and diplomatic approach is required at all times. This approach allows you to deal with conflicts successfully and endears you to your guests.
- **Be sincere** in everything that you do. Be true to yourself and maintain an honest approach.
- **Spirit** – always be enthusiastic in everything you do. Try new things with your guests like sleep-outs in the bush or a late night safari. Always go the extra mile to make their experience more meaningful and fun.

- **Selflessness** – remember that your guests are paying for this experience so create the experience around the guest's needs. Always be punctual.
- **Silence** – break your game drives regularly, particularly at night, to allow your guests to sit in silence and absorb the sounds of the bush. Sitting quietly in their own thoughts during the drive will revive them

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**Unit-8**

**Managing Special Situations: Dealing with Late Coming  
Passengers, Loss of Passport, Loss of Money, Missing  
Members, Difficult Questions**

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Necessary Information should be given by Tour Guide to his customers:

- **Explanation of safety requirements** – telling people what they should and should not do to remain safe
- **Distribution of safety equipment** – and demonstration of how to wear/use it, as well as assisting people to get into safety/protective clothing
- **Observing and monitoring tour group members** – to ensure they do not get lost, injured or place themselves (or others) in danger
- **Monitoring of the environment** – to predict potential threats/warning signs • Taking appropriate action when danger threatens or an emergency situation occurs – or when a person is injured.



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**Unit-9****Handling Complains, Sickness and Disabled Passengers;  
Working in Difficult Situation (Political Strikes, Road  
Blocks and Terrorism etc.) Safety and Security: Basic First  
Aid**

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When we speak of health requirements at work there are certain parameters that need to first be determined. The success of your business depends on the good practice of health and safety. Another reason for looking at health requirements in tour guiding is because the tour guide will be attached to a company. Therefore, there are certain requirements for employees that need to be effectively instituted in the organization and honored. In this unit, these two parallels will be discussed – the aspect of the employee and the work environment:

**Health**

- wellness (a healthy state of wellbeing free from disease)
- the general condition of body and mind
- Health is a state of complete physical, mental and social well- being and not merely the absence of disease or infirmity. (1948)

**Safety**

- the condition of being safe; freedom from danger, risk, or injury.

In insurance, the term “safety” looks at means of preventing accidents or injuries, where company safety programs are taken into account.

**Security**

- Any measures taken to insure the safety of facilities, property or personnel. Therefore during our discussion we will be considering safety and security as one concept. That is they both refer to keeping free from danger, risk or injury the people (workers and clients), facilities and property involved in the tourism/hospitality industry.

**Workplace safety:**

The use of workplace safety will be used interchangeably with the term occupational health and safety.

- In the United States of America through the governing body of Occupational Safety and Health Administration (OSHA), “workplace safety refers to the working environment at a company and encompasses all factors that impact the safety, health, and well-being of employees. This can include environmental hazards, unsafe working conditions or processes, drug and alcohol abuse, and workplace violence”.

**Procedures for health, safety and security:**

In literature, the first block in looking at safety procedures to set up a safety officer or have an external party conduct a safety analysis of the workplace. This is encouraging, however, it is important that each worker does their part to practise and ensure workplace safety.

**What is involved in workplace safety?** For each organization or country, there will be some minor differences to what is involved in workplace or occupational health and safety.

The following are some of the points for workplace safety according to the statutory authority of New South Wales – WorkCover:

As an employer, ensure your workers’ safety by providing:

- ♣ a workplace that is without risk to health, safety and welfare
- ♣ safe and adequate machinery, equipment and substances
- ♣ appropriate plans, procedures, work methods
- ♣ suitable instruction, information, training and supervision
- ♣ adequate resources, including qualified personnel.

To ensure the safety and health of workers, managers establish a focus on safety that can include elements such as:

- ☐ Management leadership and commitment
- ☐ Employee engagement
- ☐ Accountability
- ☐ ensuring all task are carried out safely and efficiently
- ☐ Safety programs, policies, and plans
- ☐ Safety processes, procedures, and practices
- ☐ Safety goals and objectives
- ☐ Safety inspections for workplace hazards
- ☐ Safety program audits
- ☐ Safety tracking & metrics
- ☐ Hazard identification and control
- ☐ Safety committees to promote employee involvement
- ☐ Safety education and training
- ☐ Safety communications to maintain a high level of awareness on safety .”

So overall, we can concur that workplace safety though stimulated by management must be followed by the workers. Despite country or affiliation, the measures to effective safety in the workplace depend on policies being in place, programs, systems, information, training and supervision.

**Dealing with emergency situations**

However well-planned, there will inevitably arise situations of breach of security. There will be need therefore to handle occurrences that require safety and health programs to be initiated

and more than on paper.

For our discussion the emergency situations relating to health will be limited to:

- ☐ if someone falls ill and requires more than first aid
- ☐ heat stroke

Within your organization, each definition of and response to an emergency situation will differ. It is important that each worker knows and follows her/his company's/organization's

procedures for dealing with emergency situations.

**More than First Aid:**

The knee jerk reaction when a visitor falls ill is to administer first aid. This should however be done only if you are a certified first aider. This precaution is because there are legal ramifications that can follow afterwards if you are not qualified and the situation becomes terminal or leads to death.

The following list is not exhaustible, or in any sequential order. Add to it as you like.

So what happens when the situation requires more than first aid:

- ☐ remain calm
- ☐ remember that time is critical; use it wisely and efficiently

- ☐ try to discover what the cause of the illness, the symptoms experiencing. Have another visitor write them down as the person speaks to you
- ☐ Enlist other group members for crowd control, to call the ambulance, to direct the medical personnel where the sick is
- ☐ note the time of day and the attraction or sight you are at.
- ☐ verify if the visitor is traveling alone or with a companion, this is if the person is not a part of a organized group tour
- ☐ check for medications and visible medical bracelets or identification. Look also for written medical information/history. Some religions and cultures have peculiar regulations for health – abide by them.
- ☐ if at an attraction with medical facilities then use them
- ☐ seek medical assistance promptly – go to the public or private hospital in your area
- ☐ practice safe hygiene. Do not engage in risky behaviour if the cause of the illness is unknown – that is if there is blood involved and you have a cut or abrasion use gloves. Protect your health first.
- ☐ protect personal belonging and valuables
- ☐ check for medical insurance coverage
- ☐ contact your organization management- they should not be ambushed. This individual will assign someone to stay with the free independent traveler (FIT). A FIT refers to an individual or small group of no more than five (5) persons.
- ☐ notify next of kin of the situation
- ☐ contact the nearest embassies or consuls. Heat Stroke

Many visitors are from temperate countries and cannot handle the seasonal weather in some destinations. At times they become so absorbed in the vacationing activity of sunbathing outwearing summery clothes that they can become sunburn or have a heat stroke.

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## **Unit-10**

### **Personality Developments and Communication Skills: Relevance in Tourism**

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#### **Communication Skills:**

You will agree that most of your time as a Tour Guide will be spent interacting with your customers. The success of your interactions will depend a lot on how you communicate with them. This module is meant to empower you with the necessary knowledge and skills that will help you communicate effectively as a Tour Guide. As a tour guide you will continuously need to respond appropriately to diverse situations such as queries or difficult customers. How will you deal with them? Here, we shall look closely at basic strategies for effective communication strategies such as presentation skills, conversational skills, active listening skills, telephone as well as techniques for handling queries, complaints and difficult customers.

#### **By the completion of this unit, you will be able to:**

- ☐ Define communication
- ☐ Explain the communication process
- ☐ Identify the elements of the communication process
- ☐ State the key features of effective communication
- ☐ Identify and overcome the barriers to the communication process
- ☐ Select the appropriate way of communication for specific purposes
- ☐ Explain the importance and ability to develop and use listening skills

- ☐ Outline how to demonstrate the ability to listen effectively and give relevant feedback
- ☐ Apply appropriate strategies for effective communication
- ☐ Discuss how to demonstrate a courteous, cheerful and helping attitude when communicating through the telephone
- ☐ Summarize how to operate effectively as a Tour Guide by providing the right information in the right way to Tourists

**What is Communication?**

First, let us look at how other people have defined communication. You may identify the different key words used to define communication in the above entry. In this course we define communication as the act of sending and receiving intended messages. Effective communication implies verifying that the receiver has understood the message as intended and that a subsequent response is observed. It is something that tour guides do every day, so how a tour guide communicates is very important. We will now briefly define other concepts that are specific to communication in a tour guiding context.

Think about the last time you chatted with a friend.

- Was your message clearly understood?
- What do you think effective communication means?
- Take a few minutes to jot down your ideas.
- At the end of this section, try again to explain in your own words, what you think effective communication means.
- Compare your initial definition with your new response and observe if your ideas have changed

**Reasons for Communicating:**



As a tour guide, communication will be your main tool in informing and guiding guests around sights and keeping their interest. Below, we have some suggested reasons why communication is so important in a tour guiding context. After reading through them, why don't you tackle the activities which follow, which are based on some of the main reasons for communicating in tour guiding. To inform, remind and advise You will use communication to present your country to tourists. As a tour guide you will have to answer many questions, handle queries and present information to tourists. Among these types of information will be:

- Giving directions and commentaries;
  - Explaining procedures and itineraries;
  - Providing advice on safety and security; and • describing tourist attractions.
- This information to guests can be: helpful suggestions to prepare themselves for a tour, advice about personal belongings to take, medical advice on preventative medicines, and information about available services at tourist destinations.

#### **To clarify, and to avoid confusion and misunderstandings**

Communication helps to clarify facts so that there is no confusion or misunderstandings. Also, sometimes there are unexpected events during a tour which can force the tour guide to change plans, and these changed plans have to be communicated to the tour group as soon as possible, to get consensus on alternative itineraries.

#### **To promote and persuade**

Communication is also the tool you'll use to promote the tourism products and services of your country, such as the destinations and events they will visit and enquire about. Remember, tourists visit your country in order to see what attractions the country has to offer and to perceive and experience the country

from your perspective. As a tour guide, therefore, it will be your responsibility to motivate and reinforce the tourist's interest in your country. Your commentaries are the « eye » through which tourists will see the country and you are the representative of the people of your country.

**To build relationships**

How well you communicate with your tour group will determine the success of the tour and how successful you are in your career as a tour guide. Conversations help to develop rapport which will build interpersonal relationships. This is important for sustaining the tourism activities.

**To evaluate your services**

Communication will enable you to collect relevant feedback from the tourists with a view to gauging the interests and expectations of the tourists. This feedback obtained can be communicated to all concerned. From this you will be able to explore ways of improving subsequent tour activities.

**Unit-11**

**Personality Developments and Communication Skills:  
Relevance in Tourism**

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**Structure:**

**11.0 Objectives**

**11.1 Introduction**

**11.2 Defining Personality**

**11.2.1 What is Personality Development?**

**11.3 Aspects of Personality Development**

**11.4 Communication Skills**

**11.5 Listening Skills**

**11.6 Let's sum up**

**11.7 Keywords**

**11.8 Answers to check your progress exercise**

**11.9 References**

**11.10 Useful books for this block**

**11.11 Essay-type questions**

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**11.0 OBJECTIVE:**

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After reading this unit, you will be able to:

- Know what personality is, and what are the ways to hone and polish your personality traits,
  - Know how to enhance your personality for better prospects,
  - Learn importance of communication skills and ways to sharpen both verbal and non-verbal communication skills,
  - Boost your performance and take your career to a new level of success.
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**11.1 INTRODUCTION:**

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Work environment these days is changing much faster than ever before due to policies of globalisation, liberalisation, and privatisation; and unprecedented changes in technological advancements have added more to the dynamic changes occurring in the 21<sup>st</sup> century than ever before.

Amidst these changes, Travel and Tourism industry, which is the largest service industry in India is also undergoing through dynamic growth and development. While on one hand, there is rise in global standards and global tourism, on the other hand, there is increase in job demands and requirement of trained workforce.

Employees in this sector are thus expected to be highly professional and culturally sensitive with high level of Emotional Quotient (EQ) and Spiritual Quotient (SQ) with the required set of global skills which equip and empower them to navigate successfully in the dynamic global environment of today, a tour guide or a tourist guide, is also not an exception to this.

Since tourism industry is service based where people are at the center of the business and play key role in carrying out the businesses, a tour guide has thus to deal with people from diversified background and varied culture, this unit, therefore, on Personality Development and Communication Skills, highlights not only the importance of personality development and communication skills for your success in the job market, but also provides guidelines with the help of which you can also understand how to polish your personality and hone your communication skills for your successful start and growth in the Travel and Tourism sector.

This unit, thus, addresses what personality is, how it can be developed and groomed, what communication skills are, and how they can be mastered with specific reference to the profile of a tour guide.

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**11.2 DEFINING PERSONALITY:**

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Before understanding personality, let us first have a look at the definition of a tour guide.

According to the CEN (European Committee for Standardization) a tourist guide is “ a person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area, which person normally possesses an area-specific qualification usually issued and/or recognized by the appropriate authority.”

The above definition highlights that a tourist guide should have language proficiency, cultural sensitivity and sound knowledge of his field so that he can engage and benefit the clients in a great deal.

An overall pleasing personality of a tourist guide is a must in the 21<sup>st</sup> century, and thus, with the booming of tourism sector, and world becoming one, it becomes highly pertinent for the tourist guides to have right blend of personality traits and required set of communication skills to befit the job requirement, gain competency and feel empowered enough to handle the job profile and contribute significantly in the growth and development of their sector.

Now, it is important for you to understand what constitute the word personality and how can it be developed for its full expression, as says Mahatma Gandhi, “I want freedom for the full expression of my personality,” in his book *The Essential Gandhi: An Anthology of His Writings on His Life, Work, and Ideas*.

Derived from the Latin word ‘persona’, the word personality means ‘a mask.’

Personality, thus, is defined as an organized set of habits, thoughts, behavior, principles, values and physical attributes which makes an individual different from others.

Personality as per the dictionary refers to the combination of characteristics or qualities that form an individual's distinctive character.

Moreover, according to Merriam Webster Online Dictionary, personality refers to:

- (a) the set of emotional qualities, ways of behaving, etc., that makes a person different from other people
- (b) attractive qualities (such as energy, friendliness, and humor) that make a person interesting or pleasant to be with
- (c) attractive qualities that make something unusual or interesting.

**According to American Psychological Association:**

**Personality** refers to individual differences in characteristic patterns of thinking, feeling and behaving. The study of personality focuses on two broad areas: One in understanding individual differences in particular personality characteristics, such as sociability or irritability and the other in understanding how the various parts of a person come together as a whole.

Based on the above definitions we could say that personality refers to the set of traits (physical, emotional, psychological, social and spiritual) of a human being which makes him unique and different from others.

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**11.2.1 WHAT IS PERSONALITY DEVELOPMENT:**

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While the above definitions of personality highlight the various determinants which make our personality, however, there is a debate, if one's personality could be developed or nurtured or it always remains the same. To answer this, it would be helpful to quote scholars and psychologists who assert that each individual is born with certain personality traits but over a period of time, a person can bring meaningful changes in his personality.

Now, this knowledge will help you to understand that while some of the personality traits are genetic, however, there are social and environmental factors too that significantly contribute in shaping the personality of an individual.

Important point is to know that one's personality could be groomed and changed over a period of time through training, mentoring and coaching. And this understanding will enable you to work on shaping your character and building your personality to grow and advance in life, to attain self fulfillment and to achieve desired results in your personal and professional life as well.

Since global demands of the 21st century require you to be linguistically competent, culturally sensitive, people oriented and highly knowledgeable with your areas of expertise, it is pertinent for you to have those specific set of personality traits, given in the table 4.1 below, which will allow you to execute your tasks and responsibilities in the most effective manner, and thus graduates and fresh entrants must work on grooming their personality to deliver the desired results as per the demands of the industry and country.

Personality Traits of a Tourist Guide		
Excellent Communicator	Culturally sensitive	Public Speaking Skills
Knowledgeable	Confident	Approachable
Good Listener	Decision Maker	Good sense of humour
Understanding	Punctual	Time Management Skills
Friendliness	Creative	Observant
Passion for work	Service Attitude	Personal Charisma
Enthusiastic	Leadership Skills	Controlling Skills

**Table 4**

It is important to understand here that the profile and nature of a job differs from a tour guide to a tour manager and therefore, keeping your profile and your own SWOT analysis, you must work on the traits and attributed which you think are required for your profile to give you a sharp competitive edge in the job market and covert your clients into your 'raving fans'.

You should understand here that personality development is a continuous and multi-faceted process done through self learning, training and coaching and should take place in alignment with your personal and professional requirements.

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### Check Your Progress - 1

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#### 1. What do you understand by personality?

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**2. How can you work on developing your personality?**

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**11.3 ASPECT OF PERSONALITY DEVELOPMENT:**

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Now, as part you work, when you come in contact with your clients of young age or old age, you must know how to inform, engage and entertain them so that your narration and explanation of the tourist destination leaves an abiding impression in their memories and they can all remember your anecdotes with great charm and fervor. You must have that charisma and power in your personality.

Thus, in order to build your personality and work on your character there are two things that you must focus on: first, a positive mind set and positive attitude; second, well grooming personality with effective communication skills.

It is important for you to understand that once you master your mind and develop a positive attitude, the outer aspects of your personality will outshine automatically.

Now let us look how you could work on developing your mind set and build positive attitude.

**Set Your Positive Attitude:**

Imagine you are all set to explain the cultural and historical significance of the Taj Mahal to your clients and suddenly you receive a call from your tour operator that the trip needs to be cancelled since there is an emergency.

What would you do in such a situation and how would you handle your clients?

Chances are there that you may get disoriented and feel disheartened to reveal this news to your customers. You will feel hesitant to speak honestly and your body language will change dramatically. But, you also know that you will have to take



your call and take the right actions within the stipulated time period and will have to handle the crisis in a smarter way.

Amidst such situations, therefore, it is important that you have the right frame of mind and positive attitude to convince your customers of the valid reasons why such last minute changes occurred and what are the various solutions that you could offer to them.

You will come across many such situations and therefore preparedness and positive mindset to deal with such situations is the only success key.

In order to handle many such situations, follow some of the suggested guidelines:

- Focus on positive aspects of every situation and see what learning lessons you could save from such situations. Over a period of time, you will develop your attitude muscles like any other body muscle of your body and will figure out optimism and positive out of any negative or stressful situation.
- Always try to remain calm under every situation. This allows you to think better and thus take better decisions. Practice, 'mind-like' water technique. If possible, do meditation, even for 5 minutes every day. Studies have revealed its multiple benefits. You remain always calm and composed.
- To develop positive attitude read good books, dress appropriately, and choose to be in the company of positive people. Make a conscious decision to be a self learner and make sure to take care of your personal and professional life and do not allow anything to go out of balance.
- You are what you eat, so eat healthy diet so that you do not get tired easily and feel irritated when challenges are there to confront. After all, a healthy mind lives in a healthy body, and therefore you must take care of your diet and it will take care of you then. High level of energy is required for you, so don't skip meals and eat healthy, you will be more alert and feel positive then.
- Take out time to exercise everyday because research shows that regular exercise release the endorphins in the body which allows you to feel fresh and energetic throughout the day. And yes, make sure to plan your day well in advance because those who fail to plan must be prepared to fail.

Follow the points discussed above on every day basis and you will soon find a change in your mindset. After all, "Success is nothing but few disciplines practiced every day," says Jim Rohn.

**Dress for Success:**

You know that a book should not be judged by its cover, however, most of the times you must have judged people by their physical appearance and dressing sense. First impression creates our lasting impressions and studies too have revealed that it takes 30 seconds for a person to make an impression about others and therefore as a tourist guide you must also make sure to dress for success on everyday basis.

Psychologists have revealed that powerful dressing has a positive impact on your personality. Moreover, it increases your level of confidence and motivation to handle the tasks smartly.

Before you open your mouth to express yourself, your dressing sense will communicate a lot about you. Therefore, a careful analysis and selection should be done when you go for out with your clients. For these follow the below guidelines:

If you are associated with an organization, they can have a dress code which you may have to follow. However, you work independently, then you can decide your own attire as per the social and cultural aspects of your travel destination. But in any case, you must have enough number of formal clothes so that even when you send your clothes to laundry, you have enough in stock, in case the laundry doesn't come on time.

Select the design, patterns and colors according to your body shape. Wear which looks, formal, smart and decent. Too loud colors and patterns must be avoided, unless it is a part of a cultural trip where you want your clients to have a feel and look of the place.

Have the smart fitting clothes and get them ironed every day.

Wear clothes which look subtle and select the print and colors as per the season. Light shades are advisable for summers and dark colours for the winter.

**Grooming:**

Power dressings give you a competitive edge and so is the case with grooming. Grooming as per oxford dictionary means to have neat and tidy appearance. Managing of proper hairstyle, accessories, belt and shoes are all part of grooming. How neat and tidy you keep yourself everyday is of paramount importance to you.

Overdoing of anything must be avoided. You must remember that your work is your profession and your grooming must showcase your professionalism.

**Men**

1. Hair: You must wash your hair everyday and must neatly comb them. Disheveled appearance is not advisable in any case. Go for a haircut which suits your face and makes you feel confident. Hair cut must be done on regular basis and so should oiling and conditioning to make them look good.
2. Shave: Shave everyday. Make sure to use proper razor to shave in order to avoid any cuts and nicks. You could use the after shave lotion however, make sure that its fragrance is not too strong.
3. Attire. Go for formal shirts with full sleeves. It must be nicely tailored and give you a smart fit. Select colours for your shirt as per the seasons. Go for pastel shades in summers and blue and gray in winter. Keep good collections of ties matching with your shirts (If you want to use). Tie should stay fit at the collar and must be well knotted. It should not hang loose around your neck. Your trousers should match with your shirt and should be comfortable and easy to wear. It should be properly tailored and must be ironed everyday along with the shirt.
4. Socks: Wear cotton socks that match your shoes and rest of your attire. Wash them daily and avoid wearing the repeated pair of socks which may tend to stink.
5. Shoes: Go for formal shoes of good brand so that they are durable and long lasting; avoid casuals and flashy ones unless a day decided for casual wearing. Black and Brown are recommended. Clean and polish them every day. Keep pair of sports shoes and trekking shoes for long distance of walking and travelling.
6. Nails: Nails must be clean, properly trimmed and neatly manicured.

It is important for you to note that the above suggestions are for the formal clothing; however, you can always alter and change the clothing as per the regional and cultural requirements of your journey. In fact, there may be certain clients who would appreciate your cultural attire to see the real India.

You must wear clothes in which you feel confident, look good and reflect your personality with full expression.

**Check Your Progress – 2**

1. What points will you keep in your mind to create your first impression as your best impression?

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2. How will you develop your positive attitude?

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**11.4 COMMUNICATION SKILLS:**

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In the travel and tourism industry, one of the highly solicited attributes which you should have is your communications skills. The way you interact with your customers, the way you listen to their queries and handle their question and answers; and the way your body language speaks, everything will correspond to determine your success in the industry.

Now let us first understand what this term communication means and what its various types are.

Derived from the Latin word ‘communis’, which means ‘to share, to impart or to make common’ the word communication has been defined by authors and scholars

at various levels. In simple terms we can define communication to be a process of sharing information from one source to another.

Let us have a look at the definitions given by some of the scholars:

## Definitions of Communication:

In words of Allen Louis, “Communication is the sum of the entire things one person when he wants to create understanding in the mind of another; it involves a systematic and continuous process of telling, listening, and understanding.”

G. G. Brown says that “Communication is transfer of information from one person to another, whether or not it elicits confidence. But the information transferred must be understandable to the receiver.”

“Communication is the intercourse by words, letters or messages” says Fred G. Meyer.

Based on the above definition we can say that communication refers to the exchange of ideas, thoughts, emotions and feelings through verbal or non-verbal communication.

Studies have shown that poor communication skills are one of the major reasons for low job satisfaction, slow growth and development in one’s career. Mastering this skill is a must for you then.

Moving on, it is important for you to understand the process of communication that will allow you to craft your message properly for its effective delivery.

## Process of Communication:

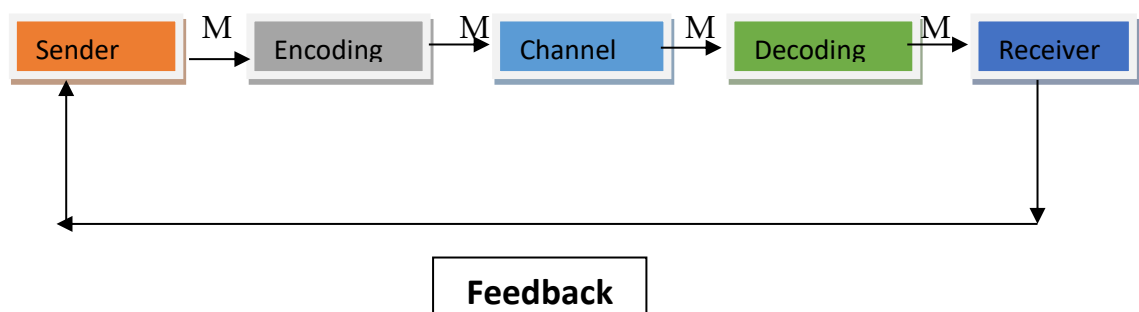


Fig. 14.4.1 The Process of Communication

The Process of Communication can be explained in the following steps:

1. **Ideation.** The ideation begins in the mind of the sender or the source. In your case, you will be the source. The cultural, historical, architectural or any other information that you would want to share with your customers will be based on your ultimate purpose. Your experience, knowledge,

abilities, context and scope of the information will help you to begin the ideation.

2. **Encoding.** The next step is encoding in which the sender encodes the message in the form of logical and coded message so the receiver can decode the message and interpret it.

This step is very much crucial and important for you because if you do not encode the message properly there may be a barrier. So keep the following points in mind to encode your message effectively as per the demographic information of your customers (a) use of language to be selected, (b) appropriate medium to be selected and (c) background knowledge and communication form as per the need and requirement of the receiver.

3. **Transmission.** This refers to the flow of message selecting the chosen channel. This facilitates the sender to send the message selecting a right medium. This medium of communication can be written, oral, audio-visual, or live projections. If you have some of your own written material, you can always share with your customers for the better understanding of the place. At many destinations, live music and video films are projected and you can always inform and encourage your customers to enjoy such live demonstrations for the better understanding of the place.

4. **Decoding.** This is the process wherein the receiver decodes or translates the message into meaning.

5. **Response.** Receiver's response allows you to understand if your listeners or customers have understood the message or not.

6. **Feedback.** Feedback is the receiver's response to the message. It may be verbal or non-verbal or both.

Your experience and understanding of your customers plays a key role here. If they have further doubts or queries, it is through feedback you would be able to know.

Feedback is one of the most integral parts of the effective communication process and without feedback you would not be able to measure the effectiveness of your message communicated. Through verbal, written and non verbal gestures, the receiver will send the message which will help you in improving the overall communication cycle.

7. **Noise** is a barrier or roadblock to effective communication. In order to make your message effective, you must know and understand various external and internal sources of noise.

Now let us look at the various types of communication skills.

Communication can be verbal or non verbal. A look at the chart given below explains that in overall communication, verbal communication contribute 38%, non-verbal 55% and content only to 7%. This knowledge will help you to master your verbal and non verbal skills for the effective delivery of your message.

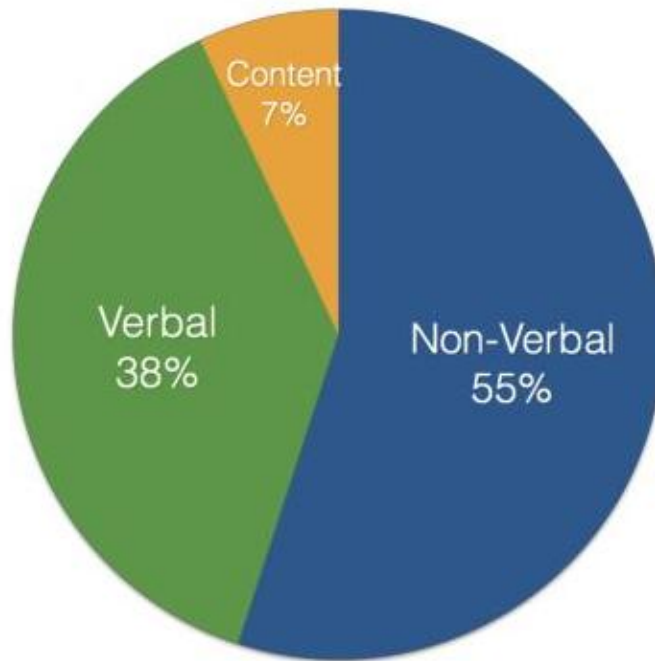


Fig. 14.4.2 Verbal and non-verbal communication

**Verbal Communication:** in this communication we use speech, to express our thoughts, ideas and emotions. Volume, accent, rhythm, pitch, pace and cadence are important factors in making the verbal speech more effective.

- **Volume.** You need to make sure that your volume is loud enough so that everyone in your group could listen to your message clearly. It must not be too loud or too soft.

In case there is some background noise of a machine or an aeroplane passing by, you must pause until the source of noise is away and everyone can listen to your message clearly.

- **Pace.** Pace refers to the number of words spoken per minute. Average rate of speaking is 100 words to 120 minutes but if you are very good with your content and has delivered the same content many a times than your pace may increase.

So, make sure that you speak at a pace where your message is decipherable and understandable to your customer. Again, it must not be too fast as if you have to catch a train or too slow that they think that you are singing a lullaby to them.

- Intonation is the cadence or rise and fall in your voice. Your speech will be a monotone and boring if there is no pitch variation and rise and fall in your speech. In order to check your pitch, you could tape record your voice and then can listen to it. This will give you a clue, how much work you need to do on your pitch. Remember, you have to make your content engaging and therefore pitch variation is a must for you.

**Non-verbal Communication.** Using your body language (gestures, postures, facial expressions, tone), personal space, sign language and colour symbols to communicate your message to others refers to non-verbal communication.

The figure given below explains various components which constitute non-verbal communication.

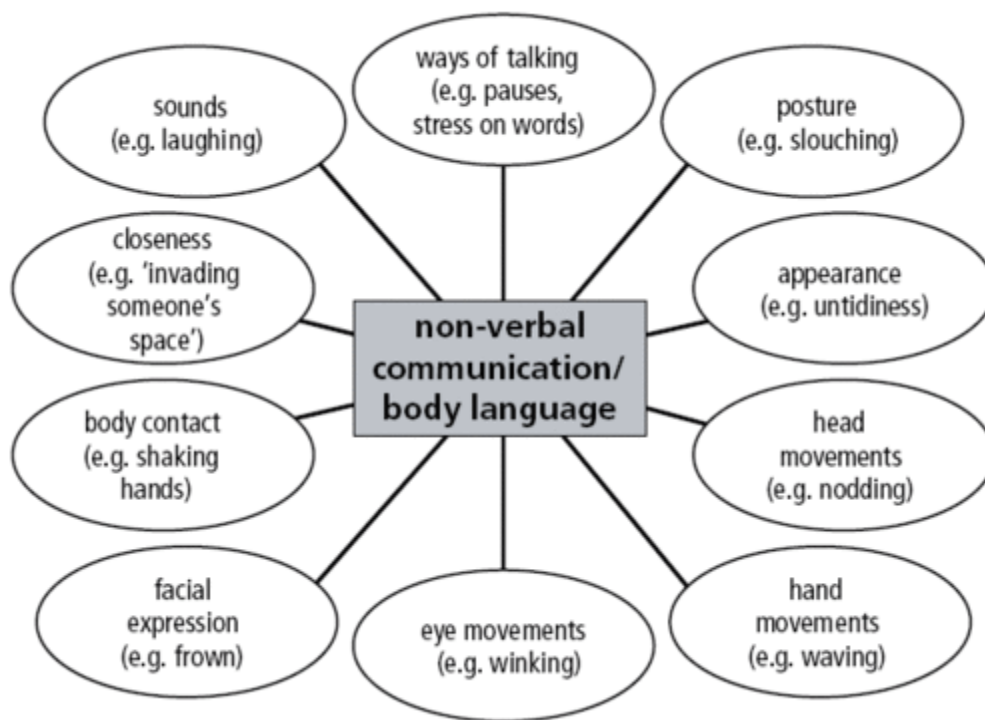


Fig. 14.4.3 Components of Non-verbal communication

**Intrapersonal Communication:** This communication refers to interaction with one's own mind and inner self. This communication is highly important for you because it will allow you to know your objects, goals and plans better visualized and planned in your mind before you take your customers to tour destinations.



Meditation, journal writing and diary writing are some of the ways through which you can engage in communication with self. Soliloquies or aside in dramatic works are other examples of this form of communication.

**Interpersonal Communication:** You can lead a bigger group or a smaller group and therefore you must know the art of interpersonal communication as well. In this kind of communication, exchange of messages takes place between two persons.

Examples of this kind of communication involve: a conversation between two individuals in face to face mode or through telephonic conversation, dialogue or an interview between two people.

**Group Communication:** Most of the times you will be leading the groups and this communication occurs among small groups or large groups like an organization, club or classroom in which all individual retain their identity. However, in this case, they may have the common demographic factors like their age, gender, educational, social, cultural, or regional background which will allow you to adjust your speech and address as per the interests, needs and requirements of your customers.

**Mass Communication:** In this kind of communication, the message is sent to large group of people for example newspapers, radio or television. The communication takes place at a mass level where the individual response and feedback becomes to less unless solicited.

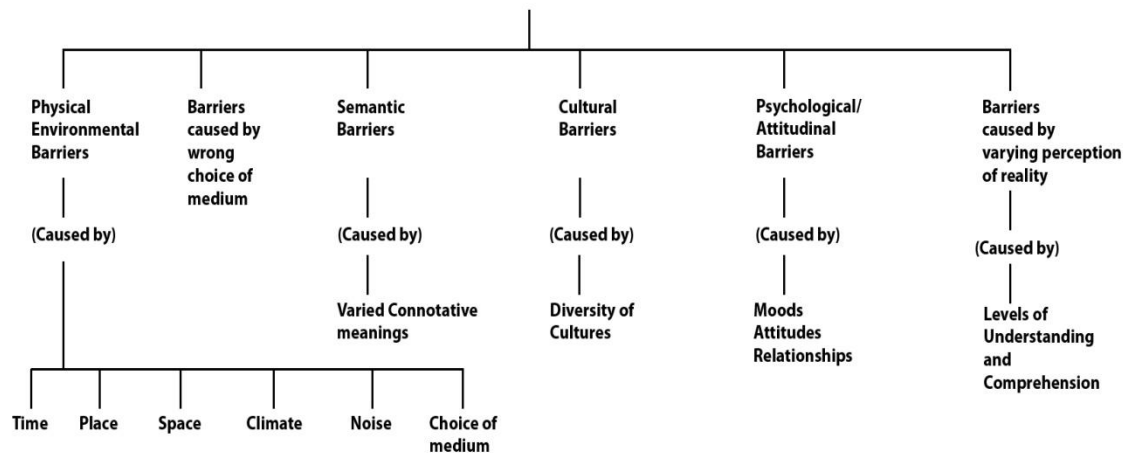
**Barriers to Effective Communication:**

Barriers to effective communication are also called as noise or roadblock to communication. This noise may disturb or create interference in the transfer of the communicated message to the receiver.

Barriers could be external such as noise, inappropriate temperature; organizational structure etc. or they could be internal sources of interference such as ego, close mindedness, premature evaluation, attitude or poor memory or motivation.

The chart given below gives a brief summary of the various kinds of roadblocks that you should be familiar with in order to make your communication effective.

## Barriers to Communication



### 15.5 LISTENING SKILLS:

“Ignorance shouts, knowledge speaks and wisdom listens.”

The words listen and silent have same alphabets but arranged in different order; however it is important for you to understand that silence is extremely important for listening.

The image given below explains the Chinese symbol for listening and this will help you to understand the concept of listening better.

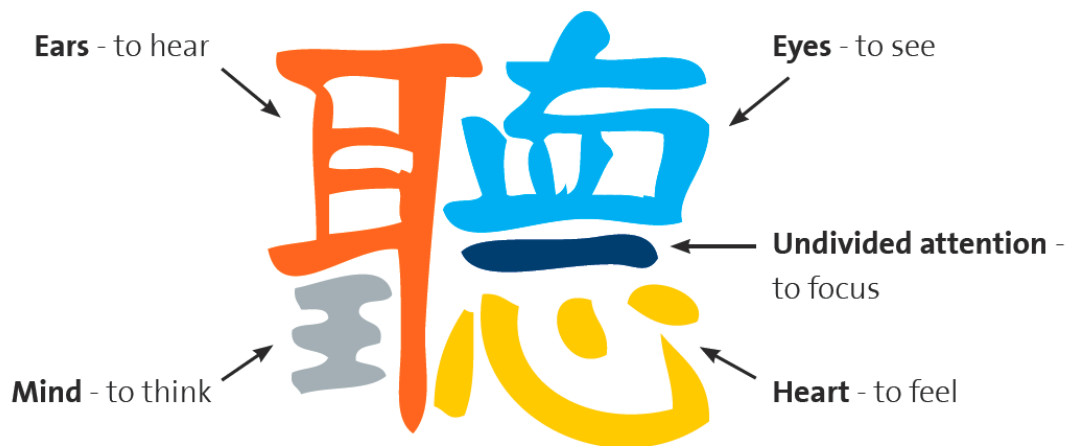


Fig. 14.4.4 Chinese Symbol for Listening

This symbol effectively explains what points you need to consider in order to listen effectively to others.

Benefits of effective listening skills cannot be over emphasized in the workforce. Studies and research have shown that effective listening skills need to be inculcated in the employees because it leads to effective work management and increase in problem solving. A travel operator and an agent must have effective listening skills so that he could create customer satisfaction. Employees who have better listening skills and serving attitude help in building the public image of the organization and establish its brand amidst customers.

But before we know the importance of listening and its process you must know what listening is:

Listening refers to the process of hearing, understanding and interpreting the spoken words. It is that process which involves concentration, active involvement and proactive involvement on the part of the listener.

Here, it is important for you to know that there is different between listening and hearing. The image given below shows the difference between both.

Hearing	Listening
Through ears.	Through mind.
Physical process .	Mental process.
3 .Perception of what is said in accordance with ones own frame of reference.	Accurate perception of all that is being spoken.
4. Sound waves strike the eardrum and cause vibrations.	Brain swings into action by giving meaning to the sounds.
5 .Automatic and passive process .	Active and dynamic process.

Below diagram explains the process of listening.

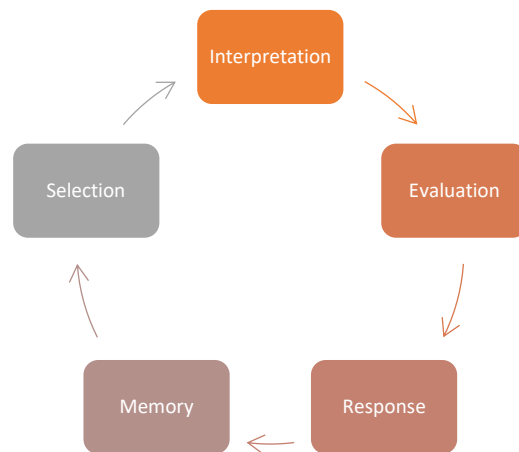


Fig. 14.4.5 The Process of Listening

Since listening is a skill therefore through proper training you can always hone and sharpen this skill to get the best and rewarding results for your organization. Some of the guidelines which could help you in improving your listening skills are as follows.

- **Positive Attitude:** Show your positive attitude towards the speaker and his talk so that you make him feel important.
- **Concentration Focus** on the content of the speech and conversation rather than the style and manner of speaking.
- **Interaction** It is always advisable to ask questions wherever required so that you know what the speaker wants to say and clear your doubt then and there. In case of telephonic conversation and distance talk it becomes more important to ask relevant questions at the end to understand the points suggested by the speaker, leaving no scope for miscommunication or misinterpretation.
- **Right Body Language.** Right body language is very much important in face-to-face communication and interpersonal and mass communication. Your customers may feel offended if you do not pay attention to his talks and you either slouch, doodle, yawn and look here and there when someone interacts with you.
- **Maintain Eye contact** Maintain proper eye contact. It shows that you are concerned and care to what the speaker is sharing with you.
- **Listen patiently.** Listen with patience. Do not prepare the arguments and response in your mind when you listen. First listen, understand and then try to speak and explain the summary to the customer for better quality.

- Interpret non-verbal messages. 55 % of communication is non-verbal communication. Therefore it is important that you listen to the gesture and posture of the speaker and also try to interpret his/her tone, volume and facial expression of the communicator.

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**CHECK YOUR PROGRESS-3:**

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- What do you mean by barriers to effective communication? Mention two external and two external source of interference.

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- Why listening is important and how can you improve your listening skills?

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**11.6 LET'S SUM UP:**

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In this unit we have discussed what personality is and why it is important for you to groom it and develop it on a consistent basis. Moreover, we have also discussed importance of honing your communication skills for your success as a tour guide in the global and competitive environment of today.

As emphasized, if you practice and incorporate the points discussed in this unit on a regular basis and keep a check on your progress by being in touch with your

mentors, teachers and coaches, you will find yourself well equipped and empowered before going in the job market.

Adorned with your positive mind set, positive attitude, well groomed personality, and effective communication skills, you will soon find yourself making a significant difference to your personal and professional world with your confidence and competencies.

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**11.7 KEY WORDS:**

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Globalization	: It refers to the global process in which the businesses of the worlds and other organizations develop international influence or engage with each other on an international scale.
Liberalization	: It means relaxation given to business on the part of the government or removal of restriction form policies is termed as liberalization.
Privatization	: It is the process in which transferring of an enterprise or industry from the public sector to the private sector takes place.
EQ	: Emotional Intelligence refers to your own ability to understand emotion of yourself and those around you. EQ has been considered more important for your success than your IQ by the Harvard Professor, Howard Gardner.
SQ	: Spiritual Quotient looks at your spiritual intelligence like IQ looks at your cognitive intelligence. SQ refers to your abilities to be more creative, insightful and empathetic.
Raving Fans	: This term is used by Ken Blanchard in his book of the same name. A 'raving fan' is a loyal customer who is excited about the company's service delivery and product way beyond normal.
SWOT	: It refers to a structured way of evaluating your own strengths, weaknesses, opportunities and threats.
Attire	: Clothes that you wear on a particular occasion.
Manicure	: Caring for hands and nails by softening the skin and cutting the nails.
Demographic	: It refers to the statistical study of population including education, nationality, religion, gender, etc.

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**11.8 ANSWERS TO CHECK YOUR PROGRESS:**

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**CHECK YOUR PROGRESS - 1**

1. See Sec. 13.2.1
2. See Sec.

**CHECK YOUR PROGRESS - 2**

1. See Sec.
2. See Sec.

**CHECK YOUR PROGRESS - 3**

1. See Sec.
2. See Sec.

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**11.10 USEFUL BOOKS FOR THIS BLOCK:**

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Dharamarjan and Seth : Tourism in India, New Delhi 1994

Donal E. Lundberg : Tourist Business, New York 1990

Victor T.C. Middleton : Marketing in Travel and Tourism, Oxford 1993

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**11.11 ESSAY TYPE QUESTIONS:**

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1. Discuss Personality Traits with examples.
2. Why is it important to have listening skills? Elaborate
3. Comment on the need and qualities of communication skills in Tourism.



**Unit 12**

**Understanding the Cultural Gaps Between Tourists and Hosts in Linguistic Attitudes**

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**Structure:**

**12.0 Objective**

**12.1 Introduction**

**12.2 Defining Cultural Gap**

**12.3 Some Common Cultural Gaps**

**12.4 Cultural Gap: Causes and its Significance**

**12.5 Concept of Host and Guest and their Linguistic Attitude**

**12.6 How to Overcome Linguistic Attitude**

**12.7 How is Tourism Beneficial in Maintaining Cross Cultural Relations?**

**12.8 Answer to Check Your Progress**

**12.9 Let's Sum Up**

**12.10 Key Words**

**12.11 References**

**12.12 Useful Books for This Block**

**12.13 Essay Type Questions**

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**12.0 OBJECTIVES:**

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After reading this unit you will be able to:

\*Define cultural gap and their types

\* Know the causes and significance of cultural gap

\*Understand who are host and guest and their linkage in linguistic gap

\*Know the remedies to overcome linguistic gap

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**12.1 INTRODUCTION:**

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Students you might have seen tourists visiting in your locality. Have you observed them? You just notice them what they are doing? You will find that they are quite different than us like wise their eating habits, dresses, language, belief etc. This is called as cultural difference. Sometimes we feel bad if we are unable to understand their language and even we laugh at them because of their dressing sense and outer appearance. In this connection we are host because we are offering them every kind of services which they want. They are our guest because they are coming to our country from a distant land to spent some time and in our country it is assumed that they are as good as god. Contrary, we all are benefitted from them both in terms of monetary as well intellectual. So, we try to provide them quality services and want to make them happy so that they may visit our country many times. In this chapter, we will discuss the cultural gaps, types, linguistic gap, their impact and how to overcome these gaps.

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**12.2 DEFINING CULTURAL GAP:**

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A cultural gap can be defined as any systematic difference between two cultures which hinders mutual understanding or relations. Such differences include the values, behavior, education, and customs of the respective culture. It may relate to religion, ethnicity, age, or social class. Examples of cultural differences that may lead to gaps include social norms and gender roles. The term can also be used to refer to misunderstandings within a society, such as between different scientific specialties. As international communications, travel and trade have expanded some of the communication and cultural divisions have lessened. There are a number of literatures available to handle cultural gaps and shows the indications to be aware of cultural differences and seek to prepare business people and travelers, immigrants and migrant laborers need to learn the ways of a new culture. Tourists can also be confronted with variants in protocols for tipping, body language, personal space, dress codes, and other cultural issues. Language instructors also try to teach cultural differences.

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**12.3 SOME COMMON CULTURAL GAPS:**

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There are various common cultural gaps which we often see discussing in our society. These gaps are discussed with examples.

1. **Legal Gap:** A legal culture is a system of laws and precedents peculiar to a nation, region, religion, or other organized group. A culture gap occurs when incompatible or opposing systems might be applied to the same situation or assumed by the parties. Legal constructs such as contracts and corporations are not uniform across cultures.
2. **Generation Gap:** A generation gap occurs when the experiences and attitudes of one generation differ significantly from those of another. The term first saw widespread use in contrasting the Baby Boomer generation with their parents. The "Youth culture" of adolescents and teenagers seeking to stake out their own identity and independence from their parents often results in a cultural divide. Younger generations have experienced different technologies, freedoms and standards of propriety.
3. **Urban Cultural Gap:** Urban culture is the culture of towns and cities. The defining theme is the presence of a great number very different people in a very limited space - most of them strangers to each other. This makes it possible to build up a vast array of subcultures close to each other, exposed to each other's influence, but without necessarily intruding into people's private lives.
4. **Professional Gap:** Communication between and collaboration among scientific disciplines is sometimes hindered by use of different paradigms or competition between the desires to describe a simple explanatory framework and elucidate fine details.
5. **Education Gap:** The education culture is the different education people receive in their life. A culture gap occurs when the people who have different culture background sit together and take the same class. Different people behave differently towards the teacher in class and also after class. Basically, the differences can be noticed in assessment method and the direction method of the class. The Asian students focus on the books and exercises a lot while the European and American students are willing to raise questions in the classes. The cultural gap in education is due to the different education mode in different regions and places. For example, the Asian students receive a kind of "exam-oriented education in their countries and the European and American students' education is comparatively free and the students are strongly encouraged to challenge the teachers in class, which makes a big difference between the Asian students and Western students. China and Japan both have a strict education

system and usually the exams are used to show a student's ability while in American and Britain, the instructors graded a student according to his/her multiple ability. The two totally different education ways all have their pros and cons. However, they form the cultural gap between people. They people receive different education have different ways of thinking and analyzing things, which makes the views completely differently towards one thing.

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#### **12.4 CULTURAL GAP: CAUSES AND ITS SIGNIFICANCE**

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As we have already seen that there exist every where a gap of understanding, thoughts, belief, eating habits, dresses, language, east and west and many more. But we have never focused on the root cause of these gaps. In this unit we are going to discuss major causes of cultural gaps.

1. One of the major reasons of cultural gap is geography. Geography plays an important role in determining the culture of people at a place. As we know geography has rainfall, temperature, humidity, climate etc as an essential components which decide the type of vegetation and other resources fit to make cultural differences. This can be illustrated with the example in our country itself. The cultural differences lies in eating habits, house patterns, dresses, language, art etc. The north Indians are different than south Indians while Himalaya people are different than Gangetic plain people, desert people are different than coastal people.
2. Ideological differences are another reason in which people are divided on the basis of thoughts, belief, rules, norms and way of thinking. These are inculcated into the minds of young one's since their childhood and takes the shape as soon as they become decisive. Like the Western people have faith in Judeo-Christian belief which focus on the pursuits of individual right tend to adopt an individualistic mindset.
3. Perception about a different culture may tend to be perpetuated and reinforced by the media or long standing notions of stereotypes. Instead of using some schemes to simplify the world, we rely on a set of well established stereotypes available in our own culture to define and view the out group. The problem here arises due to the in accurate and blinds us to certain key understanding of a certain class of people and as stereotypes tend to persist even with new information, the problem of cultural divide can be perpetuated.
4. The social identity theory focuses on inherent and inclined favoritism towards people of the same social group or people sharing similar characteristics. This

desire to achieve and maintain a positive self image motivates people to place their own group in a superior position as compared to the out group.

5. Government policies are also responsible for cultural gaps. Like government attitude towards foreign government often lead to information released to citizens that influence the way they think about foreign governments and foreign people.
6. Media biasness causes misunderstanding and divides the society culturally on the ground of controlling the information and perceptions of other culture.
7. Social pressure is also an eminent cause of cultural gap. It has been seen that due to the fundamental needs for social companionship and a desire to be accepted and liked by others, people often stacked to prevailing social norms and adopts the group's belief and values. Hence, in this way the culturally divided group exists in the society.

If we analyze, we get that cultural gap plays an important role in cross cultural society. Because of these cultural gaps, the younger generation is becoming smarter. In an organization where people of different cast, creed, color, faith, religion, language are working together, the environment teaches to honor and respect the culture of each and every individual who is representing themselves and is from different cultural background. Cultural gap has been proved to be building bridges to trust, respect and understand across cultures. If we will not be able to understand the cultural dissimilarity of the working place, we will never know the meaning of the symbols which they use to communicate. Let's take an example, like OK in India is considered to be a good sign while in other culture it is used for no. Similarly, burping at dining table is a complement to the chef while in other culture it shows the backwardness of the people. Sometimes it causes a great confusion when we are unable to understand the culture of other people and sometimes it has led towards serious conflicts. Hence cultural gap is a sword with double edges which can bring better cultural relations and on the other hand it may create group conflicts. Organizations focusing on cross cultural recruitments have been able to generate foster production, excelled in profit making and achieved high level of working environment.

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### **12.5 CONCEPT OF HOST AND GUEST AND THEIR LINGUISTIC ATTITUDE:**

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As we know tourism deals with massive flow of people from one place to another which allows multiple interactions. In this interaction language differentiation is crucial. Linguistic competence and performance become central figure in travel experiences while hospitality is a practice which involves overcoming the foreigner's potential linguistic unfamiliarity, disorientation or even humiliation, and minimizing her/his linguistic anxieties and potentially stressful "communication challenges". Linguistic interaction is backbone of tourism

industry. A tourist reaching over his destination needs assistance like asking for a taxi or right bus to cover his sightseeing points, order food, negotiate prices for his souvenirs and also to make his journey meaningful i.e. the fulfillment of his basic purpose like meeting with culturally different people, social interaction, making connections and making association with others. Such moments of interaction is of short term only but are crucial because of time, space, social relations and native language. Under such imposed circumstances is tourism which provides opportunity to the tourists in attaining their travel objectives. The achievement of the touring is based on face to face encounter with host/local people and the object is to penetrate cultural opacity through verbal and non verbal communication.

The tourism industry focuses on two types of people, host and guest. Sometimes they also refereed as natives and tourists, local and foreign visitors. Aramberri is of opinion that hosts are no longer hosts but they are providers of services and the guests are no longer guests except customers. The concept given by Arambeerri is true in the light of modern tourism which emphasizes that customer do not buy service delivery but buy experiences, they do not buy service quality but buy memories, they do not buy food and drink but buy meal experiences and this has destroyed the paradigm of host and guest relationship. The modern tourism is encircled towards commercialization and industrialization of services. Whatever the criticism comes from the scholars regarding host and guest interaction but these two terms have become crucial in the process of interaction. The tourists are guests and the services offered to the tourist by the local population are termed as host. The interaction between these two is called as Host Guest Interaction. This interaction can be beneficial or detrimental to the host community depending upon the differences in culture.

The development of the tourism lies in the fact that host community has positive and friendly attitude towards guest. It is the tourism who brings quality of life to the local host through radical changes. Through literature survey it has been found that tourism development has brought these two together leading towards positive and negative impacts. Host community often sees tourism as a source of new business opportunity and motivated to explore it as much as possible. Many a times it has been seen that tourism development has brought serious consequences when it comes to the part of host communities. Tourism development has been recognized globally as a double edged sword for host communities. It generates benefit as well as cost. By evaluating these benefits and costs the host communities makes their opinion towards tourism. Tourism industry uses host as a resource and in the process affects the lives of everyone. Local resident's attitude will be positive only when they understand that tourism development will protect and conserve their environment, resources etc. Conversely attitude of the local population towards tourism may be changed

because of its negative impacts and the resource diminishes as a result of tourist activity. Tourism development usually centered on the economic benefits derived from tourism. This typically includes job creation, taxes and other sources of indirect income to the local residents.

It is difficult to define the precise concept of host. The other terms like community, host societies, inhabitants of destination area are widely used to denote the concept of host in tourism. Sherlock (1999) uses the term community to denote a group of people who exist in one particular location. Aramberri (2001) believes that host societies are in fact communities made of one piece. Williams and Lawson (2001) defines community as a group of people who share common goals or opinions. Mathieson and wall (1982) uses the term "Host community" instead of Host. Swarbrooke (1999) defines host as residents of a tourist destination. As per Gursoy et al. (2002) and Williams and Lawson (2001) the community consists of different groups of people who live in the same geographical area which does not mean they necessarily belong to the same community. In the light of all the above definitions it can be concluded that host are a community resides over a destination, may be homogenous or heterogeneous and accepting or discarding the significance of tourism.

As we know tourism industry uses host community to sell it as a product and in contrary affects the lives of everyone. Hence, we cannot forget the contribution of guest in community development. It is the host community who offers the hospitality services to the host and makes him/her happy. So, the utmost requirement of the day is that host community must be participated in every tourism development programme. Tourism development in a community is not merely a matter of accessing the demand of the guest and supplying him what exactly he/she wants but local acceptability is also important. Moreover, it is the host community who has right to accept or neglect the tourism impacts.

For a betterment of tourism development, a good relationship between local hosts and tourist is essential. This relationship is based on socio cultural impacts caused due to tourism development. If the tourism industry will generate benefits rather than cost to the host community, the mutual relation will be everlasting and stronger. Sometimes different cultural background interaction between host and guest has encountered face to face issues. The interaction between host and international tourist has raised another issue linked to cultural tolerance. The mutual understanding between different cultures can create an opportunity towards enhanced understanding and tolerance and consequently reduce prejudice, conflict and tension between hosts and tourists. This type of contact is possible only when a foreign taste is provided by the local community to the foreign guests who travel from home culture to a host culture. Both tourist and the

host community participate in exploring each other's culture. Tourist exploring the host culture by learning and exploring it while the host explore the culture by interacting with the foreign culture.

When it comes on the part of interaction between two different cultures, it is done by two ways. Firstly, it is done by vision and second it is done through orally. Visual interaction is done through eye contact. When a tourist interacts with resident and when he/she is unable to respond through words, uses this method of interaction. In communication, we use it as a non verbal means of interaction. When an interaction is done through spoken words, it is called as verbal interaction. These two types of interaction can be illustrated with examples like Ministry of Tourism, Government of India publishes leaflets, brochures, pamphlets etc into multiple languages to share information about destinations and places of interest. They produce C.D's and other electronic promotional matter other than printed materials into major world languages. Beyond that the tourists are given option to choose well trained guides from multi-linguistics list according to their need.

Linguistics is also a part of culture. Sometimes it is used as an integrated pattern of human behaviour which includes language, thought, communications, actions, customs, belief, values and institutions of racial, ethnic, religious or other groups. Cultural and linguistic attitude is a set of congruent behaviors, attitudes and policies that come together in a system, agency or among professionals that enables effective work in cross cultural situations. The tourists when they leave their native place for a distant land they are usually informed about discourses, practicalities, embodied norms and do's and don'ts. Tourists when are in transit region speak their language, utter their native sounds, hesitantly or adventurously tries interactions possibly in foreign words i.e. performing intercultural encounters. The tourism professionals must recognize that differences do not imply deficiencies or disorders. Culture and language may influence the behaviors of individuals who have come to visit a destination, observe a totally different culture and their attitudes toward speech, language, and services and providers. Similarly, the delivery of hospitality services is impacted by the values and experiences of the provider. The services provided to such tourist are full of respect and response to, an individual's values, preferences, and language.

Language has been defined as a source of communication that shapes cultural and personal identity and socializes individual into a cultural group. Languages are both verbal and nonverbal. It also contains oral and written components. Nobody can separate languages from culture because they are two aspects of the same coin. In order to indulge fully into a culture, one must be well versed with the language spoken. Every tourist whether he/she is coming to India (In Bound) or going out



of India (Out Bound) encounters this difficulty. India receives tourist from diverse language backgrounds and hence the tourist guiding profession is in high demand. There are tourists almost from each and every corner of the world who are coming to India. To give them special treatments, the government of India has taken certain steps to train and enrich the skill of guides in India.

The linguistics plays an important role in promotion of tourism in a specific country. There are a number of examples when the tourist guides have succeeded in removing doubts and increased better understanding between two countries. The tourist guides in Varanasi, Jaipur, Jodhpur, Kerala, Odisha and in Delhi are now enjoying a happy life abroad because of the services and hospitality which they have given to their guests and as a result they went into marital relations with them. In many ways the linguistics approach is productive for a country and tourist i.e. guest and host. These are discussed below:

1. **Better Understanding of two cultures:** The language spoken by a guest and similar language spoken by a host bring these two different cultures together, makes a healthy understanding and increases brotherhood. The guest is also able to understand the culture and other things of the host easily.
2. **Better Understanding of Destination:** The linguistics approach is important for connecting oneself with destination. Merely visiting a destination will not satisfy the inner self of a tourist, unless the guest has no conceptual clarity of the destination. The guide books, language books and phrase books are best companion of a tourist which is published in almost all possible languages.
3. **To Overcome Barriers:** The languages minimize the gaps if understood properly. All the barriers are going to be removed with two culturally different but identical languages.
4. **Providing Guest satisfaction:** Overcoming language barrier has proved to be a good weapon which may understand the needs of a guest and providing him exactly what he needs. This pursuit may provide a platform of personal touch leading towards a high level of customer satisfaction turning him/her into repeat customer.
5. **Poverty elimination and Income Generation:** The language barrier if handled successfully, will contribute into income generation for the local residents and hence the poverty may be removed from the society. This will also enable the states to earn revenue and generate income for other societal development.

Though language barrier may be constrain in understanding international tourist, but overcoming this situation may be helpful in many ways.

## **12.6 HOW TO OVERCOME LINGUISTIC ATTITUDE**

The tourist often confront with the problem that they are unable to speak host's language and guest often faces the challenge to speak the language of guest. In this situation it is difficult to communicate. In an incident of remote village in India, a tourist is offered with roti and cooked spinach. Tourist eats the spinach and returned roti by saying that this is your plate. Here, it is the language (barrier) used by the tourist was not clear to the locals and the language which they used to communicate was not clear to the tourists. So in this unit we are going to discuss the ways through which one can overcome linguistic attitude.

1. Translation of all the primary language relevant material regarding destination in the all possible languages. It will motivate the tourists from different countries to learn more and more about the place of their visits. The translation process can be done either by the software available or through translators.
2. Use tourist guides who are efficient and fluent in foreign languages. In India, we have a number of tourist guides who can speak almost every language of the world. They can work as a translator in between a tourist and host. They can be of great help in understanding destination, history, culture and many more.
3. Arranging special classes in the pattern of "Hunar Se Rojgar Tak" in which the host can be trained to speak a particular language of his/her choice. The focus should be given on primary and after that a survival crash course should be offered in the predominant language. This can be of a worthwhile where flocks of tourist come and stay with local residents. Like Manali, Leh are some of the examples where tourists are put to stay with the community of the local residents.
4. Use both the formats of communication i.e. telling and showing. A practical orientation in foreign languages will enhance the confidence of the local residents and will feel motivated to handle the tourists in a friendly manner.
5. Visual method of training will be of great help. It will share information with the residents about the pronunciation, meaning and the correct use of the word. Explanation of the language through pictures, clippings etc will be helpful in learning the language quickly and effectively.
6. Go for rigorous training because learning languages is not a cup of tea for everyone. There may be some slow learners also. So, the focus should be the continuation of such training programmes till the locals are able to speak and understand such languages.
7. Talking in slow tone and clear voice is a good etiquette in communication. People of a different language and culture can hear fine. They probably also are intelligent enough to grasp what you are saying if you intelligently deliver your message without talking down to them. Don't speak "Pidgin English." Speak correct

English the correct way, just more clearly. People cannot learn the language right if you don't speak it right.

8. While communicating, the focus should be on common words that convey the message in simpler terms. No need to use complex words in the sentences.
9. If you want to communicate effectively and built rapport with the tourist, one should learn few words and phrases in their language. The elementary knowledge will be sufficient like how to say good morning, hello, thank you, goodbye, please and other important pleasantries can be used in the interaction with the tourist.
10. In the last, check the understanding of the languages through demonstrations. The new learners can be given chance to interact with the tourist in the supervision of some experienced and old guides who are in the field since time ago.

So while going for learning a new language one should not be panic. The above steps if considered and taken into action will give desired results.

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## **12.7 HOW IS TOURISM BENEFICIAL IN MAINTAINING CROSS CULTURAL RELATIONS**

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As we know tourism is an industry which is based on cross cultural interaction. In this interaction we come across so many things. We learn the culture of tourist, their behavior, their dressing sense, their way of talking, their food and many more. When the tourists are into our country they learn so many things from us. This interaction is called as cross cultural interaction. This interaction is considered to be a positive or negative purely depending upon the nature of the tourist, host and destination. Tourism works as a bridge between two different cultures and the credit goes to the travel agents and tour operators who finally chose a place to send the tourists.

As more and more people are travelling to India from different cultural backgrounds, countries, religion, tourism works as a base for blending different cultures i.e. the culture of native people and immigrant population and create a thriving atmosphere of intercultural tolerance and understanding. Tourism industry comes forward to appreciate, respect and understand people from different cultures. It also involves two different cultural people together to understand each other better. The rein of the horse should be made free to learn and to be educated from one another.

In work places like travel agency, tour operation, hotel chains, airlines, MNC's etc. we see that employees belong to different places, different cultural background and in all there is a common factor that everyone has common goal to achieve i.e. customer satisfaction and profit making for organization. Thus tourism industry provides a platform to various culturally different people to interact with multiple

cultures and hence it can be said that in some extent it has been succeeded to overcome cross cultural impacts. The managers in these company exercises a lot to comply with multicultural employees. They ignore the cultural differences initially and after a certain span of time the managers and employees have a good understanding about each other cultures then they will automatically respect the culture of each other minimizing negative impacts arising due to cultural differences and increasing positive impacts due to unity in diverse culture.

Tourist has many motives to travel, cultural thirst is one. Tourism industry provides an opportunity to foreigners to interact with different culture i.e. art, music, sports, entertainment, religion, ceremonies and many verbal and non verbal communication. The cultural satisfaction of the guest is based on the interaction which he/she does and should be reciprocated in the same language so that he/she should understand. Tourism gives such opportunity to tourists by providing them the services of tourist guides who are fluent and competent to speak foreign language. As a result this industry requires employees with multiple language proficiency. Hence, tourism checks the barrier of cross cultural communication.

Generally, it has been seen that cross cultural tussle occurs when any one wants to show the supremacy of his culture. But tourism does not allow in flourishing such cultural supremacy. People spare time and money to enjoy the destination and restrain himself from any cultural dispute. Visitors have been seen appraising the culture of visited country. Recognition of the culture has to be considered for a better understanding and friendly behavior which tourism does. The culture of the host and guest population should be respected in all manners and in the language of tourism it is the cultural exchange process which brings two different cultures together.

Tourism industry believes in the philosophy of **Basudhai Kutumbakam** means the world is one family. Everyone who is residing on this earth is part of our family member and hence tourism abolishes conflicts on the basis of cultural differences. It reduces the problems of differences by reducing cultural diversity.

Just to conclude it can be said that problem in countries arise due to cultural diversity but it is tourism who can bring piece, solace and brotherhood among different cultural background.

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**12.8 ANSWERS TO CHECK YOUR PROGRESS:**

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**1. Define Cultural Gap. What are the causes of cultural Gap?**

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**2. Write down the significance of Cultural Gap in reference to tourism.**

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**3. Explain the nature of linguistic attitude among host and guests.**

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**12.9 LET'S SUM UP:**

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Tourism indulges people in to travel for many reasons. Movement of the people has led towards cultural differentiations because the destinations where tourists are going are unfamiliar to them. The local population speaks different language,

eat different foods, wear different dresses, and celebrate fairs and festivals in a different manner. But in spite of cultural differences, tourists love to visit a particular destination because they are quite happy by interacting with the local population. This interaction is called as host and guest interaction. This may be positive or negative depending on the perception of the host and guests. Tour guides play an important role in minimizing the cultural gaps between two different cultures. They are enough smart to handle entire awkward situation and hence contribute into making a positive image of destinations in the eyes of visitors. Due to the modern scenario of LPG (Liberalization Privatization and Globalization) cultural differences are bound to be found in workplace. It becomes very important for a manager to deal with complex issues arising out of the cultural differences and mould the differences into benefits. The managers and employees in an organization should respect the other cultures prevailing in the workforce. This will enable them to eradicate the differences and unite them which further leads to attain the organizational objectives smoothly. Tourism plays a key role in minimizing conflict aroused due to cultural differences.

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**12.10 KEY WORDS:**

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- **Host:** The local population at destination who take care of the hospitality and other services of the guests.
- **Guest:** In tourism, guests are tourist who brings happiness to the hosts. They avail the services like accommodation, transportation, meals and others from the local host and in contrary host get money for their livelihood.
- **Cross Cultural Impacts:** When an interaction takes place between host and guest at destination, guest copies good thing from the society and society receives good things from the tourist.
- **Conflicts:** The small tussle arises over destination due to cross cultural impacts.
- **Tourist Guides:** The man who speaks the language of the guest and translate the local language into their language, explain the destination, monuments etc to provide full satisfaction to the guest.
- **Cultural Gap:** Cultural dissimilarities between two cultures are called as cultural gap.
- **Linguistic Barrier:** There are many barriers to communication out of which one is linguistic barrier. The obstacle due to which a tourist is unable to understand the language of the host community is often described as linguistic barrier.

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**12.13 ESSAY TYPE QUESTIONS:**

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- How is the linguistic approach productive in the tourism industry? Illustrate with suitable examples.
- Explain with examples to overcome linguistic attitude.
- How do you think tourism is beneficial in maintaining cross cultural relations? Justify your answer with suitable examples.

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**Unit-13**

**Uses And Misuse of History in Guiding**

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**Structure:**

**13.0 Objective**

**13.1 Introduction**

**13.2 Relation of History with Tourism**

**13.3 Linkage of Myths, Fables and History**

**13.4 Use and Misuse of History in Tourism**

**13.5 What to do if you are a Guide?**

**13.6 Answer to Check Your Progress**

**13.7 Let's Sum Up**

**13.8 Key Words**

**13.9 References**

**13.10 Useful Books for This Block**

**13.11 Essay Type Questions**



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**13.0 OBJECTIVES**

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After reading this unit, you should be able to:

- \*Understand the Relevance and Significance of History in Tourism
- \*Understand History as a Tourism Product
- \* Know the Difference between History and Myths and Fables and also their Significance in Tourism

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**13.1 INTRODUCTION**

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Tourism does not stand alone. It has incorporated plethora of disciplines in itself which have made tourism a complete domain are contributed by the subjects like economics, sociology, anthropology, history, culture, geography, management and many more. All these subjects have more or less affected in declaring tourism as a separate entity and as a result it is a confusing situation for academicians to declare tourism a separate domain. History in tourism has a big share. It is the history of the destination that influences the tourist to visit that place. The components of the history have been called as heritage tourism which encompasses forts and palaces, monuments, buildings of social and cultural significance, tombs and domes etc. History correlates present with the past and helps in making a bridge between. The tourist after visiting Delhi or Agra feels happy that he has witnessed a fort and palace which has changed the history of India or imagines the past glory which India used to have or by watching Taj Mahal he is just lost into its beauty and thinks of the artisans who made this splendid monument and the king who was having a passion to spend huge money, material and money to create such a wonderful monument. It is high time for us to appraise history. History writing has emerged as a scientific process. Based on evidences, logics and reasoning and critical analysis we can follow the rules of objectivity in history writing. In this chapter students will learn about the history, its significance and its components and its uses and misuse in tourism industry.

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**13.2 RELATION OF HISTORY WITH TOURISM**

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In modern tourism education system, where stress is given on improving the managerial capabilities of the aspirants, nobody bothers about product knowledge especially when it comes as history. But we cannot ignore history as an essential component in the field of travel and tourism. As we know story of sequential development of human being is called as history. The historical development lay towards the foundation of permanent settlement and with a passage of time people made a permanent settlement because of climatic conditions of the place which in later phase was called as a culture of the place. Hence the history of a place is influenced by its geographical components. India in international market has been a popular destination known for its culture since its existence. The travel accounts many international travelers who were allured to east because of its past glory. The historical destinations are not popular among international tourists only but have carved out a place in the hearts of domestic tourists also. While finalizing a destination we often focus on many other components which can be bind together with the original cultural destination. What to eat, what to see, what to purchase are some of the common queries confronted by the tourists. In fact it is tourism which has been made responsible in making history alive. Tourism has been a strong drive where history seems to be operative as an attraction, the pull factor or a product for the consumption of the tourists. History in tourism is widely known as Heritage Tourism. As per U.S. poll regarding the motivating factors in travel, about 50% of the tourist voted for visiting cultural, historical and natural treasures. Heritage/History as a product is often represented through print and electronic media. However, it figures in the:

\*Promotional literature i.e. leaflet, brochure, folder etc.

\* Travel and tourism writings through magazines, books etc.

\*Advertisements on television and websites

\*Destination description through DVD's

\*Descriptions and interpretations of the guides and escorts

A destination offering a number of tourist attractions often have some kind of historical product like museum, fort and palaces, historical monument, building, etc. Such form of tourism has been prevailing in tourism industry since very ancient time. A special segment of tourist developed a new concept called Special Interest Tourist (SIT) in which they focused only on historical tourism. Like such segment interested in fort and palaces moved towards Rajasthan, while those interested in frescoes and cave paintings diverted towards Ajanta and Ellora Caves. Museums often play an important role in tourism. They display special artifacts which cannot be found anywhere. National Museum, State Museum, Institutional Museum etc. often offers opportunity to one to one interaction, where tourist may get all sort of information regarding paintings, old weapons, utensils, dress materials, items of daily use, etc. It reminds of past glory of the king and his dynasty. Tourist often gets allured towards fort and palaces, monuments and other buildings of historical significance. Like Red Fort in Agra and Delhi, Fort and palaces of Rajasthan, Fort of Golkonda and Bijapur etc. are very much popular among Tourists who show their interest in understanding the architectural pattern of these fort and palaces. Qutubminar, Jama Masjid, Dhair Din Ka Jhopda etc are showing the contribution of foreign architecture in Indian society. Tourist coming to Delhi likes to see Parliament House, President House from outside to feel its contribution in constitution of India. Temples of South India also contributes in designing the history of dynasties and estimates the richness and glory of the past. Similarly, mosques, tombs, churches, also have some contribution in historical tourism. Tourist visiting to study human settlement and development (in tourism this activity is called as special interest tourism) often visit excavatory sites like Lothal, Ropar, Kalibanga or other popular Indus Valley Civilization. Such tourists come to know about trade practices, city planning, port, granary etc.

In many cases fairs and festivals have also emerged as strong tourist attractions because they provide a good example of continuity and change. The old customs

and traditions, rituals, traditions can be seen in different types of fairs and festivals. Fairs and festivals of Rajasthan are quite different than the fairs and festivals of Uttarakhand and Himanchal Pradesh. Fairs and Festivals of South India are rich in rituals while Goa Carnival, Cattle Fair, Tea Festival, Kite Festival, Mango Festival bring a lot of business opportunities to entrepreneurs.

Shopping and souvenir is one of the prime motives of travelling. It also connects history with destination. Tourists often indulge in shopping at popular destination. They prefer to buy local craft items which may vary from place to place and item to item. Their shopping may include dress materials, artifacts, gifts, gems and jewelries etc. This also reminds the past of the design, styles etc. of the jewellery or craft they wish to buy. Another example of understanding history is theme based dinners based on historical situations and light and sound shows bring to life historical periods. All these activities more or less contribute into tourist satisfaction and bring a number of tourists to destinations. Hence, it is necessary for tourism professionals to have a sound knowledge of history as a tourism product and cannot be separated from tourism at any cost.

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### **13.3 RELATION OF MYTHS, FABLES AND HISTORY**

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Myths and fables are an integral part of the Indian cultural traditions prevailing since its civilization. Stories of divinity and miracles abound and events are assumed to have taken place. Very often imagination is transmitted as reality. In most of the cases myths and fables become the beliefs of a community or a region but the biggest challenge in front of us is to whether myths/fables are called as history? The answer may be in no but the importance of myth and fables should not be lost to the historians.

A myth can be defined as tend to have a religious or ritual basis, featuring gods and super-human characters and unrealistic action, set in a time before recorded history while a fable is categorized by animals behaving in human ways, with human language, and tend to have a strongly moral theme. Fable is a literary

genre: a succinct fictional story, in prose or verse, that features animals, mythical creatures, plants, inanimate objects, or forces of nature that are anthropomorphized (given human qualities, such as verbal communication) and that illustrates or leads to an interpretation of amoral lesson (a "moral"), which may at the end be added explicitly as a pithy maxim.

Myth has existed in every society. Indeed, it would seem to be a basic constituent of human culture. Because the variety is so great, it is difficult to generalize about the nature of myths. But it is clear that in their general characteristics and in their details a people's myths reflect, express, and explore the people's self-image. The study of myth is thus of central importance in the study both of individual societies and of human culture as a whole. In spite of their being imaginary or creations of the fancies of individuals or groups we must remember that beliefs emerge in a given social context. In that sense they are a reflection of the existent social order and realities. There are a variety of forms of myths available in our society. These are as follows:

- a. Origin myths
- b. Myths that provide social sanctions
- c. Myths that legitimize the changing political and social order
- d. Myths that provide status

The word fable derives from the Latin word *fabula*, which originally meant about the same as the Greek *mythos*; like *mythos*, it came to mean a fictitious or untrue story. Myths, in contrast, are not presented as fictitious or untrue. Fables, like some myths, feature personified animals or natural objects as characters. Unlike myths, however, fables almost always end with an explicit moral message, and this highlights the characteristic feature of fables--namely, that they are instructive tales that teach morals about human social behavior. Myths, by contrast, tend to lack this directly didactic aspect, and the sacred narratives that they embody are often hard to translate into direct prescriptions for action in everyday human

terms. Another difference between fables and myths relates to a feature of the narratives that they present. The context of a typical fable will be unspecific as to time and space; *e.g.*, "A fox and a goose met at a pool." A typical myth, on the other hand, will be likely to identify by name the god or hero concerned in a given exploit and to specify details of geography and genealogy; *e.g.*, "Oedipus was the son of Laius, the king of Thebes."

The importance of studying myth is to provide a key to a human society. This can be understood with this example. In the middle of the 19<sup>th</sup> century Sir George Grey, British Governor, was facing the problem of how to come to terms with the Maori who were hostile to the British. He learned their language but it was not enough so in order to understand the culture of Maori, he studied Maori's mythology. This study shows that myths present a model or charter for man's behavior and that the world of myth provides guidance for crucial elements in human existence like war and peace, life and death, truth and false hood, good and evil. The relevance of Indo-European studies to an understanding of Greek and Roman mythology was carried to an extreme in the work of Friedrich Max Muller. He is of the view that the mythology of the original Indo-European peoples had consisted of allegorical stories about the workings of nature, in particular such features as the sky, the Sun, and the dawn. In the course of time these original meaning had been lost. Subsequently, new approaches in sociology and anthropology have continued to encourage the study of myth.

There are certain functions of myths. They are discussed below:

1. Explanation: The most obvious function of myths is the explanation of facts, whether natural or cultural. One North American Indian myth, for example, explains the origin of corn (maize): a lonely man meets a beautiful woman with long, fair hair; she promises to remain with him if he follows her instructions; she tells him in detail how to make a fire and, after he has done so, she orders him to drag her over the burned ground; as a result of these actions, he will see her silken

hair (viz., the cornstalk) reappear, and thereafter he will have corn seeds for his use. Henceforth, whenever Abnaki Indians see corn (the woman's hair), they know that she remembers them. Obviously, a myth such as this one functions as an explanation, but the narrative form distinguishes it from a straightforward answer to an intellectual question about causes. The function of explanation and the narrative form go together, since the imaginative power of the myth lends credibility to the explanation and crystallizes it into a memorable and enduring form. Hence myths play an important part in many traditional systems of education.

2. Justification or Validation: Many myths explain ritual and cultic customs. According to myths from the island of Ceram (in Indonesia), in the beginning life was not complete, or not yet "human": vegetation and animals did not exist, and there was neither death nor sexuality. In a mysterious manner Hainuwele, a girl with extraordinary gift-bestowing powers, appeared. The people killed her at the end of their great annual celebration, and her dismembered body was planted in the earth. Among the species that sprang up after this act of planting were tubers—the staple diet of the people telling the myth? With certain circularity frequent in mythology, the myth validates the very cultic celebration mentioned in the myth. The cult can be understood as a commemoration of those first events. Hence, the myth can be said to validate life itself together with the cultic celebration. Comparable myths are told in a number of societies where the main means of food production is the cultivation of root crops; the myths reflect the fact that tubers must be cut up and buried in the earth for propagation to take place. Ritual sacrifices are typical of traditional peasant cultures. In most cases such customs are related to mythical events. Among important themes are the necessity of death (e.g., the grain "dies" and is buried, only to yield a subsequent harvest), a society's cyclic renewal of itself (e.g., New Year's celebrations), and the significance of women and sexuality. New Year's celebrations, often accompanied by a temporary abandonment of all rules, may be related to or

justified by mythical themes concerning a return to chaos and a return of the dead. And in every known cultural tradition there exists some mythological foundation that is referred to when defending marriage and funerary customs.

3. Description: In as much as myths deal with the origin of the world, the end of the world, or a paradisiacal state, they are capable of describing what people can never "see for themselves" however rational and observant they are. It may be that the educational value of myths is even more bound up with the descriptions they provide than with the explanations. In traditional, preindustrial societies myths form perhaps the most important available model of instruction, since no separate philosophical system of inquiry exists.
4. Healing, Renewal and Inspiration: Creation myths play a significant role in healing the sick; they are recited (e.g. among the Navajo Indians of North America) when an individual's world--that is to say, his life--is in jeopardy. Thus, healing through recitation of a cosmogony is one example of the use of myth as a magical incantation. Another example is the case of Icelandic poets, who, in singing of the episode in old Norse mythology in which the god Odin wins for gods and men the "mead of song" (a drink containing the power of poetic inspiration), can be said to be celebrating the origins of their own art and hence renewing it. The poetic aspect of myths in archaic and primitive traditions is considerable. Societies in which artistic Endeavour is not yet specialized tend to rely on mythical themes and images as a source of all self-expression. Mythology has also exerted an aesthetic influence in more modern societies. An example is the prevalence of themes from Greek and Roman classical mythology in Western painting, sculpture, and literature.

Tourism is one area where myths and fables are used extensively to market the exotica of our culture. In doing so it often gets trapped in projecting these as the history of a given culture or region. At its face value this appears something very innocent and harmless. However, people fail to realize that this presentation as the history can also have disastrous results. Suffice it to mention here that despite



the fact that the historians do take note of myths for a critical analysis as a source, mythology is not history.

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**CHECK YOUR PROGRESS - 1**

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**1. How is history linked with tourism?**

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**2. Define Myth. Discuss its significance in society.**

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**13.4 USE AND MISUSE OF HISTORY IN TOURISM**

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From the above it has been made clear that history as a product is indispensable for tourism. It does not mean only the visible products like historical buildings, heritage properties, fort and palaces, tomb, churches, temples etc. but it is also important for its concepts like myths and fables which helps in creating history. In this chapter we will study the positive and negative aspects of history.

History is the discipline which binds tourist with attraction. Many destinations are alive just because of their authentic history. Whether it is Nalanda, Taxila as an ancient centre of learning, Kashi, Mathura, Ayodhya, Sarnath, Bodhgaya, Allhabad, Hardwar etc. as religious shrines, Delhi, Agra, Jaipur, Hampi, Bijapur, Golkunda, Lucknow etc. as sites of Heritage tourism, modern capital cities like Bangalore, Hyderabad, Chennai, Mumbai, Kolkata etc. every destination is flanked

by millions of tourist every year. If we analyze a common feature in these entire destinations it is their past glory with a chronology. This makes a sense among tourists when a destination is interpreted by a guide. Such destinations get publicized through their literature like Ministry of Tourism, Govt. of India, published the details of its destinations in the form of booklet, leaflet, brochures, and C.Ds.

History also contributes into travel writing. A number of writers either they are free launchers or are associated with travel magazines to contribute with many articles of destinations. The content of these writings encircled towards destinations, history and architecture of fort and palaces, art, craft, people, airlines, railways etc. But major problem exists when the writers in their write ups unable to differentiate between history, myths and fables. Not only this but on many occasions distortions are put in as history and important components are totally ignored. This can also be seen as a common feature among the guides while interpreting monuments etc. These distortions occur due to the following reasons:

1. There are unauthenticated history books available and unskilled or untrained guides (sometimes called as lapka) and even trained guides also show their dependency on such guides and books. The information is deliberated due to the lack of awareness about scientific history.
2. One's own biasness while interpretation or in write ups is another reason which affects the quality and authenticity of the history of destination.
3. Exaggeration or hyperbolism or adding spices in interpretation or write ups to make destination look more attractive etc.

The impact of such distortions leads towards certain implications. Such implications are discussed below:

1. Making the things general without supported by proper evidence leading to embarrassing situation. In Red Fort Agra, guides indicate a black stone as stone where both Mumtaz and Shahjahan used to sit and watch the beauty of Taj Mahal

which has no sense. When tourists ask how it was possible, because Shahjahan built this monument only after her death, the guides have no answer. In Haryana, it is said that the tunnel of Gyani Chor situated in Meham has a baodi and also a tunnel which reaches in Kila of Rohtak in one end and the other one in Char Kutabs of Hansi which has no authentic proof.

2. Attributing things to divine powers or mythology instead of accepting the contribution of the people of that particular age in the terms of their knowledge, wisdom or creativity.
3. Sometimes misrepresentation of history may have some adverse effect on the growth and development of the nation. A small fault may put the nation in communalism affecting the harmony of the society. Like Dhai – Din - Ka Jhopda at Ajmer is being interpreted as a mosque which was built by demolishing Hindu temple. It is also boasted that Taj Mahal at Agra was established over a Hindu Temple dedicated to lord Shiva. A similar story comes from Qutub complex where Quwwat – Ul – Islam mosque was constructed by destroying 27 Jain and Hindu Temples. The story finishes with the statement that thousands of Brahmins and priests were slaughtered which made the water of river Yamuna red with their blood. The interpretation in this manner may put tourist to think of about the evil acts of barbarism during the medieval period. When he /she will return home will carry the communal feelings and share misrepresentation of history to his/her kith and kin.

But here it is pertinent to mention that tourist visits a destination to satisfy his/her leisure and pleasure motives. He/she is there to spend his quality time and money, and the interpretation of the guide has completely devastated his holiday converting his leisure and pleasure hours into a scared movement. So the guides must focus on maintaining a harmony, cooperation and understanding between the different religious communities through their interpretation. The need of the hour is to strengthen this phase rather than harping upon the divide.

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**13.5 WHAT TO DO IF YOU ARE A TOURIST GUIDE?**

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Being a tourist guide you must understand that every place which has a potential to woo tourist has a historical significance. While interpreting it should have focus on the evidences or authentic sources which may vary period to period. It is advisable to use history for a better presentation in the following ways:

- History has to be taken as a discipline seriously and there is no scope in historical writings or presentation for imaginary events or even mythologies.
- If you are going for commentary or write up based on myths and legends, must mention that such commentary has no historical evidence to prove it.
- Anecdotes should be presented as anecdotes and not as history and there is always a way to do it.
- You should not forget that modern tourist is well equipped with all necessary information regarding destinations i.e. he does all his homework before leaving for his choice of destination. This may possible that he/she may cross check your commentary through good guide books, internet or other available sources. Avoid demonstrating your poor quality of knowledge which may create cross situations for guiding skills.
- While describing monument always focus on art styles and designs, architecture and artisans.
- Do not create any spurious history but re enact it through sound reading based on authentic works.
- Do not let your personal bias or perceptions overshadow historical reality.
- Consult sources as many as possible to make your presentation reliable.
- Avoid such descriptions that may lead to communal hatred or divide.
- Always update yourself with knowledge of history through recent publications and interaction with historians.

- While making presentations or write ups give due weight age to political, social, economic and cultural aspects rather than only concentrating upon the role of the kings or the deeds of the dynasties.

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**13.6 CHECK YOUR PROGRESS-2:**

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**1. What are the uses and misuses of History in Tourism?**

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**2. What will be your focus area while commenting?**

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**13.7 LET'S SUMUP:**

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History and tourism are two aspects of the same coin. They cannot be separated from each other. Historical or Heritage Tourism is based on evidences. Hence, while going for marketing for this special segment, the travel agents and tour operators must take utmost care. There is a close relation between myths, fables and history. They also play equally important role in commentary. Being a guide one should always take care of communal harmony and never interpret any wrong thing which may disturb the communal harmony. Even the guides should be free

from any personal biasness. They can update their knowledge by reading journals and authentic history books and literature.

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**13.8 KEY WORDS:**

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- **Myth:** A myth can be defined as tend to have a religious or ritual basis, featuring gods and super-human characters and unrealistic action, set in a time before recorded history.
- **Fable:** A fable is categorized by animals behaving in human ways, with human language, and tends to have a strongly moral theme.
- **Commentary:** Explanation/ description of any monument/destination by a guide or escort.
- **Heritage Tourism:** The tourism which deals with ancient monuments, buildings, forts and palaces, art and architecture, excavations, museums etc.
- **Tourist Guides:** A man which interpret the heritage aspects of tourism to the tourist into his/her language.

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**13.11 ESSAY TYPE QUESTIONS**

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- Define History. Explain its contribution in Tourism.
- Being a tourist guide discuss your approach towards commentary.
- How do myths and fables contribute into tourism? Illustrate your answer with suitable examples.