Type/Status : Core
Course Code : TCRM 32564
Title : Tour Guidance

Learning Outcome:
At the end of this course unit students will be able to demonstrate a comprehensive knowledge and understanding of the importance of tour guidance to the tourism industry.

Course Content:
The importance of tour guidance to the hotel industry, the nature of tour guidance, tour guidance as a profession, specialist tour guides etc.

Method of teaching and learning: Lectures, seminars, tutorials, assignments and field studies

Scheme of Assessment: End of Semester written examination, assignment, tutorials and presentations

Recommended Reading: