

SECTION – A

Instructions:

(10X1.5=15)

(a) All questions are compulsory in this section.

(b) Each question carries 1.5 marks.

1. Which of the following is true explanation of the Interpretive Equation (IE)?

(A) $(KR + KA) \cdot AT - IO$ (B) $(IO + KA) = KR$ (C) $KR \times KA + IO$ (D) $KR \cdot AT - KA \cdot AT = IE$

2. Which of the following is not true?

(A) Interpretation can take place only at site.

(B) Heritage interpretation is an integral part of heritage tourism.

(C) Interpretation can take various forms.

(D) Heritage guides have the most influence on the visitors and experience.

3. Which of the following is/are key principle(s) of interpretation?

1. Concept and setting

2. Sustainability

3. Inclusiveness

Select the correct option-

(A) 1 & 3

(B) 1

(C) 2 & 3

(D) 1, 2 & 3

4. EROT principle of interpretation extends for-

(A) Enjoyable, Resource, Opinion & Technique

(B) Emotion, Respect, Organized & Technique

(C) Enjoyable, Relevant, Organized & Thematic

(D) Effective, Reference, Orator & Technique

5. Who has given PRR principle in his landmark book 'Interpreting Our Heritage'?

(A) Freeman Tilden

(B) Erik Cohen

(C) Jafar and Jafari

(D) Mac Farlance

6. Which of the following is not true?

(A) Tourism today is fast-growing all pervasive activity.

(B) Fa Xian and I-Tsing travel to Nalanda.

(C) Columbus, Marco Polos and Vasco da Gamas when set on journey were very much sure to explore new land for tourism activities.

(D) Travelling 100 miles is like reading a good book.

7. ART extends for?

(A) Academic Research Technique

(B) Attitude Reasoning Technology

(C) Audience Resource Technique

(D) Attraction Resource Touristic

8. Which of the following is not the characteristic of Tourism Destination (TD)?

(A) TD involves many stakeholders with same objectives and requirements.

(B) TD is mental concept for potential visitors.

(C) TD is both a physical entity and a socio-cultural one.

(D) TD is subject to the influence of current events, natural disasters, terrorism etc.

9. AUROVILLE is –

(A) A tourist attraction in France

(B) A Global Village in India

(C) A Cruise Liner

(D) A Spa in Kerala

10. Feasibility study not answers which of the following question?

(A) Will the business be viable?

(B) What return on investment (ROI) can be expected?

(C) How to communicate your ideas to stakeholders?

(D) What level of risk is involved?

Section-B

Answer any 5 questions selecting one Question from each unit.

(5x8=40)

Unit-1

11. Discuss the role of tourist guides in tourism system?
12. Outline the hygiene and grooming checklist for tour guide?

Unit-2

13. What are the key concepts related to communication in tour guiding process?
14. Discuss the features of effective communication?

Unit-3

15. Explain the meaning and implication of 'Position Triangle' in tour guiding process?
16. What are the factors need to take into consideration while guiding at archaeological site?

Unit-4

17. Explain the meaning and importance of interpretation?
18. Explain the Interpretation Equation (IE) with the help of suitable example?

Unit-5

19. What is meaning of 'heritage setting' and why guide need to understand the context of setting?
20. Describe the role of interpretation in heritage setting?

SECTION-C

Instruction: Candidate should attempt Question no. 25(Case) which is compulsory and any three of the remaining questions. (3x15=45)

21. Outline the guidelines for the selection and grant of guide license to Regional Level Tourist Guides (RLG) by Ministry of Tourism, Govt. of India (GoI)?
22. What are the factors you need to take into considerations while developing effective communication strategies for tour guiding?
23. Why guides need to understand the 'Dynamics of Commentary'? Outline the various steps involve in delivering a tour commentary?
24. Analyse the principles of nature interpretation?
25. Read the following Case Settling and answer the questions, which follow.

Case Setting

A group of fourteen (14) consisting of travel agents and tour operators from England went on a familiarization trip (fam trip) to Mauritius. Since the purpose of the fam trip is to encourage the tour operators to sell Mauritius as an option in their country, it was important that the fourteen tourists (participants) "sample the product". So they went to some of the local sights. One of the sights chosen was the Botanical Gardens at Pamplemousses, in the south of the country. An on-site tour guide was to meet the bus at the venue. On arrival at the sight, the tourists disembarked from the tour bus. The tour guide approached the bus with a cigarette hanging from his mouth. Without a proper greeting, he launched into his commentary of the Botanical Gardens in his native tongue of Creole. When walking through the area, there were deer and a turtle farm, but the tour guide sped along without allowing the tourists time to take photographs. At a stop, one of the tourists asked a question and the tour guide replied that he did not know the answer and it was not a relevant question anyway. On returning to London, the travel agents and tour operators refused to sell the package tour to Mauritius that included a visit to the Botanical Gardens. The representative from the Mauritian Tourism Promotion Authority that organized the fam trip wondered why this was a frequent occurrence with all the tour operators on that trip. Hence a follow-up call was made to the travel agents and tour operators on the trip. All the comments centered on the tour guide and his performance.

1. What are three (3) things that the tour operators might have said about the tour guide?
2. In about one hundred (100) words, write how you would correct the errors of the tour guide. -----

-----The End-----