

**TORWG401**

**Working as a guide**

**Work as a guide**  
*Competence*



**Credits: 5**

**Learning hours: 50**

**Sector: Hospitality and Tourism**

**Sub-sector: Tourism**

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#### **Purpose statement**

This module describes the performance outcomes, skills and knowledge required to work effectively as a guide. It covers key legal, ethical, safety, environmental and professional development issues that must be considered by guides in their day-to-day work. It is an essential skill for all guides and underpins all guiding activities.

## Table of Contents

Elements of competence and performance criteria		Page No.
Learning Unit	Performance Criteria	
<b>Learning Unit 1: Apply knowledge of the guiding sector.</b>	1.1 Effective conducting day-to-day guiding activities in a manner that takes account of the roles and responsibilities of different types of guides.	4
	1.2 Proper identification of key guide information sources and contacts.	
	1.3 Proper use of industry knowledge and guide networks to enhance the quality of guiding services provided to customers.	
<b>Learning Unit 2: Guide tour according to safety, ethical and legal requirements</b>	2.1 Effective conducting day-to-day guiding activities according to the legal requirements governing the industry.	10
	2.2 Active and regular participation in risk assessments according to established organizational policies and procedures and identify situations where a risk assessment may be required.	
	2.3 Appropriate guiding tours according to general ethics of guiding and specific ethical considerations for particular contexts.	
	2.4 Effective guiding tours according to safety requirements and in a manner that minimizes risk to customers and colleagues.	
	2.5 Effective guiding tours in a manner that minimizes any negative impact on the social or natural environment.	
<b>Learning Unit 3: Assist guest in checking in groups and individuals at accommodation.</b>	3.1 Appropriate identification and use of opportunities to update the knowledge and skills required by guides.	16
	3.2 Proper identification and accessing sources of assistance and support for guides when required.	
	3.3 Proper sharing of knowledge with colleagues to enhance the quality of service provided to customers.	

<b>Learning Unit 4: Communicate with tourism industry operators</b>	4.1 Effective articulation of information clearly using industry acceptable language.	21
	4.2 Efficient achievement of mutual understanding and agreement on details relevant to guiding activities.	
	4.3 Accurate provision of information and explanation about customer requirements and any special requests.	
	4.4 Effective communication according to social, cultural and business requirements.	
	4.5 Appropriate identification of the nature and key facts of operational problems and providing an appropriate solution by consulting and openly communicating with the tourism operator.	

Total Number of Pages: 29

## Learning Unit 1: Apply knowledge of the guiding sector.

**L.O 1.1: Conduct day-to-day guiding activities in a manner that takes account of the roles and responsibilities of different types of guides.**

- **Content/Topic 1: Introduction to tour guiding.**

### Definition of key terms:

**a. A guide**

- A **guide** is a person who leads travelers or tourists through unknown or unfamiliar locations.
- One who shows the way by leading, directing, or advising for others.

**b. A tour or trip**

- A tour is a journey for pleasure in which several different places are visited.
- A going from one place to another.
- Refers to the program that involves movement of individual from one place to another place for the purpose of visiting a given destination.

**c. Guiding**

It refers to show or indicate the way to do something or to go somewhere. It is also to direct or influence the behavior or development of someone.

**d. A tour guide**

**Tour guide** is a person who takes people on trips through an area and explains the interesting details about it or a person employed to show tourists around places of interest.

**e. Tour guiding**

It is the process of facilitating and helping the tour groups in their tour activities at the destination.

- **Content/Topic 1: The types of tour guides.**

There are different types of tour guide and are categorized on the basis of nature of tourist place they guide about for example:

- a. **On site guide:** This refer to the person that his/her function is located to the destination point or sites.  
An on-site tour guide is the one who is working at a selected site.
- b. **City guide:** He/she is a person who guides visitors and interprets different attractions of the area especially in the city.
- c. **Step-On tour guide:** This is a person who conducts tours and provides commentary while travelling on a vehicle.
- d. **Driver guide:** This is a person whose act or function is both driver and guide during tour activities, he/she drives the vehicle while giving tour commentaries.
- e. **General guide:** Refer to the person who is well known on different carries of tourist attractions and provides more information at the destination.
- f. **Specialized tour guide:** This is a person who is a professional person and expert in one of specific field of tourism activities such as bird, hiking etc. ex: Bird watching guide  
He/she is a professional tour guide who has a high level of general knowledge about any tourism activities.
- g. **Personal or private guide:** This is a person who may take a few people around the destination.

- **Content/Topic 2: Different Guiding activities.**

Guiding activities are many. They are carried out in the following steps: pre-briefing, briefing and debriefing.

- a) **Pre-briefing:** it is the way of giving information, instructions to the tourist about the tour you are going to undertakes. It covers the information related to individual preparation about the trip to be covered.
- b) **Briefing:** it is a process of presenting information to the tourist before actual tour or visit.
- c) **Debriefing:** it is a process of providing information to the tourist after the actual tour by thanking them and give them time to realize their perceptions and receiving their comments about trip covered.

While guiding, tour guides have different roles and responsibilities. Among them, we note:

### **Role and Responsibilities of tour guides.**

- Tour guide mobilizing tour groups.
- Undertaking research and planning tours.
- Organizing and leading excursions.
- Communicates effectively to the tour group.
- Offering sightseeing advice.
- Coordinates the tour activities.
- Translating and interpreting.
- Act as destination representative in the eyes of tourist.
- Provide destination image and implement the goals of responsible tourism.
- Dealing with tourists.
- Providing safety devices.
- Escorting groups of people on cruises.
- Providing directions to tourists.
- Transporting and accompanying tourists.
- Problem solving.

### **L.O 1.2: Key source of guiding information and contacts.**

#### **● Content/Topic 1: The key sources of guiding information and contacts.**

These are some key sources of guiding information and contacts that are used at different tourist sites.

- 1. Brochures:** Those are small books containing pictures and information about tourism products and services.
- 2. Internet:** Through internet connection, you can visit different websites, google links which contain various tourism information.
- 3. Telephone:** It is a key communication channel where different information is shared easily.
- 4. Newspapers:** They are printed publications (usually issued daily or weekly) consisting of folded sheets and containing news, articles, advertisements and correspondence.
- 5. Magazines:** Periodical publications containing articles and illustrations, often on a particular subject.

## **L.O 1.3: Use industry knowledge and guide networks to enhance the quality of guiding services**

- **Content/Topic 1: Key qualities and characteristics of good tour guide.**

Because professionalism of tour guide refers to the state, tour guiding involves doing well and respect of tour guiding activities properly with special skills and qualification required to guide a group tour, that why good tour guide should have different qualities such as:

### **1. Good tour guide should have strong communication and organizational 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.

### **2. Good tour guide should have a good memory or open mind.**

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.

### **3. Good tour guide must keep punctuality or working on time.**

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.

### **4. Good tour guide should have 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. 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.

**5. Good tour guide should have knowledge of 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 stories 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.

**6. Good tour guide should have enough enthusiasm.**

A tour guide has to be enthusiastic about the things the tourists/ attendees are talking about. Keep friendship with tourists.

**7. Good tour guide must have sense of humor.**

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

**8. Good tour guide should have outgoing personalities.**

This is what we call the "star of show" quality, which isn't something you can teach. Guide should be able to help people (guests) communicate well, and feel comfortable talking to each other with the guide. This ensures later on they feel open to add comments or add questions along the way.

**9. Good tour guide should be decision maker:** A good tour guide should be someone who takes the decision in right time and what to do.

**10. Good tour guide must have good health:** A good tour guide should be biologically and physically fit.

**11. Good tour guide should have empathy:** He should have extreme sympathy and think on side of customer satisfaction.



**12. Good tour guide should be patient:** A good tour guide should be patient in order to manage the stress at work. Tour guiding activities can oblige to work extra-time and manage different tourists with different behaviors, therefore the patience is a key of success.

**13. Being flexible and proactive:** A good tour guide should be flexible in decision making, in dealing with customers, and in handling guest's complaint.

**14. Being able to interact with people from different backgrounds:** He should have ability of cross-cultural management. Cultural adaptation is more important in tour guiding activities.

**15. Having commitment:** A good tour guide should be committed at work.

- **Content/Topic 2: Skills of a tour guide.**

A good tour guide should be skillful in tour guiding activities, some skills required are indicated below:

1. Good tour guide must be provider of excellent customer service.
2. Good tour guide should have leadership and management skills.
3. Good tour guide must have knowledge about destination (ecology, environment, attractions, etc.)
4. Good tour guide must be knowledgeable in first aid and occupational health and safety.
5. Having good presentation skills.
6. Having good verbal communication skills.
7. Having multiple language skills.
8. Having knowledge of using GPS and interpreting tourist Maps.
9. Being able to work with a team.
10. Being able to retain historical facts.
11. Having excellent knowledge about points of interest of specific cities.

## Learning Unit 2: Guide tour according to safety, ethical and legal requirements

### L.O 2.1: Conduct day-to-day guiding activities according to the legal requirements governing the industry.

- **Content/Topic 1: Techniques of guiding.**

There various techniques of tour guiding including these:

- Begin with a smile, greeting and introduction.
- Brief the guests about the tour for the day.
- Give the distance and traveling time of the destination.
- Give necessary precautions.
- Be prepared, study the destination.
- Have an update on the local and global news and environmental issues.
- Provide them information and explanations about the place honestly without prejudice.
- Make sure to distinguish the true stories.
- Always act with tact and diplomacy in dealing with the guests with the guests.
- Use common sense and be honest by saying “I don’t know,.... I will check,....”.
- Speak audibly: not too soft and not too loud.
- Conduct your commentary in a relaxed, entertaining manner.
- Be ready for pertinent and impertinent questions.
- Never tell your personal life at first meeting.
- End your tour always by thanking guest.

- **Content/Topic 2: Factors to consider when guiding.**

**When guiding, different factors should be considered, hence some of them are described as follow:**

- a. **Time consideration:** This means time that you should use during tour, time of arrivals to the tourists, time of ending tour in order to respect time.
- b. **Origin of the tourists:** This helps to know their behaviors and culture during tour.
- c. **Consideration of weather:** Look if it is on high or low season that can help you to know what to do. Check if weather condition is good or bad.
- d. **Safety and security at the destination or site:** Make sure if destination is favorable. Be sure if the site to be visited is safe and secured.
- e. **Ages of group:** Make sure the level of group, if it is old or young people.
- f. **Dressing code:** This helps to know how you provide briefing to them about guiding equipment and materials. Dressing code varies according to the site visited.
- g. **Think about tourist activities and attractions:** What they expect from the tour.
- h. **Give the necessary safety measures:** Talk about dos and don'ts related to the safety.
- i. **Spoken languages of the group:** Try to be familiar with their language, this helps in communication.
- j. **Place of visit:** This place should be secured and meet the expectations of the customers (visitors).

- **Content /Topic 4: Legal requirement of the institution.**

To establish a tour guiding business, you need to follow legislation just like when setting up any other business.

- Identify the type of tour guiding business, you need to set up.
- If the business is owned by tour operator, he should be registered in relevant government office.
- The tour operator usually own the vehicle used to transport the tourists.
- The tour guides should be registered in relevant government office.
- To have a road transportation permit of vehicles that carry the tourists from road transportation board.
- To have the public driving permit that allows to carry passengers in public roads.

- To hold a valid driving license for the category of the vehicle you drive. Such permit is from the road traffic Inspector.

- **Content /Topic 4: Different Code of conduct of a guide.**

**Code of conduct** is a set of rules and responsibilities that an individual or organization could be expected in the workplace.

So code of conduct of a guide should be:

- ✓ Maintain company's commitment to save the life and keep safe the valuables of the tourists.
- ✓ Present him/herself in respectable dress code and language to the tourists.
- ✓ Show patriotism to his or her country by making the tourist to enjoy destination.
- ✓ Act responsibility in situation of misunderstanding that can result into conflicts.
- ✓ Avoiding discrimination in providing services to any tourists.
- ✓ Protect the legal rights and interests of tourists.
- ✓ Always put yourself in the shoes of the tourists.
- ✓ Understand reasons for their trip.
- ✓ To know that they spend to learn something about the place.
- ✓ Keep respect to tourists.
- ✓ Be honest.
- ✓ Be cheerful and helpful.

**L.O 2.2: Act and participate in risk assessments according to established organizational policies and procedures and identify situations where a risk assessment may be required.**

- **Content/Topic 1: Participation in risk assessments may involve.**

**Risk assessment:** It is the combined effort of: identifying and analyzing potential events that may negatively impact individuals, assets, and or the environment; and considering influencing factors.

**Hazard:** It is a danger or it is any source of potential damage, harm or an adverse health effects on something or someone.

**Those are some activities that should be done during risk assessment:**

❖ **Identifying hazards and conducting risk assessments individually or with others.**

Hazards should be identified and assessed to know their sources and effects to someone or something.

❖ **Reporting hazards and identifying a need for a risk assessment.**

It is necessary to report a hazards on emergency services, concerned individuals and departments. The report should also include the need for a risk assessment.

❖ **Using hazard identification and risk assessment template documents.**

All collected information on hazard identification and risk assessment should be recorded in template documents. This information will be used in hazard control and risk management.

❖ **Making simple reports using template-reporting documents.**

It is necessary to report a hazard by using template-reporting documents.

**L.O 2.3: General ethics of guiding and specific ethical considerations for particular contexts.**

● **Content/Topic 1: General ethics of guiding and specific ethical considerations for particular contexts**

**Those are ethics of guiding and specific ethical considerations:**

- Truth and honesty regarding all information given to customers.
- Provision of services as promoted or confirmed.
- Ethical dealings with local communities.
- Compliance with specific requirements of industry codes of conduct or ethics.
- Relationships with industry colleagues, customers and suppliers.

- Cultural considerations.
- Environmental considerations and sustainable practice.

**L.O 2.4: Guide tours according to safety requirements and in a manner that minimizes risk to customers and colleagues.**

• **Content/Topic 1: Minimizing any negative impact on the social or natural environment may involve:**

**a. Environmental sustainability of tourism destinations.**

The tour guide should take care environmental sustainability by:

**i) Advising the tourists to take care environment.**

The tourists should be advised to avoid any case of environmental damage.

**ii) Keeping on tracks or trails.**

Where trails are identified should be used appropriately in to avoid creation of new trails that damage environment.

**iii) Do not damage grasses, trees, animals and land.**

Respect environment by avoiding damage of grasses, trees, animals and land.

**iv) Do not put everywhere rubbish like in roads, in nature or in water bodies.**

Keep rubbish in reserved containers along the roads or in tourist sites. Do not put them everywhere rubbish like in roads, in nature or in water bodies. This is important to avoid air pollution, water pollution and land degradation.

**v) Do not feed animals.**

It is prohibited to feed animals any kind of food, because those animal can change behaviors by attempting to attack visitors for seeking food. Animals find food in their habitat.

**b. Using minimal impact practices to protect and sustain the natural and cultural integrity.**

Positive attitudes and behaviors are required to both tour guide and tourists in order to protect and sustain the natural and cultural integrity of a destination.

**i) The tourists should take care cultural values of destination.**

A tour guide must introduce in briefing the cultural values of destination to tourists, such as values and anti-values to the sites and host communities. So, the tourists are requested to take care cultural values of destination.

**ii) The tour guides should respect the culture of the tourists.**

Otherwise, the tour guides should respect the tourists with their culture. It is an obligation of a tour guide to respect their culture in case it doesn't damage the culture of a destination and tour guide.

**• Content /Topic 2: Guiding within the guidelines set by land management and protection authorities.**

**These are the guidelines set by land management and protection authorities regarding guiding activities.**

- The tour operators who deploy their tour guides in protected areas should work closely with the land management and protection authorities:
- To encourage governments and other owners or managers of protected areas to develop systems of protected areas with range of management objectives tailored to national and local circumstances.
- To give recognition to different management arrangements and governance type.
- Improving information management about protected areas.
- To provide a framework for collection, handling and dissemination of data about protected areas.
- To improve communication and understanding between all those engaged in conservation.
- To help in regulation of activities in protected areas.
- To respect all the strategies set to protect natural resources and protected areas needed for tourism development.

## Learning Unit 3: Assist guest in checking in groups and individuals at accommodation.

### L.O 3.1: Identify and use opportunities to update the knowledge and skills required by guides.

- **Content/Topic 1: Identification and use of opportunities to update knowledge and skills required by a tour guide.**

Opportunity is defined as a time or a set of circumstances that makes it possible to do something.

Different opportunities are available to update knowledge and skills of a tour guide which include:

- ✓ Industry seminars.
- ✓ Training courses.
- ✓ Familiarization tours.
- ✓ Participation or membership in professional guide associations.
- ✓ Participation in industry accreditation schemes.
- ✓ Use of industry codes of conduct or ethics.
- ✓ Formal and informal research.
- ✓ Internet research.

### L.O 3.2: Identify and access sources of assistance and support for guides when required

- **Content/Topic 1: The Challenges faced by tour guide.**

Tour guides are tasked with a huge responsibility of making sure tourists have a good time. This is not easily achievable as tours have many dynamics that have to neatly come together in order to have a good tour. This has to be managed by the guides. In addition, the freelance guides are employed.

The freelance agents are faced many more challenges due to work independently.



**They don't have a guaranteed salary.** Their income depends on how many tourists they can get to sign up for their tour. This means that they have to work too hard.

**Lack of clients:** Another challenge faced by every freelancer is acquiring clients. This particularly affects tour guides in developed countries. Tour guides working with operators get clients from their agency. For a freelancer, you have to get these clients on your own. This requires you to market your services to tourists. This puts you in competition with tour operators who have better marketing options and capital.

**Your pay is fully dependent on how many tours conduct in a month** and how much you charge. Working continuously can be exhausting and at the same time, tourists may pay poorly. During **peak seasons (period of many customers)**, such as summer time, your services are highly needed and your income rises. In **low seasons (periods of decrease of customers)**, income is drastically affected and reduced. You need good financial management skills to shield yourself from these variations.

- **Peak or high season:** It is the period of year when a lot of people travel and prices are usually at their highest: Some travel companies offer deals even in peak season.
- **Low or off season:** The low season is the time of year when a destination receives the fewest visitors, and the income is low.

**Poor facilities and infrastructures are some of the issues** that will bring down the experience. This is a common problem in less developing countries. Poor services in the local hotels, slow transport systems and delays in booking tickets can be really disappointing.

**Little Knowledgeable about the area, and lack of ability to relay confidently this information to the tourists.** This is challenging, especially for beginners. You need to know all the details of every single stop of the tour.

**Language barrier** may also affect negatively the communication of tour guides to tourists. For this reason, avoid signing tourists whose language you cannot speak. Ask for assistance to co-workers and colleagues.

**Poor Treatment of Tourists by Locals:** In some cases, locals are not very receptive of tourists. Tourists have complained of not being respected. This creates a feeling of being unwanted, which really affects the tourists.

**Difficulties of managing different cultures:** Tourists come from different cultures and societies are also the challenges to the tour guide. This requires to be patient and having good personalities of taking care everyone. It also requires a strong professionalism in managing different cultures and behaviors.

**Some solutions to the challenges.**

- Using online marketing platforms.
- Advertise your services on relevant websites used by tourists for booking tours.
- Use social media to your advantage by sharing pictures and videos of your tours.
- It is also needed to give quality tours that will get you good reviews.
- A better solution is to try to learn new languages especially foreign languages. It will expand your client list to different kinds of tourists, especially in the future as the world gets more integrated.
- Improvement of infrastructures: All tourism practitioners as well as governments should put emphasize in building infrastructures such as roads, airports, water and electricity stations. They should also encourage investors in tourism facilities as well as in all needed infrastructures.

● **Content/Topic 2: Other techniques to provide some appropriate solutions to challenges faced by tour guides.**

**Other techniques to provide some appropriate solutions to challenges faced by tour guides include:**

- ✓ **Bad Weather conditions:** Tour Guide should alert clients to wear weather friendly cloths and shoes. Activities can be cancelled if the weather condition is very bad.
- ✓ **Mechanical problems:** The tour guide or tour company guide should ensure if the vehicle is in good condition before the tour.
- ✓ **Health problem:** The tour guide should ask clients if they have any problem of their life before starting the tour.
- ✓ **Animal attacks and snake bite:** The tour guides should be aware and be serious about the places with dangerous animals especially in national parks and forest reserves.

- ✓ **Security and crime:** Tour Guide should proceed consciously and try to get as much information as possible before going ahead to carry out activities.
- ✓ **I know all:** The tour guide should ignore that client and carry on. If he/she insists then you remind him/her politely that you are the guide in control.
- ✓ **Drunkard:** The guide/ tour leader should caution against excessive drinking. If drunkard becomes violent, seek for assistance from others.
- ✓ **Time management:** The tour guide should emphasize good time management, punctuality and ensure that clients wake up early to travel.
- ✓ **Local community:** The tour guide should advise client to respect local community cultures and norms when they are at the attraction sites.

- **Content /Topic 3: Strategies of identifying and accessing sources of assistance and support for guide.**

**These are Strategies of identifying and accessing sources of assistance and support for guide:**

- ✓ Strengthening the security boards and companies.
- ✓ Work hand in hand with colleagues and park rangers in handling security issues.
- ✓ Health centers are support facilities in case of different incidents.
- ✓ Training local communities around national parks about security management.

**LO 3.3: Share knowledge with colleagues to enhance the quality of service provided to customers.**

- **Content/Topic 1: Channels for effective communication with colleagues.**

**Communication channels include face-to-face communication, broadcast media, mobile channels, electronic communication and written communication.**

**a. Face-to-Face or Personal Communication**

Face-to-face or personal communication is one of the richest channels of communication that can be used within an organization.

Physical presence, the tone of the speaker's voice and facial expressions help recipients of a message interpret that message as the speaker intends. This is the best channel to use for complex or emotionally charged messages, because it allows for interaction between speaker and recipients to clarify ambiguity. A speaker can evaluate whether an audience has received his message as intended and ask or answer follow-up questions.

#### **b. Broadcast Media Communications**

Television, radio and loud speakers all fall within the broadcast media communication channel. These types of media should be used when addressing a mass audience. Businesses seeking to notify customers of a new product may advertise or do promotions using a broadcast channel. Similarly, a Chief Executive Officer may do a global company address by having a television feed broadcast across global sites. When a message intended for a mass audience can be enhanced by being presented in a visual or auditory format, a broadcast channel should be used.

#### **c. Mobile communications channels**

A mobile communication channel should be used when a private or more complex message needs to be relayed to an individual or small group. A mobile channel allows for an interactive exchange and gives the recipient the added benefit of interpreting the speaker's tone along with the message. Some within an organization may opt to use this channel versus a face-to-face channel to save on the time and effort it would take to coordinate a face to-face meeting.

#### **d. Electronic communications channels**

Electronic communication channels encompass email, Internet, intranet and social media platforms. This channel can be used for one-on-one, group or mass communication. It is a less personal method of communication but more efficient. When using this channel, care must be taken to craft messages with clarity and to avoid the use ambiguity unless the message specifically calls for it.

## **e. Written Methods of Communication**

Written communication should be used when a message that does not require interaction to be communicated to an employee or group. Policies, letters, memos, manuals, notices and announcements are all messages that work well for this channel. Recipients may follow up through an electronic or face-to-face channel if questions arise about a written message.

## **Learning Unit 4: Communicate with tourism industry operators**

### **L.O 4.1: Articulate information clearly using industry acceptable language.**

#### **• Content/Topic 1: How to articulate information clearly using industry acceptable language.**

##### **Articulation techniques.**

There are different techniques to articulate information clearly using industry acceptable language, hence here below some of them are indicated:

- Listen to yourself speak.
- Monitor your speed.
- Eliminate filler words.
- Focus on the final sound.
- Study other speakers.
- Speak with confidence.
- Think before you speak.
- Address your weaknesses.

#### **• Content/Topic 2: Avoid Slangs.**

Avoid slangs while communicating in public or with others.

Replace all uses of “gonna” with “going to”.

Replace all uses of “wanna” with “want to”.

Replace all uses of “whatcha” with “what a / want to”.

Replace all uses of “gotcha/gotta” with “got to” etc.

And others will perceive you to be professional with plans.

- **Content /Topic 3: Avoid jargons.**

Jargon is the language of specialized terms used by a group or profession. It is common shorthand among experts and used sensibly can be a quick and efficient way of communicating.

Example: “Three **“Pax”** which means three **“People”**.”

**AWOL: Absent without leave.** This is a military jargon used to describe a person who is in unknown place.

**Note:**

1. Write for your audience.
2. Use simple words and phrases.

Avoid hidden verbs. Avoid noun strings. Minimize abbreviations.

**Be direct**

Direct communication involves saying what a person thinks and feels, and it is marked by active listening and effective feedback. It is clear, straightforward, and involves the two ways, free-flowing sharing or thoughts, feelings and ideas.

Direct communication is speech that conveys clear messages or that clearly directs actions. Direct communication is often used in the workplace to ensure clarity regarding who has the authority to give orders are.

## **L.O 4.2: Achieve mutual understanding and agreement on details relevant to guiding activities.**

- **Content/Topic 1: Identification of techniques of speaking and listening skills to communicate with industry operators.**

There are various techniques of speaking and listening skills to communicate with industry operators as described below:

- Ask Questions:** Ask questions to gain more information on points you need to clarify.
- Don't Interrupt (listen actively):** You listen more effectively when you're not talking.
- Recap Key Facts:** Summarize and reflect back to check if you have heard the key facts and content of the caller's conversation correctly. It also let the sender know you have understood them.
- Prepare Pen and Paper or take notes:** Have a pen and paper to hand and get into the habit of making short quick notes to any questions you want to ask or points you wish to raise or comment on. When your Sender has finished speaking refers back to your notes and take action. If you are thinking of answers and responses whilst the caller is speaking, you are not listening.
- Say it again:** If you are having difficulty listening, make the necessary adjustments. You might say, "I'm sorry I missed that last point. Please repeat that for me." It is better to ask the customer to repeat himself than to guess what they wanted and pay for it down the line.

## **L.O 4.3: Provide information and explanation about customer requirements and any special requests.**

- **Content/Topic 1: Ways of providing information and explanation about customer requirements and any special requests.**

### **a. Email**

Email is used to share information about customer requirements and any special requests.

### **b. Telephone**

Customer requirements and any special requests are also shared through telephone.

**c. Letter**

Customer requirements and any special requests are also shared by sending written letter.

**d. Fax**

Customer requirements and any special requests are also shared by sending a fax message.

**L.O 4.4: Communicate according to social, cultural and business requirements.**

● **Content/Topic 1: How to communicate according to social, cultural and business requirements.**

Social, cultural and business requirements may relate to:

**Body language**

Using body language to communicate effectively.

1. Make eye contact. Without question, this is the first on the list.
2. Be a mirror. Our emotions and thoughts show through in our body language.
3. Walk with energy.
4. Let people see your hands.
5. Use encouraging body language.
6. Slow down.
7. Have a great handshake.

● **Content/Topic 2: Cultural customs and mores.**

Cultural customs have very important functions in intercultural communication, which influence the people's behaviors and ways in special cultural context, and even essential conditions that people from different cultural backgrounds make better and smoother intercultural communication.

Some examples:

1. Managing emails and phone calls.
2. Presentations.
3. Meetings and how to facilitate them.
4. Socializing.
5. Handling negotiations.
6. Managing teams.



**L.O 4.5: Identify the nature and key factors of operational problems and providing an appropriate solution by consulting and openly communicating with the tourism operator.**

- **Content/Topic 1: Identification of the nature and key factors of operational problems.**

**Operation problems** are defined as any kind of problems that arise which can make a business less profitable or which bring undesirable results.

**The key factors of operational problems:**

**a. Climatic change detection**

The climatic change detection can be one of factors of operational problem if weather condition is bad due to the nature of destination. In collaboration with tourism operators, Tour operators should deal with this climatic change if occurred in order to order to avoid undesirable results.

**b. Mechanical problems**

Mechanical problems also can induce undesirable results, hence this factor should be pre-determined and propose the possible solutions by tour operator in collaboration of tourism operators.

**c. Health problems**

Health problems to both tour guide and the tourists should be identified if any, and the possible solutions should be identified.

- **Content/Topic 2: Technique to provide an appropriate solution to operational problems.**

**The problem-solving approach can be broken down into seven steps includes:**

**1. Identify problems.**

Problems can show up as temporary setbacks, wasted efforts and/or interruptions in production. The first step is to be aware a problem exists and view it as an opportunity for improvement.

**2. Describe the current situation.**

In order to fully understand a problem, you need to go to the source and find all the contributing factors. Ask yourself the following questions:

Who? (Who is concerned or to be informed?).

What? (What are the processes, products or parts in question?).

When? (When did the problem occur?).

Where? (Where did the problem occur?).

Why? (What has changed recently? Are there new participants?).

How? (Does the problem happen constantly or only occasionally?).

### **3. Take temporary countermeasures on the spot.**

Don't look for the perfect solution at the outset. First, put out the fire. For example, if you notice you are missing resources to finish an order, possible countermeasures could be to borrow material from another team, move on to another order or transfer employees to another order.

### **4. Find the root cause**

Analyzing the fundamental causes of a problem is like pulling weeds. If you don't pull up the roots, they'll just grow back. Problems can be divided into either simple-to-normal difficulty or complex difficulty.

### **5. Propose solutions**

Now consider solutions that address the fundamental cause of the problem. Fully examine different options, taking into account how other teams will be affected. Come to a consensus on the best solution. Plan alternatives in case the first solution doesn't work.

### **6. Take action**

The possible solution should be taken and put into practice. After mutual discussion between a customer and service provider or tour guide the solution agreed is applied.


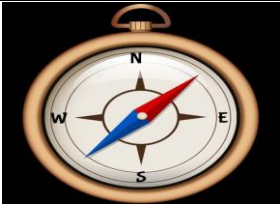



### **7. Make follow up**


A service provider should make follow up during and after the leaving of a customer.

● **Content /Topic 3: Proper selection of travel equipment.**

The selection of travel equipment is based on tourism activities to be carried out in a given site. The tour guide decides equipment to be used regarding their use during a travel.

**Tour guiding equipment and their uses:**

NO	EQUIPMENT	USES OR FUNCTIONS
1.	Sleeping bag	It is a bag used by tourist on campsite that helps to sleep.
2.	 Tent	Used for camping activity as accommodation.
3.	Map	<p>A map shows details in the landscape.</p> <p>The vertical lines on the map are called meridians. These should be used when deciding on the compass direction.</p>
4.	 Compass	The compass is your guide. It has an arrow which shows the direction you have to follow.
4.	 GPS	<p>GPS (Global Positioning System) is a radio navigation system that is used all over the world.</p> <p>GPS is a type of electronic compass. It's based on a network of satellites, control stations and receivers. It's as if every square meter of the world is assigned its own address.</p>
5.	 First aid kit	It is a box which contain different materials used on providing first aid service or immediate care to the person who get injury.
6.	 Binocular	Used on zooming the things which are very far from the viewer.
7.	Telephone	It used on communication.

8.	Life jackets	Use on crossing water bodies in boating, swimming, or fishing activities.
9.	Radio call	This is very important for communication between guide and management site or site tracker. It used on information exchange.
10.	Note book and pencil	Used for taking the important information at the destination.
11.	Sport light	Used for night activities by providing light in order to see things or animals which are available on the night.
12.	Telescope	Used for seeing the objects which is on sky.
13.	 <p>Vehicle</p>	The vehicle is used for transportation of tourists.

● **Content /Topic 4: Tourism operators**

**Tourism operators may be:**

**Suppliers of any tourism product or service that is a component of the touring itinerary, including:**

- a. Coach company.
- b. Tour operators and cruise operators.
- c. Airline companies.
- d. Accommodation providers.
- e. Food and beverage outlets.
- f. Attraction or theme parks.
- g. Inbound tour operators.
- h. Retail outlets, including: (opal or souvenir outlets, tax free stores, factory outlets, and other guides).
- i. Handcraft companies/shops.
- j. Travel agencies.

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