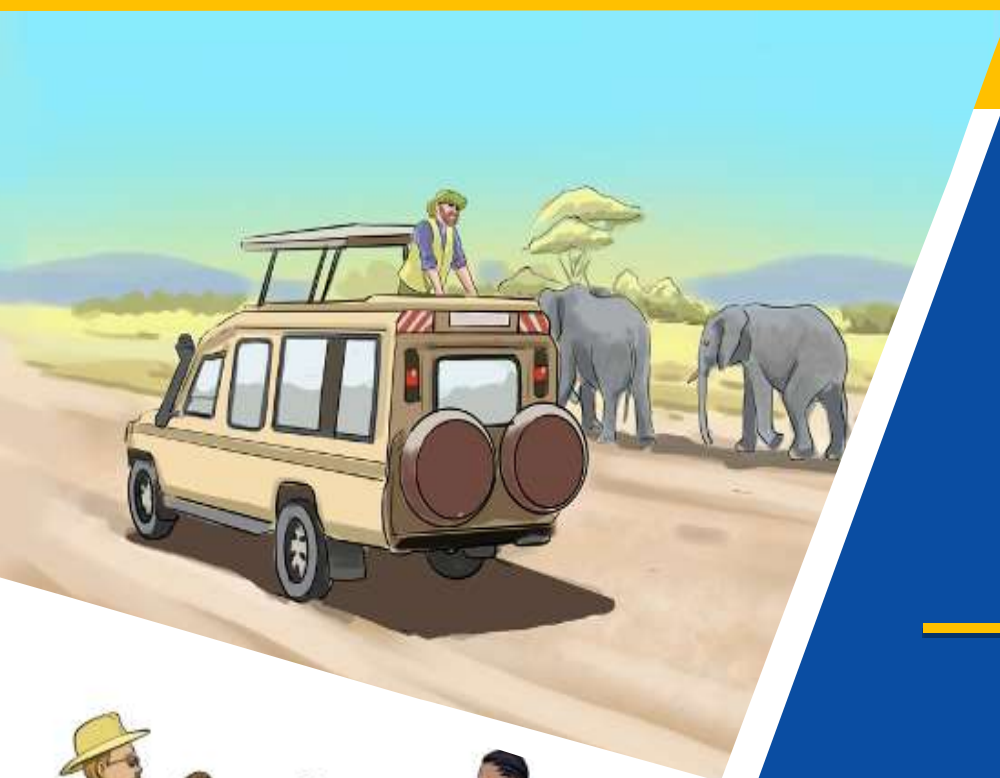




RQF LEVEL 4



TORTG402
TOURISM

**Performing Tour
Guiding Services**

TRAINEE'S MANUAL

August 2024



PERFORMING TOUR GUIDING SERVICES



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LIST OF ABBREVIATIONS AND ACRONYMS

CBET:	Competence Base Education and Training
RQF:	Rwanda Qualification Framework
RTB	Rwanda TVET Board
TVET:	Technical and Vocational Education and Training
DMOs:	Destination Management Organizations
RFPs:	Request For Proposals
OTAS:	Online Travel Agencies
SLAs:	Service Level Agreements
GPS:	Global Positioning System

INTRODUCTION

This trainee's manual encompasses all necessary skills, knowledge and attitudes required to perform tour guiding services. Students undertaking this module shall be exposed to practical activities that will develop and nurture their competences. The writing process of this training manual embraced competency-based education and training (CBET) philosophy by providing practical opportunities reflecting real life situations.

The trainee's manual is subdivided into units, each unit has got various topics, you will start with a self-assessment exercise to help you rate yourself on the level of skills, knowledge, and attitudes about the unit.

A discovery activity follows to help you discover what you already know about the unit.

After these activities, you will learn more about the topics by doing different activities by reading the required knowledge, techniques, steps, procedures, and other requirements under the key facts section, you may also get assistance from the trainer. The activities in this training manual are prepared such that they give opportunities to students to work individually and in groups.

After going through all activities, you shall undertake progressive assessments known as formative and finally conclude with your self-reflection to identify your strengths, weaknesses, and areas for improvement.

Do not forget to read the point to remember the section that provides the overall key points and takeaways of the unit.

Module Units:

Unit 1: Perform pre-tour activities

Unit 2: Conduct tour activities

Unit 3: Conduct post tour activities

UNIT 1: PERFORM PRE-TOUR ACTIVITIES



Unit summary

This unit provides you with the knowledge, skills and attitudes required to perform pre-tour activities required to perform tour-guiding services. It covers the receiving of orientations from tour operator, identification of key guide information sources, preparation of tour guiding equipment and contacting service suppliers

Self-Assessment: Unit 1

1. Observe the figure in Unit 1 and answer the following questions
 - a. What do you see in the illustration?
 - b. Name the components in the illustration?
 - c. What do you think this unit is about based on the illustration?
2. Fill in and complete the self-assessment table below to assess your level of knowledge, skills, and attitudes under this unit.
 - a. There are no right or wrong ways to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills, and attitudes acquisition during the learning process.
 - b. Think about yourself: do you think you have the knowledge, skills, or attitudes to do the task? How well?
 - c. Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills, and attitudes.
 - d. At the end of this unit, you will assess yourself again.

My experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills and attitudes					
Describe the tour activities					
Explain the Key guiding information sources					
Describe the tour guiding equipment					
Receive orientation related to tour activities					

My experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills and attitudes					
Identify the Key guiding information sources					
Prepare tour guiding equipment					
Time keeper					
Be honest and transparent					
Be a good communicator					



Key Competencies:

Knowledge	Skills	Attitudes
1. Describe the tour activities	1. Receive orientation related to tour activities	1. Time keeper
2. Explain the Key guiding information sources	2. Identify the Key guiding information sources	2. Be honest and transparent
3. Describe the tour guiding equipment	3. Prepare tour guiding equipment	3. Be a good communicator



Discovery activity:



Task 1:

Read the following scenario and answer questions that follow

Scenario. You are a tour guide responsible for organizing a multi-day historical tour across several cities. Your goal is to provide an informative and engaging experience for a group of international tourists.

1. What specific orientations are typically provided by the tour operator before the start of a tour?
2. What are the primary sources of information you use to prepare for guiding a tour?
3. What essential equipment do you need to prepare before each tour?
4. Who are the key service suppliers you need to contact when organizing a tour?

Topic 1.1: Receiving orientations from tour operator



Activity 1: Problem Solving



Task 2:

Scenario: A group of tourists has just arrived at their destination. They are met by a tour operator who provides an orientation session about the upcoming tour to Akagera national park. The orientation includes details about the tour itinerary, safety guidelines, cultural etiquette, emergency procedures, and local attractions. During the orientation, the tour operator provides you with brochures, maps, and a list of emergency contacts. Assume that you are tour guide in this orientation, answer the following questions.

1. What challenges might arise during the orientation session if the introduction to tour guiding is not thorough?
2. How would you develop a clear, step-by-step plan for guiding a tour if the orientation did not provide one?
3. How can you ensure that all critical elements of the orientation are covered if the tour operator's presentation is lacking?
4. Clarify your roles and responsibilities if they are not adequately covered in the orientation?
5. What are the qualities of a good tour guide?
6. Identify the pre-tour activities that would impact the over-all tour experience

Key Facts 1.1: Receiving of orientations from tour operator

- **Introduction to tour guiding**

- ✓ **Definition of key terms**



Tour orientation refers to the introductory session provided by tour operators or guides to travelers at the beginning of a tour. The purpose of the orientation is to provide essential information about the trip, set expectations, and ensure that participants are well-prepared for the activities and experiences ahead.

- ✚ **Tour:** A visit to a place or area, especially one during which you look around the place or area and learn about it. A journey made for pleasure, especially as a holiday, visiting several different places in an area.¹
- ✚ **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.
- ✚ **Guiding** refers to the provision of professional service to interpret the cultural and natural heritage of an area.²
- ✚ **A tour guide** is an individual who provides information, guidance, and interpretation to visitors during a guided tour. They are responsible for educating and entertaining tourists by sharing knowledge about the history, culture, landmarks, and attractions of a particular destination.
 - **Types of tour guides**
 - **Local guides:** They offer authentic insights and often personalize the tour experience with personal anecdotes and stories.
 - **Site-specific guides:** They have extensive knowledge about the specific site and provide detailed information and commentary during the tour.
 - **Adventure guides:** Lead tours focused on outdoor activities such as hiking, rafting, or wildlife safaris.
 - **Cultural guides:** Specialize in showcasing the cultural aspects of a destination, including traditions, festivals, and local customs. They provide insights into the local way of life, arts, cuisine, and traditions, allowing visitors to immerse themselves in the local culture.
 - **Language guides:** Are fluent in multiple languages and cater to international tourists who may require interpretation and translation services during their tour.³
- ✚ **Tour guiding** involves escorting individuals or groups to various points of interest, such as historic sites, museums, zoos or gardens, as well as educating and enlightening visitors about the wonderful places they visit.⁴

¹ <https://dictionary.cambridge.org/dictionary/english/tour>

² <https://www.slideshare.net/slideshow/introduction-to-tour-guidingpptx/252399447>

³ <https://www.retekess.com/blog/what-are-the-types-of-tour-guiding->

⁴ <https://lesroches.edu/blog/tour-guiding/>

✚ **Tour operator** is an organization, firm, or company who buys individual travel components, separately from their suppliers and combines them into a package tour, which is sold with their own price tag to the public directly or through middlemen. Poyther (1993) defines, “tour operator is one who has the responsibility of putting the tour ingredients together, marketing it, making reservations and handling actual operation.”

✚ **Types of tour operators**

- **Inbound tour operators/ incoming tour operators:** The operators who receive guests, clients/tourists, and handle arrangements in the host country
- **Outbound tour operators:** Tour operator who promote tours for foreign destinations, maybe business tour or leisure tour
- **Domestic tour operators:** Domestic tour operators are those who assemble, combine tourist components into inclusive tours and sell it to the domestic travelers. In general, these tour operators provide travel services within the tourist’s native country. The domestic tour operators operate within the boundary of the home country and offer package tour to the travelers viz. Domestic inclusive tours or independent tours.
- **Ground operators/destination management companies:** These are commonly known as handling agencies and their main function is to organize tour arrangements for incoming tourists on the behalf of overseas operators. ⁵

✓ **Steps of tour guiding**

✚ **Step 1: Preparation**

- Read carefully schedule and take note of the important information
- Received tour itinerary from the tour operator
- Prepare tour destinations information
- Call or Send a text message to the group leader before 1 day to notice that you will pick up the group

✚ **Step 2: Welcome Group Travel (For Both Domestic And International Trips)**

⁵ <https://tourismnotes.com/tour-operators/>

- Final check tour information (Group Leader Info, Landing Airport, Tour Itinerary)
- Prepare toiletries bag
- Welcome guests group at the airport, or train station
- Support guests on the airplanes (if need)



Step 3: Trip Arrangement For Hotel & Restaurant For Group Travel

- Double check room types, room quantity at the hotel before guest check-in
- Double check the menu at the restaurant before arrives
- Standby for support while guests are eating at the restaurant



Step 4: Sightseeing Arrangement

- Count the starting time from the hotel and plan for all sightseeing on that date
- Double check the group list before bus departure
- Presentation on the bus and announce the trip information
- Arrive at tourist sightseeing
- Operating take care of group a line and make sure the information for the announcement



Step 5: Farewell And Transfer To Airport

- Farewell presentation
- Pick up from the hotel and transfer to airport or train station
- Shake hand and farewell the group
- Settlement of revenues and expenditures
- Summary report, lessons learned⁶

- **Receiving orientations from tour operator**

These are information sessions provided by the tour operator to prepare guests for the tour. Ensures that guests are well-informed about the tour details, safety protocols, and expectations. Includes Itinerary overview, safety instructions, cultural etiquette, emergency contacts.

⁶ <https://nhatrangtour.vip/tour-guide-procedure/>

✓ **Elements of orientation**

- ✚ **Duration of activities.** Refers to the time allocated for each activity or part of the tour. Ensures that guests are aware of the schedule and can manage their time accordingly.
- ✚ **Types of guests.** Refers to different categories of individuals or groups participating in the tour. Tailoring the tour to meet the needs and preferences of various guests.
- ✚ **Attractions to visit.** Refers to places or sites that are part of the tour itinerary. Highlights the key experiences and destinations that make the tour appealing.
- ✚ **Types of activities.** Refers to various engagements and experiences planned for the tour. Provides a diverse range of experiences to cater to different interests and enhance the overall tour experience.

✓ **Pre-tour activities**

- ✚ **Research and planning** involves gathering information and making decisions about the tour before departure to ensure a well-organized and enjoyable trip. It includes reading reviews, checking travel advisories, planning routes, and making reservations.
- ✚ **Packing and preparation** involves assembling necessary items and getting ready for the tour. Ensures guests have everything they need and are prepared for various situations. Includes packing clothes, toiletries, travel documents, medications, and any special equipment needed for activities.
- ✚ **Financial preparation** involves budgeting for the tour, including understanding the costs involved and preparing for any unforeseen expenses. This includes managing funds for entry fees, tips, meals, and emergency funds. Avoids financial stress and ensures smooth transactions during travel. Includes budgeting, exchanging currency, notifying banks of travel plans, and preparing for potential extra expenses.⁷

- **Roles and responsibilities of a tour guide**

- ✓ **Take care of safety and security of your group members.**

⁷ <https://www.slideshare.net/slideshow/managing-tours/43976533>

- ✓ **Allow** them for sufficient time to roam around.
- ✓ Be a responsible citizen of your country i.e. India and encourage them to keep it clean.
- ✓ Help them get to settle in the hotel.
- ✓ Tell them important places near the hotel.
- ✓ It is your responsibility to attend each and every group member.
- ✓ It is your responsibility to assist them in check in and check out.
- ✓ It is your responsibility to escort them from tourists place to hotel and take them from hotel to tourists place.
- ✓ It is your responsibility to complete the tour of destination in proper sequence.
- ✓ It is the responsibility of a tour guide to advise tourists not to enter inside the sea beach during high tide or monsoon.
- ✓ It is the responsibility of a tour guide to tell the tourists about legal and illegal activities in the country.
- ✓ It is the responsibility of a tour guide to do briefing before the tour and take feed back after the tour.
- ✓ It is the responsibility of the tour guide to liaison with coach provider, coach driver, and their staff on the coach.
- ✓ It is the responsibility of tour guide to guide tourists about the purchase of entry tickets at monuments (if not included in the itinerary.).
- ✓ It is the responsibility of tour guide to clarify all inclusive and non-inclusive part of guiding services to the tour group members.
- ✓ The tour guide must keep himself aware of changes in rules at monuments and rates of monuments tickets. He must be ready to inform travel agent also.
- ✓ It is not the responsibility of a tour guide to give medical treatment to the tourists. But, he should make all efforts to take him to the proper hospital, doctor at the earliest.
- ✓ It is not the responsibility of tour guide to drive the coach. Unless and until, he is a driver cum tour guide. I have not seen such concept in India.

- ✓ It is the responsibility of a tour guide to help tourists to cross the road at tourism destination. Tell them about right hand or left hand driving system in the country.

8

- **Qualities of a good tour guide**

- ✓ Should have strong communication and organizational skills.
- ✓ Should have a good memory or open mind.
- ✓ Must keep punctuality or working on time.
- ✓ Should have sense of direction
- ✓ Should have knowledge of local.
- ✓ Should have enough enthusiasm.
- ✓ Must have sense of humor.
- ✓ Should have outgoing personalities.
- ✓ Must be decision maker
- ✓ Must have good health
- ✓ Should have empathy
- ✓ Must be patient
- ✓ Being flexible and proactive
- ✓ Being able to interact with people from different backgrounds
- ✓ Having commitment⁹

⁸https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S001827/P001855/M030272/ET/15260338569.6_ET.pdf

⁹ <https://orioly.com/qualities-of-a-good-tour-guide/>



Activity 2: Guided Practice



Task 3:

Referring to scenario in task 2, answer the following questions

1. How would you adapt your tour narration or presentation style to accommodate tourists from different cultural backgrounds or language barriers?
2. If you notice that some tourists seem disengaged or uninterested during the orientation session, what strategies could you use to re-engage them and enhance their experience?
3. What strategies could you use to handle unexpected weather conditions that might affect the tour schedule or safety?



Activity 3: Application



Task 4:

Read and perform the following activity

Referring to the scenario in task 2, create an orientation itinerary for a guided tour of a historical site.

Topic 1.2: Identification of key guide information sources



Activity 1: Problem Solving



Task 5:

Read the following scenario and answer the questions that follow

Scenario: You are a tourist visiting eastern Rwanda and want to know about the best attractions and current events happening during your stay. You decide to call the eastern Rwanda tourist information hotline.

1. What specific information can you seek from the hotline?
2. How can you phrase your question to ensure you get comprehensive details about events and attractions?
3. If the hotline doesn't have information about a specific event, what other sources of information can you use to find out more?

Key Facts 1.2: Identification of key guide information sources

- **Introduction to key guiding information sources**

- ✓ **Definition**

Key sources of information for tour/travel refer to the various platforms and resources that provide essential data, insights, and guidance necessary for planning and experiencing travel. These sources are critical for tourists, tour operators, travel agents, and other stakeholders in the travel industry to ensure a well-informed and seamless travel experience.

- **The key sources of guiding information and contacts**

- ✓ **Brochures.** These are small books containing pictures and information about tourism products and services. Property and product brochures are printed documents that provide information that come from the service providers themselves. A brochure provides specific product information such as location, special features, photos, and testimonials.

- ✓ **Internet.** The social media networks are an effective way to get travel information from actual users. The most effective tool for promoting tourism products and services are through word-of-mouth. Social media is considered to be the electronic version of word-of-mouth (e- wom). E-wom spreads out faster and can become viral in a few minutes. Travel blogs can supply a lot of detailed information that can be helpful to anyone trying to find as much information as possible. Travel bloggers may have millions of followers and can be quite influential in influencing travel decision- making.
- ✓ **Telephones.** A telephone can be a key source of information for tourists in several significant ways. It serves as a direct, reliable, and immediate means of obtaining various types of information and assistance. Phone numbers for tour services are available at airports, tourist information centers, and online.
- ✓ **Newspapers and magazines.** Information about existing sales promotions and current events are spread to the public through newspapers and magazines. The use of press releases, feature articles, and advertisements are the common ways information about tourism products, services, and destinations are shared.
- ✓ **Industry people.** Industry experts such as travel agencies and tour operators, as well as hotel representatives and travel bloggers are credible sources of information. They can provide accurate industry updates and trends that may be useful in one's decision-making.
- ✓ **Talking to other people.** Other people may not be in the industry but have a wealth of experience in travel products such as frequent travelers can be a rich source of information. The information they know will be based on their personal experience. They can offer wise information and practical tips on making travel packages really good.
- ✓ **Flyers.** Flyers are simpler and cheaper forms of printed documents than brochures. Often, it is a one-page sheet that has brief information that would help create interest about the product offering. It may be distributed in strategic locations and events where the target market is present.
- ✓ **Films and documentaries.** Audio-visual presentations such as films and short documentaries are also good sources of information. Films using specific

destinations for its location shoots are effective ways of promoting a destination. Hollywood film companies have used the Philippines for some movies. It is good way for the Philippines to gain prominence internationally.

- ✓ **Billboards.** Huge billboards can be seen in highly populated areas and on roadsides in the Rwanda. They are good sources of new information and can instill high recall for prospective consumers. Billboards are designed to be noticeable; hence, the use of photos and big fonts. Information is brief and limited. Billboards are meant to create interest; more information can be sought using other sources.
- ✓ **Television.** It creates a visual appeal of the product and generates positive emotions from its viewers. But again, information is limited to visual images. More specific information can be gathered using other sources.
- ✓ **Travel magazines.** A travel magazine is beautiful way of showing photographs and text through its colored and visually-appealing pages on glossy paper. Information can also be extensive since articles may be longer than any of the other traditional sources. Since the text is supported by photographs, it is an effective way of getting information.¹⁰
- **Importance of tourism sources of information**
 - ✓ Helps travelers plan their itineraries, understand logistical requirements, and make informed decisions about destinations and activities.
 - ✓ Provides detailed insights into attractions, cultural practices, and local events, enhancing the overall travel experience.
 - ✓ Offers important safety guidelines, health advisories, and emergency contact information.
 - ✓ Increases cultural awareness and sensitivity by providing information about local customs, traditions, and etiquette.
 - ✓ Facilitates easier navigation and access to services, reducing the stress and complexity of travel.

¹⁰ <https://www.coursehero.com/file/65282715/Lesson-113-Sources-of-Tourism-Product-Informationdocx/>



Activity 2: Guided Practice



Task 6:

Read and match contents in the following table

Match the following Column A of sources of information with Column B of their descriptions and write your answers in column Answer.

Answers	Column A	Column B
	1. Tourist information hotline	A. Platforms like Expedia Group and booking.com that offer booking services and user reviews.
	2. Hotel concierge services	B. Government or official sites providing comprehensive information on destinations.
	3. Official tourism websites	C. Physical locations staffed by personnel who provide maps, brochures, and advice.
	4. Travel guidebooks	D. Direct communication services for immediate travel information and assistance.
	5. Social media	E. Published materials offering detailed information on destinations, culture, and history.
	6. Local newspapers	F. Personal online journals and video content where travelers share their experiences.
	7. Travel Blogs and Vlogs	G. Services provided by hotels to help guests with reservations, recommendations, and travel tips.
	8. Tourist information centers	H. Newspapers that include travel sections with articles on destinations and events.
	9. Online Travel Agencies (OTAS)	I. Platforms like instagram and facebook where users share travel photos, videos, and tips.
	10. Language translation services	J. Services like LanguageLine Solutions that assist with communication in different languages.



Activity 3: Application



Task 7:

Referring to scenario in task 5, read and answer the following questions

1. Demonstrate how you would use the information provided by the hotline to plan your itinerary?
2. What steps will you take if you encounter any issues or changes in the events you plan to attend?

Topic 1.3: Preparation of tour guiding equipment



Activity 1: Problem Solving



Task 8:

Read the scenario below and answer the questions that follow


Scenario: Peter, a tour guide, is preparing for a historical city walking tour. He needs to ensure that all equipment is in good working condition and ready for use. He will be using a portable microphone and speaker system, handheld radios for communication with an assistant, maps and brochures, a first aid kit, and a GPS device. During the equipment check, Peter finds that the speaker system is producing static noise.

1. What steps should he take to troubleshoot this issue?
2. What should Peter do if he realizes the first aid kit is missing some essential items on the morning of the tour?
3. If the GPS device fails during the tour, what alternative methods can Peter use to navigate the city?

Key Facts 1.3: Preparation of tour guiding equipment


- **Introduction to preparation of tour guiding equipment**

- ✓ **Definition**


 **Tour guiding equipment** refers to the various tools and devices used by tour guides to enhance the tour experience, ensure clear communication, provide safety, and share information effectively with tour participants.

Preparation of tour guiding equipment involves several key steps: checking, testing, and assessing the equipment; gathering necessary items; and practicing using the equipment.


✓ **Steps for preparing tour guiding equipment**

 **Check, test, and assess the equipment:** This step involves thoroughly examining each piece of equipment to ensure it is in working order and suitable for use during the tour. This step involves the following activities:

- **Visual inspection:** Carefully inspect each item for any visible damage or wear and tear. Check for cracks, loose parts, or any signs of malfunction.
- **Functional testing:** Test each piece of equipment to confirm it operates correctly. Ensure all electronic devices power on and function as expected.
- **Assess condition:** Evaluate the overall condition of the equipment to determine if it is reliable for use during the tour. Replace or repair any items that do not meet the necessary standards.



 **Gather necessary items:** Collect all the essential equipment and materials needed for the tour to ensure everything is ready and easily accessible. This step involves the following activities:

- **Create an inventory list:** Make a comprehensive list of all the items required for the tour. This helps ensure that nothing is forgotten or overlooked.
- **Collect items:** Gather all the items on your inventory list and organize them in a central location for easy access. Place all the gathered items in a designated area, such as a storage bin or backpack, ready for packing and transport.
- **Check for completeness:** Verify that you have collected every item on your list and that each item is in good working condition. Double-check that you have enough equipment for all tour participants and that the first aid kit is fully stocked.

 **Practice using equipment:** Familiarize yourself with the operation of all equipment to ensure you can use it effectively and troubleshoot any issues that may arise during the tour.




- **Conduct practice runs:** Use the equipment in a setting similar to the actual tour environment to simulate real-world conditions and ensure you are comfortable with its operation.
- **Learn key functions:** Understand the main features and functions of each piece of equipment to maximize its effectiveness.
- **Troubleshooting practice:** Identify common issues that may arise with the equipment and practice troubleshooting steps to resolve them quickly.
- **Get feedback:** If possible, ask a colleague or friend to observe your practice and provide feedback on your use of the equipment.

Tour guiding equipment¹¹






Image	Equipment	Description
	Sleeping bag	It is a bag used by tourists at a camp site that help to sleep Strong, Lightweight, Weatherproof Sleeping Bags. When going for a hiking, trekking or camping
	First Aid kit	The meaning of FIRST AID KIT is a set of materials and tools used for giving emergency treatment to a sick or injured person. ¹²



¹¹ <https://www.treksoft.com/en/blog/8-gadgets-for-a-busy-tour-guide>

¹² <https://www.plant-tours.com/blog/what-tools-do-tour-guides-use/>

	<p>Portable Charger:</p>	<p>A lightweight power bank or mobile battery pack that you can carry anywhere. They go under different names: battery packs, power banks, portable chargers, fuel banks, pocket power cells and back-up charging devices to name just a few</p>
	<p>A mobile app (or mobile application)¹³</p>	<p>it is a software application developed specifically for use on small, wireless computing devices, such as smartphones and tablets, rather than desktop or laptop computers</p>
	<p>Tent</p>	<p>It is used for camping activities as accommodation</p>
	<p>Binocular</p>	<p>it is an instrument, like two small telescopes fixed together, that makes objects that are far away seem nearer when you look through it</p>
	<p>Reading book</p>	<p>it means that they are actively engaged in the process of looking at the written words in the book, and attempting to understand and comprehend the meaning of the words and sentences</p>

¹³ <https://www.checkfront.com/blog/5-top-tour-guide-tools-for-an-outstanding-experience/>

	sunglasses	glasses to protect the eyes from the sun
	Luxury safari	The vehicle uses to transport tourists
	Smartwatch:	it is a portable device worn on the wrist that supports apps and acts as an extension of your mobile phone in some cases
	Water proof jacket	In the simplest sense, a waterproof jacket offers the highest level of protection from rain and snow.
	Hiking boots	Hiking (walking) boots are footwear specifically designed for protecting the feet and ankles during outdoor walking activities such as hiking. They are one of the most important items of hiking gear since their quality and durability

		can determine a hiker's ability to walk long distances without injury.
	Water bottles	A water bottle is a small container for carrying water to drink on a long journey.
	Voice Amplifier	Voice amplification device is a type of amplification device, commonly referred to as a hearing aid, that is used to amplify sounds to improve audibility within the useful dynamic range of an individual.



Activity 2: Guided Practice



Task 9:

Referring to the scenario in task 8, answer the following questions

1. How can Peter ensure all communication devices are fully charged and functional before the tour starts?
2. What steps should Peter take to prepare and organize the maps and brochures for the participants?
3. What are some key items Peter should include in the first aid kit to be prepared for minor injuries?



Activity 3: Application



Task 10:

Read the following scenario and answer the questions that follow

Scenario: Emily is a new tour guide preparing for her first city walking tour through a historic district. She has completed her equipment check and gathered all necessary items, including a portable microphone and speaker system, city maps, and a first aid kit. Now, she wants to practice using the equipment to ensure she can effectively communicate with her tour group and provide a seamless experience.

1. What should Emily do if she notices that the microphone is picking up interference and producing static noise during the practice session, and how can she do that?
2. Assume that you the one and practice using the guiding equipment.

Topic 1.4: Contacting service suppliers



Activity 1: Problem Solving



Task 11:

Read the following scenario and answer the questions that follow

Scenario. John is a tour operator specializing in wildlife safari tours. He is preparing a five-day safari for a group of international tourists in a renowned national park. The tour will include guided game drives, bush walks, camping, and local cultural experiences. To ensure a successful tour, John needs to identify and contact various service suppliers, including safari vehicle providers, local guides, camp operators, restaurants, and cultural experience facilitators.

1. How should John choose reliable safari vehicle providers?
2. How can John use the internet to contact cultural experience providers?
3. What should John look for when picking accommodation for the safari?
4. How can John make sure the local guide will improve the tour experience?

Key Facts 1.4: Contacting service suppliers

- **Introduction to tourism service suppliers**

- ✓ **Definition**

- ✚ **Tourist Service means** the provision of services in travel, transportation, accommodation, meals, drinks, entertainment, and guidance to satisfy the needs of tourists.¹⁴

- ✚ **Tourism suppliers** are defined as any entity that offers tourism or management products i.e. that can be marketed, or used by travel agencies.

- ✓ **Suppliers of tourism products and services**

- ✚ Airline companies

¹⁴ <https://www.genieai.co/define/tourist-service#:~:text=Tourist%20Service%20means%20the%20provision,satisfy%20the%20needs%20of%20tourists.>

- ✚ Accommodation providers
- ✚ Tour operators
- ✚ Tourism boards
- ✚ Travel agency
- ✚ Transportation
- ✚ Shopping malls
- ✚ Restaurant
- ✚ Cruise line companies.
- ✚ Car rental companies.
- ✚ Excursion providers.
- ✚ Travel insurance companies.
- ✚ Wholesale companies.
- ✚ Software suppliers¹⁵

✓ **Activities in identifying appropriate suppliers**

- ✚ **Research:** The first step is to conduct thorough research to understand the specific needs and requirements of the tourism business. This includes identifying the target market, desired destinations, and types of services or products required.
- ✚ **Market analysis:** Analyzing the market trends and competition in the tourism industry can provide insights into the existing suppliers and their offerings. This helps in understanding the gaps and opportunities for identifying appropriate suppliers.
- ✚ **Networking:** Building a strong network within the tourism industry is crucial for finding reliable suppliers. Attending industry events, trade shows, and conferences allows for direct interaction with various suppliers, enabling evaluation of their expertise, reputation, and capability to meet the business requirements.
- ✚ **Supplier evaluation:** Once potential suppliers are identified, a thorough evaluation process should be conducted. This includes assessing their

¹⁵ <https://mize.tech/blog/list-of-18-key-travel-agency-suppliers/>

experience, track record, financial stability, quality of products/services, adherence to safety and sustainability standards, and customer reviews or references.

- ✚ **Request for proposals (RFPs):** Issuing RFPs to shortlisted suppliers provides a clear framework for evaluating their proposals. This allows businesses to compare offerings, pricing, contractual terms, and overall suitability.

- ✚ **Site visits and inspections:** It is crucial to visit the suppliers' facilities personally to ensure they meet desired standards. Inspections help assess the quality of their infrastructure, equipment, and operations firsthand.

- ✚ **Negotiation and contracting:** Once a suitable supplier is identified, negotiations take place to agree upon pricing, terms, and conditions. A comprehensive contract should be drawn up to protect parties' interests, outlining agreed-upon deliverables, timelines, payment terms, and cancellation policies.

- ✚ **Ongoing evaluation and feedback:** After engaging with a supplier, ongoing evaluation and feedback are essential. Assessing their performance and addressing any issues or concerns ensures a smooth and successful partnership.

✓ **The role tour suppliers**

- ✚ **Accommodation providers:** Such as hotels, resorts, hostels, vacation rentals, and bed and breakfasts. They offer a place for tourists to stay during their trip.

- ✚ **Transportation providers:** Such as airlines, cruise lines, car rental companies, and taxi services. They provide transportation options to help tourists reach their destinations.

- ✚ **Tour operators:** They organize and provide guided tours, excursions, and activities for tourists. They may offer specialized packages and itineraries to cater to different interests.

- ✚ **Attractions and entertainment providers:** Such as theme parks, museums, landmarks, theaters, and recreational activities. They offer experiences and entertainment that attract tourists.

- ✚ **Food and beverage providers:** Such as restaurants, cafes, bars, and food stalls. They provide meals, snacks, and beverages to satisfy tourists' culinary needs.
- ✚ **Travel agents:** They assist in planning and organizing travel arrangements for tourists, including booking flights, accommodations, and other travel-related services.
- ✚ **Destination management organizations (DMOs):** They promote and market tourist destinations, coordinate tourism events, and provide visitor information and services to enhance the overall experience.

✓ **Ways to contact service supplier**

- ✚ **Phone calls:** Find the contact numbers of the suppliers and call them directly. This allows for immediate communication and gives you the opportunity to discuss your requirements in detail.
- ✚ **Email:** Send an email to the suppliers inquiring about their products or services. This method allows for a written record of communication and gives the suppliers time to provide a detailed response.
- ✚ **Online contact forms:** Many suppliers have online inquiry forms on their websites. Fill out these forms with your contact details and specific requirements, and the suppliers will respond to your inquiry.
- ✚ **Social media:** Some suppliers have active social media presence. Reach out to them through platforms like Facebook, Twitter, or LinkedIn by sending them direct messages or leaving comments on their posts.
- ✚ **Trade shows and events:** Attend tourism trade shows and industry events where you can meet suppliers in person. This allows for face-to-face interaction and the opportunity to establish personal connections.
- ✚ **Travel agencies and intermediaries:** If you prefer to work with a travel agency or an intermediary, reach out to them and let them know your requirements. They will contact suppliers on your behalf and provide you with options.

<p>✓ Elements of tourism products and their corresponding suppliers (Supply Chain Engagement for Tour Operators – Three Steps Toward Sustainability. 2004. The Tour Operators’ Initiative for Sustainable Tourism Development.)¹⁶</p>	
Elements of Tourism Products	Suppliers
✚ Accommodation	Hotels, bed & breakfasts, self-catering, (serviced) apartments, campsites, cruise ships
✚ Transport to and from destinations	Public transport (e.g., trains), airports, scheduled air carriers, air charters, scheduled sea passages, chartered sea passages, coaches, cruises
✚ Catering and food and beverage	Restaurants and bars, grocery stores, farmers, fishermen, local commerce/markets, bakers, butchers, food wholesalers
✚ Ground transport	Car rentals, boat rentals, fuel providers, gas stations, taxis
✚ Ground services	Agents, handlers, or inbound operators in the destination
✚ Cultural and social events	Excursion and tour providers, sports and recreation facilities, shops and factories
✚ Environmental, cultural and heritage resources of destinations	Public authorities, protected site managers, private concessionaires and owners

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https://www.oneplanetnetwork.org/sites/default/files/supply_chain_management_for_tour_operators_-_three_steps_towards_sustainability_.pdf



Activity 2: Guided Practice



Task 12:

Reoffering to the scenario in task 11, read the scenario and answer the following questions

John calls a potential restaurant to discuss group booking options for meals during the safari. He uses an online booking platform to reach out to a cultural experience facilitator.

1. How can John effectively communicate his group's needs during the call?
2. What information might John need to request through the platform?
3. What role does the guide's expertise play in the overall tour experience?



Activity 3: Application



Task 13:

Read the scenario below and answer the question provided

Scenario: Emily is a tour operator organizing a luxury beach vacation for a group of high-profile clients. She needs to secure high-quality service suppliers, including a luxury resort, a private yacht charter, and a gourmet catering service. She aims to ensure that each supplier meets the high standards expected by her clients and that all services are seamlessly integrated into the vacation itinerary. What steps can Emily take to assess and ensure that each service supplier meets the high standards required for her luxury beach vacation tour?



Formative Assessment

Answer the following question 1-5 by True/False

1. Online platforms are the best way to contact all types of service suppliers in tourism.
2. Evaluating local guides based on colleague recommendations is always reliable without further validation.
3. Networking at industry events can help build a reliable network of tourism service suppliers.
4. Conducting a trial safari with a local guide is a good method to assess their effectiveness.
5. Feedback from past tours should not influence future guide selections.

Match service suppliers in Column A with the corresponding service in column B and put your responses in column Answer

6. Match the service suppliers with their roles:

Answer	Column A	Column B
	1. Safari vehicle provider	A. Organizes local cultural activities and performances
	2. Local guide	B. Supplies food and beverages during the tour
	3. Restaurant	C. Offers accommodations and camping services r
	4. Cultural experience facilitator	D. Provides transportation during the tour
	5. Camp operator	E. Enhances tour with local knowledge and expertise

Answer the following questions by circling the correct response

7. **What is a key consideration when selecting an accommodation provider for a tour?**
 - a. Proximity to shopping malls
 - b. Availability of free Wi-Fi
 - c. Meeting the specific needs of the group
 - d. Number of available parking spaces

8. **What is an effective way to contact a cultural experience provider?**
 - a. Through a direct visit
 - b. Via an online booking platform
 - c. By sending a postcard
 - d. Through social media alone
9. **What should be assessed during a trial safari with a local guide?**
 - a. The guide's cooking skills
 - b. The guide's punctuality
 - c. The guide's effectiveness and expertise
 - d. The guide's singing ability
10. **How can a tour operator verify the safety standards of a safari vehicle provider?**
 - a. By asking for customer reviews
 - b. By checking the provider's social media profiles
 - c. By reviewing the provider's safety certifications and records
 - d. By comparing prices with other providers
11. **Which of the following is a benefit of including cultural attractions in a tour?**
 - a. Reducing overall tour costs
 - b. Enhancing the overall tour experience
 - c. Shortening the duration of the tour
 - d. Increasing the number of daily activities



Points to Remember

- Managing tour suppliers involves balancing cost, quality, and service excellence. Negotiating competitive prices with suppliers while ensuring high standards is crucial for cost management.
- Accommodation providers should offer facilities that meet group needs, prioritize safety, and provide a comfortable stay.
- Conducting trial runs with suppliers, such as test tours with guides or facilities, helps assess their effectiveness and service delivery, ensuring they meet tour standards before formal engagement.



Self-Reflection

1. Re-take the self-assessment they did at the beginning of the unit.
2. Fill in the table above and share results with the trainer for further guidance.
3. Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.

My experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills and attitudes					
Describe the tour activities					
Explain the Key guiding information sources					

My experience Knowledge, skills and attitudes	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Describe the tour guiding equipment					
Receive orientation related to tour activities					
Identify the Key guiding information sources					
Prepare tour guiding equipment					
Time keeper					
Be honest and transparent					
Be a good communicator					

4. Fill in the table above and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.
3.	3.	3.

UNIT 2: CONDUCT TOUR ACTIVITIES



Unit summary

This unit provides you with the knowledge, skills and attitudes required to conduct tour activities required to perform tour guiding services. It covers the confirmation of the tour suppliers, conducting briefing, interpretation of itinerary, and handling tourist luggage

Self-Assessment: Unit 2

1. Refer to the unit illustration above and answer the following questions

- What do you see in the picture?
- What does the illustration remind you in tourism?
- What do you think this unit is about based on the illustration?

2. Fill in and complete the self-assessment table below to assess your level of knowledge, skills and attitudes under this unit.

- There is no right or wrong ways to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills and attitudes acquisition during the learning process.
- Think about yourself: do you think you have the knowledge, skills or attitudes to do this? How well?
- Read the statements across the top. Put a check in column that best represents your level of knowledge, skills or attitudes.
- At the end of this unit, you will assess yourself again

My experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills and attitudes					
Identify tourist suppliers					
Describe ways to welcome tourists					
Explain tour briefing steps					
Describe itinerary					

My experience Knowledge, skills and attitudes	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Describe tools used to handle tourist luggage					
Identify guiding techniques					
Confirm tour suppliers					
Welcome tourists					
Conduct tour briefing sessions					
Interpret itinerary					
Handle tourist luggage					
Apply tour guiding skills and techniques					
Promote sustainable tourism practices.					
Provide excellent tour experience.					
Calm under pressure					
Adventurous					
Open-Minded					
Teamwork					



Key Competencies:

Knowledge	Skills	Attitudes
1. Identify tourist suppliers	1. Confirm tour suppliers	1. Promote sustainable tourism practices.
2. Describe ways to welcome tourists	2. Welcome tourists	2. Provide excellent tour experience.
3. Explain tour briefing steps	3. Conduct tour briefing sessions	3. Calm under pressure
4. Describe itinerary	4. Interpret itinerary	4. Adventurous
5. Describe tools used to handle tourist luggage	5. Handle tourist luggage	5. Open-Minded
6. Identify guiding techniques	6. Apply tour guiding skills and techniques	6. Teamwork



Discovery activity:



Figure 1: Tour Tools and Equipment



Task 14:

Observe and interpret the picture above and answer the following questions

1. What do you see on the illustration ?
2. What do you understand by tour briefing?
3. Identify ways for tour suppliers confirmation.
4. What are the key elements of a good tour itinerary?
5. Identify the types of itineraries.
6. Why is it important to label and track all pieces of luggage?
7. What are some effective techniques for engaging travelers during a guided tour?

Topic 2.1: Confirmation of the tour suppliers



Activity 1: Problem Solving



Task 15:

Read the following scenario and answer the questions that follow

Scenario. You are a tour operator finalizing hotel accommodations for a group of travelers. You have identified a hotel that meets your requirements and need to confirm the booking.

1. What would you do if the hotel does not respond to your initial confirmation email?
2. What steps would you take if the hotel informs you they are overbooked after you have already received a confirmation?

Key Facts 2.1: Confirmation of the tour suppliers

- **Confirming tour suppliers**

- ✓ **Definition of the terms**

- ✚ **Tour supplier** refers to any business or individual that provides goods or services required for the operation of a tour.
- ✚ **Confirmation** in the travel industry refers to the process of verifying and securing reservations and agreements with suppliers. It involves the formal acknowledgment from a supplier that a booking has been made and that they will provide the specified services at the agreed-upon terms and conditions.
- ✚ **Tour supplier confirmation** is the comprehensive process of finalizing arrangements with all suppliers involved in a tour package.











- ✓ **Steps to confirming tour suppliers**

- ✚ **Initial contact and inquiry:** Engaging with potential suppliers to discuss availability, services, and pricing.
- ✚ **Proposal request and evaluation:** Requesting detailed proposals from suppliers and evaluating them based on quality, cost, and reliability.

- ✚ **Contracting:** Drafting, reviewing, and signing contracts that outline the terms and conditions of the services to be provided.
- ✚ **Booking:** Making formal reservations with selected suppliers and securing their services for the tour dates.
- ✚ **Written confirmation:** Receiving written confirmation from each supplier, which details the specific services, costs, and other relevant information.
- ✚ **Pre-tour verification:** Reconfirming all arrangements with suppliers shortly before the tour commences to ensure there are no changes or issues.
- ✚ **Monitoring:** Ensuring that all services are delivered as agreed during the tour and addressing any issues promptly.

✓ **Ways of confirming the tour suppliers**

- ✚ **Email:** Send a detailed email to the supplier outlining the services booked, dates, times, and any special requirements. Request a written confirmation in return, which includes all the agreed details.
- ✚ **Confirmation letters:** For formal agreements, use official letters or documents that both parties sign. This formalizes the agreement and provides a paper trail.
- ✚ **Vouchers:** Issue service vouchers that travelers will present to suppliers. These should include all necessary details and a unique confirmation number.
- ✚ **Formal contracts:** Draft and sign formal contracts that clearly define the terms and conditions, including services to be provided, payment terms, cancellation policies, and responsibilities.
- ✚ **Service level agreements (SLAs):** For ongoing or critical services, establish SLAs that specify performance standards and penalties for non-compliance.
- ✚ **Deposit payments:** Make an initial deposit to secure the booking. Many suppliers require a deposit to confirm reservations.
- ✚ **Payment schedules:** Agree on a payment schedule that includes an initial deposit, intermediate payments, and final payment after services are rendered.
- ✚ **Phone calls:** Make phone calls to suppliers to verbally confirm details. Follow up with written confirmation to ensure clarity and avoid misunderstandings.
- ✚ **Regular follow-ups:** Periodically check in with suppliers to ensure everything is on track, especially as the tour date approaches.

-  **Tour management software:** Use specialized software that allows you to manage bookings, track confirmations, and communicate with suppliers efficiently.
-  **Online booking platforms:** Many suppliers offer online booking systems where you can make reservations and receive instant confirmation.
-  **Pre-tour inspections:** Visit the supplier's location to verify the quality of services and facilities. This is particularly important for accommodations and activity providers.
-  **Regular audits:** For frequently used suppliers, conduct regular audits to ensure ongoing compliance with agreed standards.
-  **Online portals:** Use supplier portals provided by many booking systems to manage and confirm bookings. These portals often provide real-time updates and confirmation statuses.
-  **Dashboard monitoring:** Monitor all supplier confirmations and statuses through a centralized dashboard to ensure nothing is overlooked.
-  **Unique confirmation codes:** Ensure each booking has a unique confirmation code that can be used to verify the reservation with the supplier.
-  **Tracking systems:** Implement tracking systems to monitor confirmation codes and ensure all bookings are confirmed.
-  **Collect feedback:** After the tour, collect feedback from travelers about the services provided. Use this information to assess supplier reliability and performance.
-  **Review performance:** Regularly review supplier performance based on feedback and adjust your supplier list accordingly.



Activity 2: Guided Practice



Task 16:

Read the following scenario and answer the questions that follow

You need to confirm bus transportation for a group tour, including airport transfers and daily excursions.

1. What information should you confirm with the bus company to ensure a smooth service?
2. How can you verify that the transportation service is reliable before making a booking?



Activity 3: Application



Task 17:

Referring to the scenario in task 16, demonstrate the following questions

1. How you would integrate the confirmed transportation details into the overall tour itinerary.
2. How would you communicate the confirmed transportation details to your travelers?

Topic 2.2: Conducting briefing



Activity 1: Problem Solving



Task 18:

You are the tour leader for a cultural tour of Rwanda. The group consists of 20 travelers, a local guide named Mary, and an assistant tour leader named Sarah. The tour includes visits to several key sites such as the Kigali genocide memorial, the Inema arts center, and the volcanoes national park. You have planned a detailed itinerary and confirmed all arrangements with suppliers. On the morning of the tour, you need to conduct a briefing with the travelers. However, during the briefing, you encounter several challenges:

1. The bus scheduled to transport the group to the first destination arrives late.
2. Some travelers express concerns about the safety protocols for the hiking activity in the Volcanoes National Park.
3. Weather forecast predicts heavy rain, potentially affecting the day's planned outdoor activities.

From the scenario above answer the following questions

1. What steps can you take to keep the travelers informed and reassured during this delay?
2. How would you address the travelers' concerns about the safety protocols for the hiking activity?
3. What steps would you take to find and arrange alternative indoor activities?
4. Why is it important to conduct a thorough tour briefing?
5. Identify the factors you would consider while briefing the travelers about the arranged indoor activities.

Key Facts 2.2: Conducting briefing

- **Introduction to tour briefing**

- ✓ **Definitions**

- ✚ **A tour briefing** is a critical preparatory session conducted by the tour operator or leader before the commencement of a tour. The purpose is to provide essential information, instructions, and guidelines to all participants, including staff, guides, and travelers, ensuring everyone is well-prepared, aligned, and informed about the tour itinerary, expectations, roles, responsibilities, and safety protocols.

- ✚ **Conducting a tour briefing** is the process of providing essential information and instructions to all participants involved in a tour, including staff, guides, and travelers, before the commencement of the tour.

- ✓ **Tour briefing steps**

- ✚ **Introduction:** Begin by greeting the tour participants and introducing yourself as the tour leader.

- ✚ **Icebreaker:** Start with a friendly icebreaker activity to help break the ice and create a comfortable environment.

- ✚ **Outline itinerary:** Provide a detailed overview of the tour itinerary, including destinations, activities, and any changes or updates that may have occurred.

- ✚ **Safety information:** Emphasize the importance of safety during the tour. Highlight any specific safety measures or guidelines that participants need to be aware of, such as emergency contacts, medical facilities, or potential risks.

- ✚ **Logistics:** Discuss practical details such as transportation arrangements, accommodation, meal plans, and baggage restrictions.

- ✚ **Group expectations:** Set clear expectations for the group, including punctuality, respectful behavior towards fellow travelers and locals, and adherence to any specific rules or regulations.

- ✚ **Cultural briefing:** Provide insights into the local culture, customs, and traditions. Share information about appropriate attire, local etiquette, and any cultural sensitivities to be mindful of during the tour.

- ✚ **Activity instructions:** Explain the activities and excursions planned during the tour, outlining any special requirements or preparations participants need to make.
- ✚ **Question and answers session:** Allow time for participants to ask questions or seek clarification on any aspect of the tour.
- ✚ **Final reminders:** Recap important points discussed, reiterate essential information, and remind participants of any upcoming deadlines or requirements.
- ✚ **Conclusion:** Conclude the tour briefing by expressing your excitement for the journey ahead and encouraging participants to enjoy the experience to the fullest.

✓ **Briefing points**

- ✚ At hotel
- ✚ At airport
- ✚ On-site
- ✚ At the border
- ✚ At the tour company's office
- ✚ At the tourism center

✓ **Factors to consider while conducting tour briefing**

- ✚ **Audience:** Understand the demographics, interests, and expectations of the attendees. Tailor the briefing to their knowledge level and preferences.
- ✚ **Purpose:** Identify the objectives of the tour. Are you providing historical information, educational insights, or entertainment? Align the briefing accordingly.
- ✚ **Timeframe:** Determine the duration of the briefing and ensure you cover all necessary information within that timeframe. Be concise and prioritize key points.
- ✚ **Content:** Consider the key features, highlights, or unique aspects of the tour. Highlight these in the briefing to pique interest and provide a clear itinerary.

- ✚ **Visual aids:** Utilize visual aids such as maps, photographs, or videos to enhance the briefing. Visuals can help participants better understand the tour route and landmarks.
- ✚ **Language and tone:** Use clear and easily understandable language. Adjust the tone to match the atmosphere and expectations, whether it's casual and friendly or formal and professional.
- ✚ **Question and answers session:** Allocate time for questions and answers to address any concerns or curiosities from the attendees. Encourage active participation during this segment.
- ✚ **Safety and special requirements:** Emphasize any safety regulations, guidelines, or precautions that participants should follow. Inform them of any special requirements, accommodations, or restrictions.
- ✚ **Additional resources:** Provide supplementary materials, such as brochures or handouts, to support the briefing and enable participants to explore further on their own.
- ✚ **Follow-up communication:** After the briefing, consider sending a summary email or providing contact information for further inquiries. This ensures ongoing support and engagement with participants.¹⁷
- ✓ **Importance of conducting a tour briefing**
 - ✚ **Preparation:** Ensures that all participants are well-prepared and know what to expect during the tour.
 - ✚ **Coordination:** Enhances coordination among tour staff, guides, and travelers, leading to a smoother operation.
 - ✚ **Safety:** Ensures that everyone is aware of safety protocols and emergency procedures.
 - ✚ **Communication:** Establishes clear lines of communication, reducing the likelihood of misunderstandings.
 - ✚ **Traveler satisfaction:** Helps travelers feel informed, comfortable, and confident, contributing to a positive tour experience.

¹⁷ <https://www.linkedin.com/advice/0/how-can-you-conduct-safety-briefing-ensures-tour-seixc>



Activity 2: Guided Practice



Task 19:

Referring to the scenario in task 18, answer the following questions

1. What techniques can you use to engage travelers with varying levels of familiarity with the tour content?
2. How should a tour guide prepare for a briefing session?
3. What are the key considerations when delivering a tour briefing to a diverse group of tourists?



Activity 3: Application



Task 20:

Read the scenario below and perform the task provided

Scenario. As the tour leader, you need to demonstrate a particular safety protocol that is crucial for the upcoming hiking activity in the volcanoes national park. This protocol involves using a safety harness and proper climbing techniques to ensure the safety of all participants. Demonstrate the correct way to put on and secure the safety harness, and explain the key climbing techniques we will use during the hike in the volcanoes national park?

Topic 2.3: Interpretation of itinerary



Activity 1: Problem Solving



Task 21:

X&B is a travel consultant agency tasked with organizing a two-week group tour to a culturally rich and geographically diverse region for a mixed group of travelers, including seniors with mobility issues, adventurous trekkers, and leisure-seeking beach enthusiasts. The itinerary includes historical sites, adventurous activities like trekking and water sports, cultural experiences such as local cuisine and traditional performances, and leisure time for relaxation.

1. How would the agency customize each itinerary to match the client's specific interests and preferences?
2. What are the essential details that the agency should include in a tour itinerary?
3. What factors should the agency take into account when planning meals and accommodations for a diverse group of travelers?
4. What is the difference between a leisure-focused itinerary and an adventure-focused itinerary?
5. How can the tourists interpret the itinerary provided by the agency?

Key Facts 2.3: Interpretation of itinerary

- **Introduction to itinerary interpretation**

- ✓ **Definition**

- ✚ **An itinerary** is a plan of a journey showing the route and the places that the visitor will visit. Thus, it is a schedule or timetable produced in association with a package tour. It is basically designed to identify the route, day-by-day journey format, origin, destination, and all the enroute halting points, period of halts along with accommodation, mode of travel, activities and other services offered during a visitor's tour.

- ✚ **Itinerary interpretation** refers to the process of explaining and clarifying the details of a travel itinerary to travelers. This involves providing a comprehensive

understanding of the schedule, activities, destinations, logistical arrangements, and any special instructions or considerations

✓ **Steps in developing/planning a tour itinerary**

✚ Step 1 – Research other tours in the market place. Careful planning is required when developing an itinerary for your tour. A helpful exercise is to take a tour which will be similar to the tour you wish to develop and obtain copies of other tour brochures for comparison.

✚ Step 2 – Name your tour

✚ Step 3 – Map out the duration, frequency and departure point of your tour

- When will your tour depart? am/pm.
- When will your tour return? am/pm
- How often will your tour operate? per/ week
- Where will the central departure point be?
- Will you offer accommodation pick up? Yes No

✚ Step 4 – List the major locations and highlights of your tour Where will your tour travel to?

✓ **Background information for preparing itinerary**

✚ Duration of the tour.

✚ Minimum time for visiting each city.

✚ Purpose of travel and special interest.

✚ Selecting cities to be included in the itinerary.

✚ Mode of intercity travel. (by road, rail, air)

✚ Selection of any special air fare or rail fare.

✚ Selecting the hotels to be used.

✚ First arrival and last departure from international airport.

✚ Inclusion of places requiring restricted area permits.

✚ Best time for visiting

✓ **Types of itineraries**

✚ **Tourists' itinerary** Tourists' itinerary is given to a particular tourist for his reference as part of the package tour. A tourist expects the tour to be organised as per the itinerary mentioned in the package tour he/she has purchased.

✚ **Tour manager's itinerary** The role of tour manager is crucial to any package tour as he/she has to perform different duties from planning to actual operation of the tour continuously on the spot. Professional expertise, knowledge of different travel issues, crisis management and his/her own personal experiences matter a lot in organizing a tour. Tour manager's itinerary includes the complete details of the whole tour from day one to the last day.

✚ **Escort or guide's itinerary** An escort or guide should know in detail where the group is being taken to, what activities and events are to be organized, time management of the tour and other group details. Vast experience, knowledge of practical ground difficulties, presence of mind and readiness to handle crisis of an escort or guide adds to the successful conduct of a tour.

✚ **Vendor's itinerary** Vendors play a major role in delivering what is mentioned in the clients itinerary. Hence it is unavoidable but to be aware of the specific parts of the itinerary so as to make the necessary arrangements in advance and delivery to the fullest satisfaction of the guests when they arrive at their place







✚ **Coach driver's itinerary** A typical coach driver's itinerary includes group arrival point and time, pickup points and time, turn around points, restricted areas of driving, sightseeing activities, other entertainment activities, parking spaces, entry points, drop-in points all with specific time.

✓ **Do's and do not's of itinerary**






✚ **Do's**

- Do add all places of halt with date and time.
- Do provide a brief summary of the city(s)/country and the sights.
- Do provide name of the hotel, type of vehicle, time of arrival and departure.
- Do include meal plans.
- Do provide links for additional information about the city, country, sights, restaurants, hotels.
- Do provide as many relevant maps as possible.
- Do provide names and places written in the local language.
- Do provide unique information about the destination (Ex: scams and customs).

✓ **Don'ts**

-  Don't add too many details which might cause confusion.
-  Don't leave directions ambiguous. There are lots of distractions when coming into a new city, be as specific as possible.
-  Don't forget about the nature of group, age group, physical disabilities, eating habits and language barriers.
-  Don't go overboard on the hotel recommendations. Most hotels are pretty similar in a given price range.
-  Don't include shops which are not registered, restricted areas without availing permits etc.
-  Don't forget about restaurant recommendations.¹⁸

✓ **Key elements of a good tour itinerary**

-  **Destination information:** This section provides details about the places that will be visited during the tour, including the name of the destination, key attractions, and any special considerations or requirements for visitors.
-  **Travel Details:** Information about how participants will be traveling between destinations, including transportation modes (such as flights, trains, buses, or cars), departure and arrival times, and any necessary reservations or tickets.
-  **Accommodation:** Details about where participants will be staying each night, including the names of hotels or other lodging facilities, check-in and check-out times, and contact information for the accommodations.
-  **Activities and excursions:** A list of planned activities, tours, excursions, and sightseeing opportunities that participants will have the chance to experience during the tour, along with any associated costs or requirements.
-  **Meals:** Information about where and when meals will be provided, whether they are included in the tour package or if participants will need to purchase their own meals, as well as any dietary restrictions or special meal requests.

- ✚ **Free time:** Any scheduled periods of free time during the tour when participants can explore on their own or engage in optional activities not included in the main itinerary.
- ✚ **Important contact information:** Emergency contact details for the tour operator, local guides, accommodations, and any other relevant contacts that participants may need during the tour.
- ✚ **Packing list:** Recommendations for what participants should pack for the trip, including clothing, footwear, travel essentials, and any specific items needed for activities or excursions.
- ✚ **Health and safety information:** Any health or safety considerations for the destination, such as required vaccinations, travel insurance recommendations, local customs and etiquette, and emergency procedures.
- ✚ **Terms and conditions:** Details about the tour operator's policies, including cancellation policies, refund procedures, liability disclaimers, and any other important terms and conditions that participants should be aware of before embarking on the tour.¹⁹

✓ **Factors to consider when planning a tour itinerary**

- ✚ **Days and dates.** Write out the days and dates for each day of your trip. List everything you know about what will be happening then and then list everything that you will need to know. Keep a close eye on these dates.
- ✚ **Destination.** Know the climate ahead of time. Know a little about the rules of the local culture.
- ✚ **Accommodation.** When deciding on sleeping arrangements for each night, a few things to keep in mind are the number of beds you will need, possible entertainment options, and proximity to restaurants or grocery stores.
- ✚ **Transportation.** How will you get to your destination(s)? Once there, will you be driving your own vehicle, renting a car, using public transportation, or riding with friends? A lot of time goes into getting from place to place. It is best to plan this out as well as possible to leave more time for fun.

¹⁹ <https://www.quora.com/What-are-the-main-elements-of-a-tour-itinerary>

✚ **Food.** Many hotels and inns provide breakfast, but what if they don't? Is there food nearby? Does your accommodation have a kitchen(ette)? Maybe you're on a foodie vacation and plan to eat in the best restaurants in town.

✚ **Amusements.** Museums, gardens, historic sites, amusement parks, and shops all have specific details regard directions, costs, hours of operation, and more.²⁰

✓ **Tour itinerary interpretation techniques**

✚ **Communication interpretation techniques**

- **Consecutive interpretation.** The speaker talks and pauses, waits for the interpreter to communicate the matter to the end listener. Once the spoken matter is conveyed, the speaker continues to speak, then pauses for the interpreter to communicate the message. If the listener has anything to say, the interpreter conveys that to the speaker in the speaker's language and the conversation continues until the required communication has taken place.
- **Simultaneous interpretation.** The interpreter will be making translations as the speaker is still speaking. This is a real time interpretation process. The interpreter should have a strong command of the languages of interpretation, the language in which the subject matter is being delivered, and as well an expertise in the actual subject matter.
- **Whispered interpretation.** A tour guide can whisper translations when meeting with the locals of a tourist destination in helping the locals communicate to the visitor.
- **Sight translation.** This is about translating a text from a source language to the target language in the presence of an interpreter. When the audience cannot directly read and understand a text from a different language, the interpreter will do the translations to communicate the fact to the end audience.²¹

✚ **Itinerary interpretation techniques**

²⁰ <https://www.listplanit.com/list-of-considerations-when-planning-your-travel-itinerary/>

²¹

https://epgp.inflibnet.ac.in/epgpdata/uploads/epgp_content/S001827/P001855/M030295/ET/15260387289.30_ET.pdf

- **Skim and scan:** Quickly scan through the itinerary to get an overview of dates, times, locations, and major activities.
- **Detailed reading:** Read through each section carefully to understand the specifics of each part of the itinerary.
- **Highlighting and annotations:** Use highlighters, markers, or digital tools to mark important details such as flight numbers, hotel addresses, and contact information.
- **Calendar integration:** Add key dates and times from the itinerary to your digital or physical calendar to stay organized.
- **Map exploration:** Use online maps to explore the locations mentioned in the itinerary, helping you visualize distances and travel routes.
- **Cross-referencing:** Check the itinerary against other travel documents like tickets and confirmations to ensure consistency and accuracy.
- **Discuss with travel companions:** If traveling with others, review the itinerary together to ensure everyone is on the same page and understands the schedule.
- **Note special instructions:** Pay attention to any specific instructions or requirements mentioned in the itinerary, such as dress codes or reservation details.
- **Time zone adjustments:** If traveling across time zones, make adjustments to the times in the itinerary to match your current location.
- **Digital tools and apps:** Use travel apps or digital itinerary organizers that can sync with your devices and provide updates and reminders.
- **Emergency preparedness:** Note down emergency contacts and information such as local embassy numbers or travel insurance details in case of emergencies.



Activity 2: Guided Practice



Task 22:

Referring to the scenario in task 21, answer the following questions

1. How can you incorporate rest periods and breaks into the itinerary to accommodate seniors?
2. How can cross-referencing an itinerary with travel documents help ensure smooth travel plans?
3. Why is it important to have contingency plans in place when interpreting an itinerary?
4. How can you ensure the itinerary is clear and easy to follow for everyone in your group?



Activity 3: Application



Task 23:

Referring to the scenario in task 21, perform the following task.

Create two sample itineraries: one for a relaxing beach vacation and another for an adventurous trekking trip. What activities and accommodations would you include in each?

Topic 2.4: Handling tourist luggage



Activity 1: Problem Solving



Task 24:

Read the following scenario and answer questions that follow

John is flying from Los Angeles to Tokyo for a business trip. He arrives at the airport with a hard side suitcase for checked baggage, a carry-on bag, and a travel tote. At the check-in counter, he learns that her checked baggage is overweight and needs to be repacked or he will have to pay a fee. While going through security, the security personnel find a restricted item in her carry-on bag. John is also traveling with a laptop and a projector in her carry-on, which need special handling and security. From this scenario,

1. What tools or equipment available at the airport could help John manage her luggage better?
2. What specific regulations must John be aware of when carrying electronics like a laptop and projector?
3. What considerations should John have in mind when choosing carry-on luggage and travel totes for her trip?
4. What are some examples of items that are commonly restricted in carry-on and checked baggage?

Key Facts 2.4: Handling tourist luggage

- **Introduction to handling tourist luggage**

- ✓ **Definition**

- ✚ **Luggage** is anything you use to carry your things with you on a trip. Your only luggage is the pack on your back.²²

- ✚ **Baggage** includes all items passengers either hand over at the counter to go in the plane's cargo hold or carry with them on board. When you buy a ticket, the purchased flight package usually comes with specific baggage allowances at different rates.²³

- ✓ **Tools used to handle guest luggage**

- ✚ **Luggage carts (bell carts):** They transport multiple pieces of luggage at once within a hotel or resort. They are usually equipped with a sturdy platform and handles, some come with wheels for easy maneuvering.

- ✚ **Luggage trolleys:** Move luggage in larger spaces like airports or train stations. Are similar to luggage carts but typically larger and can handle more weight.

- ✚ **Conveyor belts:** Transport luggage through different parts of airports, such as from check-in to the baggage handling area or from the plane to the baggage claim. They are automated belts that move luggage smoothly along a set path.

- ✚ **Luggage Scanners.** Security screening of luggage at airports and some hotels. They are machines that scan the contents of luggage to check for prohibited items.

- ✚ **Luggage wrapping machines:** Provide an extra layer of protection for luggage. They are machines that wrap luggage in a plastic film to prevent damage or tampering.

- ✚ **Luggage tags and labeling tools:** Identify and track luggage. They are tags with passenger information and barcodes that can be scanned for tracking.

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<https://www.vocabulary.com/dictionary/luggage#:~:text=Luggage%20is%20anything%20you%20use,the%20pack%20on%20your%20back.>

²³ [https://www.flypgs.com/en/travel-](https://www.flypgs.com/en/travel-glossary/baggage#:~:text=Baggage%20includes%20all%20items%20passengers,carry%20with%20them%20on%20board.)

[glossary/baggage#:~:text=Baggage%20includes%20all%20items%20passengers,carry%20with%20them%20on%20board.](https://www.flypgs.com/en/travel-glossary/baggage#:~:text=Baggage%20includes%20all%20items%20passengers,carry%20with%20them%20on%20board.)

- ✚ **Porter's dollies:** Help hotel porters transport luggage. They are small, flat platforms with wheels and a handle for pushing or pulling.
- ✚ **Luggage lifts and hoists:** Lift heavy luggage in storage areas or load luggage into high vehicles. Mechanical devices designed to lift and lower heavy items safely.
- ✚ **Weighing scales:** Check the weight of luggage to ensure it meets airline requirements. They are scales specifically designed to weigh large items like suitcases.
- ✚ **Luggage storage racks:** Temporarily store luggage in hotels or transport hubs. They are shelving units designed to hold luggage securely.
- ✚ **Luggage lockers:** Provide secure, short-term storage for guests' luggage. They are lockable compartments that can be rented by guests for storage.
- ✚ **Personalized luggage tags and RFID tags:** Enhance the identification and tracking of luggage. They are customized tags with personal details or RFID chips for electronic tracking.
- ✚ **Protective luggage covers:** Protect luggage from damage during transport. They are covers made from durable materials that fit over luggage.
- ✚ **Luggage cleaning machines:** Clean and sanitize luggage. They are machines that use steam or other cleaning methods to clean the exterior of luggage.

✓ **Types of baggage or luggage**

- ✚ **Luggage**
 - **Hardside luggage** features a rigid outer shell, typically made from materials like polycarbonate, ABS, or aluminum.
 - **Softside luggage** is made from flexible materials such as nylon, polyester, or canvas.
 - **Carry-on luggage** is designed to fit within the size restrictions for cabin baggage set by airlines, typically measuring around 22 x 14 x 9 inches (56 x 36 x 23 cm).
 - **Rolling spinner luggage** features four multi-directional wheels that allow it to be rolled upright in any direction.

- **Duffel bags** are soft, cylindrical bags made from fabric, with a top closure typically secured by a zipper.
- **Travel totes** are large, unstructured bags with handles, often used as personal items in addition to carry-on luggage.
- **Garment bags** are specifically designed to transport formal wear, such as suits and dresses, without causing wrinkles.²⁴

Baggage

- **Checked baggage.** Also known as cargo or hold luggage, checked baggage is what's transported in the cargo hold of the aircraft. You have to check it at the airport, and pick it up once you land.
- **Cabin baggage** is also known as carry-on or hand luggage, and can be a backpack or a small suitcase.
- **Personal items** refer to the small piece of cabin baggage that can fit on your lap or under the seat in front of you.²⁵

✓ **Baggage regulations²⁶**

Weight limits:

- **Checked baggage:** Most airlines allow checked baggage to weigh between 20-32 kg (44-70 lbs.) per bag. Weight limits can vary by airline and class of service.
- **Carry-on baggage:** The weight limit for carry-on bags usually ranges from 7-10 kg (15-22 lbs.).

Size Restrictions:

- **Checked baggage:** The sum of the dimensions (length + width + height) of checked baggage generally should not exceed 158 cm (62 inches).
- **Carry-on baggage:** Carry-on luggage must fit in the overhead bin or under the seat in front of you, typically not exceeding dimensions of 55 x 40 x 20 cm (22 x 16 x 8 inches).

Number of Bags:

²⁴ <https://www.macys.com/p/luggage-buying-guide/luggage-types/>

²⁵ <https://www.kiwi.com/en/help/baggage-allowance-173/article/types-of-baggage-246/>

²⁶ <https://ajet.com/en/corporate/rules-and-conditions/baggage>

- **Checked baggage:** Airlines often allow one or two checked bags per passenger, with additional fees for extra bags.
- **Carry-on baggage:** Usually limited to one carry-on bag and one personal item (such as a laptop bag or purse).

Baggage fees:

- **Checked baggage fees:** Fees can vary based on the airline, ticket class, and destination. Some airlines charge for all checked bags, while others offer free allowances.
- **Overweight/oversize fees:** Additional charges apply if baggage exceeds the weight or size limits.

Prohibited Items:


- **Carry-on baggage:** Items such as sharp objects, explosives, flammable materials, and large quantities of liquids are prohibited. Liquids must be in containers of 100 ml or less, all placed in a single quart-sized bag.
- **Checked baggage:** Certain items like lithium batteries, flammable substances, and perishable items may be restricted or prohibited.

Specialty items:

- **Sports equipment:** Items like skis, golf clubs, and bicycles may require special handling and advance notice.
- **Musical instruments:** Often allowed as carry-on or checked baggage, but may require special arrangements.
- **Medical devices:** Items such as CPAP machines and mobility aids are usually allowed but may require advance notice.

Security screening:

- **Checked baggage:** Subject to screening by X-ray machines and other security measures.
- **Carry-on baggage:** Passengers must pass through security checkpoints, where baggage is screened for prohibited items.

 **Labeling and identification:** Baggage tags with passenger information and barcodes for tracking are essential for both checked and carry-on luggage.

✚ Lost or damaged baggage: have policies for reporting and compensating for lost or damaged baggage, which passengers should be aware of.
✓ Restricted items in the baggage/luggage²⁷

Items	Descriptions
Flammable aerosols	WD-40, spray paint, aerosol starch, cooking spray, etc. This restriction does not apply to toiletries (lotions, deodorants, aerosol foot powders, etc.).
Electric weapons (<i>taser</i>)	Stun guns, electric or current pistols.
Alcoholic Beverages	With more than 70% alcohol by volume (e.g., absinthe).
Full oxygen bottles (pipettes)	Medical or recreational oxygen bottles, pipettes, or tanks under pressure.
Fuels	Flammable liquids, including containers and equipment with residual fuel.
Liquid oxygen devices	Pipettes, cannulas, masks, or dive tanks.
Disabling Items	Personal defense gases, pepper sprays, or irritating substances.
Damaged electronic equipment	Computers, cell phones, chargers, or any malfunctioning device.
Fireworks	Firecrackers, bottle rockets, snaps, and flares.
Safety cases, boxes, and bags	These items cannot contain external batteries or pyrotechnic material.
Paints	Solvents or flammables include thinners, turpentine, MEK (Methyl Ethyl Ketone), denatured alcohol, acetone, resins, lacquers, varnishes, and flammables.
Tanks	Air or pressurized (including diving and SCUBA).
Vehicles powered by external batteries	<i>Hover, boards, scooters, unicycle</i> with this type of battery.

²⁷ <https://ayuda.avianca.com/hc/en-us/articles/13083117125403-What-items-are-restricted-in-my-baggage>



Activity 2: Guided Practice



Task 25:

Referring to the scenario in task 24, answer the following questions

1. John can use _____ and packing cubes to organize his items efficiently and ensure his baggage complies with airline restrictions.
2. John should place his electronic devices in a _____ and ensure they are easily accessible for security screening.
3. John should _____ the restricted item from his carry-on and check if it can be placed in his checked baggage or discarded.
4. Common restricted items in carry-on baggage include _____, flammable materials, and large quantities of liquids.
5. The weight limit for checked baggage typically ranges from _____ kg, while carry-on baggage usually has a size limit of 55 x 40 x 20 cm.
6. Hardside luggage provides better protection for contents but may be _____ compared to Softside luggage.
7. Tools such as luggage carts, luggage scales, and _____ are commonly available at airports to help passengers manage their luggage.
8. John can _____ some items from her checked baggage to his carry-on or travel tote to reduce the weight



Activity 3: Application



Task 26:

Referring to the scenario in task 24, perform the following task

Considering John's need to manage his electronics through security, demonstrate specific steps that he should take to ensure his laptop and projector are handled properly during the security screening?

Topic 2.5: Applying guiding skills and techniques



Activity 1: Problem Solving



Task 27:

Read the following scenario and answer the questions that follow

Scenario: James is a tour guide leading a diverse group of tourists on a combined cultural and nature tour in a region known for its rich history and natural beauty. The itinerary includes visits to historical landmarks, cultural sites, and nature reserves. The group consists of individuals from different cultural backgrounds, age groups, and physical abilities.

1. What skills should James possess in order to guide well the diverse groups with different preferences?
2. What guiding techniques should James apply in order to ensure a smooth and enjoyable experience for tourists?
3. How do should James uphold ethical standards when dealing with sensitive cultural or environmental issues during the tours?
4. What are some common challenges James might face as a tour guide?
5. What legal considerations should James prioritize when planning and conducting guided tours in different locations?

Key Facts 2.5: Applying guiding skills and techniques

- **Application of guiding skills and techniques**










- ✓ **Definition**



Tour guiding skills are techniques that individuals use when giving a guided tour to an audience. Tour guides often use their skills in historical landmarks, museums, parks, resorts and cities, helping travelers and guests learn more about the location they're visiting and answering any of their questions.²⁸

²⁸ <https://www.indeed.com/career-advice/career-development/tour-guiding-skills#:~:text=Tour%20guiding%20skills%20are%20techniques,answering%20any%20of%20their%20questions.>

✓ Skills of a tour guide

-  **Communication skills.** They should also be able to communicate one on one, answer questions with calm and remain approachable even when under pressure.
-  **Energetic.** Tour guides need the ability to sustain a high level of energy throughout the working day, keeping guests interested and involved throughout the tour.
-  **Dynamism.** Tour guides are going to be faced with a huge variety of challenges as they go about their job. It's more than just addressing crowds, but also answering individual questions, handing out advice, problem-solving and much more, all whilst attempting to hold the attention of your guests.
-  **Strong memory.** tour guides should be able to know their script so well that it flows naturally, like a friend telling another a story, rather than somebody working their way through a script. That's the kind of talent that only comes with a fantastic memory.
-  **A sense of humour.** A little humour brings life to any tour, dramatically increases enjoyment levels and helps to relax guests into their experience.
-  **Professionalism.** Tour guides will be dealing with crowds, high-pressure situations and customers from a variety of cultures. As such, retaining professionalism and courtesy is essential at all times. ²⁹
-  **Time management.** Tour guides require strong time management skills because it allows them to time their tours effectively.
-  **A passion for the knowledge.** The improvisation for knowledge a tour guide is relaying is important for their career because it can help them thoroughly understand the information they're presenting and deliver it with more excitement.
-  **Improvisation.** Tour guides will require the use of improvisation to give an effective and entertaining tour to their audience. If a tour guide works in an

²⁹ <https://www.bookinglive.com/6-skills-become-great-tour-guide-operator/>

environment they can't always control, it's possible that some things might occur which they need to work around.³⁰

✓ **Techniques of guiding.**

- ✚ 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

✓ **Different code of conduct of a guide.**

- ✚ Tourist guide shall always be well groomed, courteous, honest, trustworthy and dedicated.
- ✚ Tourist guide shall not use abusive language or be involved in any fights or squabbles with the tourist or any other person at any time in the exercise of his duty.
- ✚ Tourist guide shall not bad-mouth or criticize his colleagues, any establishment or organization, the Government or its policies and campaigns or any other person in the exercise of his duty.

³⁰ <https://www.indeed.com/career-advice/career-development/tour-guiding-skills>

- ✚ Tourist guide shall not be involved in any conduct or act, which is prejudicial to the professional image of the tourist industry in Seychelles or in the image and good name of the country.
- ✚ Tourist guide shall always safeguard his reputation and professional image as tourist guide.
- ✚ Tourist guide, shall have good public relation and shall maintain friendly relations and cooperation with other tourist guides whether local or foreign.
- ✚ Tourist guide shall always try to understand the character and needs of the tourists or any untoward danger or unnecessary risk due to his actions or omissions.
- ✚ Tourist guide shall exercise his duty with due care to ensure that the tourist or any person under his care are not placed under any untoward danger or unnecessary risk due to his actions or omissions.
- ✚ Tourist guide shall not leave the tourist or any person under his care any time in the exercise of his duty.
- ✚ Tourist guide shall always update his information and materials on the history and culture of the country and on Government policies for the better and effective exercise of his duty.³¹

✓ **Factors to consider when guiding**

- ✚ **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.
- ✚ **Origin of the tourists:** This helps to know their behaviors and culture during tour.
- ✚ **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.
- ✚ **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.
- ✚ **Ages of group:** Make sure the level of group, if it is old or young people.

³¹ <https://www.sla.gov.sc/wp-content/uploads/2017/05/Annex-Tourist-Guide.pdf>

- ✚ **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.
- ✚ **Think about tourist activities and attractions:** What they expect from the tour.
- ✚ **Give the necessary safety measures:** Talk about dos and don'ts related to the safety.
- ✚ **Spoken languages of the group:** Try to be familiar with their language, this helps in communication.
- ✚ **Place of visit:** This place should be secured and meet the expectations of the customers (visitors).

✓ **Challenges faced by a tour guide**

- ✚ Weather-related issues - such as unexpected rain or extreme heat.
- ✚ Unruly or disruptive behavior from tourists - which may include inappropriate language or actions.
- ✚ Changes to the itinerary - which may be caused by unexpected events, such as road closures or natural disasters.
- ✚ Language barriers - when tourists and tour guides speak different languages, communication can be difficult.
- ✚ Medical emergencies - such as injuries or illness that require immediate attention.
- ✚ Transportation issues - such as delays or breakdowns of tour buses or other modes of transportation.
- ✚ Difficulty managing time - when there is a lot to see and do, it can be challenging to stick to a schedule.
- ✚ Keeping tourists engaged - especially when the tour is long or the subject matter is not particularly exciting.³²

✓ **Ethics of guiding**

- ✚ Shall be welcoming and demonstrate an enthusiasm.

³² <https://www.quora.com/What-are-the-common-problems-encountered-by-a-tour-guide-during-a-tour>

- ✚ Shall at all times show willingness to provide optimum support and quality service to all tourists, and will give tourists an opportunity to enjoy or visit a desired destination.
- ✚ Shall in no way discriminate in rendering service to any tourist on any basis, e.g. colour, gender, ethnicity, nationality, physical challenge, age, etc.
- ✚ Shall be impartial, unbiased and positive, and represent South his/her country objectively.
- ✚ Shall be suitably dressed and presentable at all times.
- ✚ Shall be punctual, reliable, honest, conscientious and tactful at all times.
- ✚ Shall be a responsible driver, when driving as a guide.
- ✚ Shall carry out the programme/itinerary of a tour to his/her best abilities and be loyal to the company/organization that he/she is representing.
- ✚ Shall deal with conflict in a sensitive and responsible manner.
- ✚ Shall report any incident of injury or death to a nearby tourist authority or police station.
- ✚ Shall be knowledgeable and shall assist tourists and not provide them with misleading information.
- ✚ Shall in the event of not being familiar with, or being unable to provide information requested by a tourist, consult with the appropriate authorities for assistance.
- ✚ Shall at no time be under the influence of alcohol or a narcotic substance while on duty and shall refrain from administering any medication to a client without proper medical consultation.
- ✚ Shall never solicit for clients or gratuities.
- ✚ Shall be concerned at all times for the safety of the tourist.
- ✚ Shall wear the appropriate tourist guide badge and will carry his/her registration card.
- ✚ Shall treat all people, cultures and the environment with respect.

✓ **Types of Guides**

- ✚ **Urban guides** – are those who take pleasure in telling the story of a city or region.

- ✚ **Government guides** – states, local and national governments employ guides to show their most important historic, cultural, political and scenic facilities to visitors.
- ✚ **Driver guides** – conduct tours driving motor coaches, vans, or cars.
- ✚ **Business or industry guides** – several corporations, large or small, hire guides to conduct tours of their facilities to educate visitors, promote their business or industry and uplift the image of their company.
- ✚ **Adventure guides** – include mountaineering guides, bicycle guides, fishing, and rafting guides.
- ✚ **Tour managers** – one who administers and regulates a tour. He is the one responsible for the smooth operation of the group tour.
- ✚ **Interpreters** – translator of foreign languages and one who communicates by sign language.
- ✚ **Escort interpreters** – is one who accompanies foreign visitors who are officially invited by the government.
- ✚ **Docents or volunteer guide** – They are found in most every city and town, at visitor centers, museums, historic houses, churches, and other places that people usually visit. ³³







✓ **Opportunities to update knowledge and skills required by a tour guide**

- ✚ Attend events focused on tourism trends, customer service, first aid, languages
- ✚ Stay updated via tourism blogs, webinars, industry publications.
- ✚ Travel to new destinations for firsthand experience and knowledge.
- ✚ Learn digital mapping tools, GPS, mobile apps for tour guides
- ✚ Take courses on customer service, conflict resolution, communication

✓ **Legal requirements in tour guiding**

- ✚ To be a tour operator, one usually needs to be a registered tour guide. You will first need to send an application to the relevant government office to register as a tour guide.

³³ <https://www.cvs.edu.in/upload/Tour%20Guide%20Ethics%20-%20E-content%2001-05.pdf>

-  You will also need a Road Transportation permit. It is a legal requirement that any vehicle that carries passengers for reward shall have a Road Transportation Permit. You have to apply to the Road Transportation Board.
-  A tour operator needs a Public Driving Permit, which allows one to paying passengers on public roads. You need to hold a valid driving licence for the size of vehicle you will drive. You obtain such a permit from the Road Traffic Inspector.³⁴
-  Insurance coverage: Tour guides often need liability insurance to protect themselves and their clients in case of accidents, injuries, or property damage during tours.
-  Safety regulations: Tour guides must adhere to safety standards and regulations to ensure the well-being of their clients.
-  Environmental and conservation laws: Guides leading tours in natural or protected areas must comply with environmental regulations aimed at preserving wildlife, habitats, and cultural sites.
-  Cultural and heritage preservation: Guides conducting tours at historical or culturally significant sites must respect local customs, traditions, and regulations.

³⁴ https://wikieducator.org/Legal_Requirements_in_Tour_Guiding



Activity 2: Guided Practice



Task 28:

Referring to the scenario in task 27, answer the following questions

1. How can James ensure that his tours comply with local laws regarding permits, safety standards, and environmental protection?
2. What resources or training opportunities can James seek to expand your knowledge and expertise in tour guiding?
3. What strategies should James use to maintain morale and enthusiasm among tourists during long or demanding tours?
4. Discuss the importance of maintaining appropriate insurance coverage to James as a tour guide?



Activity 3: Application



Task 29:

Referring to the scenario in task 27, perform the following task.

Assume that you are the tour guide instead of James; demonstrate how you would apply your guiding skills and techniques to ensure that the tourists enjoy their trip.



Formative Assessment

Section A : From question 1-7, answer by circling the correct response

1. What is a reliable method for confirming the credibility of a tour supplier?
 - a. Asking for testimonials from previous clients
 - b. Relying solely on the supplier's website information
 - c. Avoiding any formal agreement or contract
 - d. Ignoring reviews and recommendations
2. Which of the following is a crucial factor to consider while conducting a tour briefing?
 - a. The interests and preferences of the tourists
 - b. The weather forecast for the next week
 - c. The local cuisine options
 - d. The historical significance of nearby landmarks
3. What is an important factor to consider when planning a tour itinerary?
 - a. Availability of local guides
 - b. Tourist shopping preferences
 - c. Access to Wi-Fi throughout the tour
 - d. Inclusion of popular tourist attractions
4. Which of the following is a common type of baggage used by tourists?
 - a. Trolleys
 - b. Backpacks
 - c. Handcarts
 - d. Dump trucks
5. Which skill is essential for a tour guide to effectively manage group dynamics?
 - a. Cooking
 - b. Leadership
 - c. Typing
 - d. Accounting

6. What is an important factor to consider when guiding a diverse group of tourists?
 - a. The group's dietary preferences
 - b. The group's cultural backgrounds and expectations
 - c. The guide's personal interests
 - d. The guide's favorite local restaurants
7. Which method is effective for a tour guide to update their knowledge and skills?
 - a. Ignoring new developments in the industry
 - b. Attending professional development workshops and courses
 - c. Relying solely on past experiences
 - d. Avoiding feedback from tourists

Section B : From question 8-14 answer by true/false

8. A good tour itinerary should include detailed information on activities, timings, and logistics.
9. Managing time effectively and addressing unexpected disruptions are common challenges faced by tour guides.
10. Including emergency contact information in a tour briefing is unnecessary.
11. Tour guides are not required to obtain any licenses or permits to operate legally.
12. Using storytelling as a guiding technique can enhance the tour experience for participants.
13. Baggage regulations typically include restrictions on size, weight, and prohibited items.
14. Itinerary interpretation techniques involve explaining the significance and logistics of the planned activities to tourists.

Section C : From question 15-20, they are open ended. Answer extensively according to your understanding.

15. Explain the differences between a fixed itinerary and a flexible itinerary.
16. What tools and equipment do you use to handle guest luggage efficiently during a tour?
17. Describe the steps you take to conduct a comprehensive tour briefing for your group.

18. How do you ensure that your guiding practices are ethical and respectful towards local communities and environments?
19. What are some key elements of a tour guide's code of conduct that ensure professionalism and respect?
20. List some common items that are usually restricted or prohibited in tourist luggage.



Points to Remember

- Regularly maintain and check all equipment to avoid last-minute issues.
- Stay updated on legal requirements and best practices in tour guiding to ensure compliance and professionalism.
- Continuously seek opportunities to update knowledge and skills through formal education, professional development, and self-directed learning.
- Ensure clear communication, proper logistics, and safety measures to prevent potential issues that could cause tour failure.
- Use feedback to prevent future complaints and improve overall service quality.
- Analyze feedback to identify strengths and areas for improvement.



Self-Reflection

1. Re-take the self-assessment they did at the beginning of the unit.
2. Fill in the table above and share results with the trainer for further guidance.
3. Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.

My experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills and attitudes					
Identify tourist suppliers					
Describe ways to welcome tourists					
Explain tour briefing steps					
Describe itinerary					
Describe tools used to handle tourist luggage					
Identify guiding techniques					
Confirm tour suppliers					
Welcome tourists					
Conduct tour briefing sessions					
Interpret itinerary					

My experience Knowledge, skills and attitudes	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Handle tourist luggage					
Apply tour guiding skills and techniques					
Promote sustainable tourism practices.					
Provide excellent tour experience.					
Calm under pressure					
Adventurous					
Open-Minded					
Teamwork					

4. Fill in the table above and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.
3.	3.	3.

UNIT 3: CONDUCT POST TOUR ACTIVITIES



Unit summary

This unit provides you with the knowledge, skills and attitudes required to conduct post tour activities required to perform tour-guiding services. It covers the collection of tour guiding equipment, conducting tour debriefing and preparation of tour report.

Self-Assessment: Unit 3

1. Refer to the unit illustration above and answer the following questions

- What do you see in the picture?
- What does the illustration remind you in tourism?
- What do you think this unit is about based on the illustration?

2. Fill in and complete the self-assessment table below to assess your level of knowledge, skills and attitudes under this unit.

- There is no right or wrong ways to answer this assessment. It is for your own reference and self-reflection on the knowledge, skills and attitudes acquisition during the learning process.
- Think about yourself: do you think you have the knowledge, skills or attitudes to do this? How well?
- Read the statements across the top. Put a check in column that best represents your level of knowledge, skills or attitudes.
- At the end of this unit, you will assess yourself again

My experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills and attitudes					
Describe tour guiding equipment status					
Explain debriefing					
Elaborate a tour report					
Describe tourist feedback					
Identify causes of customer complaints					
Collect tour guiding equipment					

My experience Knowledge, skills and attitudes	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Conduct debriefing					
Prepare tour report					
Receive tourist feedback					
Handle customer complaints					
Patient					
Problem solver					
Exhibit professionalism					
Calm under pressure					
Open minded					



Key Competencies:

Knowledge	Skills	Attitudes
1. Describe tour guiding equipment status	1. Collect tour guiding equipment	1. Patient
2. Explain debriefing	2. Conduct debriefing	2. Problem solver
3. Elaborate a tour report	3. Prepare tour report	3. Exhibit professionalism
4. Describe tourist feedback	4. Receive tourist feedback	4. Calm under pressure
5. Identify causes of customer complaints	5. Handle customer complaints	5. Open minded



Discovery activity:



Task 30:

Read the following scenario and answer the questions that follow

Scenario. Cyiza is a tour guide who just completed a week-long cultural tour with a group of 15 tourists. The tour included visits to historical sites, local markets, and cultural performances. At the end of the tour, Sarah needs to conduct post-tour activities including checking equipment, gathering feedback, and handling any complaints.

1. What should Cyiza focus on when checking equipment?
2. What technique can Cyiza use to gather feedback immediately after the tour?
3. Through which channel can Cyiza collect anonymous feedback from tourists?
4. Identify tools that Cyiza can use to collect guest feedback electronically.
5. Explain to Cyiza the reasons for guest complaints on a tour.
6. What procedures should Cyiza follow when handling guest complaints?
7. Give examples of a factors that can cause the failure of Cyiza's a trip.
8. What should be included in the tour report regarding tourist feedback?

Topic 3.1: Collection of tour guiding equipment



Activity 1: Problem Solving



Task 31:

Read the following scenario and answer the questions that follow

Scenario. Teta, a tour guide, has just finished leading a group of 20 tourists on a city tour. The tour involved the use of several pieces of equipment, including audio guides, microphones, maps, and first aid kits. At the end of the tour, Teta needs to collect all the equipment, check their status, and address any issues that arise during the collection process.

1. Teta, notices that one of the audio guides is missing. What steps should she take to locate the missing equipment?
2. During the collection process, Teta finds that one of the microphones is broken and not working. What should she do next?
3. Teta finds that one of the first aid kits is missing several essential items after the tour. How should she address this issue to ensure all future tours are properly equipped?


Key Facts 3.1: Collection of tour guiding equipment

- **Collecting tour guiding equipment after tour activities**


- ✓ **Introduction**

- ✚ **Tour guiding equipment** refers to the tools and devices used by tour guides to enhance the experience of participants. This may include items like audio headsets, microphones, maps, first aid kits, flags, and other specialized gear.


- ✚ **Collecting** here is referring to the process of gathering all items that were used during the tour. This involves checking, counting, and ensuring that all equipment is accounted for.


 **After tour activities** are the tasks and actions performed once the main tour event has concluded. This can include debriefing, equipment collection, feedback gathering, and documentation.

✓ **Procedure for check the number of equipment**


 Maintain a detailed inventory list of all equipment used during the tour, such as:


- Audio guides
- Microphones
- First aid kits
- Maps
- Brochures
- Headsets
- Flags or signs


 Count all items to ensure none are missing then compare the counted items against the inventory list to verify accuracy.

 Record the return of each item in the inventory list and note any discrepancies immediately to address them promptly.

✓ **Procedure for checking the status of equipment**

 Conduct a thorough visual inspection of each item to check for any damage or wear and tear.

 Test all electronic devices (e.g., audio guides, speakers) to ensure they are functioning correctly.

 Document the condition of each piece of equipment in the inventory list. specifically note any items that are:

- **Broken:** Items that are damaged and not working properly.
- **Lost:** Items that are missing and unaccounted for.

✓ **Steps for efficient collection and checking:**

- ✚ Designate a specific area for tourists to return equipment at the end of the tour and clearly communicate the collection point to all participants.
- ✚ Collect equipment systematically, one item at a time, to avoid confusion. Preferably use a checklist to ensure each tourist returns their assigned equipment.
- ✚ Use the inventory list to verify the number of each type of equipment and double-check counts to confirm that no items are missing.
- ✚ Inspect equipment:
 - Look for any physical damage, such as cracks, tears, or missing parts.
 - Check batteries and power sources for electronic devices and replace if necessary.
 - Ensure all items are clean and hygienic.
- ✚ Record findings:
 - Update the inventory list with the status of each item, marking any that are broken or lost.
 - Note any equipment that requires repair or replacement.
- ✚ Report issues:
 - Report any missing or damaged items to the relevant department or supervisor.
 - Arrange for repairs or replacements as needed.
- ✚ Store equipment:
 - Store all equipment in a designated area, ensuring it is organized and easily accessible for the next tour.
 - Ensure that equipment is stored in a manner that prevents damage (e.g., protective cases for electronic devices).
- ✚ Prepare for next tour:
 - Check that all equipment is ready for the next tour, with fully charged batteries and all necessary accessories.
 - Update any records or logs to reflect the current status and readiness of the equipment.

✓ **Best practices for maintaining tour equipment**

- ✚ Conduct routine checks before and after each tour to identify any damage or wear and tear.

- ✚ Use a standardized checklist to ensure all equipment is inspected thoroughly.
- ✚ Clean equipment after each use, especially items that come into contact with multiple users, like binoculars or audio guides.
- ✚ Use appropriate cleaning solutions and methods to avoid damaging the equipment.
- ✚ Perform regular maintenance as recommended by the manufacturer, such as battery replacement, software updates, and mechanical adjustments.
- ✚ Keep a maintenance log to track when each item was last serviced.
- ✚ Store equipment in a dry, cool place to prevent damage from humidity or extreme temperatures.
- ✚ Use protective cases or covers to avoid dust and physical damage.
- ✚ Train staff and tourists on the correct way to handle and use the equipment to minimize damage.
- ✚ Emphasize the importance of gentle handling, especially for fragile items like
Regularly check and replace batteries in electronic equipment to ensure they are always ready for use.
- ✚ Use high-quality rechargeable batteries where possible and follow manufacturer guidelines for charging and storage.
- ✚ Address any issues immediately. If equipment is damaged, arrange for prompt repair or replacement.
- ✚ Maintain a budget for unexpected repairs and replacements to avoid delays in service.
- ✚ Keep a detailed inventory of all equipment, including serial numbers, purchase dates, and maintenance records.
- ✚ Use inventory management software to track the condition and location of each item.
- ✚ Collect and analyze feedback from tourists and staff about the equipment's performance and usability.
- ✚ Use feedback to make informed decisions about repairs, replacements, or upgrades.
- ✚ Have backup equipment available in case of unexpected failures.
- ✚ Ensure backups are also maintained and ready for use.



Activity 2: Guided Practice



Task 32:

Referring to the scenario in task 31, answer the following questions

1. How can Teta ensure that all the first aid kits are fully stocked before the next tour?
2. How should Teta inspect the binoculars for damage?
3. What checklist should Teta use to ensure all equipment is returned by the tourists?
4. How can Teta keep track of which tourist has returned which piece of equipment?
5. What routine maintenance should Teta perform on the portable speaker systems to ensure they remain in good working condition?



Activity 3: Application



Task 33:

Basing on the scenario in task 31, perform the following activity

Demonstrate how Teta would visually inspect the equipment for damage.

Topic 3.2: Conducting tour debriefing



Activity 1: Problem Solving



Task 34:

Read the following scenario and answer the questions that follow.

Scenario. Emmy is a tour guide leading a group on a 10-day cultural tour across East Africa. During the tour, several issues arise: a delayed flight causes them to miss a connecting train, a hotel reservation is lost, and a few group members complain about the quality of meals provided. Emmy collects feedback using various methods, handles complaints, and conducts a debrief meeting after the tour to discuss the trip's successes and failures.

What should Emmy do when she discovers the hotel reservation is lost? What are her immediate actions to ensure the group has accommodation for the night?

1. What steps should Emmy include in the tour debriefing meeting to make it effective? Why is each step important?
2. What factors should Emmy consider to ensure the tour debriefing is constructive and beneficial for future tours?
3. How should Emmy handle the situation when the flight delay causes the group to miss their connecting train? What steps should she take to rebook transportation and minimize the impact on the itinerary?
4. How can Emmy address the complaints about the quality of meals provided? What steps should she take to find alternative dining options and ensure meal quality meets guests' expectations?
5. What are some effective techniques Emmy can use to collect feedback from guests during and after the tour?
6. What factors might cause the failure of the trip Emmy is leading? How can she proactively address these to avoid failure?

Key Facts 3.2: Conducting tour debriefing

- **Introduction to tour debriefing**

- ✓ **Definition**

- ✚ **The debrief** is a time for processing and discussion whereby you review, experience, and extract key learning points

- ✚ **Debriefing** is an experience that enables participants to connect activities and lessons they learned in an activity, experience, or program, to the outside world.³⁵

- ✚ **A debrief meeting** is a team meeting that allows the participants to reflect on a project, an activity, an occurrence, or an event. It usually covers action items relating to a task, any obstacles that arose, individual learnings and findings, relevant progress, or subsequent actions.

- ✓ **Steps of tour debriefing**

- ✚ **Introduction.** Begin by introducing the purpose of the debriefing session and setting clear objectives. Outline what aspects of the tour will be discussed and what outcomes are expected.

- ✚ **Review tourist expectations.** Recap the initial objectives and goals of the tour to provide context for the discussion.

- ✚ **Discuss tour outcomes:** Start with discussing the successes and achievements of the tour. Highlight what went well and why these aspects were successful.

- ✚ **Identify challenges and obstacles:** Discuss any challenges, obstacles, or difficulties encountered during the tour. Identify the root causes and implications of these challenges.

- ✚ **Collect feedback:** Collect feedback from participants, including tour guides, assistants, and possibly tourists. Use various techniques such as verbal discussions, written feedback forms, or surveys.

- ✚ **Analyse the feedback:** Analyze the feedback and reflections shared during the session. Look for patterns, common themes, and key insights that emerge.

³⁵ <https://experience.jumpfoundation.org/what-is-debriefing-and-why-should-we-debrief/>

- ✚ **Develop an action plan:** Based on the analysis, develop action items and recommendations for improvement. Assign responsibilities and set deadlines for each action item.
- ✚ **Document debrief outcomes:** Document the discussions, key points, action items, and decisions made during the debriefing session. Summarize the key takeaways and agreements reached. Ensure everyone understands their roles and responsibilities moving forward.
- ✚ **Follow-up:** Schedule any necessary follow-up meetings or communications to track progress on action items.
- ✚ **Reflect o the session:** Reflect on the effectiveness of the debriefing process itself. Evaluate whether objectives were met, and if not, identify areas for improvement in future debriefing sessions.³⁶
- ✓ **Factors to consider when conducting tour debriefing**
 - ✚ Conduct the debriefing shortly after the tour concludes while details are fresh in everyone's minds.
 - ✚ Choose a quiet and private location where participants can freely express their thoughts and feedback.
 - ✚ Ensure all relevant team members are present, including guides, assistants, and any operational staff involved in the tour.
 - ✚ Have a structured agenda that covers all aspects of the tour, including successes, challenges, and areas for improvement.
 - ✚ Clearly define the objectives of the debriefing, such as gathering feedback, discussing incidents, or planning for future tours.
 - ✚ Assign a facilitator who can guide the discussion, ensure everyone has a chance to speak, and keep the debriefing on track.
 - ✚ Encourage open and honest communication among participants, fostering a constructive atmosphere for sharing feedback and ideas.
 - ✚ Use various techniques to collect feedback, such as verbal discussions, written surveys, or digital feedback forms.

³⁶ <https://ca.indeed.com/career-advice/career-development/steps-to-run-debrief-meeting>

- ✚ Take notes or record the debriefing session to capture important points, decisions made, and action items for follow-up.
- ✚ Respect diverse opinions and perspectives expressed during the debriefing and provide support to address any concerns raised.

✓ **Factors that can cause the failure of the trip**

- ✚ **Logistical issues:** Poor planning or coordination of transportation, accommodation, and itinerary arrangements can lead to delays, cancellations, or disruptions during the trip.
- ✚ **Safety and security concerns:** Inadequate safety measures, lack of emergency preparedness, or unexpected security threats can compromise the safety and well-being of travelers.
- ✚ **Weather and natural disasters:** Adverse weather conditions or unexpected natural disasters such as storms, hurricanes, earthquakes, or wildfires can disrupt travel plans and compromise safety.
- ✚ **Health and medical issues:** Illness, injury, or medical emergencies affecting travelers or tour staff can disrupt the trip and require immediate attention and care.
- ✚ **Cultural or social issues:** Misunderstandings or conflicts related to cultural differences, language barriers, or local customs can lead to discomfort or dissatisfaction among travelers.
- ✚ **Political instability or civil unrest:** Political instability, civil unrest, or protests in the destination country can pose safety risks and disrupt travel plans unexpectedly.
- ✚ **Technical failures:** Malfunctioning equipment, technical failures, or transportation issues (e.g., breakdown of vehicles, equipment failure during tours or activities) can hinder the trip experience.

• **Receive tourist feedbacks**

✓ **Definitions**

- ✚ **Customer feedback** is the information, insights, and opinions customers experience with your product or services, including positive reactions and complaints.

✚ **Customer feedback** is any form of input or insight your customers have about your product or service. Collecting customer feedback shows customers that you value their opinion and business—and are proactive about improving their experience.³⁷

✚ **Guest feedback** is the responses you receive from guests detailing their experience with your hotel business. This feedback can come in the form of online reviews, email survey responses or anonymous suggestion boxes in your hotel. Feedback can also be positive, negative or neutral.

✓ **Techniques of collecting/gathering guest feedback**

✚ **Surveys.** Customer satisfaction surveys are sent to guests after they have checked out to gather customer feedback on their experience.

✚ **Online reviews.** Guests often leave reviews on popular travel and hotel review sites like TripAdvisor, Yelp or Google Reviews.

✚ **Feedback forms.** Physical or electronic forms available at your hotel for guests to fill out during their stay or at check-out.

✚ **Social media.** Guests may share their experiences on social media platforms, tagging your hotel in their posts.

✚ **Email communication.** Guests may directly email with their feedback or comments.

✚ **Customer comment cards.** Physical cards placed in guest rooms for guests to provide feedback on their customer journey.

✚ **Face-to-face interaction.** Direct communication with staff during the stay, such as at the front desk or through interactions with hotel personnel.

✚ **Phone surveys.** Follow-up phone calls from your staff to gather customer feedback on the guest's experience.

✚ **In-room tablets.** In-room tablets where guests can submit feedback on their experience or what could have improved their customer experience.

✚ **Guest forums.** Online forums or community spaces where guests can share their experiences and suggestions.³⁸

³⁷ <https://www.hotjar.com/customer-feedback/>

³⁸ <https://www.canarytechnologies.com/post/hotel-guest-feedback-guide>

✓ **Tools used to collect guest feedback**

- ✚ **Customer feedback surveys** are structured questionnaires designed to gather insights, opinions, and satisfaction levels from customers regarding their experiences with a product, service, or interaction with a business.
- ✚ **SurveyMonkey** is an online survey platform that allows users to create and distribute surveys to collect feedback and data from respondents.
- ✚ **Google forms** is a free tool included with Google Workspace (formerly G Suite) that enables users to create online forms and surveys.
- ✚ **Type form** is an online survey tool known for its interactive and user-friendly interface that engages respondents through conversational forms.
- ✚ **Mobile apps.** Your hotel's mobile app that guests can use to provide feedback and suggestions.
- ✚ **Checking heatmaps.** Heatmaps are visual representations of data that use color gradients to show where and how often specific points of interest (such as clicks on a website or interactions with an app) occur.

✓ **Feedback channels**

- ✚ **Online reviews** are feedback and ratings provided by customers on third-party review platforms
- ✚ **Feedback forms** are structured questionnaires or forms provided by businesses to collect customer opinions, suggestions, and satisfaction levels.
- ✚ **Social media platforms** (e.g., Facebook, Twitter, Instagram) serve as channels for customers to provide feedback, comments, and reviews publicly.
- ✚ **Email communication** involves businesses sending direct messages to customers to solicit feedback, provide surveys, or respond to inquiries.
- ✚ **Customer comment cards** are physical cards provided by businesses in locations such as hotels, restaurants, or retail stores for customers to write their feedback.
- ✚ **Feedback boxes** are physical containers placed in locations where customers or guests can deposit written comments or suggestions.

- ✚ **Guest forums** are online platforms or communities specifically created for customers or guests to discuss products, services, or experiences.³⁹

✓ **Procedures for gathering guest feedback**

- ✚ **Define objectives:** Determine what specific information or insights you aim to collect and how it will be used to improve services or experiences.
- ✚ **Select feedback methods:** Choose appropriate methods for collecting feedback based on your objectives and the nature of your business.
- ✚ **Design feedback tools:** Develop feedback tools such as survey questionnaires, comment cards, or digital forms. Ensure that questions are clear, concise, and relevant to gather actionable insights.
- ✚ **Determine timing and distribution:** Decide when and how to distribute feedback tools to guests. Consider timing such as post-visit surveys, on-site comment cards, or follow-up emails after a service interaction. Ensure ease of access and convenience for guests.
- ✚ **Communicate the purpose:** Clearly communicate the importance of guest feedback and how it will be used to enhance their experiences. Assure guests of the confidentiality or anonymity of their responses if applicable.
- ✚ **Collect feedback:** Implement the chosen feedback methods to gather responses from guests. Provide clear instructions for completing surveys or using comment cards. Ensure that feedback collection processes are user-friendly.
- ✚ **Monitor and track responses:** Monitor incoming feedback regularly to track response rates and completeness. Use technology or systems to manage and organize feedback data effectively.

- **Handling guest complaints**

✓ **Definition**

- ✚ **A customer complaint** involves an expression of dissatisfaction about the service or action of the department or its staff when the customer is directly affected by the service or action.

³⁹ <https://www.optimonk.com/best-ways-to-get-customer-feedback/>

✚ **Complaints handling** means the process of attending to and resolving Complaints including ongoing interaction with Complainants. The Complaints handler is adequately trained, they have an appropriate mix of experience, knowledge and skills in Complaints handling.

✓ **The reasons/causes for guest complaints**

✚ **Not keeping promises:** Guests complain when businesses fail to fulfill promises made regarding services, amenities, or experiences. This could include misleading advertising, unmet expectations, or changes to agreed-upon arrangements without prior notice.

✚ **Poor customer service:** Complaints often arise from experiences of inadequate or subpar customer service. This can include unresponsive staff, lack of assistance, delays in service delivery, or overall unfriendly or unprofessional interactions.

✚ **Transferring from one agent to another:** Guests may become frustrated and complain when they are transferred multiple times between different agents or departments without their issue being resolved promptly. This can lead to confusion and a perception of inefficiency.

✚ **Rude staff:** Complaints about rude or disrespectful staff behavior are common. Guests expect courteous and respectful treatment, and encounters with rude staff members can significantly impact their experience and satisfaction.

✚ **No omni-channel customer service:** Guests expect seamless customer service across various channels (phone, email, social media, in-person). Complaints arise when businesses fail to provide consistent and effective service across these channels, leading to frustration and dissatisfaction.

✚ **Not listening to customers:** Guests complain when businesses do not listen attentively to their concerns, preferences, or feedback. This can result in misunderstandings, unmet needs, and a perception that their opinions are not valued.

✚ **Hidden information and costs:** Guests may complain if they encounter hidden fees, undisclosed charges, or unclear pricing structures. Transparency is crucial, and hidden information can lead to feelings of mistrust and dissatisfaction.

✚ **Low quality of products or services:** Complaints about the quality of products or services typically stem from experiences of substandard offerings, whether it's food quality, cleanliness of facilities, functionality of amenities, or overall service delivery falling short of expectations.

✚ **Keeping an issue unresolved:** Guests become frustrated and complain when their issues or complaints are not resolved satisfactorily or in a timely manner. This can lead to dissatisfaction and a negative perception of the business's commitment to customer care.

✚ **Inaccessibility:** Complaints may arise when guests find it difficult to access necessary information, services, or facilities. This could include physical accessibility issues (e.g., lack of ramps for wheelchair users) or digital accessibility challenges (e.g., website not mobile-friendly).⁴⁰

✓ **Customer complaints**

✚ **Categories**

- **Time-based complaints.** are essentially complaints based around something not happening in the timeframe the customer expects. The best way to handle these types of complaints is by being as specific about times and processes as you can possibly be.
- **Company-based complaints** are essentially complaints based around something not happening in the timeframe the customer expects. The best way to handle these types of complaints is by being as specific about times and processes as you can possibly be.
- **Product/service-based complaints.** These requests could be about things like a product lacking a certain function, feature or service requests, bug reports, and other things in that realm.⁴¹

✚ **Complaints**








- In-room cleanliness concerns
- Unpleasant odors (e.g., smoke, pets)
- Problems with the temperature (too hot or too cold)

⁴⁰ <https://www.providesupport.com/blog/10-reasons-customers-complain/>

⁴¹ <https://www.helpscout.com/blog/customer-complaints-examples/>

- Trouble with the Wi-Fi
- A lack of free services or amenities
- The hotel is too noisy
- Too much traffic near guest rooms
- Lack of customer service
- In-room amenities not working
- Broken elevators or other maintenance issues
- Other guests not respecting hotel rules
- Displeased with the food/food and beverage service⁴²

✓ **Procedures of handling tourist complaints**

-  **STEP 1: Listen to the complaint.** Thank the customer for bringing the matter to your attention. Apologize and accept ownership, don't blame others and remain courteous.
-  **STEP 2: Record details of the complaint.** Go through the complaint in detail so you can understand exactly what the problem is. Keep records of all complaints in one central place or register. This will help you identify any trends or issues.
-  **STEP 3: Get all the facts.** Check that you have understood and recorded the details of the complaint correctly. Ask questions if necessary.
-  **STEP 4: Discuss options for fixing the problem.** Ask the customer what response they are seeking; it could be a repair, replacement, refund or apology. Decide if the request is reasonable.
-  **STEP 5: Act quickly.** Aim to resolve the complaint quickly. If you take a long time they tend to escalate.
-  **STEP 6: Keep your promises.** Keep the customer informed if there are any delays in resolving their request. Don't promise things that you can't deliver.
-  **STEP 7: Follow up.** Contact the customer to find out if they were satisfied with how their complaint was handled. Let them know what you are doing to avoid the problem in the future.⁴³

⁴² <https://www.cvent.com/en/blog/hospitality/handling-guest-complaints>

⁴³ <https://www.smallbusiness.wa.gov.au/dispute-resolution/handling-customer-complaints>



Activity 2: Guided Practice



Task 35:

Referring to the scenario in task 34, answer the following questions

1. What tools can Emmy use to collect feedback from the tour group? How can digital tools enhance the feedback collection process?
2. What are the different channels Emmy can use to receive feedback from guests? How can each channel provide unique insights?
3. What steps should Emmy follow to ensure she gathers comprehensive and actionable guest feedback? How can she ensure the feedback process is smooth and efficient?
4. What are some common reasons or causes for guest complaints Emmy might encounter on the tour? How can understanding these help in preventing future issues?
5. What are the steps Emmy should follow when handling tourist complaints? How can she ensure that guests feel heard and satisfied with the resolution? What are some frequent complaints Emmy might receive from tourists? How can she prepare to address these effectively?



Activity 3: Application



Task 36:

Referring to the scenario in task 34, perform the following task

Demonstrate how Emmy might conduct a short in-person interview to gather feedback from a guest who had a positive experience. What questions should she ask?

Topic 3.3: Preparation of tour report



Activity 1: Problem Solving



Task 37:

Read the following scenario and answer the questions that follow

Bob, a seasoned tour guide, has just completed leading a 14-day wildlife safari tour in East Africa. Now, he needs to prepare a comprehensive tour report to submit to his tour company. The report should cover the different types of tour reports, key elements, the reporting systems used, and the delivery mode for the report. However, Bob encounters various challenges along the way, such as missing data, inconsistent feedback from tourists, and technical issues with reporting systems.

1. How can Bob handle a situation where several key elements of the report, such as incident details or guest feedback, are incomplete or missing?
2. How should Bob proceed if the report delivery mode, such as the online portal, is temporarily unavailable?
3. What steps should Bob take if he notices discrepancies in the information reported by different team members?
4. What are the different types of tour reports Bob should prepare, and why is each type important?
5. What actions should Bob take if he encounters technical issues with the digital reporting system he's using?

Key Facts 3.3: Preparation of tour report

- **Introduction to tour reporting**

- ✓ **Definition**

A **tour report** is a structured document prepared by a tour guide or tour operator at the conclusion of a tour. It captures all significant details about the tour, from planning and execution to feedback and outcomes.

- ✓ **Types of tour reports**

- ✚ **Daily reports:** These are brief reports compiled at the end of each day of the tour. They typically include information about daily activities, any incidents or issues encountered, feedback from participants, and logistical details.

- ✚ **Summary reports:** A comprehensive overview of the entire tour, summarizing the key activities, experiences, successes, and challenges. It provides a high-level view of the tour's overall performance.

- ✚ **Incident reports:** Detailed reports on specific incidents or issues that occurred during the tour, such as accidents, delays, or guest complaints. These reports focus on the circumstances, actions taken, and outcomes.

- ✚ **Feedback reports:** Compilations of guest feedback collected through surveys, interviews, and other methods. These reports highlight areas of satisfaction and dissatisfaction, providing insights for future improvements.

- ✓ **Elements of the report**




- ✚ **Introduction:** Overview of the tour, including dates, destinations, and the purpose of the tour.

- ✚ **Itinerary:** Detailed breakdown of the tour schedule, including activities, accommodations, and transportation.




- ✚ **Participants:** Information about the tour group, including the number of participants, demographics, and any special requirements.

- ✚ **Daily activities:** Description of daily activities and experiences, highlighting key events and notable moments.





- ✚ **Incidents and issues:** Detailed accounts of any problems or incidents encountered during the tour, including how they were addressed and resolved.

-  **Guest Feedback:** Summary of feedback received from participants, categorized by various aspects of the tour (e.g., accommodation, food, activities).
-  **Analysis and recommendations:** Analysis of the tour's successes and challenges, along with recommendations for future tours to address any identified issues.
-  **Conclusion:** Final summary of the tour's overall performance and outcomes, highlighting key takeaways.⁴⁴⁴⁵

✓ **Reporting systems**

-  **Manual reporting:** Using pen and paper or basic word processing tools to compile reports. This method is straightforward but can be time-consuming and less efficient.
-  **Digital reporting:** Utilizing specialized software and digital tools to create, compile, and manage tour reports.
-  **Automated reporting:** Advanced systems that automatically compile and generate reports based on data inputs from various sources. This can significantly streamline the reporting process and ensure accuracy.

✓ **Report delivery modes**

-  **Printed reports:** Physical copies of the tour report, which can be distributed to stakeholders in hard copy format. This method is traditional but can be less environmentally friendly and harder to distribute widely.
-  **Digital reports:** Reports delivered electronically via email, shared cloud storage, or dedicated reporting platforms. This mode is efficient, easily shareable, and accessible from anywhere.
-  **Presentations:** Delivering the report in the form of a presentation, either in person or via virtual meeting platforms. This can be an effective way to communicate key points and engage stakeholders in discussions.
-  **Online platforms:** Using online platforms or portals where stakeholders can access the report and related documents at their convenience. This is especially useful for larger organizations with multiple stakeholders.

⁴⁴ <https://www.coursehero.com/file/178325825/Tour-guide-reportpdf/>

⁴⁵ https://walton.uark.edu/business-communication-lab/resources/downloads/business-forms/Trip_Report.pdf



Activity 2: Guided Practice



Task 38:

Referring to the scenario in task 37, answer the following questions

1. What are the essential elements that Bob should include in his tour report?
2. Why is it important to have a detailed itinerary and a comprehensive summary of daily activities in the report?
3. How can automated reporting systems enhance the accuracy and efficiency of Bob's tour reports?
4. How can Bob ensure that the report delivery mode chosen meets the needs of all stakeholders?



Activity 3: Application



Task 39:

Refer to the scenario in task 37 and perform the following task

Demonstrate how Bob might compile a daily report for one of the safari days, including activities and incidents.



Formative Assessment

From question 1-5 answer by circling the correct response

1. **Which type of tour report provides a high-level overview of the entire tour?**
 - a. Daily Report
 - b. Summary Report
 - c. Incident Report
 - d. Feedback Report
2. **Which element is NOT typically included in a tour report?**
 - a. Introduction
 - b. Marketing Strategy
 - c. Itinerary
 - d. Guest Feedback
3. **Which of the following is a digital reporting tool commonly used for collecting guest feedback?**
 - a. Pen and paper
 - b. Google Forms
 - c. Telephone
 - d. Face-to-face interviews
4. **What should be done if a digital reporting system fails to capture crucial data?**
 - a. Ignore the missing data
 - b. Manually input and verify the information
 - c. Cancel the report
 - d. Wait for the system to be fixed
5. **What is the primary purpose of a tour report?**
 - a. To advertise future tours
 - b. To evaluate the success of the tour and document important information
 - c. To entertain guests
 - d. To create marketing content

From question 6-10, answer by True/False

6. Daily reports provide a comprehensive overview of the entire tour.
7. Guest feedback should only be collected through online surveys.
8. Automated reporting systems can enhance the accuracy and efficiency of tour reports.
9. Incident reports focus on specific incidents or issues that occurred during the tour.
10. Printed reports are always more efficient and environmentally friendly than digital reports.

From questions 11-15, give short answers

11. List three essential elements that should be included in a tour report.
12. Why is it important to have a detailed itinerary in a tour report?
13. What are the benefits of using digital reporting systems for tour reports?
14. Describe a scenario where manual reporting might be necessary.
15. What steps should be taken if feedback collected during the tour is inconsistent?



Points to Remember

- Understand the different types of tour reports (daily, summary, incident, feedback) and their specific purposes in evaluating and documenting the tour..
- Have strategies in place to handle missing data, such as reconstructing information from team members or guests' social media posts..
- Leverage digital reporting tools (e.g., Google Forms, SurveyMonkey) to enhance the efficiency and accuracy of data collection and report preparation.
- Be prepared to manually input and verify data if automated systems fail, ensuring that the report remains complete and accurate.



Self-Reflection

1. Re-take the self-assessment they did at the beginning of the unit.
2. Fill in the table above and share results with the trainer for further guidance.
3. Read the statements across the top. Put a check in a column that best represents your level of knowledge, skills and attitudes.

My experience	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Knowledge, skills and attitudes					
Describe tour guiding equipment status					
Explain debriefing					
Elaborate a tour report					
Describe tourist feedback					

My experience Knowledge, skills and attitudes	I do not have any experience doing this.	I know a little about this.	I have some experience doing this.	I have a lot of experience with this.	I am confident in my ability to do this.
Identify causes of customer complaints					
Collect tour guiding equipment					
Conduct debriefing					
Prepare tour report					
Receive tourist feedback					
Handle customer complaints					
Patient					
Problem solver					
Exhibit professionalism					
Calm under pressure					
Open minded					

4. Fill in the table above and share results with the trainer for further guidance.

Areas of strength	Areas for improvement	Actions to be taken to improve
1.	1.	1.
2.	2.	2.
3.	3.	3.



Summative Assessment

Integrated situation

A group of 8 tourists from England is planning to visit Rwanda northern- west corridor as its destination, with purpose of getting experience about mountain gorillas, twin lakes, Rubavu City tour and Kivu belt. They will spend 10 days in a tour.

They are five gentlemen and three ladies in shorts, miniskirts, white t-shirts. As guide, you are required to conduct the tour to all sites, provide sites' information and make a tour report correctly and accurately within 4 hours.

Instructions

The required time is three (3) hours

- Materials , tools and equipment are provided by the company for the accomplishments of this task
- Right attitude is considered while performing the tasks

Tasks:

1. Identify the necessary tour guiding equipment
2. Provide tour briefing
3. Apply tour guiding techniques
4. Debrief visitors
5. Make a tour report

Resources

Tools	Guide book, Trade magazines, Walking stick, Thermometer, Machete, Hoe, Knife, Axe or hammer, Life jackets, Sport light, Rain jacket, Sunglasses
Equipment	Sleeping bag, Tent, Compass, GPS (Global Positioning System), First aid kit, Binocular, Radio call or walk talkie,
Materials/ Consumables	Notebook, Pens, Medicines

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