



Local Tour Guide

A TOURISM CAREER SAMPLER

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Facilitator Guide

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About Tourism Career Samplers —

Tourism Career Samplers are career exploration tools enabling participants to experience careers by working through real situations in the classroom. Skills-based, participant-centered, informative, and interactive, each *Tourism Career Sampler* increases awareness through simulated and experiential learning.

Tourism Career Samplers provide an informal, practical introduction to the basics of the entry-level job and help participants make a decision whether to pursue a particular occupation. The job skills in this *Tourism Career Sampler* are based on the Canadian national occupational standards. These are available from your Tourism Education Council. Participants can use these basic skills to obtain a job and/or be well informed for job-shadowing.

Who can deliver *Tourism Career Samplers*?

Tourism Career Samplers are best delivered by an experienced tourism teacher or a professional who has both practical skills for this specific *Career Sampler* as well as customer service experience.

Where can *Tourism Career Samplers* be delivered?

All *Tourism Career Samplers* are designed to be delivered in regular classroom settings so the facilitator need not be limited by contrary weather conditions, lack of community resources or low budgets. Imagination and decoration will definitely stimulate further learning. It is more important, however, to focus on 'the learning' than to have the 'perfect' prop.

How long does it take to deliver at *Tourism Career Sampler*?

All *Tourism Career Samplers* work on an 'elastic' time principle. All Samplers can be delivered in 8 hours, and most can be expanded to 20–40 hours. The expansion occurs when the learning is given over to the students. For example, part of the personal file in *Local Tour Guide Tourism Career Sampler* can take 15 minutes with pre-packaged brochures. The same lesson can be expanded to 30 minutes in the local info centre to gather brochures, 60 minutes to sort them into categories, plus travelling time and initial instructions for a total of about 3 hours. *Weigh the allowed time with the value of the learning.*

The choice is yours.



How do I use the Facilitator Guide?

Tourism Career Samplers were designed by and with tourism teachers. They are straightforward teaching and learning programs which follow a 'tried and true' format:

set up: classroom, instructor, and participant supply list

objectives: learning objectives, completion requirements, completion certificates

background: historical context for the particular tourism career

definitions and roles: elements of the specific career and related jobs

scenario: simulated experiences to aid skill acquisition and career decision making

evaluation: assessment of the effectiveness of the learning experience

Your *Tourism Career Sampler Facilitator Guide* is directly aligned to the Participant Workbook. The same graphics and page layout are visible in both the Facilitator Manual and the Participant Workbook. At the top of each page, you will notice the corresponding page number in the Participant Workbook. This reduces page-flipping and allows the facilitator to focus on active classroom learning rather than searching for the overhead icon and appendices as in traditional training manuals.

Information written in **bold** means that the information is for the teacher/facilitator and is not contained in the *Participant Workbook*. The information in regular type is contained in the *Participant Workbook*. All the other information directs and supports you in facilitating your *Tourism Career Sampler*.

Tourism Career Samplers are copyrighted and we ask that you honour our years of industry and teaching experience, university degrees in learning theory, and personal financial risks so that you may offer quality, fairly priced tourism education products to your students and save yourself hours upon hours of prep time. By all means copy a graphic if you wish to make a transparency or other visual aid.

Thank you for your support.



Set up

Suggested room set up

- moveable work tables rather than individual desks
- white board or black board or flip chart and markers

Facilitator supplies

- Local Tour Guide Facilitator Guide
- Local Tour Guide Participant Kits (one workbook and certificate per participant)
- individual personal file as model
- distinguishable clothing as model (cap, jacket, badge)
- video camera (optional)
- additional plastic sleeves
- additional cardboard dividers
- portable microphone/amplifier (i.e., portable stereo)

Participant supplies

- binder (1½ inch)
- cardboard dividers (about 8)
- plastic sleeves (about 15)
- coloured pens, scotch tape, scissors
- recent local newspaper
- real estate listings from newspaper
- yellow pages from phone book



Objectives

Advise participants to turn to page 3 in their workbooks

Quantum Learning's *Front Desk Agent Tourism Career Sampler* is an informal and interactive program loaded with background knowledge, definitions, skills, practical exercises, suggested career path and resources to aid the participants in their choice to become a front desk agent. The program is based on current occupational standards.

By the end of this Tourism Career Sampler, participants will be able to:

- describe the background of the accommodation industry
- make room reservations
- register arriving guests and assign rooms
- respond to guest complaints
- compile and check daily record sheets, guest accounts, receipts and vouchers
- present statements of charges to departing guests
- receive payment for services such as accommodation, room service, and meals

Successful course completion consists of:

- completed documents package for registration and guest accounts
- review test

Upon successful course completion the participant will:

- receive completion certificate to include with your resume



Background

Advise participants to turn to page 4 in their workbooks and fill in the blanks

The Aboriginal peoples of North America moved in response to seasonal changes in search of better **hunting grounds** and the **gathering of plants**. Individuals with specialized skills or knowledge were empowered to take an apprentice to a **sacred site** to gather plants and to teach their medicinal and spiritual uses.

On the other side of the Atlantic Ocean, people had been travelling since the days of Ancient Persia and Egypt. The Seven Wonders of the World were destinations for the early travellers. The original wonders included:

- **the pyramids of Egypt**
- **the Hanging Gardens of Babylon**
- **the Temple of Artemis at Ephesus in Turkey**
- **the statue of Zeus at Olympia (site of the first Olympic games)**
- **the Mausoleum at Halicarnasus**
- **the Colossus of Rhodes**
- **the Lighthouse at Alexandria in Egypt**



The Greeks were keen travellers. They travelled mostly **by sea** and spread their language and culture throughout what is now Southwest Asia, Egypt, and, of course, domestic Greece. They used local guides to direct them to, and to explain, the local sites.



Roman travellers took advantage of their legendary **paved roads**. The economic success of the Roman Empire allowed for a large middle class of citizens to travel. These were the early days of mass tourism. At each site, the tourist was greeted and guided by local tour guides

Unfortunately, the Roman Empire became too large to sustain itself, and Europe fell into the Middle Ages.



Types of tour guides

Advise participants to turn to page 7 in their workbooks

The term tour guide conjures up many differing images. There are at least two major types of tour guide: local tour guide and tour director.

A local tour guide

- **conducts single or partial day tours**
- **provides commentary on local areas**
- **may arrange transportation and attractions**
- **is also called step-on, local or on-site guide**

A tour director

- **conducts multi-day tours**
- **is responsible for administration of the tour including safety, hotel reconfirmations, meals, attractions, transportation**
- **may (or may not) deliver tour commentary**
- **is also called tour escort, manager or courier**

The job of local tour guide is

- **frequently seasonal**
- **frequently part time, supplemented by other income**
- **minimum wage to \$15 an hour (with languages and first aid)**
- **often by contract**

Local tour guide careers often shift amongst these similar occupations

- **supervisor, owner or tour guide trainer**
- **tour office manager or tour operator**
- **tour director**



The scenario

Advise participants to turn to page 11 in their workbooks

You have decided to become a local tour guide in a place you know very well.

Gather as much information as you can about the place.

Organize that information for quick reference.
Create your commentary or “spiel”

Once you have done the basics, go on a couple of tours to see how the “experts” do it. You observe several key elements of successful tour guiding. Now you are ready to do it yourself.

Plan your “spiel” for 90 minutes. At the last minute, you are notified that the tour group has been held up in traffic, and so you will only get them for 3 minutes! (Yes...really!). You reduce your spiel to three “quality” minutes, enhancing your delivery with several of the effective elements of tour guiding you observed during your tours.

Finally, self-evaluate your delivery and that of your colleagues so that you may be even better next time.



The personal file

Advise participants to turn to page 12 in their workbooks and read together

A tour guide's personal file is a thorough piece of **research** into a specific area. It is an invaluable **reference resource**.

A tour guide's personal file accompanies the guide on every tour and so acts as a **security blanket** when guiding a tour alone. The personal file must be continually updated.

Before beginning research, you must first choose a specific area for which you will be the tour guide. For example, you may choose to be a guide in a specific gallery within an art gallery or museum, in an industrial complex, or through a heritage site.

Information in the personal file is to have both **depth** and **breadth** to provide answers and suggestions for the inquiring visitor.

Data for the **depth** component reflects the knowledge you will impart during your tour commentary. It will include

- facts**
- stories**
- anecdotes**
- interesting tidbits of information**

Data for the **breadth** component reflects the frequently asked questions while leading a tour. Why is everyone travelling with their lights on? What type of government do you have? Who is your prime minister? How much does your medical insurance cost? How much does an average three bedroom house cost in this neighbourhood? This component will include:

- general information on local history**
- geography**
- climate**
- governments**
- economy, etc.**



Tour administration

Advise participants to turn to page 20 in workbooks

The following tasks are performed by a local tour guide before guests arrive, during tour (beginning as guests arrive and ending as guests depart) and after the guests have departed. Indicate when a tour guide would likely perform each task using B for before guests arrive, D for during tour, and A for after guests have left.

- D greet guests
- A complete tour report
- D accept tips (To Insure Prompt Service)
- B confirm itinerary
- B introduce self to driver/tour manager
- D accompany guests on tours and attractions
- B familiarize self with location of washrooms, exits, emergency equipment and departure/arrival areas
- B confirm group profile (ages, special interests, number of guests)
- D describe policies regarding smoking, late guests, seat rotation
- D describe hazards and safety precautions
- D adhere to time schedule
- D make announcements at stops/sites
- B test operation of equipment (public address system, audio-visual)
- D count heads of tour participants
- B/A examine coach or site for cleanliness, hazards



The scenario continues to unfold.....

Advise participants to turn to page 24 in workbook

Remember you have just three minutes to present your commentary. This doesn't mean you have to speak faster to get all 90 minutes worth into three minutes! Actually, the opposite is true...less is more. Take the time to reflect on how you will be able to maximize the effectiveness of your tour. Remember that your commentary will include:

- opening comments (three elements)
- first station (three elements)
- second station (three elements)
- closing comments (three elements)

Focus on your tour group, your commentary, and your delivery. Restrict use of props or visuals to one per station. This is not like a 'school presentation'. It's all about connecting with your tour members.

Talk • Walk • Stop • Talk



Sooooo.....

**Do you want
to be a
local tour guide?**

Why?

