TOUR GUIDING TECHNIQUES

UNIT CODE: TO/CU/TM/CR/09/5/A

Relationship to Occupational Standards
This unit addresses the unit of competency: Provide tour guiding services

Duration of Unit: 150 hours

Unit Description
This unit specifies the competencies required to provide tour guiding services**.** It involves preparing for tour guiding activities, welcoming arriving tourists, providing check-in and check-out assistance, implementing a tour itinerary, reserving customers' services and performing post tour activities.

Summary of Learning Outcomes
1. Prepare for tour guiding activities
2. Welcome arriving tourists
3. Provide check-in and check-out assistance
4. Implement tour itinerary
5. Reserve customers' services
6. Perform post tour activities

Learning Outcomes, Content and Methods of assessment

Learning Outcome	Content	Methods of assessment
1. Prepare for tour guiding activities	Theory: • Meaning of terms • History of tour guiding • Types of tour guides • Attributes of tour guides • Roles of tour guides • Principles of tour guiding • Interpersonal relations • Stages of a tour • Essential documents for tour guiding. • Tourism transport • Tour guiding tools, equipment,	Observation Written Oral Third party report

		materials and supplies • Identification techniques for tourists to locate the guide Practice • Role play identification techniques for tourists to locate the guide • Assemble tour guiding tools, equipment, materials and supplies	
2. Welcome arriving tourists	Theory: • Meaning of airports • Classifications of airports • Sections of an airport • Airport facilities • Codes of city, airports and airlines • Meaning of 'meet n greet' • The importance of 'meet n greet' • Procedure for 'meet n greet' • Meaning of briefing • Types of information for briefing • Tourist briefing points Practice • Classify airports • Identify codes of cities, airlines and airports • Role play 'meet n greet'	Observation Written Oral Third party report	
3. Provide check-in and check-out assistance	Theory • Meaning of terminologies ○ Check-in ○ Check-out ○ Transfers • Types of transfer • Transfer procedures • Information required for check-in and check-out • Check-in and check-out procedure • Attributes of check-in and check-out personnel	Observation Written Oral Third party report	

	Practice Role play check-in and check-out		
4. Implement tour itinerary	Theory: - Meaning of terminologies - Tour commentary - Tour interpretation - Procedure for developing a tour commentary - Tour commentary delivery - Tour interpretation principles - Media for tour interpretation - Types of tour interpretation - Group dynamics management - Individual and group morale and goodwill - Categories of tour conflicts, complaints and difficulties - Procedure for handling conflicts, complaints and difficulties - Tour contingencies - Types of tour contingencies - Tour contingency management - Survival techniques - First aid Practice - Role play tour commentary delivery - Drill on a tourism related contingency - Develop a tour commentary	Observation Written Oral Third party report	
5. Reserve customers' services	Theory - Types of services reserved by a tour guide - Categories of service providers - Reservation systems	Observation Written Oral Third party	

	• ICT and reservation • Law of contract • Information required for reserving services • Procedure for contacting service providers • Types of reservation feedback • Importance of reservation feedback Practice • Role play contacting service providers • Reserve a restaurant using a Amadeus reservation system	report

6. Perform post tour activities	• Debriefing
	  o Information gathered during debriefing
	  o Tools use for debriefing
	  o Analysis of information gathered during debriefing
	  o Importance of debriefing
	• Tour report
	  o Types of tour reports
	  o Contents of a tour report
	  o Preparation of a tour report
	  o Dissemination of tour reports
	  o Types of tour report implementers
	• Types of tour financial documentation
	• Procedure of financial documents surrender
	Practice
	• Role play debriefing
	• Prepare tour reports
	• Collect file and forward tour financial documents
		Observation
		
		Written
		
		Oral
		
		Third party report

Suggested Methods of Instruction:

- Instructor lead facilitation of theory
- Practical demonstration of tasks
- Practice by trainee
- Simulation/Role play
- Group Discussion

List of Recommended Resources

• Computers • Reservation systems • Telephones • Maps • Sample travel tariffs • Sample timetables • Sample itineraries • National Museums And Heritage Act No. 6 Of 2006 Revised Edition 2012 [2006] • Lists of tour product quality standards • Law Of Contract Act Chapter 23 Revised Edition 2012 [2002]	• Sample contracts • Office stationery • List of suppliers • Standard operating procedures • IATA regulations • ICAO regulations • KCAA regulations • KAA regulations • KATA code of ethics and practice • CITES regulations • Commentaries • Binoculars • Camping gear • Media • Radiocall • First aid kit • Tour vehicles • Guide books • Compasses • Floaters • Coolers	• TRA Act 2014 • Tourism Act No. 28 Of 2011 Revised Edition 2012 [2011] • The Occupational Safety and Health Act, 2007 • Cosumer protection Act 2012 • EMCA 1999 • Wildlife (Conservation And Management) Act Chapter 376 Revised Edition 2012 [1985]