

Tour Guiding

Level-II

Based on June 2021, Curriculum Version I



Module Title: - Prepare and Present Tour Commentaries

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Introduction to the module

This module describes and presents commentaries for customers. Its main focus is on the need to use effective interpretation and presentation techniques to ensure customer participation and enjoyment. Necessary starting point when preparing tour commentaries is the need to determine the information which needs to be presented. This section gives a context for tour commentaries, suggests actions to help identify what is required and presents examples of topics and objectives commonly covered by tour commentaries.

This module is designed to meet the industry requirement under the tour guiding occupational standard: prepare and present commentary.

This module covers the units:

- Prepare commentaries
- Present Commentaries
- Interact with customers

Learning Objective of the Module

- Prepare commentaries
- Present commentaries or activities to customers
- Interact with customers

Module Instruction

For effective use this modules trainees are expected to follow the following module instruction:

1. Read the information written in each unit
2. Accomplish the Self-checks at the end of each unit
3. Read the identified reference book for Examples and exercise

Unit one: Prepare commentaries

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- Introduction to commentaries
- Selecting and organizing information
- Selecting and developing themes
- Constructing commentaries
- Materials for preparation of commentary

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Introduction to commentaries
- Selecting and organizing information
- Selecting and developing themes
- Constructing commentaries
- Materials for preparation of commentary

1.1. Introduction to commentaries

Definition Commentary

One definition might be “an informative verbal presentation delivered by a tour guide to passengers “ As guides, our aim always is to make sure that our customers are satisfied with the tourism products they have purchased. Where commentary is provided as part of a tourism product, the quality of a guide’s presentation strongly influences the level of customer satisfaction with the product. It is therefore essential for guides to have excellent commentary preparation and presentation skills.

Always remember that an excellent commentary presentation can turn a tour or place which on the surface is only mildly interesting into a fascinating experience. A poor presentation, on the other hand, can make even the most interesting place seem featureless and boring. The quality of the information we provide and the manner in which we present it also influences the way our customers see us as guides. If they see us as being true professionals, we will gain their confidence and respect. This helps the smooth operation of any tour.

In addition, a guide’s commentary skills influence customer perceptions of the company or site which has provided the tourism product. The tourism industry is very competitive. A reputation for excellent products and quality customer service is important for all tourism businesses. Guides who have the skills to enhance the reputation of the company that employs them are highly sought.

Types of tour Commentary information

- Required.
- Informative.
- Requested.
- Optional.

Types of commentary	Definition
A required tour commentary	A required tour commentary is a memorized script usually provided by a company for its guides.
Informative	Sometimes referred to as interpretation, an informative commentary highlights the guide's roles as an educator.
Requested	When requested or or asked, tour guides shall provide commentary to address particularly needs and inquiries of the tourists.
Optional	Optional commentaries highlight the guide's engaging and entertaining traits.

A tour commentary is a narrative used by a tour guide to describe a site and provide information about various aspects of a country to tourists while on a tour. They are generally referred to as the “guide’s speak” and include general information and local stories about attractions or sites, events and personalities in a country

A ‘tour commentary’ refers to information provided by the Tour Guide to tour group members as part of a tour. It has two distinct elements:

a) **Scripted commentary** – which:

Is consistent information provided to every customer on every tour

Includes regular interpretive activities

b) **Non-scripted information** – that is researched and developed to enable Tour guides to respond to questions asked by tour group members/customers.

The scripted commentary should be thought of as a guide about what needs to be said on tour rather than a complete list of everything that will be said.

Components of Commentaries

a) **Introduction** – Introductions during the start of a tour, especially done in a coach are usually accompanied by greetings. A greeting is a form of salutation done in a pleasing tone and sometimes accompanied by gestures. introductions during the tour like a

walking tour, getting the attention of a big group is quite a different story as tour guides may have to increase the volume of their voice and verbally call their attention by saying “May I have your attention please?” and try to avoid saying “excuse me” while calling their attention

- b) **Body of the commentary** – Commentaries needs to be pleasant yet concisely descriptive.

Remember that they are already seeing the view of the place or witnessing the actual work of art. Emphasizing the vital points such as history, geography, culture, and the rest of its fine points are important. A descriptive narration about the place usually answers the questions, what, when, where, why, and how. All these are essential to tackle in the body of the commentary

- c) **Feedback** – Having common sense is an essential element tour guides need to have. This is important in evaluating feedback or reactions from tourists. No matter how well-prepared the commentaries are, tour guides may receive unpleasant remarks. Tour guides must not react right away, but instead, stay proactive. They cannot expect that everyone listening to them will believe, agree, and like what is being explained especially if it has something to do with the changes in the itinerary and other events causing discomfort. Be ready with acceptable explanations.
- d) **Summarizing the commentary** – Summaries are always short and important facts are reiterated, but no longer described lengthily.

Elements of a Tour commentary

Tour guide must prepare a commentary having following arts:-

- Introduction
- Presentation
- Closing
- Steps how to make commentary
- Start with greeting or introduction
- Sense of humor must be part of the information
- Draft tour commentary related information
- Present scripted commentary
- Respond to queries raise by customer

- Modify scripted commentary in response to unexpected events
- Identify the commentary information that needs to be conveyed
- Keep proper tone while making commentary
- Volume must be appropriate. If volume will be very high, you will not be able to continue for long time. If it is too low. People cannot listen you.
- Rate of speech must be appropriate roughly for sections of the tour.

Impact of different tour types

Identifying what is required for a commentary will vary depending on the type of tour to be conducted – the two main options which determine the content of a scripted commentary are:

Whether the tour is a regular, scheduled – that is, a tour which is conducted on a regular basis and the tour group members are generally ‘members of the public’ meaning they can be of any age, from any background and have a wide and divergent range of needs, wants and preferences

Whether the tour is a one-off tour – called a custom tour or a private tour where the need, wants and preferences of the tour group members are often/usually known in advance (or are able to be determined) as part of the planning process and are generally specific/targeted in nature required for a commentary.

Commentaries for regular/scheduled

Those with responsibility for preparing tour commentaries for regular/scheduled can identify what is needed through a combination of the following activities:

- Reading advertising/promotional materials for the tour – which will describe the type, nature and focus of the tour
- Reading the customer itinerary for the tour – which will present details of where the tour is going and what is happening (in terms of routes, modes of transport, destinations, attractions, activities and other inclusions, timing provisions, accommodation, catering and other tour-specific matters)
- Joining the tours already developed – as a tour group member to experience what is currently being said and done
- Talking to other Tour Guides – to learn from them about what they do and say
-

- Obtaining a copy of the script being currently used – to see the information already being conveyed
- Speaking with management – to determine their wants, needs and expectations regarding content of the commentary
- Using personal knowledge of the tour route and destinations/inclusions coupled with common sense to determine what should be communicated in terms of:
 - The type of tour being conducted
 - Local events, conditions and occurrences
 - Reading feedback from past tour group members – to identify:
 - What they liked and disliked
 - What they wanted but did not receive
 - Areas about which they wanted more or different information
- Taking other tours provided by competitors/other Tour Operators – to see what they do and listen to their commentaries, analyses their content, note their timing and other presentation techniques.

Commentaries for one-off tours

- Must be developed on an individual basis – to reflect needs, wants and preferences of tour group members/the client
- May incorporate content used in other tours – where deemed applicable/relevant to identified need.

Ways to determine the content required for a one-off tour can include:

- Talking to the client – to find out:
 - Their needs, wants and preferences
 - Critical aspects/topics which must be covered
 - Type or nature of the detail/information required – for example, historic detail, comparative information, current statistics
- Who the people in the tour group will be – that is, obtaining a profile for the tour group (age, gender, interests, background, existing knowledge and/or experience)
-

- Speaking with organizational staff who worked with the client to secure the tour and determine/negotiate the deal – to find out:
 - What they promised
 - What they learned from the client
 - Interpretation of nuances they identified when speaking with the client
- Reading the contract for the tour – one-off tours will be based on a written contract which sets out the responsibilities on the Tour Operator based on the promises they have made.
- To avoid being sued (or to avoid a situation where the client refuses to make full for the tour), all these promises need to be met as part of the tour
- Talking to management – who may have specific additional requirements regarding the tour to be delivered based on:
 - Personal preferences regarding how they want the tour delivered
 - Information they gained as part of the overall negotiation process
 - Contacting expected tour group members – to identify what they want covered by the commentary
 - This is not always possible but can be a very effective way of identifying what is required for specific tours.

Parts of a Tour Commentary

A tour guide should prepare the tour commentary before beginning a tour and it is composed of the four main parts:

- The Introduction
- The Briefing
- the Presentation •
- The Closing

Good Tour Commentary

One of the hard skills or technical skills required by tours guides is to develop or write a good tour commentary. With training, research and time,.

- **Promoting Destination**

A good tour commentary must promote your destination as a top holiday destination. You are the first point of contact and a local friend. Recommend places that are not on the itinerary that is unique and localized attractions. You also introduce historical monuments, culture and heritage sites. Aim to create a memorable experience for travellers. Another component of a good tour Commentary is that it should provide an opportunity for tourists to learn valuable history, culture and lifestyle of your country. A good commentary will make visitors feel as if they see the historical events from his own eyes. Tour guides can ask tourists to imagine what was happening in the past and provide photos as visual aids. You can also ask travellers to compare what occurred in the past to present day activities.

- **Informative**

A good tour commentary should provide much relevant information. Tour guides can help tourists to absorb the information by asking questions after you deliver the commentary. It helps travellers to internalize the information. Tour guides can also provide a summary of what you have commentated as it contributes to creating an impact.

- **Stories**

A good tour commentary should provide much relevant information. Tour guides can help tourists to absorb the information by asking questions after you deliver the commentary. It helps travellers to internalize the information. Tour guides can also provide a summary of what you have commentated as it contributes to creating impact.

1.2 Selecting and organizing information

You cannot give the same sort of information to every type of customer. Therefore, you need to be flexible when choosing information to suit different customer group needs. You need to arrange your tour commentary in a way that meets different customers' needs. It would be unrealistic to expect one tour commentary to suit all customers.

Selecting information to suit customer needs

The information you present in your tour commentary needs to meet the needs of specific customer groups taking into account their:

- A. age
- B. cultural and geographic background
- C. level of education
- D. special interests
- E. requested coverage
- F. Disability.

A. Age: Remember the following points when you are constructing and presenting your tour commentary:

- children have a short attention span and need plenty of time for exploring
- it is best to use short simple statements when speaking to children
- older people often enjoy hearing historical facts and specific dates
- older people have different interests to younger people and you have to identify these before the tour
- older people may be hard of hearing, meaning that you have to speak up
- Older people need more time to do things and this has to be taken into account.

Cultural and geographic background: Remember the following points when you are adapting your tour commentary for customers with a different religious, cultural or ethnic backgrounds, whether they live in Australia or are visiting from overseas:

- always provide alternatives if they are visiting sites or attractions you think may offend or simply not interest some people
- forewarn people about what people may be wearing at certain sites and attractions (eg: women in shorts, bathers etc)
- make allowance for particular religious or cultural needs such as dietary requirements
- always speak slowly and clearly if you have customers who speak English as a second language

B. Level of education: Remember the following points when developing tour commentaries for school students:

- students get bored easily and need a lot of activities to keep their interest
- Students want to hear a lot of funny and interesting things. Do not weigh them down with too much educational information

- Encourage students to ask questions.

Remember the following points when adapting your tour commentary to suit different levels of education and expertise:

- professors and other people with academic knowledge require a lot more detail
 - it is okay to use technical terms when dealing with experts
 - you must avoid using jargon and technical terms when dealing with a mixed tour group.
- You must make sure that everyone can understand your information.

C. Special interests

Your tour brief would have informed you that you had a special interest group. You have determined the special interest of the group, prior to the tour. You would have time to prepare your whole tour commentary to accommodate the special interest group. You must include specific information in your tour commentary when talking to special interest groups. They already know the basics and want to learn more detailed information.

D. Requested coverage: Sometimes tour groups will request in advance the type of information they want covered during the tour. This will usually apply to people with special interests. You will need to make sure you act on their requests.

E. Disabilities: you may have tour members in your group who have a disability and need to adapt your commentary to suit their needs. You might provide written notes for the hearing impaired, and ensure your face is visible while presenting your commentary, for those who lip read. It is important to be prepared for any situation and be confident and flexible at all times.

Classifying the information

In the first instance, classifying the information obtained during the research stage refers to a series of activities best described by terms such as:

- Organizing facts into discrete sections
- Arranging information under nominated headings
- Ordering statistics in date or time sequence
- Contrasting one set of data to another set for the purposes of comparison
- Grouping like/similar facts and detail/s
- Indexing the information obtained – for filing reasons and future reference.

Mistake of tour commentaries

A common mistake made by those who are new to the Tour guide business is for them to assume they already know the information that needs to be provided as part of a tour commentary. New Tour Guides frequently rely simply on their local, general knowledge believing it will be sufficient to enable them to provide:

- What is required
- To the standard required
- In order to meet customer and management expectations. The reality is usually very different to this. Most commentaries require:
- Coverage of more topics than most people know about
- More detail than most people commonly have in their general knowledge
- Updating of information to make it current.

Need for research

To gain the information, detail and currency needed for most tour commentaries there is a non-negotiable need for Tour Guides to:

- Undertake targeted research – of identified/required topics
- Use a combination of research options/approaches to gain their knowledge – as opposed to depending on ‘just one’ source
- Take notes – as they do their research so they can capture:
- The required facts and detail identified – for later reference when generating the script for the commentary
- Details of the sources they used to obtain this information – so these sources can be re-visited in the future to up-date information

Basic requirements of research for commentaries

When the information for a tour commentary has been identified the next stage in the preparation process is to research the required content.

Those who are new to the Tour guide business is for them to assume they already know the information that needs to be provided as part of a tour commentary. New Tour Guides frequently rely simply on their local, general knowledge believing it will be sufficient to enable them to provide:

- What is required
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- Coverage of more topics than most people know about
- More detail than most people commonly have in their general knowledge
- Updating of information to make it current.

Not all types of research will generate the required type of information for use in tour commentaries. It is essential all facts and information obtained as a result of the research process align with the criteria which require them to be:

- Relevant
- Correct/accurate
- Comprehensive
- Current, where applicable (given many facts need also to be historical in nature).

Research options

Researching the selected commentary information could include a need to combine several of the following approaches:

- Reading site and location specific information sources that currently exist – as provided by brochures, flyers, marketing materials and promotional leaflets produced by:
- Destinations
- Attractions
- Businesses
- Activities
- Local tourism bodies
- Government tourism agencies
- Talking and listening to relevant people – which can/should include:
- Visiting communities which will be visited on the tour/discussed on the tour and interacting with them, where applicable and where possible
- Learning from ‘site guides’ who work at destinations/locations to be visited – these are the private tour guides employed by the site/attractions just to deliver tours for that

- specific site/location and nothing else – they always have extensive information about the place where they work
- Speaking with key people from the local tourism agency, bureau or government agency – as these people always have: - Good local knowledge - Access to lots of supporting data and sources - Contacts which can assist with other research.
- Talking to other Tour Guides – this approach should include conversing with: - Other Tour Guides from within the host Tour Operator organization - Tour Guides employed by other Tour Operators - Private/self-employed Tour Guides

1.3. Selecting and developing themes

Developing themes

In the metric system, we use the as described in the headings that follow. (Please note, short definitions, and in some cases illustrations, have been added to improve your understanding of the terminology. Where applicable, further explanations will be presented in later modules.)

Themed tours

- A ‘theme’ for a tour is a standard thread which runs through the tour: it is a central objective/topic around which the entire tour is based.
- A themed tour may also be referred to as a ‘special interest’ tour.
- In practice, one tour is likely to have multiple themes.

In practice, one tour is likely to have multiple themes. Provide the basis for developing the theme/themes for every tour. Experience/trip-themes which presents and describes the following themed tours:

- Family
- Food
- Sailing
- Polar
- Explorer
- Walking
- Cycling

- Short breaks
- Wildlife
- Overland
- Cultural holidays.

Basis for developing themes

Themes for the commentary information should/could relate, as appropriate, to:

A. Identified customer need – as identified from:

- Market research into general tourist requirements, needs, wants and preferences
- Special requests made by groups or individuals
- Terms and conditions (that is, mandatory requirements) contained in contracts

B. Seasons of the year – in order to:

- Emphasize and differentiate between seasonal influences
- Compare and contrast different seasons
- Indicate relationships between natural flora and seasons

C. Time of day - Certain businesses, attractions and destinations are closed at certain times.

D. Gaps in the marketplace – which present opportunities for new tours and/or fresh ideas and experiences

Unique characteristics of the tour group – as these relate to practical, operational factors such as:

- Size of the group
- Age of participants
- Genders of participants
- Available time for the tour
- Physical ability of the group
- Previous known tours and related activities the tour group members have already experienced

Examples of tours themes

The potential list of topics covered by tour commentaries is endless – in practice, different groups have different needs, wants and preferences. These topics provide the basis for the theme, or themes, for the tour. All scheduled/regular tours will need to address more than one topic

and/or have more than one theme. The one thing all commentaries have in common is they will all relate directly to the nature, objectives and subject of the tour.

Possible topics can include but are not limited to:

History	Flora	Fauna	Heritage
Culture	Art	Environment	Industry
Society	Future	Politics	Government
Recent events	Religious festivals	Sports	Memorials
Shopping	Food & beverages	Museums	Tourism
Customs	Currency	Laws	Wars

Tour objectives

Flowing from these topics/themes will be the objectives of the tour which also have to be taken into account when researching and preparing the commentary.

Possible objectives for the tour group can include:

- Education
- Experience
- Relaxation
- Fun
- Excitement
- Celebration of an event/historical date
- Money raising – for a person, club or organization
- Recreation.

1.4. Constructing commentaries

All tour commentaries should begin with preparation of a draft script.

The general development process

Preparing and presenting a tour commentary comprises these five sequential steps:

- Prepare a draft commentary
- Trial/practice the draft
- Revise and refine it as required on the basis of the trial
- Practice the revised commentary
- Present the scripted commentary.
- developing commentary scripts
- If possible, those with responsibility for developing commentary scripts should try to:

Obtain copies of sample tour commentary scripts which have been prepared by others and which are/have been used on tours – to get an idea of things such as:

- Layout
- Phrasing and terminology
- Extent of coverage and detail of topics
- How the commentary commences and concludes
- Talk to other Tour Guides who have developed scripts for tour commentaries – to get their personal advice and tips on:
- How to go about the task
- The sequence in which they create the draft Pitfalls to avoid.

Developing commentary scripts

It is important to adhere to the principles and actions described below when creating a draft script for a tour commentary:

- Realizing the creation of a good scripted commentary for a tour takes time – it can take weeks to generate a comprehensive script
- The longer the duration of the tour and the more topics which have to be covered, the longer the time required
- Certainly, new tour scripts cannot be written on-the-day Ensuring currency and accuracy of content – this must include:

- A total ban on fabrication of facts
- Separation of opinion from facts
- Fact-checking and verification
- Ensuring comprehensive and relevant information – which relates to:
- Checking to verify all required topics/content have been addressed

Providing contextual information

- Avoiding/eliminating irrelevant and/or extraneous information – there is never enough time to address/comment on everything in a commentary
- Including necessary safety and security information – as relevant to:
- The time of day
- Road/route conditions
- Anticipated weather
- Activities and inclusions while on-tour
- Ordering the information in logical sequence – considerations are:
- Having a formal structure – this means including for each topic, destination and/or for the general script/tour: -
- An introduction – to the activity, site, topic or whatever is being talked about - A body – the main content - A conclusion – summarizing what has been presented
- Matching information to tour locations, destinations, attractions, activities and inclusions ,Preparing sufficient information , which Means covering appropriate depth and breadth of information , Requires ensuring there is sufficient time when on-tour to deliver this information – in terms of (for example) being able to stop at a location when talking, or being able to deliver the information on the tour vehicle before the destination/attraction has been reached

Choosing and using appropriate language – which relates to:

- Delivering/writing the commentary in a language which can be understood by the tour party – or arranging for an interpreter (and factoring in to the commentary the delay to timing this will introduce)
- Matching words, phrases and terminology to the identified needs of customers
-

- Ensuring the commentary explains and translates the characteristics, significance and features of the tour.
- Explaining unfamiliar terms, abbreviations and acronyms
- Checking grammar – used for the script and sentences used - Attention must also be paid to ensuring correct pronunciation of words, names of people/historical figures, place names, botanical names.

Ensuring that language used does not give offence – including unintended offence in relation to:

- Gender
- Culture Race
- Age
- Personal characteristics
- Matching the length of the script – to:
- The duration of various activities
- Travel time/s
- Length of the tour

Tips and techniques for writing

It is important to adhere to the principles and actions described below when creating a draft script for a tour commentary:

- Realizing the creation of a good scripted commentary for a tour takes time – it can take weeks to generate a comprehensive script .The longer the duration of the tour and the more topics which have to be covered, the longer the time required Certainly, new tour scripts cannot be written on-the-day
- Ensuring currency and accuracy of content – this must include: A total ban on fabrication of facts ,Separation of opinion from facts , Fact-checking and verification
- Ensuring comprehensive and relevant information – which relates to: Checking to verify all required topics/content have been addressed , Providing contextual information ,Avoiding/eliminating irrelevant and/or extraneous information – there is never enough time to address/comment on everything in a commentary
- Preparing sufficient information – which: Means covering appropriate depth and breadth of information , Requires ensuring there is sufficient time when on-tour to deliver this

- information – in terms of (for example) being able to stop at a location when talking, or being able to deliver the information on the tour vehicle before the destination/attraction has been reached.
- Identifying delivery style and interpretive techniques to be used – for the entire commentary or for certain parts of it .

Constructing commentaries

When you prepare your tour commentary you need to organize your information in a logical way. Your tour commentary must meet the needs and expectations of your customers. You need to clearly structure your information so that each site or attraction is placed in the correct context.

Sites may be:

- Social
- Geographical
- Natural
- Historical.

You need to structure your information to highlight these points as it makes it easier for the group to follow what you are saying. You need to structure your tour commentary so that as you pass each attraction in the coach, you have already presented most of your information on the attraction. As you start to approach the next attraction you would start talking about it.

It is not acceptable to say, ‘By the way, I forgot to tell you...’ This is very unprofessional. You must present all important facts while you can see the attraction. If you have a customer group who needs more information because they have a special interest in the attraction, you may need to stop the coach and present a particular section of your tour commentary.

If you have a group of international travelers, you may need to pause and explain certain things. This additional explanation takes extra time so you have to structure your tour commentary in such a way that there is more time for explanations. Timing is everything. This takes practice. The more tours you do, the easier it is to get your timing perfect.

Constructing commentaries for ease of delivery

Once you have researched your tour commentary information, you have to record it so that on the day of the tour, you can access your information easily and effectively. Recording your commentaries helps you to avoid getting a mental block which can bring your commentary to a standstill.

Information obtained as a result of the research process align with the criteria which require them to be:

- Relevant
- Correct/accurate
- Comprehensive
- Current, where applicable

Once you have gathered appropriate information for your tour commentary, you need to ensure that you structure it in a way that makes your presentation informative and entertaining. Do not overload the amount of information you give to customers. Remember, they are on the tour to enjoy them, not to study for an exam!

Your presentation needs to combine:

- Entertainment
- Learning.

If the information that you are including in your tour commentary is boring, you will lose your customers' interest and they will leave your tour disappointed. People generally go on tours to have some fun and relax. You always need to relate the information that you include in your tour commentary to the customer group.

Assembling tour information

The activity must be related to individual group characteristics and these may include:

A. Geographic origin – that is, the commentary needs to:

- Be flavored with comparisons set against the 'home country' of tour group members – for example:

- If the host country uses metric measurements and the tour group country uses imperial, then measurements need to be given in imperial (or both) not just metric
- Conversions need to be made of references to currency – so prices in the host country are given in the currency of the home country for the tour group members
- Include terminology, words, phrases and references applicable to, and known by, people from the country of origin
- Demonstrate the Tour Guide is familiar with basic facts and factors relating to the home country of tour group members – in relation to a range of topics such as:
 - Basic geography – major cities and topography
 - Distance from the country where the tour is being conducted
 - Important personalities
 - Climate
 - Currency

B. Cultural background – so the tour commentary is sensitive to:

- Religion
- Race and ethnicity
- Social status
- Food and beverage preferences
- Beliefs and known behaviors of tour group member

Materials for preparation of commentary

- **Primary data** – are firsthand experiences that are ideal primary source of information. It is best to share something that has been personally experienced.
- **Secondary information** – is normally taken from reading books, the internet, magazines, and other reference materials. At times, this information comes from those who experienced the event firsthand.
- **Technical data** – includes expert knowledge taken from further education and training.

- **Licensed and DOT**-accredited tour guides who constantly attend seminars and training have more substantial things to include in their commentaries. Those consist of information about the economy, politics, and surveys.
- **Current events** – are great sources of information where commentaries can be based. These can be taken from newspapers, the internet and electronic media sources, and news
- Reports. Some examples are weather reports, road and traffic updates, and events like parades and strikes.

Self-Check 1

Part One: Choice the best answer

1. Which one is not types of tour commentary information
 - A. Required.
 - B. Informative.
 - C. Requested.
 - D. Optional.
 - E. None
2. Which one is not the components of commentaries
 - A. Introduction
 - B. Body of the commentary
 - C. Feedback
 - D. Summarizing the commentary
 - E. None
3. Which of the following is false about way of preparing tour commentaries for regular/scheduled
 - A. Reading advertising/promotional materials for the tour
 - B. Reading the customer itinerary for the tour
 - C. Joining the tours already developed
 - D. Talking to other Tour Guides
 - E. None
4. Which of the following is not part of tour commentaries
 - A. The Introduction
 - B. The Briefing
 - C. the Presentation •
 - D. The Closing
 - E. None
5. Which of the following is true about good tour commentary.
 - A. Promoting Destination
 - B. Informative
 - C. Stories

- D. Educational
 - E. All
6. The information you present in your tour commentary needs to meet the needs of specific customer groups taking into account:
- A. Age and cultural and geographic background
 - B. level of education and special interests
 - C. requested coverage and Disability.
 - D. A and B
 - E. All

Unit Two: Present Commentaries

This unit to provide you the necessary information regarding the following content coverage and topics:

- Interpretive and presentation techniques
- Present information to visitors
- Presenting information considering cultural and social sensitivity
- Equipment and Resources for commentary

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Interpretive and presentation techniques
- Present information to visitors
- Presenting information considering cultural and social sensitivity
- Equipment and Resources for commentary

2.1. Interpretive and presentation techniques

All effective and memorable tours need to incorporate and apply interpretive techniques to delivery of the commentary/tour. This section discusses the concept, application and objectives of interpretive guiding and presents several practical interpretive techniques and presentation activities which may be employed.

The concept of interpretive guiding

Interpretive guiding can be seen as the use of interpretive activities and presentation techniques. Their use makes a tour for participants a much more memorable experience. Interpretive guiding goes beyond the basic provision of information which is seen by many as the sole objective when conducting a tour. Interpretive guiding refers to interpretation of the topics/areas which are the focus of the tour or encountered along the way. Commentaries can include a wide range of information on:

- **Climate:** Customers may be interested to know the climate of the area, such as average temperatures and rainfall as well as giving customers general information on what the weather will be like on tour, eg: ‘It is going to cool down this afternoon, so make sure you don’t leave your jumper on the bus when we visit the brewery after lunch’
- **Geography:** Giving customers information on where certain features are located, how different landforms were created etc
- **Flora and fauna:** Giving customers information on what types of plants and animals inhabit the area and maybe showing customers live specimens
- **History and heritage:** Telling customers the history of the place they are visiting in terms of people, buildings, industry etc and the importance of these things to the inhabitants of the area
- **Culture:** Giving Customer’s information on cultural characteristics of people in the area that they will come across, in regard to their religion or where they have come from, eg: some areas have large communities of immigrants from places like Vietnam or Greece. Their cultures are often quite different from other people and it is your job to draw the attention of your customers to this so that they are made aware of these differences and can understand them

- **Government and politics:** A general run down on the systems of government (local, state and/or federal) is sometimes a requirement for tour commentaries when part of a commentary focuses on something that relates to government. People from other countries often do not understand how our system of government works and will need an explanation to understand certain parts of a tour commentary
- **Education:** Again, people from other countries may not understand our education system and a brief summary may sometimes be necessary during the course of commentary
- **Food:** The types and availability of food in the area must be explained as well as restaurants, food markets etc. This is particularly important when dealing with customers who cannot eat certain foods for religious or dietary reasons
- **Lifestyle and local customs:** Customers will usually be interested about the lifestyles and customs of the people in the area they are visiting, therefore you need to be able to give them information on what people do in their spare time, the sports and activities they are involved in and the way they live
- **shopping:** Customers are often interested in the types of shops they can visit while they are in an area. They are on holidays and will probably want to take back souvenirs of their visit so you need to provide them with information on the shops that are in the area and how they can get to them.
- **Specific tour features and locations:** You need to give your customers the information discussed above, but the most important part of your tour commentary is giving them information on specific tour features and on the locations they will see on the tour, as this is the most important reason they have gone on the tour, to see, learn and be entertained by the information you provide them with in your commentary.

Application

In practice, interpretive activities and presentation techniques can apply to a wide range of subjects and may include (but is not restricted to):

- Flora and fauna
- Domestic and farm animals
- History and heritage
- Culture, arts and entertainment
- Sport and recreation

- The general natural environment
- The built environment
- Festivals, seasons and religious observances

Objective of interpretive techniques

Interpretive guiding seeks to:

- Give local and cultural context – by attributing meaning to:
 - Sites
 - Sights
 - Activities
- Conduct appropriate and meaningful activities – which:
 - Facilitate learning
 - Enhance understanding
 - Develop awareness
- Contextualise the tour/activities – within:
 - A local framework
 - Local flavour
- Generate respect and appreciation – for:
 - The local customs
 - Local history
 - Local people and communities
- Provoke and encourage intellectual activity – such as :
 - Curiosity
 - Thought
 - Personal reflection
- Bring the tour to life – by:
 - Providing opportunities for learning Including activities where people can actively participate
- Build relationships – between:

- The tour group and the environment
- The tour party and the focus of the tour
- Provide explanations and give examples of information provided – in order to:
Create memorable experiences
- Assist tour groups to investigate (on the tour and/or *after* the tour)
Make relevant comparisons
- Facilitate understanding – through a combination of actions such as:
Defining words, terms, phrases, abbreviations and acronyms
Inspiring tour group members
Making whatever is on the tour/whatever the tour is about meaningful to those who are part of the tour.

Interpretive techniques and activities

A selection/combination of the following can be used to introduce interpretive guiding to tours and commentaries:

- **Role playing** – where tour group members or tour staff act out nominated roles and scenarios to give a sense of engagement and reality to various topics
- **Different voice techniques** – which will add interest to the commentary, and can be used:
- **By speaking faster or slower**
- **By pausing/stopping and allowing** silence/a pause in the commentary

To put a Tour Guide 'in character' when discussing a certain person/individual

- **Story-telling** – to illustrate a point and/or contribute personal anecdotes to the commentary
- **Games and activities** – where tour group members participate and as a result of their engagement:
 - Have fun
 - Learn something
 - Experience something new

- **Demonstrations** – where the tour party: Is shown how to do something prior to an activity/having to do it themselves

Has a practice which has been described to them *shown* to them in real life

- Participant interaction – where members of the tour group:
 - Interact with each other
 - Interact with members of a community
 - Interact with the environment, situation or location
- **Sensory awareness exercises** – where people are able to:
 - Smell ‘the roses’ or the coffee, or other items relevant to the theme of the tour
 - Taste food and beverages
 - Feel textures, temperatures and weights
- **Use of materials to enhance illustration and experiences** – such as:
 - Visual aids
 - Support materials
 - Props
- Use of technology to assist with delivery – which may require/include:

2.2 Present information to visitors

It is important to adhere to the principles and actions described below when creating a draft script for a tour commentary:

- Realizing the creation of a good scripted commentary for a tour takes time – it can take weeks to generate a comprehensive script
- The longer the duration of the tour and the more topics which have to be covered, the longer the time required Certainly, new tour scripts cannot be written on-the-day
- Ensuring currency and accuracy of content – this must include:
 - A total ban on fabrication of facts
 - Separation of opinion from facts
 - Fact-checking and verification
- Ensuring comprehensive and relevant information – which relates to:

- Checking to verify all required topics/content have been addressed
- Providing contextual information
- Avoiding/eliminating irrelevant and/or extraneous information – there is never enough time to address/comment on everything in a commentary
- Including necessary safety and security information – as relevant to:
 - The time of day
 - Road/route conditions
 - Anticipated weather
 - Activities and inclusions while on-tour
- Ordering the information in logical sequence – considerations are:
 - Having a formal structure – this means including for each topic, destination and/or for the general script/tour:
 - An introduction – to the activity, site, topic or whatever is being talked about
 - A body – the main content
 - A conclusion – summarizing what has been presented
- Matching information to tour locations, destinations, attractions, activities and inclusions
- Preparing sufficient information – which: Means covering appropriate depth and breadth of information
- Requires ensuring there is sufficient time when on-tour to deliver this information

Basic communication strategies which can/should be used to deliver commentaries may include:

- Ensure visibility to all participants (') – it is preferable if all people on the tour can also read/see the lips of the speaker but at a minimum they should at least be able to see the person providing the commentary to some extent *if they want to*
- Face the group – to the greatest extent possible
- Speak loudly enough for everyone to hear – or use technology to help project the voice

- Remain enthusiastic and appropriate for the tour content and as appropriate to the nature/profile of the tour group members – while most tours are intended to be ‘fun’ there are some where themed should be reserved, respectful .
- Begin the verbal commentary sufficiently in advance of a scheduled tour stop – so participants have time to focus on the sight or the event which is to be the focus of the commentary

2.3. Presenting information considering cultural and social sensitivity

Delivery of the scripted commentary is really the culmination of all the planning, preparation and practice that has gone before. This section covers some pre-requisite basics for any Tour Guide who is going to conduct a tour, sets out a range of basic communication strategies, introduces the idea of personal style, suggests several additional communication techniques to assist with commentary delivery and looks at tips, techniques and requirements for actually presenting the scripted commentary to paying tour group members.

Before the tour and commentary start

All Tour Guides need to ensure the following possible pre-requisites are observed and implemented in relation to all tours they conduct:

- Ensure correct personal presentation – it is important personal appearance is in accordance with organizational requirements and basic industry standards as they apply to:
- Dress/uniform
- Personal hygiene
- Personal grooming

Be there ‘on time’– in this context this means being there *before* the advertised/promised starting time and before tourists arrive to demonstrate preparedness for their arrival. It is unacceptable and unprofessional to keep tours waiting past the advertised/agreed starting time

- **Provide a verbal welcome** – to the group and individual
- **Introduce self** – and explain personal role throughout the tour
- **Identify the tour to be taken** – just to confirm everyone present is attending the correct tour
- **Thank them** – for arriving/taking the tour

- **Smile** – it truly is the universal language and people expect their Tour Guide to be friendly
- **Make necessary introductions** – to other tour group members (if necessary) and to other staff/Tour Guides who will be on tour
- **Check tickets for the tour or identity of tour group members** – if required by nature of the tour or Tour Operator SOPs/protocols to make sure only those with legitimate entitlement are allowed on the tour.

2.4 Equipment and Resources for commentary

A standard aspect of providing a tour commentary is the need to use equipment and technology to assist in the delivery. This section identifies items which may need to be used, provides some basic operational advice and looks at how new technology is being used by some organisations to allow people to conduct self-tours.

Examples of equipment and technology

A range of items exist which may be used by Tour Guides.

- What is used will depend on:
 - What is provided by the Tour Operator
 - This is the biggest determinant of what is used
 - Locations in which the commentary is to be delivered – such as:
 - In a room
 - On a vehicle
 - In the open environment
 - Size of the group

Equipment and technology

Special requests made regarding amplification and/or commentary provision.

With the above factors/limitations in mind it is possible equipment and technology which might need to be used could embrace mobile and fixed items such as:

- Microphones – for an assortment of devices which amplify the voice
- Megaphones – used on walking tours with relatively small groups
- Laser pointers – to direct attention to the focus of the commentary

- Sound systems – used to play music or the spoken word to:
- Help set the scene and create an ambience/setting
- Illustrate what a person or animal sounds like
- Play recorded messages or commentary-related content
- Integrated audio-visual systems – such as:
 - Televisions
 - DVD players and screens
 - Audio tape player and speakers
 - Video tape players and screens.

Basic operational advice using equipment

Users of equipment must:

- Learn all about the items/equipment before they use it to deliver a commentary to paying tour group members – this may involve: Observing experienced Tour Guides use the items
- Reading User Manuals
- Practice actually using the items – to:
 - Gain confidence
 - Become familiar with **all aspects** of items/systems which need to be used
- Record themselves using the equipment – and play it back in order to:
- Learn what they sound like to other people
- Learn lessons about what they need to do, change or refrain from doing to improve their delivery
- Get feedback from colleagues – in relation to:
 - Constructive feedback on their practice
 - Tips and advice on how to use the items
 - Check all items before use – which means:
 - Making sure all items work as expected

Microphone techniques

The User Guide for every amplification system and microphone will provide detailed advice regarding specific equipment and technologies.

It is ***vital*** these are read and their advice is adhered to in each instance – this underlines the fact different microphones can required different operating techniques in order to get the best result.

Generally the following will apply:

- Test the equipment and systems (called a ‘sound check’) before the tour starts – and before the customers arrive to make sure:

Everything is working as required

All settings are correct

- Do not blow into it or tap it when starting the commentary – this is unprofessional and annoying to tour group members

It certainly does nothing to enhance/build credibility

- Hold the mic firmly – if the hand continually moves on the microphone, this sound may also be broadcast. Do not wave it around
- Speak at normal speaking volume – and let the equipment/technology amplify and project the voice.
- Do not shout into the microphone
- Set or maintain an even distance between the mouth and the microphone – this distance will vary between units and be prescribed in the User Manual
- Avoid altering the gap between the mouth and the microphone as this will adversely impact on those listening
- Speak clearly – the microphone will not ‘clean up’ words which are mumbled: it will simply amplify/project the mumbled words

Be distinct and articulate properly

- Concentrate – focus on what is being done and said:
- Keep in mind a microphone is being used

Animate/vary the voice to help create/maintain interest

- Avoid feedback – by following basic rules such as:
- Do not hold the microphone too close to a speaker
- Do not point a microphone towards a speaker

- Protect the microphone from wind – if using the mic in an outside location
- Increase the volume of PA and communication technologies – this can be required where:
 - There is extra noise
 - The group is larger than normal
 - People say they are having trouble hearing
- Turn it off when it is no longer required
- Avoid leaving a microphone ‘open’ when it is not required

Using equipment correctly

There is a variety of equipment that can be quite helpful in presenting a tour commentary. It is important, however, that you know how to use the equipment beforehand. When you are practicing using additional equipment make sure that any problems with the equipment are reported as soon as possible so the equipment is in perfect working order when you need to use it. Similarly, if something breaks or needs repair after you have used it, make sure you report this also so it can be fixed promptly.

Be aware that you may not always have access to the most up to date technical equipment to use so you may need to check what is available to use before you turn up with your laptop and DVD.

Microphones

A microphone is a tool which will increase the volume of your voice so people can hear you at the back of a room. If you tend to speak softly or you need to talk in front of a large group, it would be wise for you to use a microphone. Using a microphone will ensure that everyone can hear you properly and can therefore get the most out of the tour commentary.

You will need to decide if a microphone is an appropriate tool to use in your activity. If so, you will need to access one and learn how to set it up and practice using it before the actual day.

Overhead projector

An overhead projector is very easy to use. The overhead projector reflects pictures from an overhead transparency (a thin plastic sheet) which has been placed on the projector’s screen.

When using an overhead projector you will need to develop your overhead transparencies. This is the perfect tool for displaying charts, graphs, pictures, designs etc.

While making up your transparencies remember to:

- Keep the message simple
- Print clearly in large, bold lettering
- Avoid using photocopies from a book
- Use colored pens to add variety
- Separate your transparencies with white paper so that you do not get them mixed up during your presentation.

You will need to decide if an overhead projector is appropriate to your tour commentary. There are limitations on where you can use it and it should only be used as a back-up resource rather than as a major focus. If you do decide to use an overhead projector you will need to access one and learn how to set it up and practice using it before the actual day.

Data projector

A data projector is used to project computer images on a screen. If you were using a data projector you would also be using a laptop or desktop computer. You may organize a ‘PowerPoint’ presentation on your laptop, plug it into the data projector and project the images for your group to see. Make sure you have time to practice using one of these and that everything is set up and is working for your presentation before your group arrives.

DVDs

These may be a useful tool in your activity, however do not weigh your participants down with long boring presentations. In addition, provide them with information from yourself as the presenter. There is little opportunity to interact if your group is watching a presentation. Again, if you do choose to use a DVD, make sure you know how to use it before the day and that you can access it on the day in question.

Slide projector

A slide projector is extremely useful when presenting information. The advantage of a slide projector is that you can give your verbal presentation while your participants are looking at the slides. It can sometimes take a while to get the hang of using a slide projector. Slides can go upside down and this can look very unprofessional to your customers. Take the time to practice using your slide projector.

Props

Some tour commentaries may be enhanced by the use of props or visual aids.

Self-Check 2

Part I; Say true or false

- 1) -----All effective and memorable tours need to incorporate and apply interpretive techniques to delivery of the commentary/tour.
- 2) -----Interpretive guiding refers to interpretation of the topics/areas which are the focus of the tour or encountered along the way
- 3) -----Customers may be interested to know the climate of the area, such as average temperatures and rainfall as well as giving customers general information on what the weather will be like on tour

Part II: Choose the best answer among the following alternatives

- 1) Which of the following false about
 - A. always listen actively and politely
 - B. never belittle a question.
 - C. All questions are important and
 - D. provide an accurate, detailed answer
 - E. none
- 2) When on a tour, you may find that things happen that you didn't expect to happen. Unexpected events may include:
 - A. systems failure
 - B. technical/equipment failure
 - C. injury, accident or death
 - D. adverse weather conditions
 - E. none

Unit Three: Interact with customers

This unit to provide you the necessary information regarding the following content coverage and topics:

- Encouraging customer's participation.
- Inviting questions and feedback.
- Involving the group in delivery of answers
- Answering for unknown questions
- Communicate with colleagues.
- Contingency plans for unexpected events

This guide will also assist you to attain the learning outcomes stated in the cover page.

Specifically, upon completion of this learning guide, you will be able to:

- Encourage customer's participation.
- Invite questions and feedback.
- Involve the group in delivery of answers
- Answer for unknown questions
- Communicate with colleagues.
- Prepare Contingency plans for unexpected events

3.1 Encouraging customer's participation

It is worth highlighting when delivering tours and commentaries the aim is not for the Tour Guide to show the group how brilliant they are and how much knowledge they have. The focus of the tour must always be:

The tour group members

The site/location or destination of the tour. The knowledge of the Tour Guide and their ability must support, enhance and supplement this. The Tour Guide **must never become – or try to become – the star of the tour** as this shifts the focus to where it should *not* be.

Ways to involve participants

Many of the techniques for involving participants have already been discussed but they bear repeating at this stage – they include:

- Asking questions – a really good tour guide will ask many, many questions
- Use plenty of 'open' questions as these require participants to provide something other than a short answer, or a simple 'Yes' or 'No' answer
- Open questions start with the words:
 - What
 - Where
 - How
 - When

Showing appropriate cultural and social sensitivities

Cultural sensitivities mean that you must be sensitive to the needs and preferences of people from other cultures. People from different cultural groups react differently to different things, so you need to be familiar with these groups so that you can adapt your presentation to suit them. People from different cultures may:

- not have the same sense of humour as yourself
- have a different moral code from your own
- practice a different religion from yourself
- speak English as a second language.

Being aware of social sensitivities is also important. Be sensitive to the following sorts of social issues:

- politics
- socio-economic groups
- Whether a person is from the city or country

3.2. Inviting questions and feedback

If the Tour Guide encourages tour group members to ask questions then there is a need for those questions to be answered.

This section deals with the requirements which should be applied when a Tour Guide responds to questions posed by tour participants.

3.3. Involving the group in delivery of answers

When answering questions which have been asked by members of the tour group the following tips/strategies need to be implemented – some of these were mentioned in the previous section:

- Thank the person for the question – this encourages others to ask questions as it shows they are actually welcomed
- Mention the person's name when thanking them – many tour group participants wear name tags which can be used to identify who they are: this personalizes the answer *and* people love to hear the sound of their own name
- Smile when responding – if appropriate – this is another way of showing the need to answer questions is not an imposition
- Use polite and respectful language – when replying, including the use of humor, where appropriate
- Provide a direct answer to the question which was asked – this means:
- Giving a full, detailed, comprehensive and honest answer as relevant to the question
- Not avoiding the question or re-directing or re-framing it
- Being prepared to say “I’m sorry but I don’t know the answer to that question.” See next section for more on this.
- Never fabricating answers
- Ensure personal opinion in an answer is specifically identified as such – and not offered as fact
- There is room when replying to some questions for the Tour Guide to offer personal opinions as part of various answers (where to eat; a good hotel; other tours to take;

- places to avoid) but it is important to make sure the customers know which part of the response it is
- Present the answers to the most appropriate ‘target’ – in some cases:
- The answer is best given just to the person who asked the question

It is better to include the rest of the tour group in the response which is provided

Check the response has answered the question to satisfaction of the person who asked it – this can involve:

Cultural sensitivities mean that you must be sensitive to the needs and preferences of people from other cultures

- Encouraging another question
- Enquiring if clarification is needed
- Asking if illustration of a point is required

Why

For example, avoid asking “Did you like that?”, and instead ask “How did you like that?”

Asking questions can be done to:

- Determine need – does the group want more time at this spot? Is there a need to seek shade or shelter?
- Check they are OK – “How are you feeling?”, “Everyone keeping up?”
- Decide what happens next – for example, do they want their lunch now? Would they prefer to move to the next attraction or have a rest?
- Draw people into the tour – especially those being left-out of the experience. Be careful though not to persist/ pressure people – many visitors may be quite happy not being ‘forced’ to participate
- Listening to comments and feedback – and factoring this into future action taken
- There is little point seeking input if it is to be ignored
- Allowing participants to contribute expertise or knowledge – this is an excellent way to involve people
- Always encourage this style of contribution – tips in relation to this are:

- Be prepared for those who want to shift the focus of the tour to themselves – the Tour Guide a duty to the other tour group members to retain the focus on the tour and the itinerary/schedule
- Be ready to close down overly effusive contributors/tour group members with appropriate and sensitive comments such as “That’s excellent. Perhaps we can hear more about it at lunch!”, or “Thank you for sharing that with us but unfortunately we have to keep moving”
- Never allow one person to dominate the contributions – if another person has a contribution to make, choose the ‘other person’ rather than the ‘consistent contributor’

Unless an inaccurate or incorrect comment impacts on the safety of the group or their need to learn from the tour, it is best to ignore and refrain from commenting on errors tour group members make when contributing

Remember things should never de-generate into a competition between the Tour Guide and a tour group member

Let them have their time in the spotlight, thank them and move on.

Acknowledging contributions – to an extent this has been covered, but suggestions for doing so include:

Thanking them for what they say

Mentioning their name when thanking them

Referring to their contribution at a later stage of the tour – for example “You can see the extent of the attraction, and as Mr Watson/Bill mentioned earlier, it really is a very large area with many unique sights”

Talking to them personally at breaks, free time and the conclusion of the tour and expressing how much their input was appreciated, how it added value to the commentary/tour and/or highlighting what was personally learned from it.

3.4 Answering for unknown questions

Remember the following points when asking for and responding to questions:

- always listen actively and politely
- never belittle a question.
- All questions are important
- repeat the question for the benefit of the whole group to ensure that everyone in the group has heard the question before you answer it
- provide an accurate, detailed answer
- if you don't know the answer, be honest. You can simply say, 'I don't know that one'.

What should you do if the tour group is delayed?

You need to liaise very closely with the person responsible for alleviating the delay. This could be the mechanic, the airport staff, the hotel or attraction staff. You need to stay up-to-date with all necessary information so you can relay it to your tour group. Always be honest with your customers in a delay situation. If you don't know how long the delay is going to take, say so

When negotiating with colleagues:

- Be professional at all times
- Always consider the best interests of your customers
- Try and reduce any time delays wherever possible.

Contingency plans for unexpected events

When unexpected events occur, you must always have a contingency plan. A contingency plan is a plan for alternative activities if something unexpected happens. It does not mean that the activity grinds to a halt and customers are left disappointed.

Unexpected events

When on a tour, you may find that things happen that you didn't expect to happen. Unexpected events may include:

- systems failure
- technical/equipment failure
- injury, accident or death
- adverse weather conditions
- inappropriate customer behaviour

- customers who cause disruption and disturbance to other tour members, host communities or the environment
- unpredictable animal behaviour
- cultural considerations
- sudden closures
- change of access
- re-assessment of customers' physical abilities

Self-check -3

Part I: choose the best answer

1. In tour activities tour groups are from different cultures means:
 - A. not have the same sense of humour as yourself
 - B. have a different moral code from your own
 - C. practice a different religion from yourself
 - D. speak English as a second language.
 - E. ALL
- 1 Which of the following open question that important to ask customer to participate on tour commentary
 - A. What
 - B. Where
 - C. How
 - D. When
 - E. All

Part II: give short answers for the following statements

1. Write at least five techniques for involving participants in tour commentary.
- 2 what is cultural sensitivities mean in presenting tour commentary

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