

TOUR GUIDING

LEVEL II

Based on December 2022 Curriculum Version I



Module Title: - Working as a Guide

Module code: CST TOG2 M07 1222

Nominal duration: 80 Hour

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November, 2022
Addis Ababa, Ethiopia

Acknowledgment

Ministry of Labour and Skills wish to extend thanks and appreciation to the many representatives of TVET instructors and respective industry experts who donated their time and expertise to the development of this Teaching, Training and Learning Materials (TTLM).

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Introduction to the module

A tour guide is a person who guides groups or individual visitors from abroad or from the home country around the monuments, sites and museums of a city or region to interpret in inspiring and entertaining manner in the language of the visitor's choice. The tourist guide's main job is to escort groups or individual visitors from abroad, or from the guides own country, around the sites, monuments, and museums of a region or city, interpreting inspiringly and entertaining in the visitor's own language, the cultural and natural heritage and environment.

This module is designed to meet industry requirements under the Tour Guide Occupational standard, particularly for the unit competency- **Working as a Guide.**

This module covers the units:

- Guiding sector
- Legal, ethical and safety requirements in tour guiding
- Guide skill and knowledge in conducting tours
- Communicate with tourism industry operators

Learning objectives of the module

- Applying knowledge of the guiding sector
- Guiding tours according to safety, ethical and legal requirements
- Implementing guiding skills and knowledge in conducting tours
- Communicating with tourism industry operators

Module Instructions

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

1. Read the specific objectives for each unit.
2. Accomplish the self -checks at the end of each unit.
3. Read the identified reference book for Examples and exercise.
4. Perform Operation Sheets which were provided at the end of units
5. Do the “LAP test” giver at the end of each unit and

Unit One: The Guiding Sector

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

- Tour guide
- Roles and responsibilities of tour guide
- Information sources and contacts
- Knowledge and skills

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:

- Identify concepts of tour guiding and tour guide
- Describe types of tour guides
- Identify the ranges of roles and responsibilities of tour guides
- Determine both hard and soft skills that are acquired by a tour guide
- Identify most important things that a successful tour guide should know
- Identify professional tour guide qualities

1.1 Tour Guide

A tour guide is someone who conducts a tour – this is a simple tourism industry definition. He or she is an individual who leads groups and provides commentary for them while they are seeing the sites and attractions of an area. He or she is a person who guides visitors in the language of their choice and interprets the cultural and natural heritage of a given area in which the person normally possesses an area specified qualification usually issued and/or recognized by the appropriate authority (WFTGA, 2010).

A guide is someone who takes people on sightseeing excursions of limited duration. He or she is often someone who operates tours of his or her own site, city or region, so must have an in-depth knowledge of the local area. Tour guide is an individual, who, either as an employee or affiliate of a duly licensed travel and tour agency, guide tourist (both foreign and domestic), for a fee, commission or any lawful form of payment. A tour guide is a person who guides groups or individual visitors from abroad or from the home country around the monuments, sites and museums of a city or region to interpret in inspiring and entertaining manner in the language of the visitor's choice. He/she is an individual that exists in a front – line position who leads participants on tours, ensures that itineraries are followed, provides commentary in an informative manner, and creates positive experiences for tour participants. There are different types of guides and they are employed by various types of businesses and organizations. Different places and different companies may use different names to describe guides but these are the terms most commonly used includes;

- **Local Guide** - a local guide is a person who is competent enough to guide in a certain locality or area. Example: they may base on monuments, museums, monasteries/ churches, mosques, lakes, palaces, national parks or other sites.
- **National Guide** - a national tour guide is a person who gives information on culture, archaeology, history, religion, flora and fauna and etc. by covering the whole territory of his/her country.
- **Escort Guide** - Escort guide is usually responsible for the operational aspects of managing the tour. Also known as the tour organizer, tour director, tour leader, or tour manager. He or she is the overall coordinator as the tour progresses, especially for extended tour program. He or she is also the on – site representative of the tour company and is responsible for organizing and coordinating the tour.

1.2 Roles and Responsibilities of Tour Guides

Tour guides are one of the key figures in the development of tourism industry. They are the most front line staff who provide the “moment of truth” for tourists. They have the power of making or breaking the trip. Being a tour guide requires a due attention to a wide range of roles, functions and responsibilities. Therefore, they are required to discharge a wide range of roles, and responsibilities.

Managerial and Leadership Role of a Tour Guide

Managerial and leadership skill is one of the most important qualities in tour guiding. Even Tour and Travel companies often see leadership as the most important issues in selecting tour guides. As a leader, tour guide rules, guides or inspires others. The guide also protects the group and gives the customers understanding and appreciation of a particular tourist destination. Because of this, tour guide must acquire fundamental leadership or managerial skills to appropriately accomplish the tasks. Leadership skills and qualities in tour guiding may include; navigating (find the way), maintaining control, managing tension in the group and mixing the group together.



Figure 1: A tour guide leading a group

Unofficial Ambassadorship Role of Tour Guides

In addition to their country, they are representatives for many groups including:

- Tour & travel companies
- The region and destination they are working in
- The tourism industry
- Tourists and finally themselves
- This situation clearly shows that you are a representative for many different groups

Therefore, it is your responsibility to represent these groups in an efficient and professional way.

To your country, you have to be loyal, real ambassador or diplomat, be free from any illegal acts and play your own role for sustainable tourism development.

With regard to your tour company (employer), you must place the following things above else: be loyal, honest, and reliable, sell and present the company in appropriate way.

With regard to tourism industry, you have the responsibility to acknowledge other tour companies, respect work ethics (respect the tourism industry overall) and be positive in your approach at all times etc.

With regard to your customer (tourist), you must place the following things above all else be honest, give due attention for safety, security, value, consideration and professionalism.

With regard to yourself, you must be professional, eager or passionate, honest and well-presented etc.

- **Informer/ Educator/ Interpreter Role of Tour Guides**

The guide is responsible to inform tourists the culture, nature, history, architecture, geography and other aspects of the area.

th the environment being so important to tourists, guides need to know about local birds, flowers, trees etc. They need to educate the customers about rules and regulations that applied to each tourist destinations.

Example 1: In national parks, visitors need to know that they are not allowed to pick wild flowers or remove rocks. Guides also need to educate customers about cultural sensitivity and respect for other cultures.

Example 2: Tourists need to know that taking photos of aboriginal art sites and touching cave paintings or rock carvings destroys the artwork and clearly shows a lack of respect for aboriginal culture.

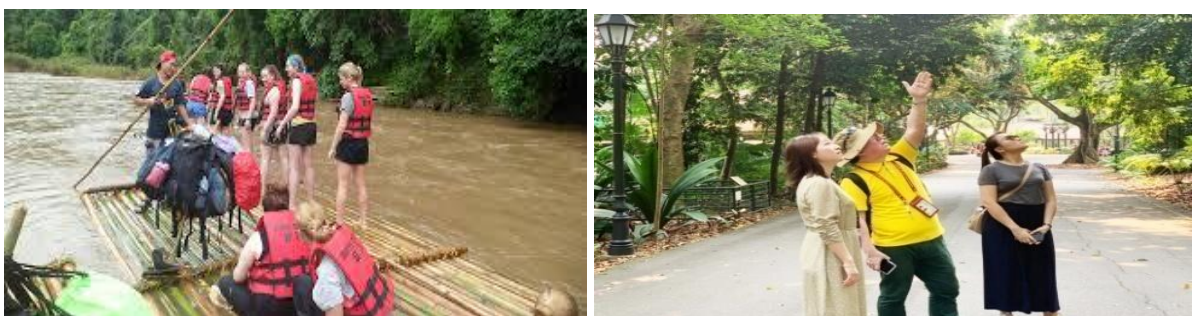


Figure 2: Informer/ Educator role of tour guide

Cultural Host Role of Tour Guides

A good host is sensitive to customers' needs, enjoys talking to and being around people, creates a comfortable environment for customers and helps customers when necessary - has lots of energy etc. Being a host also involves giving to the tour group and not expecting anything in return etc.

1.3 Information sources and contacts

To be a professional guide, you need to have a good knowledge of the travel and tourism industry so that you can give your customers the best service possible. It is important that tour guides are up to date with industry issues directly related to guiding work.

There are many reasons why you will need to continually seek up to date information when you work in the industry. Can you think of any reasons? The type of information you seek will vary depending on your position.

Things change all the time so guides can never be complacent. You need to have current and accurate product information across a range of industry sectors. You need to be familiar with the various procedures required to fulfill tour guiding tasks and duties.

The information sources that a tour guide gather includes;

Newspapers including local press

- Tourism Organisations
- Accommodation properties
- Trade Magazines/Publications
- Television
- Travel guide books (e.g. Bradt guide book, spectrum guide, lonely planet, etc.)
- Reference Books and Libraries
- Brochures and leaflets, timetables, product manuals
- Industry Associations
- Familiarisation tours for site, facilities and properties inspections
- Industry Seminars, Training Courses and Networking Functions
- Internet – including e newsletters and mailing lists
- Library

- Personal stories
- Information gathering from locals
- Relevant Codes of conduct
- Participation or membership in professional industry associations & use of industry codes of conduct or ethics

The guide can make the tour more interesting and enjoyable by providing a range of information, advice and assistance and interpreting the local community. It is impossible to know all the information your customers may need. What is important is that you know how and where to access the type of information you require. You must make sure your information is accurate, current and comes from a reliable source. You should always date and source the information you collect and effectively store your information so that you can access it when needed.

A tour guide is expected to know three things: facts, figures and anecdotes.

Facts – means knowledge of a particular area, which has a basis to talk about, based on different aspects.

- **Figures** - are facts that are expressed in numbers.
- **Anecdotes** – are stories that come out of your land as legends.

A tour guide is supposed to be well conversant and knowledgeable of the tourist products of the country. He/ she should have all the facts, figures and anecdotes as required of an internationally sensitive Tour Guide. They should harbour the knowledge on regional, national and international level apart from the core knowledge on the attractions of which he is a guide. The tour guide should have significant knowledge related at least to the following areas.

Table 1: information a guide should know

• World Countries, Earth Facts	• Special Interest areas	• Time differences and zones
• History and Culture	• Food and Cuisine	• Medical Service
• Archaeology	• Festivals and celebrations	• Travel Documentation
• Wildlife (Fauna and Flora)	• Trekking	• Tourist Behavior
• Mountains and ranges	• Camping	• Tourist Psychology
• Rivers	• Legends	• Ancient architecture
• Foreign Languages	• Folk Dance	• Holidays
• Religions	• Special Interest areas	• Government regulations
• Geography	• Food and Cuisine	• Birds (Ornithology)
• Aircraft Schedules	• Festivals and celebrations	• Rituals
• Trekking	• Folk Dance	• Tourist attractions and products
• Camping	• Grooming	• Economy
• Legends	• International Travel Formalities	• Handicrafts
• Adventure Tourism	• Transportation	• Climate
• Things which were discovered in the guides Country. E.g. Coffee in Ethiopia	• Taxi Services	• Tour operators and travel agents etc.

As a tour guide you will be constantly researching and updating your knowledge and skills. Use every opportunity you get. It is an ongoing task for professional guides. We do this by:

Individually

- Reading newspapers and trade publications
- Attending general and travel exhibitions
- Watching travel programs on TV
- Monitoring key websites regularly

- Participation in guide association social activities
- Informal research
- Participation in industry accreditation schemes

In the workplace

- Attending seminars and workshops
- Newsletters
- Memos, email
- Reports
- Trade publications circulated
- Ensuring internal computer data base files up to date
- Keeping in touch with suppliers and clients - networking
- Meetings
- Industry seminars, Site inspections, familiarisations, trade shows
- Training sessions

Communicating with different industry sectors

Tours and holidays are made of many components e.g. accommodation, transport companies, restaurants etc. Liaising with travel and tourism staff helps to make a successful tour. With time you will build up a network of organization and colleagues.

It is important that you are able to communicate effectively and build work relationships with other industry colleagues and personnel. Getting to know staff from other sectors of the industry will assist you in your role as a tour guide. Each staff member must understand and respect the other's responsibilities. Always be friendly and cooperative and acknowledge good service or work done.

Remember to

- Avoid gossip
- Try to learn about the job roles of different people you come in contact with in the industry.
- Work as a team
- Treat others as you want to be treated
- Discuss any problems as soon as possible

- "Networking" with other guides and industry colleagues are an important source of information. The more accurate information you have the more confident you will be and the more appreciative your customers will be. Remember that as your guiding reputation increases, your opportunities for work increase.

Other Contacts and sources of information include:

- Tour operations department employees
- Other tour guides and tour managers
- Managers and other employees in attractions, transportation and accommodation firms eg drivers, attendants, concierge, porters, receptionist, waiters
- People employed by local, regional, state and national tourist bureau.

These people can provide you with information about the latest products and procedures of their industry sector.

Some of the organizations that are relevant to contact as a tour guide includes FDRE Ministry of Tourism, World Federation of Tour Guides Association, Federal tour guides association, etc.

1.4 Knowledge and Skills of Tour guides

In the competitive environment of tour guiding, to be successful today requires the right balance of hard skills and soft skills as discussed below.

Hard Skills of Tour Guiding

These skills of tour guiding are also known as technical skills that help us perform the job well. Training institutions such as colleges; universities and so on do a good job in imparting hard skills to potential tour guides through its tourism and travel management training programs at certificate, diploma and degree programs. They are the basic technical and administrative procedures which are prerequisites to perform a job and can also be derived from books or hands – on exercise and training. They are easy to observe, quantify and measure and are also easy to train because mostly the skills are new to the learner. Examples of hard skills of tour guiding may include:

- Tour guiding training and experience
- Map reading skills
- Comprehensive knowledge of attractions and their interpretation
- Knowledge of flora and fauna
- Administrative skills

- Commentary planning and delivery skills
- First aid skills etc.

Soft Skills of Tour Guiding

Soft skills of tour guiding are also called people skills and are desired qualities that do not depend on acquired knowledge. They are a cluster of personality traits, social graces, facility with language, personal habits, friendliness etc. that make people vary.

Examples of soft skills of tour guiding may include:

- Communication skills
- Problem – solving skills
- Negotiation skills
- Self – management skills
- Time – management skills
- Team work capability skills
- Conflict management skills
- Cultural awareness skills
- Responsibility
- Etiquette and good manners
- Courtesy and self esteem
- Honesty and integrity
- Work ethics and empathy etc.

Professional Tour Guide Qualities

Pleasing Personality - Being outgoing with entertaining skills with a liking and understanding towards other people's diversities. The tour guide should have: a likely character, capable of creating gaiety and cheerfulness, an agreeable personality, a respectful manner, a sense of humour.

- **Remember** – Unless you smile the rest of your day is spoilt.

Genuine Interest in People – Caring, courteous, respectful, empathetic, patient and diplomatic.

Sense of Leadership – Taking charge of a group and being able to manage them effectively at different situations.

Organizational Skills – Being able to stick to times, itinerary program and oversee the smooth running of the tour.

Incident and Crisis Management Skills – Being able to remain calm, implementing occupational health and safety procedures amongst other contingency plans.

Sensitive and Respectful – Be able to recognize diverse cultures; adapt to accommodate people from all nationalities and backgrounds. Abiding to local procedures and contributing towards responsible and sustainable tourism.

Love for one's country –A tour guide should always portray his/her country positively and build a good image. In case of any service shortfalls arising from national systems, remember to cite on-going efforts and improvements made. Emphasize on the positive aspects of the commentaries and let the love of country and people show in your words and deeds.

Confidence – Show confidence through the body language, maintain eye contact while responding to tourist questions and always smile.

Good communication skills – Proficient in spoken and taught languages. Use verbal and non – verbal communication appropriately. Tour guides have to use of words that are simple and easy to understand. Try as much as possible to always get rid of local accent. Use synonyms to explain/ describe something. Use non – verbal communication in difficult situations. Speak audibly, not too soft and not too loud. Conduct the commentary in a relaxed and entertaining way. Give tourists time to brainstorm on your explanations.

Punctuality – Be on time for tours; conduct the tour itinerary in a timely fashion. Manage the group movement considering time allocation at site seeing spots and other attractions don't be too fast or slow.

Responsibility – Encourage responsible and sensitive behavior from the tourists that respects local culture and sensitivities, behave with consideration of others.

Entertaining – Use the skills learned to interest and entertain the tourists while delivering commentaries.

Professionalism – Avoid taking/ making phone calls or replying to text messages while on duty. In case of incidences, take a promotional approach to solve them following the set guidelines and procedures.

Good Grooming and Dress Code – A tour guide should always report to duty in clean uniform, shoes, well-kept hair, short nails and clean teeth. For female tour guides, flat shoes or boots should be appropriate, shorts or trousers and short hair. Avoid usage of strong body oils and perfumes, lipsticks and nail colours. Proper dress is essential in tour guiding profession.

Therefore, it is best for the tour guide to dress in a discreet manner, neat, clean and tidy. In general, the clothes of a tour guide should be appropriate for the tour itinerary, which he/she is guiding. The visitors' first impression of the guide is important in establishing his / her role as a leader.

Excellent appearance – in terms of

- Personal presentation
- Personal hygiene

Decisive – Make prompt choices while keeping the general welfare of the tourists in mind and follow the majority rule bearing in mind that you cannot please everybody.

Knowledgeable – Tour guides should be thoroughly knowledgeable about the cities, regions and countries where they work. Tour guides help travellers to understand the culture of the region and the way of life of its inhabitants. Currently – knowledge must be up-to-date to tour destinations, to the host country and arrange of skills, knowledge and abilities to conduct/lead the tour for which they have responsibility.

Honesty– in relation to: dealing with people, handling money, looking after people's property and what they tell people in terms of commentary.

Practicality – in terms of: resolving issues and solving problems, keeping the tour on track and on schedule, addressing problems arising and responding to requests and being flexible.

Friendliness – towards: people of all ages, people from all countries, those who most need it, those who are having a bad day and those who appear excluded from the tour.

Self – Check 1

Part one: Write True if the statement is correct and False if it incorrect.

1. A tour guide should be knowledgeable with information on facts, figures and anecdotes of the country he/she is working.
2. The guide should not encourage responsible and sensitive behaviour from the tourists that respects local culture and sensitivities.
3. The tour guide's organizational skill requires sticking to times, itinerary program and overseeing the smooth running of the tour.

Part Two: choose the best answer among the given alternatives.

1. Which one is not the personal quality of professional tour guide
 - A. Confidence
 - B. Punctual
 - C. Irresponsible
 - D. Honesty
2. Technical skills that help tour guides to perform the job well and acquired through training institutions such as colleges, universities and etc.
 - A. People skills
 - B. Hard skills
 - C. Soft skills
 - D. Personality skills
3. The guide is expected to make prompt choices while keeping the general welfare of the tourists in mind and follow the majority rule bearing in mind. This quality of a guide is
 - A. Friendliness
 - B. Entertaining
 - C. Confidence
 - D. Decisive

Part Three: Read the questions carefully and give appropriate answers.

1. Discuss the three range of roles and responsibilities of a professional guide?
2. Mention the various sources of information for tour guides?
3. List down five qualities of a professional tour guide?

Unit Two: Legal, Ethical and safety requirements

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

- Legal requirements
- Risk assessments
- Ethics of guiding
- Safety requirements
- The social-cultural & natural environment

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:

- Implement legal and liability issues in tour guiding.
- Apply guidelines and codes of conduct in guiding activities.
- Advise tourists to visit sites in the right way.

2.1 Legal Requirements

As tour guides there are a number of legal issues that we need to think about. When customers buy a tour, a legal contract is formed between the company selling the tour and the customers.

The main obligations of a tour operator and therefore the guide as well to its clients are to:

- Provide services as contracted and stated in the brochure
- Care for the wellbeing, comfort and safety of each individual on the tour.

As part of this contract, the company must make sure that customers are not placed in any danger during the tour. The health, safety and security of customers must not be placed at risk. This obligation is called "**duty of care**". If a tour operator or guide does not meet this obligation, legal action can follow. If accidents and incidents happen, we should know the correct procedures to follow when dealing with them. Therefore, tour guides need to fully understand their legal responsibilities while on tour. Although we can't always prevent accidents and other incidents, we should develop ways that eliminate or minimise any risks involved.

Some of the Legal and Liability Issues includes;

1. Consumer protection laws

Customers are protected under law when they purchase goods or services. The law is designed to make sure clients receive what they have paid for. So tour guides must know all the details of the customers itinerary and make sure that everything is delivered as promised. We must also treat customers fairly, be honest and not mislead them. The travel industry relies on tour packages to sell their tours.

2. Licensing

In many countries tour Guides need licenses or permits to guide tours.

3. Employment Contract

Whether you are employed by a tour company or on a freelance basis you need to make sure that you understand your conditions of employment and contract before you agree to work for someone. Once you have agreed to the conditions and signed the paperwork you are legally obliged to work according to these conditions. Remember that you represent the company and need to: wear their uniform, know the company background, know and follow company policies and procedures.

4. Environmental Legislation

Tour guides must be aware of relevant environmental policies where applicable. Everyone involved in you're the tour needs to be aware of environmental laws that apply to your operations. Individuals are required to minimise the risk of an environmental incident by implementing precautionary and control measures.

5. Booking Terms and Conditions

Usually the customer is familiar with the company's policy. They are often required to sign a booking form which states the terms and conditions. These could include:

- Deposits and payment
- Specific conditions such as cancellation and amendment charges/conditions from both the client's and tour operator's perspective
- Pricing policy - this protects the company if surcharges to the price occur due to currency fluctuations, airfare increases, government taxes, etc.
- Inclusions and exclusions
- Responsibilities of the tour operator in relation to delays, loss or damage to property, liability for personal injury,
- Responsibilities of the passengers in regards to documentation: passports, visa, vaccinations, travel insurance.

6. Travel Formalities and documents

Formalities are certain government regulations which a traveler or a tourist has to abide by before the journey, during the journey and after the journey. The tour guide should have a firsthand knowledge of all the international formalities as he has to be with the tourist and assist them in all this formalities if asked for.

Some of the International Travel documentation which is used for international travel formalities is as follows.

I. Passport: should always accompany the foreign tourist as it may be demanded by any authorities anytime.

II. Visa: All foreign tourists should hold a valid and appropriate visa and if the visa is to expire in midst of the tour, measures should be taken by the tour guide to help extend the visa from the concerned immigration authorities at the earliest.

III. Insurance: insurance is the foremost requirement and you will find that before they depart from their country they would have a series of insurances done. Some of the Insurance policies which the tourist can have are:

- ✓ Medical care
- ✓ Personal accident insurance
- ✓ Delayed departure insurance

IV. Forex (Foreign Exchange) - The tour guide should harbor adequate knowledge on the procedures which need to be carried out by the tourist in regards to money exchange.

V. Customs: The customs regulate the unwanted illegal drugs, explosives, insect – infested fruits from entering into the country. They have check points at the port of entries where they regulate all sort of illegal transfer of goods to this country. This should be especially considered for Ethiopia for the reason that a lot of antiquities have been smuggled out of this country by traitors. The tourist guide should think that the antiquities are the cultural legacy of his country and that they can't be removed by anyone.

VI. Birth Certificate, Marriage Certificate, and Health Certificate. Any document out of the above or all of them if possessed by the tourists helps them in processing of any travel documentation.

VII. Driving License: To drive in another country an International Driving License is required which is possible to be obtained at the place of residence or the destination.

2.2 Risk Assessments

These should always be conducted for every tour. They are usually conducted by the tour operator but a tour guide must also know where to access these documents and also the reporting procedures for amendments. These are a guide's responsibility and should form part of your planning.

Table 2: Risk assessment on walking tour

Activity	Potential Hazard	Control Measures	Responsible	Implementation Date
Walking on road / crossing road	Being struck by moving vehicles on road	<ul style="list-style-type: none"> ✓ Instruct tourists to walk on footpath ✓ Watch for moving vehicles ✓ Cross roads with extreme care and only on pedestrian crossings, corner lights ✓ Pause before crossing driveways ✓ Observe traffic rules /lights ✓ Tourists to Stay with group and tour guide at all times 	Tour guide	<ul style="list-style-type: none"> ✓ To be implemented prior to excursion ✓ Observation by the guide during the tour
Walking on footpath	Slipping and tripping	<ul style="list-style-type: none"> ✓ Walk at normal pace, do not run ✓ Wear appropriate footwear ✓ Watch your step while alighting or descending steps/stairs ✓ During times of wet weather, take additional care with slippery paths and stairs/steps 	Tour guide	<ul style="list-style-type: none"> ✓ To be implemented prior to excursion ✓ Observation by the guide during the tour
	Obstructions on the footpath i.e bins construction and /or maintenance work being performed	<ul style="list-style-type: none"> ✓ Watch your steps ✓ Stay clear of pits trenches and barricaded work areas 		To be implemented prior to excursion
	Sun burn -due to exposure to sun	Apply sun screen , particularly if sensitive to sun, wear hat, sunglasses		To be implemented prior to excursion

Some situations or circumstances that could lead to client claims for compensation include;

- Late services
- Inferior or cancelled services
- Unfulfilled promises
- Changes to the itinerary
- Changes to accommodation
- The provision of wrong or misleading information
- Lost or stolen passports, other documents or property
- Accidents, illness or death

Guides must do their best to prevent situations like this from happening but also protect yourself legally in the event that a problem arises.

Some ways we can avoid or minimize the chances of these happening are:

- Deliver what the customer was promised
- Always count customers
- Giving customers appropriate information
- Keep records
- Good planning

If a problem does occur we must try to fix it as soon as possible. If we cannot fix it, we should report the situation to our employer.

2.3 Ethics in guiding

Like any other professional, a tour guide has certain definite ethical responsibilities.

- a) To the industry in general and to the company that employs him/her in particular.
- b) To the suppliers of services
- c) To the client on tour

a).To the industry in general and to the company that employs him/her in particular

You are in charge of the clients, the tourism expert advertised to and the company that sold the tour to carry on the responsibility for the products. Your image has been part of the sales approach by saying. The tour guide is the epitome of skill & knowledge of the area, fact and diplomacy”, therefore, stay with us when in our country.

Be loyal to your firm and give it your support in every way. You strength your own position as you protect and support your company's good name.

All along the line to: the tourism expert that designed expensive brochures to sell it, the tour operator that planned the tour, the travel agent who sat down in his office with prospective buyers, doing booking details, making distant calls, writing or issuing tickets and turning individuals in to members of your group, who finally need your ethical approach.

Generally a vast amount of money has been spent on advertising and promotion, planning and operation and you become the focal point, a fulcrum on which the whole tour swings to success or failure.

b).To the service suppliers

You must cooperate with the suppliers of services. Bring them to the position they work for your full satisfaction. Some may have problems occasionally, and a little assistance from you is helpful. Explaining the minor problems and means to solve matters to your clients will help assure a smoothly running of the tour.

Do not expose service suppliers to clients for problems that can be solved. Difficulties will always arise, we are dealing with human beings and mistakes always happen, therefore,

- Obtain all of the facts before you act
- Try to solve it and if you can't report to your organization.

If the suppliers are not willing to cooperate, again report to the employer and take appropriate steps to give remedy for your clients.

c).To the clients

You are the critical link in the whole chain of tour and travel, from the conception of the tour to the clients' happy return. When clients return at the end of their tour, your conduct of the tour and of yourself will be preeminent in their minds when talking to the Agent from which they bought the tour.

It is your client that you owe the most. They are your bosses. You are fully responsible to their happiness and welfare. Very often, you will meet someone on a tour with whom you will develop a more that casual friendship. But this should never become apparent to the rest of the group. This relation may go beyond and further but always think that you are on duty and for everyone.

Do not allow one person or sub-group to monopolize your time. Be impartial and give equal attention to all. If not, jealousy and envy will allow fostering, ruining a trip as a result everyone will suffer including you.

Your purpose is to lead, therefore; do not impose your moral standards or other values on any individual or group.

You are a guide not an evangelist, therefore do not preach, “Leave & not leave” should be your motto, unless a client or sub-groups behavior becomes destructive to other members. Even then you must be tactful so as not to create problems.

2.4 Safety Requirements

As a tour guide, you must have realized that you have a legal responsibility concerning the health and safety of your customers. You must take reasonable care for your own health and safety and that of others who may be affected by what you do or do not do.

You have legal duties regarding your safety and the safety of others. This means that you must work in a way that ensures a safe and healthy environment for your customers when they visit your places and when are on a tour. Moreover you need to be constantly looking out for hazards and risks.

You must not do things that may create risks for your customers. For example,

- Do not forget to warn customers on safety precautions while visiting sites.
- Do not fail to carry out the safety checks that are part of your job.

It is important that each guide knows and follows her/his company’s procedures for dealing with safety requirements while conducting ours.

Safety Precautions while on Tour

Whether guiding a walking tour or bus tour of a city there are certain measures that should be implemented and remembered. These will include:

- Directing clients away from traffic. Sometimes in the pleasure of the trip, the visitor may be unconscious of how close to traffic they are.
- Point out possible dangers or guard passengers as they embark or exit the motor coach/bus.
- Do not permit standing in the aisle while the vehicle is in motion. Perhaps a stand up and stretch will be allowed but not for extended periods of time.
- For persons with disabilities (PWD) hydraulic lifts for the vehicle will be necessary. Do not allow persons to utilize the designated area for this particular group

The major safety requirement of a guide is to certify in first aid and assist the tourists in case of emergency situations. This should however be done only if you are a certified first aider. This precaution is because there are legal ramifications that can follow afterwards if you are not qualified and the situation becomes terminal or leads to death.

The following lists are safety requirements a guide follows while emergency happens

- Remain calm
- Remember that time is critical; use it wisely and efficiently
- Try to discover what the cause of the illness, the symptoms experiencing. Have another visitor write them down as the person speaks to you
- Enlist other group members for crowd control, to call the ambulance, to direct the medical personnel where the sick is
- Note the time of day and the attraction or sight you are at.
- Verify if the visitor is traveling alone or with a companion, this is if the person is not a part of a organized group tour
- Check for medications and visible medical bracelets or identification. Look also for written medical information/history. Some religions and cultures have peculiar regulations for health – abide by them.
- If at an attraction with medical facilities then use them
- Seek medical assistance promptly – go to the public or private hospital in your area
- Practice safe hygiene. Do not engage in risky behaviour if the cause of the illness is unknown that is if there is blood involved and you have a cut or abrasion use gloves. Protect your health first.
- Protect personal belonging and valuables
- Check for medical insurance coverage
- Contact your organization management- they should not be ambushed. This individual will assign someone to stay with the free independent traveler (FIT). A FIT refers to an individual or small group of no more than five (5) persons.
- Notify next of kin of the situation
- Contact the nearest embassies or consuls.

2.5 Social-cultural & natural environment

It is important to protect the environment from negative impacts associated with tourism. Visitors can cause negative impacts such as littering, picking plants, taking coral, cutting down trees, feeding wildlife, walking on fragile areas etc.

They can also have negative impacts on the social environment such as taking photos without consent, consuming alcohol in alcohol free areas, trespassing, entering places where they shouldn't be.

As guides live in the community and understand what tourists expect they need to do the right thing to help protect the environment and to educate the visitors.

Guides should

- Follow guidelines and codes of conduct
- Be aware of environmental legislation
- Keep to paths
- Instruct your visitors how “to do the right thing”
- Be aware of permits required, fire bans and restrictions, and access to water and specific sites.

Self –Check 2

Part One: Write true if the statement is correct and false if it is incorrect.

1. The guide is not responsible to undertake risk assessments before conducting a tour.
2. Tour guides need to fully understand their legal responsibilities while on tour.
3. The tour guide should have a firsthand knowledge of all the international formalities.

Part Two: Choose the best answer among the given alternatives

1. Which one is not the safety requirements a guide follows while emergency happens
 - A. Contact your organization management
 - B. Contact the nearest embassies or consuls
 - C. Try to discover what the cause of the illness, the symptoms experiencing
 - D. Remain reserved and disturbed from engaging.
2. All are the ethical practices of a guide except
 - A. Exposing service suppliers to tourists for problems that can be solved.
 - B. Being impartial and give equal attention to all tour members.
 - C. Be loyal to the company and give it your support in every way.
 - D. Do not impose you moral standards or other values on any individual or group.
3. Which is/are the legal and liability issues that a guide considers while conducting tours
 - A. Booking terms and conditions
 - B. Employment contract
 - C. Travel formalities
 - D. All

Part Three: Answer the following questions

1. Describe ethical responsibilities of a guide towards the company?
2. As a tour guide, how would you guide tours in a way that minimises any negative impact on social or natural environment?
3. Explain the information that you should inform tourists while taking a group of people into a local village?

Unit Three: Guiding skills and knowledge

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

- Knowledge and skills required by guide
- Sources of assistance and support for guides
- Colleagues and local communities

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:

- Implement requirements for leading tours
- Identify necessary materials required for a tour
- Apply procedures of tour conducting

3.1 Knowledge and skills required by guide

Tours are extremely varied in terms of their structure, purpose, audience group and the locales in which they take place. The tour guide's knowledge and skill is required as part of pre- tour preparation, conducting tour and post tour stages of the tour.

- **Pre-tour preparation of the tour guide**

This stage includes all activities associated with the planning and preparation of the tour. It is setting tour objectives and arranging necessary materials that help the guide while on any tour. This helps the tour guide to be sure the objectives are effectively realized. Efficiency in advance preparation is essential because:

- tour guide's work begins long before he/she meets clients
- advance preparation of a guide is the key stone upon which a successful tour is run
- the better the preparation, the most smoothly the tour will run
- no tour guide will establish himself as a leader if she/he cannot answer the many questions

Pre-tour preparation on the points of

- Ready to answer many questions
- To give efficient and important information on an area visiting
- Giving the best service to clients, to result in good reputation of the tour operator as the most important ones

Ready to answer any question- a tour guide should be able to answer most of the questions even if not all, that the tourist asks. This helps him/her in his/her profession. To do so he/she must be knowledgeable, organized and prepared.

To be knowledgeable the tour guide should study and make research on all the necessary facts. Facts to be studied are geographical data (location & climatic condition), historical events, cultural statistics (population & ethnic group, religion, education), economic significance and consumer goods.

To give efficient and important information on-the hotels your clients stay (what facilities are in the hotel, the start and standards, location), attraction sites within the city, religious places (time & days of services and restrictions), health centers, police stations, communication centers postal service, telephone, fax, internet and the like), entertainment and recreational places (restaurants, bars, swimming pools, gyms, cinemas, opera houses, casino houses, Disney lands). The sort of information

is what establishes the guide's expertise and the client will expect their guide to supply these facts with authority and speed.

Giving the best service to clients- since the backbone of tour operators and travel agents are the clients entertained; we should give greater attention in preparing ourselves to make them happy. This includes:

- Reconfirmation call to service giving centers such as hotels, Transport Company,
- Clerical works
- Ward robe and packing

Reconfirmation call- is nothing but the call to reconfirm services such as accommodation and transportation or follow up a tour company's order and in effect, validating the original order. True professionalism becomes evident in the area of reconfirmation call to any service done by the guide. Forgetting reconfirmation call is deceiving oneself and inviting trouble.

Arriving at a hotel without reconfirmation call may result in no-record of the group and the hotel being booked sold. Such situations do not happen when knowledgeable professional tour guide is in charge. Each service must be reconfirmed, whenever possible by telephone not less than 23 hours before arrival. When you make a call to a hotel before 48 hours, have a voucher in front of you; ask for the name of the person who manages tour booking; speak to him clearly and with authority; give your name, the company and tour name or number; detail the actual needs of the tour written in the voucher; advice him/her if there is any change from the original booking, tell your estimated arrival time and special needs of the clients.

- **Special events**

Special events need special arrangements. While every day of every tour should be treated as a special occasion for every member of the tour, there are some days that are more special than others. These are

- 1- Well-come Party
- 2- Fair well Party
- 3- Clients occasion
- 4- Holidays

- 1- **Well-come party**- is a party arranged by a tour operator to its clients to enhance the social side of its tour. It is a well come gathering of the tour members. The purpose of the well-come party is for the members to get acquainted each other and develop the sense of group. It also establishes the mood of the trip as being fun and relaxation with friends.

Arranging a well-come party includes;

- Advice your clients as your organization will arrange a well-come party including departure time from the hotel and place to be held. Allow them enough time to get properly dressed.
- Arrange or reserve a private area, if possible a private room
- As a leader and to make certain that all is in readiness, be at the place at least half an hour before the party begins.
- As a manager, you are the official host and toast master at the party. When the group is assembled, well-come them on behalf of the company and yourself. Thank them for their cooperation and encourage them to have a good time.
- At a cocktail party avoid table setting and make sure they mingle and circulate.
- At a dinner, arrange the sitting in circle so that everyone can see each other and become better acquainted.
- Make sure that the clients have had sufficient time to relax and see they do enjoy themselves.
- In general, be helpful, cheerful, polite and available and mingle with the group.

- 2- **The fair well dinner**- this party is held for the following purposes;

- To end the tour on a happy note even if there were some difficulties along the way or while on the tour.
- To promote other possible tours that the company operates.
- To give the tour members an opportunity to express their gratitude to you and other members of your staff in the tour for the job you have done.
-

The guides task for well come party includes;

- Arrange a private room or a corner of a large room & sitting should be banquet style.
- Be in the room early to see that everything is ready for the guest.
- Toast the group and tell them how happy you are, that they were with you.
- Greet each person as he/she enters
- If cocktails are included see that each person is served, his/her favorite drink.

- Make arrangements for a 15 minutes delay after dinner to express your thanks to the group for taking the tour. Review quickly the high points of the tour as well as some of the funny incidents while on the tour.
 - Remind the group that you will be with them until the end of the tour and that you hope to have a privilege of escorting them on another tour on your country. When dealing all these be polite and kind.
- 3- **Client's occasion:** it is a birth day or wedding anniversary celebrated by one of the couple or peer of the clients of the tour while on the tour. To celebrate this occurrence the tour manager;
- Sends a bottle of wine and congratulatory note at dinner time to the table of the person whose birthday or wedding anniversary is celebrated.
 - Flowers or some other gift substituted. The idea is, not to let the event passed with out recognition on your part or your organization.
- 4- **Holidays:** are days celebrated by your group on their holiday tour. Such holidays include national holidays, independence holiday and cultural days. If you have clients with you and learn that their national holiday occurs during the period of the tour;
- Plan carefully to celebrate these national holiday without the knowledge if the clients.
 - Arranging a special dinner festival dinner with wine is a standing policy with most tour operators.
 - Make arrangements beforehand and advice clients on route.
 - On Christ mass and new-year eve arrange a cocktail party
 - Seeing that they are not dis-appointed is part of being a generous post. Therefore give most attention to celebrate the national holly-days of clients on boards or on tour.

Ward Robe and Packing

It is another important part of your pre-tour preparation. It is selecting materials you use while on any tour. Factors to select materials includes type of the tour, climate and restriction (limitation) by carriers such as air and car.

To look fresh and well groomed at all-time select clothing that is easy to care for, keeps its shape and is light weight as possible. Ward robes you need are,

- Clothes that feet to your tour & climate considering color, weight and thickness.
- Shoes and socks enough quantity, good and comfortable.
- Rain coat and umbrella

- Needles, threads and shavers
- Toilet materials
- Medicines
- Luggage and flight bag

Experienced tour guide can pack a surprising amount of clothes in these two pieces (luggage and flight bag). Utilize every inch by packing socks inside shoes, rolling underwear to stuff around other garments.

Conducting the Tour

The message “you made us feel so special” will be sent to you such enthusiastic and grateful response is the result of careful attention of the tour Guide to even smallest details. Extra-ordinary tour guides or conductors who skillfully guide or manage each tour of any time with professionals are competence and have consideration. We have said that a professional tour guide has love of his profession and takes care of his/her client from the 1st day of arrival to that of the last day of departure day;

The first day- for you and for your clients the 1st day is usually the most different one. To the guide the 1st day means meeting a new group to whom he/she must prove his competence. To the clients the 1st day is the beginning of a new impression and experience. First impressions are lasting one's. Your behavior, appearance and patience on the 1st day will create an impact that will last for the entire tour.

Activities on the first day of arrival at the Airport

- Check the neatness of your car that you give transfer in with it.
- Personality of driver and yourself.
- Conditions of micro-phone
- Arrive at the airport at least half an hour before the arrival of the flight.
- If you have get pass to the arrival place, learn the location of; Rest room (toilet), Duty free-shop, coffee shop, bank, Immigration, Customs and location of lost and found things.
- Arrange special sign (group name or group leader name) written
- Have list of clients in view.
- Meet the group leader and introduce yourself before the group.
- Collect baggage claiming tag and the baggage physically.
- Make the procedure orderly and efficiently to pass through the customers.

- Do not be nervous, disturbed or unhappy in front of clients as your need will infect the entire group.
- After collecting the group and their baggage lead them outside, show them the vehicle and tell them to be inside while you are loading the luggage on the car.
- In the vehicle, introduce yourself to the clients
- Give slight information to clients like distance to the hotel and about the capital.
- On the way to your hotel inform clients anything on the side of the road.

Information Meeting

It is a meeting held before the group check in to the hotel. During the correspondence, your office sent to each client a memorandum covering all items included in the tour. However, most people can forget it and you will need to give them the information. This meeting should be held in a place with sufficient privacy to insure your client's attention. The best place of this meeting is your bus or your car.

Points to be covered during the information meeting

- Any changes in the itinerary from that sent to the agents or direct to the tourist.
- Meal check-signing procedure. Most companies, restaurants and hotels want the meal check & sign to contain
- Inform the tourists about name of the companies, the tour number, length of stay and type of included and excluded services
- Advise them about Tipping
- Incidental expenses (because incidental expenses can be major problem & should be handled in separate section).
- Ask for physical, medical or dietary problems and advise them any one with such a problem to contact you privately.
- Give chance to clients to ask you questions.
- Punctuality- closes the meeting by stressing the importance of punctuality.
- Steps while conducting actual tours

These are three steps a guide follows to conduct a successful tours on each tours.

1. Beginning Stage

- **Pre-contact:** this is the time spent before tourists arrive. It provides you with an opportunity to warm up your vocal check your appearance and equipment and generally get yourself in to a

relaxed state. Whenever possible, arrive at your activity site at least half an hour before the scheduled meeting time.

- ***Meet-and-greet:*** this period begins at the first moment of contact with any member of your audience and continues as you gather the group for the start of the tour (this later activity is often referred to as the staging of your group). This is the time for you and your audience to know each other. Your audience will be getting to know you, and assess your capabilities, attitudes and personality. Use the time to establish your credibility, to create a warm and friendly atmosphere, to put people at ease, and to set the scene for an enjoyable time.

Greet people as they arrive at the activity site. During this period, you might check people against a passenger/booking sheet to ensure that all people who have booked are present. You might also need to follow up on any missing persons.

It might be at this point that you need to speak to people if they are not suitably attired/wearing the necessary cloth and shoes. It is an opportunity for both yourself and your audience to confirm necessary logistical information about the tour, and to consider the capabilities of your tour group.

- ***Welcome and start of the activity:*** the welcome presentation component of your tour begins at the staging area. It is here that you gather people together and welcome them as a group. It is important that you start on time, even if you are still waiting for latecomers or if there has been a hitch in operation.

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Let people know what is going on. For example, ‘Hi everyone, it is 8:00 am which is the starting time for our activity. We are still waiting on a few people, so I hope you will be okay if we wait another five minutes before getting under way.’ This way, you have at least acknowledged those people who did arrive on time. The practice of timeliness is even more important with extended tours as you need to establish the habit early that being on time means being on time, and when you say be back to the bus by 2:00 pm that you mean 2:00 pm.

As part of welcome presentation, mention your name, and also that of any other person who might be working with you on the tour (e.g. Cooks/chefs, other guides and on-site staff). Give a brief background of yourself, i.e. how long you have been working in this profession and on that route/site. Outline how long the activity will take and when you are due back. You should also make a head count.

It is also important to continue putting people at ease and building rapport between yourself and the individuals, between yourself and the audience as a group, and among the individuals within the audience.

2. Middle Stage- The middle stage of your tour is when you focus on the significance of this particular tour. It occurs away from the starting point (welcome area). The middle stage of the tour has 3 periods – introduction, body and conclusion.

- **Introduction:** is when you begin to deliver your commentary and focus on the theme of your tour. Whenever possible begin the tour away from, but still within the site of the staging area in case there are latecomers, and attempt to stop where there is an interesting and relevant object to share with the group.
- **Body:** this period of the tour can provide some of the most challenging yet rewarding moments. During the body of the tour, you promote the theme of your tour and deliver your key ideas and messages. You flesh out the tour with anecdotes and other stories, facts and relevant activities.
- **Conclusion** – this occurs before arriving at the activity exit point. Bring the commentary to a close and wrap up any points of significance, especially the theme and messages. Highlight key concepts made during the tour with a series of points. Thank people for attending the activity. Provide initial closure for the activity.

3. End Stage

- **Farewell and goodbyes** – this occurs either back at the starting point or activity exit point. It is an opportunity to promote other activities and tours, answer questions, and thank people for attending. Ask whether people enjoyed your activity and if so what specific elements they liked.

Generally, the end stage is the logistical wrap and final closure of the tour and includes your farewells, and assisting people with forward arrangements.

Hotel Procedure

In the course of a normal tour, you will stay at several different hotels. Depending up on the tour some will be big, inner city type, some will be resort hotels and some may be motels.

Regardless of the type or location of the hotel, the basic operation of a tour guide as far as the hotel procedures are concerned is similar.

Your main concern with the hotel management will be;

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- While checking-in the clients
- When the clients checks-out
- When clients use different services of the hotel
- When handling the incidental charges and
- When you have accidents

Check-In- The tour guides activities includes;

- Leave the bus aboard and go to the receptionist alone.
- As you entered the lobby having list of names and type of rooms, ask for the bell captain and give him the luggage count, ask him to have the luggage unload while you are registering. Advise him also the time he should collect the luggage for departure the next morning and ask him weather the luggage should be left inside or outside the rooms for sake of security.
- After signing the registration form, inquire about mail for the tour members. People on the tour sometimes do get mail the first night out. Some receive mail every day of the tour.
- Collect the individual keys and arrange for wake-up call for the next morning.
- Get the information on the time meals are served. Now you are ready to talk your clients.

When you return to the bus;

- Inform tourists time of meals and wake-up call
- Inform them luggage ready time and state whether the luggage should be left inside the room or outside.
- Announce the departure time and place usually where the bus is unload
- Give the dining room hours and any special instructions pertaining to dinning
- Briefly review the itinerary for the following day, including; approximate lunch, length of the day, condition of the road and total feature of the area, any special thing required for the next day tour
- Call the names (beginning form the single from your list) and pass the key.
- Inform them you will be in the lobby for half an hour.
- Advise them the room number that you are staying in and wish them an enjoyable evening.
- Stand at the bottom of the bus, near the door to help people off the bus.
- Greet each client with a short message such as (I hope you had a nice day, I hope you will have a peasant evening etc.)

- When the bus emptied, check for any object left behind, should you find any take them with you.
- Remain near the front desk for some time in case your clients need you. If you can identify the owner of any item left in the bus, consult your room list and call the client.

It is usually advised to be accessible to the group during the dinner time. This is particularly important during the first day of the tour. Even though you have asked if there were any questions on the bus you will find out that most questions are asked privately during dinner time.

If one person has a question about the same aspect of the tour, you can be sure that others will have the same question, so make a note of it and give the information to all in the next day's opening remarks.

Check-out- is a procedure in which a tour guide clears with the hotel stay in with his group and leaves. In doing so;

- You should plan to be awakened half an hour earlier than the rest of the group.
- On your way to the coffee shop for breakfast ask the cashier to prepare the tour bill and have it ready for you.
- Following breakfast, complete the check-out procedure with the cashier and present the voucher.
- If there are any incidental charges, find out to whom they should be charged and try to see that person personally (privately)
- Greet members of the group as they arrive in the lobby.
- When the luggage has been pulled count the bags together with the bell captain and have them loaded on the bus.
- At departure time help the people mount the bus and then take a head count.
- If anyone is missing, check the coffee-shop, restaurants as well as rooms.
- Make sure that all keys have been returned before the bus starts its journey.
-

Incidental charges- are charges of phone-call, valet and laundry, room services and the like non-tour costs that guests should be charged to their rooms. Incidental charges are carried on a separate account and presented to the tour manager along with the master tour bill. At the information meeting

point out that telephone-calls made from hotel rooms cost more than those made from the lobby. In some areas hotels are permitted to add a service charge for collecting credit cards.

- Advice the group to see the cashier on their way to break fast to clear up charges.
- Hotels do make mistakes when they make incidental charges. They make mistakes on room number and charge a client who has never taken any services, therefore checking is your duty.
- Take a written note from the cashier stating that all incidental charges cleared and take the copy of the charge to attach it to the master bill.
- By doing so your employer will be aware of what you are doing on your job and the hotelier will appreciate your co-operation.

The guide's task while on the car/ bus includes;

While the first and last legs of a tour may utilize another means of transportation, most tour groups spend greater part of their time traveling and sightseeing on a bus.

- Arrange always to have the bus arrived at the hotel or terminal 45 minutes before arrival or departure time.
- When the bus arrives inspect it for cleanliness and make sure that every thing is working properly; check the air condition, public address system, availability of paper and towels in the wash room, cleanliness of windows and under seats.
- If everything is not up to standard report it to the driver to make it perfect.
- When doing so, do everything in your power to see every vehicle you use clean, good in appearance and in top working order.

Seat Rotation: while traveling by bus, it assures everyone an opportunity to occupy a front seat as well as one over the wheels or back seat.

Fair way of doing seat rotation

- On the first day, let everybody chooses his own seat
- During the first ride, announce that seat rotation is company's policy
- Inform the group that seat rotation will take place twice a day-in the morning and after lunch.
- While rotating tourists, move them from back of the driver to the other side and vice versa.

Advantage- seat rotation is useful to:

- Afford the clients additional opportunities to meet and chat with every one on the tour.
- Give everyone a view from both sides of the bus
- Exchange ideas and views and
- Share any side effect of the bus like seating on the wheel, sun-side and dust if any.

On any tour, certain information must be given during specific time of the day;

At departure, as the bus is leaving the hotel, there are points to be covered by the guide including;

- Introduction of the driver if he is new to the tour
- Give the itinerary of the day
- Give the time and place of rest in lunch stop
- Inform any special event
- Estimated arrival time at the hotel
- Physical, cultural and historical sites or spots.
- General answers to the privately asked questions
- Present items left in the bus in the previous day

Always tour members want to know something about the country, state or provinces. This information should include such things as size of population, major crops and industries. All clients have fantasies about the places they will be visiting and if you can discover then you may be able to help your clients dream come true.

After giving the basic information, leave the microphone and watch through the bus to informally visit for each person and;

- Try to find out how members enjoyed the hotels they stayed in and note any complaints they may have
- Try to find out why your clients joined this particular tour
- If someone on your tour desires specific information that would probably not be of general interest by the entire tour discuss it with her/him privately.

Every day of travel on the bus may not be attractive to client. It can be hectic or monotonous as a result of the scenery being extremely boring, the weather being inclement. And The site seeing not attractive or do not touch the interest of the client.

When these things happen;

- Present puzzles and jocks to the group
- Distribute newspapers and brochures to read
- Give bingo bolds and cards to play with
- Insist them to have group singing
- Ask them to share life experience
- Give them chance to drop off a little nap

Stops while traveling on a bus; there are three stops;

- 1- Rest stop
- 2- Lunch stop
- 3- Picture stop

1. **Rest Stop-** is a stop taking place while on tour to stretch legs after driving 3-4 hours. Finding a place to stop on major highways is seldom a problem, as restaurants and coffee houses along the roads are also not convenient. Therefore decide by yourself or discuss with the group where to stop. When you stop allot a reasonable amount of time in relation to the day's itinerary.
2. **Lunch Stop-** whenever you get chance or at rest time make a reconfirmation call to a restaurant where you stop for lunch. On arrival check with the staff of the restaurant if they are ready to give service to the clients. Advice clients to take quick service which helps them not to delay the next tour. If you think the service is delaying, advice your clients to have the patience. Allow a reasonable time to eat and start the tour.
3. **Picture Stop-** like bread and butter tourists and camera go together under the motto "leave nothing but your foot prints, take nothing but your pictures"

Evening Announcement: Approximately 45 minutes before arrival at the hotel, where you are to spend the night, you should begin your final announcement of the day. This announcement should include the following;

- Summary of the day
- The next day's itinerary including information that might influence the tour e.g- Dress, shoes, lunch. Make it clear and specific such as we will be doing a lot of walking, it will be cold and windy on the lake, we will have late lunch. This all helps your clients to plan their breakfast or to have cookies with them.

- Main recreational places inside the hotel
- As you did after the morning announcement, make informal visit through the bus to clear up any misunderstanding and find out how the clients enjoyed the day.
- As you are near the hotel, point out places your clients might like to see after dinner.

- **Post Tour activities of the guide**

At this stage, tour guides must perform the following activities including:

- Gather all collected vouchers
- Accomplish financial report with receipts, vouchers and other documentation
- Prepare and submit the tour report immediately after the tour

Debriefing- After conducting the tour, you might also be required to attend a debriefing session to assist with evaluating the tour. These reports can document:

- Compliments, complaints and/or any other feedback received by the guide;
- Mishaps or incidents;
- Deviations to scheduled itinerary and why these occurred;
- Events that occurred, those that need improvement or encouragement).

3.2 Sources of assistance and support for the guide

Tour brief: Prior to commencement of a tour, the Tour Guide, driver and staff will have a briefing with the Tour Operator and other office personnel directly connected with the tour. It can be provided in a face-to-face meeting, over the phone or other ways. Its main purpose is to provide guides with the relevant information to plan and deliver their tour. This information can include:

- Procedures, itineraries and operation of logistics of the tour
- Rational logistics of your tour (information on attractions, optional tours, accommodation, necessary documents, modes of transport, etc.)
- VIPs' names and titles, with special handling requirements
- Any special requirements for that particular tour

Necessary tour documents that support the guide while conducting tour

1. Tour guide's time sheet

This is not actually effective in Ethiopia because guides are employed permanently, seasonally or as a freelancer. The concept of this sheet internationally helps the tour guide to calculate the service hours

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and per day salary. It is also important in international basis for group leaders who come for research and who are to be paid seasonally.

2. The Tour Itinerary

Itineraries are your tour ‘blue print’. They provide the logistical and operational framework for your tour and include details such as timings, dates, routes, stops, and length of stops, information on the type of attractions and accommodation establishments.

3. Expense account report sheet

It is a form in which expenses associated to any tour are recorded.

4. Missing Service Sheet

The itinerary clearly tells clients what services should be rendered for them on the tour. Unfortunately, because of the above factors, services may be missed. At this time, the guide as a professional should think of an equivalent service (attraction site) that could substitute the missed services. This could be done by holding discussions with the company and tourists.

5. Accident report sheet

It is a form when one of the clients or yourself sustains an accident (which occurs en route, at hotels, at attraction sites, etc.). When these occur:

- Take detailed part of each point, when an accident occurred, how it occurred and where it occurred.
- Obtain names and addresses of witnesses
- Get the names of investigator police/traffic policeman and his/her report
- Get the name and address of the medical person who examined the injured
- Include the report in your daily report sheet. This will be helpful to present the case to the embassy when Tour Company is questioned to explain how the individual got accident/ passed away.

6. Tour Evaluation sheet

Up on completion of the tour, the tour guide should give tour evaluation questionnaire, checklist or conduct discussion with tourists.

3.3 Colleagues and local communities

Driver and the Tour Guide- one of the most important relation is the relationship between the guide and the driver. The driver is responsible for the safe and smooth operation of the vehicle while you are responsible for the tour.

This should be and almost is a working partnership. As a guide, go over the itinerary with the driver before you meet the people. If there is difference of opinion between you, try to solve it through discussion and sharing experience. If there is a major difference refer your office to dissolve it. Your assistance to the driver,

- Be familiar with the general safety rules and regulations
- Be familiar with location and use of the 1st aid key on each bus
- Going for assistance while the driver protects the vehicle & passengers
- Assisting the driver in changing tires, installing and removing skid chains or making minor repairs.
- Placing of parcels and hand luggage properly in luggage racks
- Insuring that wind shields and wind door windows are kept clean at all time for better vision.
- Dismounting when the vehicle approaches a rail road crossing or when the bus is turning around on a busy highway or entering or leaving a dry way.
- Seeing the passengers remained seated while coach is in motion and preventing unnecessary conversation or announce to the driver
- In general to be on the alert at all time to look out for the general safety of the passengers throughout the entire course of the tour.

With other Guides

In most cases Tour Guides will have some need to communicate with the following colleagues including with other guides within the same Tour Operator organisation who may conduct similar/the same type of tours and with those who conduct other tour types with different durations, itineraries, destinations, inclusions and tour groups. The guide should have a working relationship local guides who are legally organized and guides are expected to communicate and use them during site tours. The guide can share updated information and any special events in their local areas.

Local Communities

Tour guides usually take tourist to villages, markets, ceremonies and related cultural experiences with local communities. Thus tour guides should share information with local communities to welcome tourists and at the same time create for the local communities get benefits out of tourists.

Self-check 3

Part One: Choose the best answer among the given alternatives

1. While a guide is conducting tours, he /she has to do all except
 - A. Stay at the head of the group
 - B. Afraid to say I do not know for difficult questions
 - C. Maintain a neat appearance
 - D. Deliver the information towards the interest of tourists
2. The pre tour preparation activities involves;
 - A. Reconfirmation calls
 - B. Researching and checking the route
 - C. Gather information on the background of the tourists
 - D. Prepare and check logistical elements
 - E. All are answers
3. Which information should be provided by the tour leader during evening announcement with tourists?
 - A. Summary of the day's tour
 - B. Inform about the next day's itinerary
 - C. Brief the clients about the main recreational place in the hotel and nearby areas
 - D. Informing tourists about any special things necessary for the coming day's tour
 - E. All are answers
4. Which is not part of the post tour activities of the tour guide?
 - A. Drawing cash advance and reviewing instructions and inclusions
 - B. Accomplish financial report with receipts, vouchers and other documentation
 - C. Prepare and submit the tour report
 - D. Debriefing with the tour operator

Part Two: Fill in the blank space with appropriate answer.

1. _____ is the blue print' which provides the guide with the logistical and operational framework of the tour including details timings, dates, routes, sightseeing's, stops, and hotels.
2. _____ the briefing which is organized by the tour operator prior to commencement of a tour with the tour guide, driver and other office personnel directly connected with the tour.

3. _____ are charges of phone-call, valet and laundry, room services and the like non-tour costs that guests should be charged to their rooms.

Part Three: Answer the following questions

1. Describe the major activities of a guide before the tour?
2. Mention the points that the tour guide cover during information meeting with tourists?
3. Write the important tour documents a tour guide uses while conducting the tour?
4. List the major tasks of the guide while check in and check out of the hotel?

Operation Sheet 3.1

Operation Title: Procedures of guiding activities on the first day **Operation purpose:** To practice and demonstrate the knowledge and skill required in conducting tours on the first day arrival of tourists.

Instruction: Use the given steps below and demonstrate the activities. For this operation you have given 1 Hour and you are expected to provide the answer on the given table.

Formats and documents

1. Itinerary

Procedures in doing the task

Step 1: Preparations

- Arrive at the airport at least half an hour before the arrival of the flight
- Check the neatness of your car that you give transfer in with it
- Check the Personality of driver and yourself(grooming)
- Check Conditions of micro-phone
- If you have got pass to the arrival place, learn the location of; Rest room (toilet), Duty free-shop, coffee shop, bank, Immigration, Customs and location of lost and found things.

Step 2: Meet and greet tourists

- Arrange special sign (group name or group leader name) written
- Have list of clients in view
- Meet the group leader and introduce yourself before the group

Step 3: Manage Luggage

- Collect baggage claiming tag and the baggage physically
- After collecting the group and their baggage lead them outside, show them the vehicle and tell them to be inside while you are loading the luggage on the car.

Step 4: Information meeting

- In the vehicle, introduce yourself and the driver to the clients
- Give slight information to clients like distance to the hotel and about the capital.
- On the way to your hotel inform clients anything on the side of the road.
- Undertake information meeting with tourists to inform any changes in the itinerary, service inclusions and exclusions and meeting times

Operation Sheet 3.2

Operation Title: Procedures of conducting actual tours

Operation purpose: To practice and demonstrate the knowledge and skill required in conducting actual tours.

Instruction: Use the given steps below and demonstrate the activities. For this operation you have given 1 Hour and you are expected to provide the answer on the given table.

Tools and documents

1. Itinerary

Procedures in doing the task

Step 1: Beginning stage

Pre-contact =warm up your vocal, check your appearance and equipment

Meet-and-greet- first moment of contact with any member of your audience and continues as you gather the group for the start of the tour

Welcome and start of the activity- welcome presentation and introduce yourself and driver

Step 2: Middle Stage

Introduction- Start delivering general information and focus on the theme

Body- Deliver your key ideas, messages and interact with tourists

Conclusion- Close and wrap up any points of significance

Step 3: End stage

Farewell and goodbyes - promote other activities and tours, answer questions, and thank tourists for attending.

Lap Test 1

Task 1: Perform activities on the first day arrival of tourists

Task 2: Undertake conducting tour activities

Unit Four: Communicating with tourism industry operators

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

- ✓ Social, cultural and business requirements
- ✓ Mutual understanding in guiding activities
- ✓ Providing solutions to operational problems

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:

- Manage difficult situations and complaints
- Communicate properly with industry operators
- Implement effective communication skills in tour guiding

4.1 Social, cultural and business requirements

Business Requirements

Guides require business communication skills throughout all aspects of their tour activities. They liaise with the following tourism industry operators including;

- Tour operators and other Guides
- Coach captains and bus drivers
- Tourist Information Officers
- Staff from relevant government organizations
- Hospitality staff working at cafés and restaurants
- Airport staff

The business activities might be to:

- Confirm operational and logistical details
- Ensure the promised level of service and product qualities
- Facilitate the management of any mishaps
- Receive any updated and/or local information not provided in the tour briefing.

Guides service their audience by:

- Liaising with clients, visitors or customers
- Providing commentaries relevant to the tour

It is necessary for the professional tour guide to understand the importance of developing business communication skills. When tour guides act as hosts for their country, they are, in fact, opening the door to their home. The guests (customers or clients) certainly will not feel welcome if they are received by a host who fails to talk, listen, look them in the eye, or prepare themselves for their arrival.

- **Socio-cultural requirements**

Oral Communication is the dominant form of communication undertaken by Guides. Effective Communication can be hard work but it can also be extremely rewarding. As a Guide, you are working with people and help meet their needs, interests and expectations and assist them to have a great time. Effective communication maximizes the opportunities in assisting people to achieve these goals. When talking with two people, be sure to include both of them in the discussion even though you may receive feedback from only one. Deal with couples extremely carefully. Never flirt with tour members of the opposite sex.

There are **two** forms (types) of communications: verbal and non-verbal.

Verbal communication

It is communication in the form of words, words which are spoken. Some tips in verbal communication include;

- ✓ Use tact (Consideration in dealing with others and avoiding giving offense)
- ✓ Be precise
- ✓ Speak clearly
- ✓ Be enthusiastic
- ✓ Provide sufficient information to back up your statements
- ✓ Consider the listener's background

Non-Verbal Communication

It is stated in research that when delivering a presentation by guides, 55% is non-verbal; 38% is vocal; and 7% is content. So, **how you communicate** is far more important than **what you communicate**. Within the guiding field, there is a tremendous temptation to spend a disproportionate amount of time focusing on the '**what component**'– on researching facts and figures and on getting the content perfectly. But guides need also to spend much time on the '**how component of communication**' i.e., on the process of communicating the content to their audience.

I. Eye Contact

Most engaging aspect of non-verbal communication

- ✓ Should be relaxed, friendly, soft and non-threatening – never use eye contact to stare down someone.
- ✓ Encourage to look at the entire audience, although some cultures like indigenous Australians and Asians keep their eyes lowered to show respect- but it doesn't mean that they are not listening.

II. Movement, Gestures and Mannerisms

Gesture is about motion of hands or body to emphasize or help to express a thought or feeling. It is related to the use of movements (especially of the hands) to communicate.

Mannerism refers to deliberate pretence or exaggerated display.

- ✓ Can enhance your messages or painful distractions for the audience

- ✓ Appropriate actions for the situation
- ✓ How often do you move? Repetitive/movement patterns/posture/energetic
- ✓ Should be as natural and relaxed

III. Good Grooming

Grooming refers to the activity of getting dressed; putting on clothes, and care for one's external appearance.

- ✓ Cleanliness and attention to personal hygiene
- ✓ Well-shaven or well-trimmed facial hair
- ✓ Clean and well-presented hair
- ✓ Neat and tidy clothing
- ✓ Frequent washing
- ✓ Appropriate use of deodorants or perfumes
- ✓ Fresh breath and either neutral or pleasant body odours
- ✓ Clean and trimmed fingernails

Positive Non Verbal Expressions include:

- ✓ Facing the individual and group squarely;
- ✓ Adopting a relaxed, attentive and open stance/standing posture;
- ✓ Having friendly mannerisms with a relaxed smile and expressive facial features;
- ✓ Avoiding destructive and annoying habits.

Negative Non Verbal Expressions

- Tightly crossing arms
- Chewing gum or smoking
- Continually rubbing face, eyes, hair and other areas of the body
- Looking repeatedly at your watch when talking with a group and/or individuals
- Shaking hands in a cold and weak manner
- Pacing back and forth
- Having hands on hips with legs placed spread-eagled
- Crossing lower legs at the ankles;

4.2 Mutual understanding in guiding activities

Dealing with Tourists

Remembering People's Names

A tour is a social activity. And a central element within any social activity is getting to know people. Tourists arrive with a range of needs, expectations, interests, motivations. They also arrive on your activity with a name. Most people love to have their name remembered during a conversation and whenever they are the focus of attention, for example, after asking a question:

‘Thanks for that question, Mr Jhon’. For those who did not hear, Mr Jhon just asked a question about the Jesuits in Ethiopia. ‘Remembering names also help when you need to call, instruct, and gather people. It’s an art – blend of skill and needs and attitude. Remembering peoples name also helps you to build the capabilities of your memory.

Attitude and rewarding your memory: Attitude is very vital –you need to want to remember a person’s name as using your memory often involves work. You also need to reward your memory when it does remember rather than give it a roasting when it forgets. It is simple to reward your memory- simply praise it each time you remember something. Follow and practice the following techniques to remember names:

- ✓ **Focus-** makes a point of wanting to remember a person’s name.
- ✓ **Repeat their name-** when you hear the person’s name, repeat it aloud and then repeat it to yourself. E.g. Someone introduces himself as Paul. Your response:
 - Said aloud – ‘Hi, Paul, thanks for coming along’
 - Silent – Paul is a biggish guy with big eyebrows

SEAM technique- in summary is as follows:

- Seek a feature – search for his/her interesting or unique or unusual physical features.
- Paul eyebrows, ears, hair style, etc.

Dealing with individual tourists, groups and different people

1. Dealing with Students

Number of educational tours is increasing and several schools incorporate tours to their curricula;

- ✓ Guide must be skilful in asking questions and use creative techniques like games, activities or quizzes;
- ✓ Must know the interests of young people to give an effective tour;

- ✓ Caring and act brotherly or fatherly to the members of the group as to give more advices and instructions;

2. Dealing with Senior Citizens

- ✓ Difficulty in hearing or walking is certainly greater as age increases;
- ✓ All senses decline in the aging process;
- ✓ Generally appreciative, curious, interested, attentive, eager for experience and willing to contribute their own life experience;
- ✓ Allow extra time for the tour as many activities will take longer, such as getting on and off a motor coach, eating and walking;
- ✓ Guides should not underestimate older people since most of them are incredibly wise and guides can learn from them.

3. Dealing with Business Groups

- ✓ Sightseeing is secondary to these people;
- ✓ Most of the time, tours are conducted in a formal way;
- ✓ Give the overview rather than the in-depths of the tour; do not give too much commentaries;

4. Dealing with Family Travellers

- ✓ When conducting tours with parents and infants or toddlers, interpretation should be directed towards the adults;
- ✓ Guides give commentaries to the family, interact with them, ask them questions, and encourage them to talk about what they know and what they want to know about the area.

5. Dealing with Foreign Tourists

- ✓ Must know the traits and culture of the group/individual;
- ✓ Must show greater hospitality and encouragement for site visits;
- ✓ Expect questions

Basic Guidelines for those working with different cultures and languages:

- ✓ Speak slowly and distinctly until the level of understanding is established.
- ✓ Pay attention to voice volume.
- ✓ Encourage listeners to question what they do not understand, or interrupt if they need to have something repeated.
- ✓ Speak in terms of positives rather than negatives.
- ✓ In case an interpreter is present, talk to the listener and not to the interpreter.

4.3 Providing solutions to operational problems

Dealing with Difficult Situations

Difficult situations can be considered to be a form of conflict. It is when there is a disagreement between two or more parties (and where parties could include individuals, a group of people or an organization). Difficult situations, customer complaints and conflicts are all normal within any tour operation. What is important is how they are managed.

Types of Difficult Situations

Difficult situations can occur while managing a tour or liaising with colleagues or at any time in your working/personal life.

With a tour group – Difficult situations can occur with a group when:

- ✓ A person is dissatisfied with the quality of service or product
- ✓ A person is dissatisfied with accommodation, meals and other arrangements
- ✓ Tour runs late
- ✓ Tour is full
- ✓ Tour might have to be cancelled
- ✓ People might not have the appropriate equipment for a tour and/or associated activities
- ✓ A 'group' becomes rowdy and self-indulgent without concern for the rest of the tour group
- ✓ A person is told one thing by one industry colleague and another (usually conflicting) thing by another colleague

With Colleagues- occurs when:

- deciding on shifts
- sharing equipment's
- discussing operational procedures

Universal- (with colleagues or customers)

- offensive body language, expressions and other non-verbals;
- culturally insensitive language-racist and sexist remarks and jokes in poor taste;
- racial and discriminating behavior
- inappropriate levels of formality and respect
- clash of opinions, values and beliefs
- lack of empathy and respect
- need for attention

In all situations, people become:

- Angry/rude/overly demanding of time
- Negative and pessimistic
- Unhappy/anxious

The most common situations guides encounter are complaints about some aspects of the tour – the hotel room is too small or the food is inadequate or schedule is too hectic.

Handling complaints requires patience and diplomacy. Since guides are mostly hired by tour operators, they must speak on behalf of the company. Since majority of the companies follow the saying “the customer is always right”, it is the guide’s duty to show genuine concern to the visitor while at the same time defending the company.

In case of tourist complaints, guides should ask themselves these questions:

- What exactly is the complaint?
- Is the guest’s complaint valid?
- Can the reason be resolved easily? If so, how?

Dealing with difficult questions

In general, the more experienced a guide is, the more likely s/he is to welcome questions, especially challenging ones. New tour guides often fear questions or are caught off guard by them. However, there are questions that are difficult for guides. These include:

1) Questions for which a guide does not have an answer

For many guides, particularly new guides, the most feared situation is being asked a question they cannot answer. Several guides measure their success by how much information they have. Thus, not knowing the answer to a question lessens their sense of professionalism. As every guide eventually learns, there will always be questions that one cannot readily answer. Many of the successful guides regard questions they cannot answer as an encouragement to learn something new. The appropriate answer to the question that a guide has no answer is “I don’t know but I’ll find out.” The guide can then use his/her free time to look up the answer or consult someone else. Another solution is to say “I don’t know. Does anyone else know?” This will give a chance for others to participate.

2). Questions whose answers are controversial

Guides are often asked questions about politics, religion, local scandals or pending criminal cases. As much as possible, guides should avoid topics about politics and religion since one can never be sure of the political view or affiliation of each individual in the group. In democratic societies, everyone is entitled to his or her opinion; thus, guides can share their own views, provided they

make clear that their statements are their own opinion and are open to the opinions of others. Guests usually appreciate a guide's openness. The suitable responses to controversial questions include: "That's being debated here. Some feel.... And others believe...." Another tactic is to return the question: "What do you think?" Often this will end the discussion. If not, it will at least serve to invite other opinions, and people generally enjoy giving their opinions. In cases where local scandals have become national news, an individual or group will continuously ask for the guide's personal view.

In addition, a guide may say: "I don't discuss my political views." This statement will provide an easy exit. Guides are not obliged to answer questions or to adopt the points of view of each of their groups.

3) . Questions those are too personal

There are questions that are very personal that no one should be asking and no one is obliged to answer. Examples are "How much money do you make" or "Why don't you have any children?"

Sometimes a question which the guide perceives as "too personal" maybe intended as a gesture of concern or friendliness. Children often ask very personal questions. Certain questions are considered "too personal" in one culture but "not too personal" in another culture.

One solution to personal questions is to respond with a depersonalized answer. For example, questions regarding salary and working conditions, the appropriate answer may be "The salary range for guides in Ethiopia is from x to y while in Aksum, with high demand and high cost of living, the scale is on the higher end". Another suitable answer to a personal question is "I prefer not to answer that," and move on.

4). Questions that shed an unfavourable light on the guide or some aspect of the region

Very often, people ask questions just to see how a guide will respond. Guides are not frequently given due credit for their commitments to their role of public relations' representatives for their regions. Local governments and businesses would be pleased to see the extent to which many guides defend their region and attempt to present it in the most favourable way possible.

When a guide is asked a difficult question, s/he should not ignore the question but instead acknowledge it and stress the positive points. For example, when asked how they can tolerate the high humidity of a certain region, some guides will point the lush and green environment of the region and add that they would not want to live anywhere else.

5). Complicated questions

In the case of a complicated question or one that is not interesting to everyone, it is best to divert the question to a later time. The guide may say, “May be we can spare a few minutes later to talk about that.”

The following factors are helpful in answering questions:

- ✓ Welcome questions.
- ✓ Gracious/polite, even when the question is “difficult.
- ✓ Never regard a question as stupid or trivial.
- ✓ Never feel obliged to answer personal questions.
- ✓ Acknowledge a controversial question, and then move on to more positive points.
- ✓ Use humour when appropriate.

Managing difficult situations

An ounce of prevention may be worth a pound of cure, but when a group has a problem; it is time for the tour manager to come up with a well-guided solution. The following is a general review of things that go awry/wrong and what you should do. Remember that your tour company may have firm, precise steps that you must take in certain situations. And don’t forget that by rising to a challenge, you prove your true professionalism as a tour leader.

Theft and Losses

No greater nightmare/terrible can be imagined: someone steals your wallet or purse and with it you lose your credit cards, driver’s license, passport, cash, traveler’s cheques, and all other things that are necessary when you are away from home. Each item stolen or lost must be treated differently.

Cash: money stolen is money gone. If the tourist still has credit cards and/or cheque books, s/he may be able to get a cash advance from an ATM, a bank or the hotel. If cards and cheques were stolen, the tourist can have family or friends wire new funds, if needed. You may need to advance a little company or personal money to help out in the meantime-probably the only situation in which lending money to a tourist is justified.

Passport: loss or theft of a passport occurs more often than you might think. When someone loses his/her passport, inform the local police immediately (a useful procedure for all stolen valuables) and contact the issuing country’s embassy/consulate. The consular officer may request a copy of the police report, ask for proof of citizenship or at least some form of identification, and require that new passport photos be taken.

What if all identifying documents have been lost? Then the consular officials will contact the home country to verify the tourist's identity. They may trust the traveler and issue a passport before receiving an answer. But it is more likely that there will be a delay of hours or even a day or two.

If the person has to leave the tour to visit the relevant consulate, that person is usually responsible for all expenses. This might vary between tours but check with your tour operator. As the guide, assist that person with travel arrangements and leave contact details so s/he can re-join the group.

Lost Baggage

Most of the time, it happens during flight (although it can happen en route to hotels). So follow normal airline procedures. The person might need to buy ancillary items while waiting for baggage, especially if the wait will be extended. In these cases, you might need to assist the person liaise with the relevant airline for some form of compensation.

Transportation Delays and Cancellations

Delayed or cancelled flights have become an all-too-common feature of the world's air traffic system. Weather, overbooking, late arriving flight crews, mechanical problems, overburdened traffic controllers-all can change your group's flight plan. Calmness with your tourists, patience in the face of factors that can't be controlled, and knowledge of your passengers' rights are your best weapons against the problems of delays and cancellations.

If the flight is delayed for any reason, communicate it for the tourists, and advise them to stay cool, showing them that you and airline people are doing your best. In addition, if possible, negotiate with employees of the airline to provide tourists something to enjoy and relax with, such as a free drink service till flight starts. What if the delay turns into an outright flight cancellation? The air carrier must try to find space for tourists on an alternative flight (including those of other airlines). If a next-day flight is the only option, it may offer rooms, meals and transfer costs. However, an airline may also offer nothing. Usually, it is company, not government, policy that determines what can be offered. In this case, you must be assertive: ask for a supervisor and make it clear that you expect the airline to absorb all delay costs. If it refuses, call your company immediately to find out what it can do to pressure the airline or whether it is willing to pick up the costs.

One of the tourists becomes ill

It is also important to ask whether there is anyone in the group with medical training. As a first aid, you may apply your own medical knowledge, provided you are certified in first aid techniques. If the situation is serious, contact local police: they will in turn lead you to a doctor, or you can find it yourself. Don't use the bus to transport the patient to a medical facility unless there is no other choice. Follow up by alerting your company, filling out a company accident/illness report form. If that person can't continue with the tour, make the necessary arrangements regarding forward bookings. You might need to supply the person with a letter or other signed correspondence stating the relevant circumstances. Any hospital and hotel bookings should be in the name of the person concerned and not in your name or in the name of the company you are working for. If a hospital stay is required, you will need to pack the sick person's belongings (in the presence of the driver, hotel staff or relevant personnel). Check whether the person had any belongings in the hotel safety box. You might need storage of the belongings if not required at the hospital. If the person is seriously ill, you might also need to contact the relevant consulate and notify next of kin. It is best to be guided by the situation and the relevant medical staff.

Death

No occurrence can be more disturbing to tour manager and tourist alike-than the death of a tourist. It happens rarely, but when it does, the tour conductor must take the following steps:

- Notify the local police immediately.
- Remain with the deceased until police or consular reports have been completed and authorities have taken responsibility for the body. The tour may have to continue without you for a half day or so, under the leadership of the driver or the step-on guide. Make sure to be extra sensitive and sympathetic to the deceased's travelling companions.
- Call the tour company so it can inform the tourist's relatives and friends, and follow up with a letter of sympathy.
- Do everything you can to comfort the rest of the group and get their minds back on the vacation.

Customer Complaints

Experts say that: ·Customers who complain are likely to tell an average of 10 others about their experience ·Sixty-six percent (66%) of all those who complain will return, if the problem is resolved.

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Techniques for dealing with customer complaints

- **Listen:** focus on what the customer has to say. There is no need to become defensive. Do not interrupt, but questions can be asked to clarify that you understand the problem. Remember to take notes especially if you are receiving the complaint over the telephone.
- **Thank the customer:** always thank the customer for bringing the problem to your attention. Complaints are opportunities to make a better impression, while correcting grievances or mistakes.
- **Paraphrase:** after the customer is finished, summarize what the customer said to you so that the customer knows that you understand the problem.
- **Show Empathy:** show that you understand how the customer feels. There is nothing wrong with apologizing for the customer's suffering.
- **Act immediately:** offer a solution to the problem. It is your responsibility to ensure that the problem is solved. It might be appropriate to ask the customer what can be done to make them satisfied.
- **Follow-up:** it is important for you to follow through on any promises that were made to the customer.

Risk Management

In essence, a tour is a contract between two or more parties – a tour provider (tour operator/tour guide/tour leader), the audience (client/visitor/customer) and/or an attraction, site or other organizations. This contract can be written or verbal and consists of stated and implied obligations to ensure the following:

- ✓ Safety and well-being of all parties is protected.
- ✓ The tour delivers what it promises to deliver.
- ✓ The tour is conducted within a legal and ethical framework.
- ✓ All tour conditions which are stated in any operational and/or legal documents are adhered to.
- ✓ All people involved with the tour behave responsibly – it is important for your audience to realize that they also have an obligation to themselves, to others, to you and your organization.

The obligations of the tour provider include:

- ✓ Manage occupational health and safety issues.
- ✓ Liaise with relevant organizations to obtain appropriate approvals and operating frameworks.
- ✓ Implement a duty of care which includes adopting risk management procedures.

- ✓ Manage liabilities which includes: make audience aware of terms and conditions; ensure that there are no hidden extras, fulfil expectations and manage any unexpected incidents within the stated terms and conditions.

Contingency Plans

Tour operators have an obligation to deliver what they promise to deliver and guides play a significant role in meeting this obligation. However, despite the best and most admirable efforts, things can go astray. In such times, guides are in one of the most challenging positions as they often need to manage the situation and this can be solved by having a contingency plan.

Contingency Plans can include the following details

- Whom to contact in case of emergency;
- Emergency procedures relevant to the locale you will be operating in;
- Outline of operating procedures for different areas;

Guides' roles and responsibilities in risk management

General safety

- ✓ Briefings on all aspects of safety
- ✓ Safety equipment: helmets, lifejackets, gloves, climbing gear, etc.
- ✓ Avoiding disease, pathogens, dangerous plants and animals
- ✓ Safe travel skills: avoiding slips, falls, etc.
- ✓ Cultural safety skills: how to behave appropriately in different societies

Client supervision

- ✓ Watching for exhaustion, discouragement
- ✓ Watching for sunstroke, overheating, hypothermia
- ✓ Watching for incipient/early or initial illness, minor injury
- ✓ Watching for unfriendly interactions between clients
- ✓ Checking clients have adequate skills for conditions
- ✓ Deciding when clients need to rest, camp, eat, drink, etc.

First aid and medical arrangement

- Arranging medical evacuation procedures
- Checking for client allergies, medications, disabilities
- Re-stocking and carrying first-aid or wilderness medical kit

Self-Check 4

Part One: Write true if the statement is correct and false if it is incorrect.

1. Tour guides are obliged to answer the questions of tourists about controversial issues, politics, religion, local scandals or pending criminal cases.
2. A tour guide should consider socio-cultural requirements by respecting and appreciating tourists' culture and background.
3. When a guide is asked a difficult question, he/she should ignore the question.

Part Two: Choose the best answer among the given alternatives

1. Which statement is not correct about the tour leader while dealing with senior tourists?
 - A. The tour guide should pay close attention to special medical problems or difficulties and pay attention to their status
 - B. Tour guide should underestimate older people since most of them are incredibly wise and you can learn from them
 - C. Since hearing and memory problems are more common on this age group, always repeat instructions especially meeting times
 - D. Pause frequently and make several short stops on walking tour,
2. Which one is a positive non-verbal communication of the guide?
 - A. Tightly crossing arms
 - B. Chewing gum or smoking
 - C. Looking repeatedly at your watch
 - D. Adopting a relaxed, attentive and standing posture
3. Which one not is the required from a guide while communicating with tourists
 - A. Eye contact which is relaxed, friendly, soft and non-threatening
 - B. Having friendly mannerisms with a relaxed smile and expressive facial features;
 - C. Attending to personal matters while providing information.

Part Three: All are answer the following questions

1. What measures you will undertake if one of the tourist lost luggage during the tour
2. Assume that your tourist face health problem while on tour. Thus what necessary measure you have to make as a tour guide?
3. Explain how you will manage if one of the tourist complains about the poor service in the hotel?

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