

## TOURIST GUIDING TECHNIQUES



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## FOREWORD

The Papua New Guinea Tourism Promotion Authority (PNGTPA) as the lead agency responsible for developing and promoting tourism in PNG has recognized the need to provide better and more professional advice to tourism industry members on how to develop tourism products and services. This Product Development Manual has been developed by PNG Tourism Promotion Authority (PNGTPA) for Papua New Guineans who are already in the tourism business or potential tourism industry members.

It offers a step-by-step approach to foster greater understanding of tour guiding operations. This manual provides some vital tips on how to communicate and guide tourists.

Though, this basic manual is not a panacea for tourism guiding in Papua New Guinea, it provides some guiding principles which helps tourism industry members to avoid frustrations, high expectations and other pitfalls that comes with impromptu and ad hoc tourism products and service development.

This is the 2nd edition of the manual and comments and opinions from industry members are welcome to further improve the content and structure of it.

The Papua New Guinea Tourism Promotion Authority (PNGTPA) has recognized the need to foster greater

professionalism among tourism operators in the country. To achieve this, PNGTPA has organized this manual on product development to play a central role.

I wish you all every success in your endeavors.

Peter Vincent  
Chief Executive Officer  
PNG Tourism Promotion Authority

September 2009

## INTRODUCTION

The manual is designed in the form of simple and easy-to use check lists of ideas and handy advice. Many of these points mentioned may seem obvious at first but is often the little things like how to handle difficult questions that make the difference between a good tour guide and a bad tour guide.

Here are a few tips to help you get the most out of the Manual:

- Try to read one section or topic each week and work on that before moving on to the next topic
- Take time to discuss each new topic with your family, community or business partners and see how it can be applied to your business



*When you see this pointer: think about how each point could be applied to your tourism product*



Look for me through the manual. I am here to give you useful tips.

# 1 THE TOURIST GUIDE PROFESSION

## *What is a Tourist Guide?*

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.

From the visitor's point of view, the tourist guide is a person employed directly by the traveler, an official or a private tourist organization or a travel agency, to INFORM, IMPART, DIRECT, and ADVISE the tourist before and during his journey.

The tourist guide also has the additional role of an INTRODUCER and must help his listeners understand and appreciate his country. Everything the tourist guide speaks about should come alive and present the realities of his country in the best possible way.

The job of the tourist guide is therefore not simply to repeat a list of facts giving the information like a cassette, but to create the image of the country for the visitor in an appropriate manner.

The tourist guide must be qualified in various ways, particularly in language ability and in terms of wide **general** knowledge of the history, geography, art and architecture,

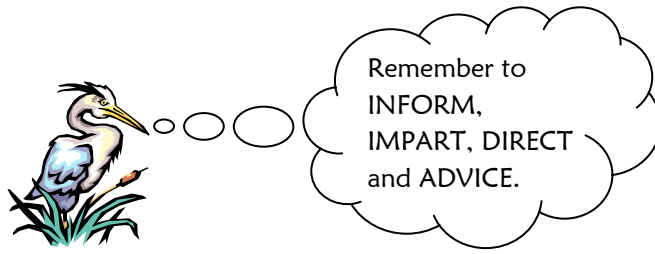
economics, politics, religion and sociology of his country and region.

There are several kinds of tourist guides:

- **A local** tourist guide is a person whom accompanies visitors during their visits to a particular site or small region of his country, giving information on culture, archaeology, history, religion, flora and fauna, etc, related to that particular small region.
- **A local** tourist guide is also a person who gives information during a visit to a museum, monument or other sites at which he is based.
- **A national** tourist guide is a person who gives information on culture, archaeology, history, religion, flora and fauna on the whole territory of his country.
- **A general** tourist guide covers many types of tours such as city sightseeing, excursions, and general visit to a museum or historical monuments.
- **A specialist** tourist guide covers visits to museums, archaeological or historical sites of which he has a wide and deep knowledge.

Most tourist guides find that they are able to do all these kinds of jobs as their experiences and knowledge grow.





## 2 THE NECESSARY QUALITIES OF THE TOURIST GUIDE

The tourist guide is unlike any other job, it is far more than a person who just informs, introduces, impart knowledge, guides and gives advice during visits. For the majority of foreign visitors, the tourist guide is the person, native to that country, with which they have the most contact.

The tourist guide is an unofficial ambassador of his country. In order to present his homeland in the most favorable light, he must possess moral, intellectual and professional qualities.

- **Moral Qualities:** honesty, modesty, pride, genuineness and sense of humor, dignity and trustworthiness.
- **Intellectual Qualities:** interest in information and cultural matters.
- **Professional Qualities:** Planning, Organizing, coordinating, ability to communicate and direct with ease.

The tourist guide has to present his country in best possible way. He must therefore have an excellent knowledge of his country and of the psychology of his visitors.

The most important points are:

- ☑ To know how to speak well.
- ☑ To have a good command of his subject.
- ☑ To be able to adapt the level of his commentary according to the needs and tastes of the visitors.
- ☑ To be able to give a varied, balanced commentary linked to what the visitors are seeing.

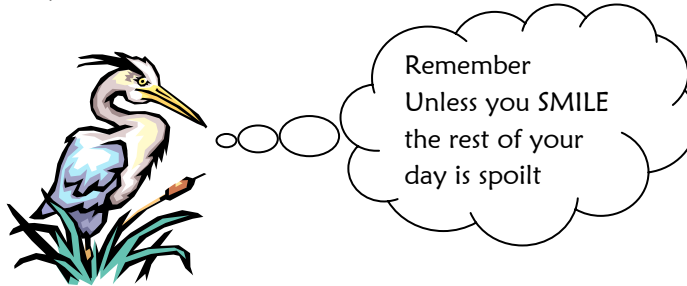
• **Physical Appearance:**

Proper dress is essential. It is best for the tourist guide to dress in a discreet manner, neat, clean and tidy. In general the clothes of a tourist guide should be appropriate for the tour itinerary, which she/he is guiding.

The visitors' first impression of the guide is important in establishing her/his role as a leader.

• **Pleasant and Lively Character:**

The tourist should have: a lively character, capable of creating gaiety and cheerfulness, an agreeable personality, a respectful manner, a sense of humor.





**A tourist with the Asaro Mudmen**

### 3 TOURIST GUIDE'S CODE OF CONDUCT

To carry out their duties efficiently and successfully, the tourist guide must be a diplomat. By exercising diplomacy and tact they will ensure smooth and pleasant relationships with their participants.

This can be achieved by following these rules of conduct:

1	Remember that your behavior contributes to the country's image.
2	Be tidy, well dressed
3	Show good manners and avoid nervousness, no matter what unexpected events occur. <b>DON'T PANIC; KEEP COOL, CALM AND COLLECTED.</b>
4	Maintain a sense of humor in all situations.
5	Do not allow your conduct with clients to be over familiar.
6	Obey the laws, regulations, customs and traditions of your country and encourage your clients to do the same.
7	Avoid making negative judgments about other countries, their beliefs, customs, politics and refrain from discussing controversial subjects.
8	Make sure that equal attention is given to all clients and not only to young, wealthy or attractive persons.

9	Answer questions with care, honesty and politeness.
10	Admit your ignorance rather than give misleading information or lying.
11	Avoid recommending people or places of doubtful reputation.
12	Avoid discussing your personal problems with clients.
13	Avoid accompanying tourists to restricted areas and places of which respectable people disapprove.
14	Never ask for gifts or tips.



**A tour group taking a village tour**

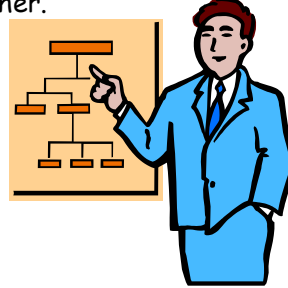
## 4 STRUCTURE OF A COMMENTARY

### *How Does a Tourist Guide structure a Commentary?*

**STRUCTURE:** How to pull it together.

Link ideas and associations:

- ☑ With homeland.
- ☑ Tropical matters.
- ☑ Current events.



Establish threads:

- ☑ Refer back to what they have seen, what you have said.
- ☑ Plant seeds ahead and harvest; prepare them for later sights and experiences.

Tell people:

- ☑ What they are looking at.
- ☑ What they have seen.
- ☑ What they will see.

Repeat and remind tourists of things they have seen earlier in the tour.

Do not overload them with facts.

**KEEP IT SHORT AND SIMPLE**

### Re-assess your group

Are you sure they are still interested and are you still entertaining them?



*Ask yourself, would I enjoy my own commentary*



Remember: No  
BORED  
PREACHING  
sessions



**Explain things so tourists understand**



## 5 ANALYSIS OF A GOOD COMMENTARY

For a commentary to be an effective one you need to know the following thing in advance.

I'll write down my special interests.

### *Details about your Audience*

1. Nationality.
2. Age/Socio-economic group.
3. Special interests.
4. Where has the tour been?
5. Where is the tour going?
6. How long is this visit?
7. Any previous visit?



This information is obtained from the tour operator and from the visitors themselves.

### *What do Visitors expect from their Tourist Guide?*

#### Information & Entertainment:

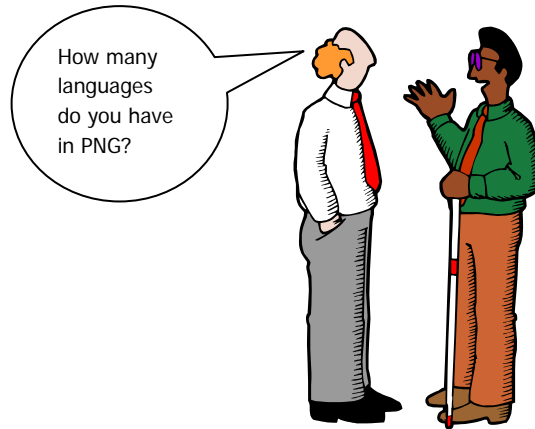
Information and entertainment are of **equal** importance. They also expect you:

1. To fulfill their itinerary
2. To provide practical information, i.e. shops, postcards/stamps, banks, toilet facilities, etc.
3. To care for them during their tour and make it trouble-free.

### ***What are the aims of a Tourist Guide?***

As guides we also have other objectives. These are:

1. To promote our country, our province or island.
2. To involve the visitor.
3. To inspire confidence.
4. To be a credit to the tour operator who employs us (or to ourselves, if self-employed).



## 6 BALANCING AND PLANNING A COMMENTARY

### *How can the Tourist Guide create a Balanced Commentary?*

We have already said that the visitor expects to be informed and entertained. To make sure that our commentary is both of these we should make it:

#### Informative:

- Factual.
- Accurate.
- Simple.
- Concise.
- Structured.
- Relevant both to the people and the route.
- Varied by including history, "today people" news, architecture, natural history, geography and geology, etc.
- Cross-reference to their own homeland.

#### Entertaining:

- Include anecdotes (very short interesting and amusing true stories about people and places)
- Be humorous.
- Be cheerful.

#### Planning a Specific Commentary

A tourist guide should prepare in advance if a tour is to run smoothly.

The following information is required before setting off:

Checklist:

1. Your itinerary.
2. Timing and route.
3. Current and events.
4. Payment vouchers or method of payment.

***What does a tourist guide talk about?***

The subject for a tourist guide's commentary is based on what the visitors can SEE.

It is impossible to talk about everything they can see at once; therefore you must choose the most important or obvious thing and talk about it first.

This is called the **TOP VISUAL PRIORITY (PTV)**.

Selection

First talk about your TOP VISUAL PRIORITY, then talk about Top Non-Visual Priority (TNVP), i.e. subjects associated with something you have just seen, eg.

TVP-School      TNVP-Education System

Usually visitors are most interested in what local people are doing, or in animals - in fact in anything, which moves - so talk about such thing first!



**Choose obvious and interesting things to talk about**

## 7 DELIVERY OF A COMMENTARY

In order to establish a good atmosphere, the tourist guide needs to establish a RAPPORT. By this we mean:

<input checked="" type="checkbox"/>	Hitting it off with the visitor.
<input checked="" type="checkbox"/>	Establishing friendly contact and the feeling of liking each other.
<input checked="" type="checkbox"/>	Being on the same wavelength.
<input checked="" type="checkbox"/>	Understanding how they feel.
<input checked="" type="checkbox"/>	Being accepted by the group as their leader.



**A tour guide delivering a commentary**

A good rapport can be established by:

<input checked="" type="checkbox"/>	Smiling.
<input checked="" type="checkbox"/>	Making eye contact.
<input checked="" type="checkbox"/>	Showing an interest in the visitor.

<input checked="" type="checkbox"/>	Showing concern for their welfare, eg. Are they too hot/cold; can they hear you.
<input checked="" type="checkbox"/>	Showing concern for their problems, eg. Do they need help with banks /postage/travel plans, etc?



*If you show enthusiasm and enjoy yourself, they will enjoy themselves !*

## 8 VOICE AND VOCABULARY

### *Voice*

As tourist guides, our main work tools are our voice and words.

If your voice is boring ALL will be lost!

Above all, we need to be heard so we need our voices to:

- be **Loud** enough.
- be **Clear** enough.
- have **Variety**.

Variety is achieved by changing:

- the **Speed**.
- the **Pitch**.
- the **Volume**.

Careful positioning of the group in front of the guide will always help a guide to make him heard.

Stand in front of the group with your back to the view, building, etc, without blocking the view or any small objects, which you plan to talk about. In this way the group sees both you and your subjects. Avoid allowing your group members to encircle you or stand behind you, as they will not be able to hear or see properly.



### How can a guide get people's attention?

You can attract people's attention by changing the way you speak, say each word slowly or quietly or stop altogether!

## ***Vocabulary***

A commentary is coloured by the use of adjectives or descriptive words. In general, simple words and short sentences are always best. Simple adjectives such as colours, (red, blue, green), height and relative size (about one metre tall; the smallest), shapes, (round, pointed, rugby ball-shaped) help visitor to identify exactly what the guide is talking about. Some adjectives, which we all use a lot in everyday speech are so over used that they have become almost meaningless, eg. Nice, lovely, pretty. These adjectives simply fill up time in the guide's commentary; they do not help visitors identify what the guide wants them to look at.



*Never underestimate the audiences intelligence and never overestimate its knowledge, : "as you know"*

It is sometimes necessary to use complicated words for technical subjects such as:

- Art and architecture
- Science
- Religion
- History
- Traditional culture

- Botany and zoology
- Navigation and ships



Remember:  
Understand  
your tourist as  
much as  
possible.

#### History Dates

If you do have to use these, always explain them. Try not to use too many dates, but always situate a person or event with a period or approximate date,

Eg. Robert Louis Stevenson, a Scottish poet and novelist most famous for his book "Treasure Island", came to live in Western Samoa in 1889. Or Robert Louis Stevenson, a Scottish poet and novelist most famous for his book "Treasure Island", came to live in Western Samoa a little over one hundred years ago. Or Robert Louis Stevenson, a Scottish poet and novelist most famous for his book "Treasure Island", came to live in Western Samoa at the end of the nineteenth century (in the late 1880s).



*Remember: Keep It Short and Simple - **KISS** - Is the Key to Success*



**Tour Guiding on a lake**

## 9 DEALING WITH NERVOUSNESS

Even the most experienced public speakers experience nervousness.

Nervousness is not necessarily a bad thing because when we are nervous adrenalin flows in our blood and we become exhilarated.

It is however bad to be **seen** to be nervous.

We are nervous when:

1. We have not prepared our subject.
2. We have a lack of knowledge.
3. We fear drying up.



We show nervousness by:

1. Fidgeting
2. Swaying
3. Shaky voice

4. Talking too fast
5. Becoming breathless
6. A nervous cough or laugh
7. Sudden change in voice pitch
8. Swallowing or licking lips
9. Jangling money in pocket
10. Clenching hands

Nervousness can be hidden by:

1. Standing firmly on two feet
2. Controlling hands, leading to controlled use of gesture
3. Being aware of the body

If you dry up:

1. Take a DEEP BRATH and PAUSE (A long pause will not be noticed)
2. NEVER APOLOGISE for pausing if you dry-up (Most people will not notice the break in the commentary unless you draw their attention to it. Pauses are necessary for people to absorb all you are telling them.).  
ADULTS WILL RETAIN 20% OF WHAT THEY HEAR,  
30% OF WHAT THEY SEE.
3. You can always lessen nervousness at the beginning of a tour or lecture by memorizing your opening lines
4. Looking confident
5. Look good
6. Confidence in your appearance gives you confidence in yourself.

## 10 DEALING WITH QUESTIONS

Questions from visitors usually show that they are interested in the tourist guide's commentary and that they trust you to answer them. They have confidence in you and your knowledge. Through asking questions the group members become more involved in the tour. It becomes a two-way process as they join in. The question can tell you a lot about special interests of the group and you can alter your commentary accordingly.

There are some questions, which we may not like very much. Sometimes we simply do not know the answer. Question can interrupt you and make you lose the thread of what you are saying, they can be irrelevant and have nothing to do with what you are looking at or talking about. Some visitors ask questions which are very complicated to show off their knowledge in front of the group and make themselves appear important. Occasionally visitors ask provocative, rude or personal questions, which you may not wish to, answer directly.

### ***How to Answer Questions***

1. Show you are pleased to be asked a question.
2. Listen carefully to the question and let the speaker finish.
3. REPEAT the question so that everyone can hear it.

### WHY?

- To get time to think about the question.
- So all group members know what you are talking about.
- To make sure you have understood the questions.
- Because if it is a rude or personal question, repeating it may deter other such questions.

4. Give a short answer.

5. Finish by saying you hope that answers the question.



*Remember: Your answer reflects your question*

### ***How to cope with unwanted questions?***

1. If questions are interrupting your commentary badly, irrelevant or bringing up subjects you plan to cover later in your tour (pre-emptive questions) and wasting time, suggest a specific time for questions, e.g. " when we stop for morning tea".

2. "Show-off" questions can be gently turned back on the asker by throwing the question to the group and /or replying with another question.

3. Rude, provocative or personal questions are best handled by being extremely polite but evasive, eg. "How much do you earn?" "The national average here is K200 per fortnight ".

### How to Handle Problem Questions or People?

DO:	DO NOT:
• Admit you do not know	• Panic
• Offer to find out	• Be rude
• Ask the group	• Get angry
• Suggest where the visitor can find out	• Make a person feel humiliated
• Ask another guide, driver	• Never lie
	• Lose your cool



*The key to handling awkward questions is to de-fuse them -  
DISARM WITH CHARM!*





## 11 VISUAL AIDS

A tourist guides' "visual aid" is the real world, the object/area, which he or she is showing and explaining to the tourist. In addition to describing points of interest accurately and briefly, visitors need to be informed precisely where they should look to see these interesting things.

### Point things out:

- Show people where to look with your hands.
- Use big gestures so that the group can see, and hold them long enough for people to follow them.



**Pointing out directions is helpful**

### Use phrases such as:

- "on your right",
- "on your left",
- "on the horizon",
- "in the valley bottom to your right",
- "at 11.00 o'clock on the skyline",
- to tell them where to look, and point at the same time.

When guiding a group on a bus never say "straight ahead of you". The passengers at the back of the bus cannot see straight ahead through the windscreen. It is better to say "ahead of us now and coming up shortly on your left hand side....."

Whenever possible, tell visitors what they will see a little in advance, prepare them briefly and, when the subject comes clearly into view, point it out and add a little more information about it. In this way visitors will not miss things.

As you practice and gain in experience, your timing will improve.

## 12 THE TOURIST GUIDE'S ITINERARY

An itinerary is a scheme or outline of a journey listing the attractions to be seen on the way.

Before preparing his commentary, the tourist guide must find out the points of interest along the itinerary of the tour. This is called the tourist guide's itinerary.

The points of interest are those places, which have historical, archaeological, natural, geographical, social or artistic importance.

The list of points of interest has two practical aims:

1. To give the tourist guide background material, so that he will forget nothing essential and so that the explanations will be simple and easily remembered by the client.
2. To allow the tourist guide to answer questions.

What a tourist guide has to say depends mostly on the following:

1. The type of point of interest he is presenting.
2. How much time the tour takes.
3. The characteristics of the visitors he is accompanying (country of origin, Profession, age, sex, main interest, etc.)

The tourist guide should assure the visitors that the vehicle would stop at sites of special interest or with panoramic views so that photographs can be taken.



## 13 SPECIFIC TASKS OF THE TOURIST GUIDE

Among the tasks the tourist guide has to perform are some, which will always be part of his job, such as the presentation of:

- a city tour.
- a museum tour.
- a tour of the countryside.
- a special site visit.



**Haus Tambaran is a special site visit**

These are the jobs he will perform utilizing a vast amount of technical and cultural knowledge, information and skills. To perform these tasks the tourist guide himself must be fully informed.

Without making a complete list of what the tourist guide should emphasize during each type of tour, the following pages contain a brief indication of the methods and reasons for the different type of presentation.

## 14 GENERAL ORGANISATION

### *1. Before the Tour*

Arrive at the office in good time.

Obtain:

1	The name(s) of individual traveler(s) or group(s).
2	Number of participants.
3	Details of the schedule and starting point.
4	Particulars of hotel(s) where participant(s) must be picked.
5	The itinerary must be followed.
6	Particulars on hospitals and police stations on the route to be followed when conducting an excursion, so help can be reached quickly should any emergency occur.
7	The voucher(s) or the necessary money to pay meal(s) when conducting a full day.
8	Special instructions (eg. duration of the tour)
9	Amount of money needed to pay entrance fees or special passes.

Others to consider:

- Check with the itinerary that the money received for the entrance fee is the actual amount needed
- List on the itinerary the points of interest regarded as most suitable for the tour

- Fix the itinerary to enable the pick up of clients in the shortest time possible.
- Indicate on the itinerary particular regulations client(s) should follow.
- Time the tour, organizing it according to client(s) motivation and convenience.
- Determine places where a stop should be made to give the tourist time to take photographs, to have some refreshment or for any other needs (use of toilets and washroom).

**Note:** Regular sightseeing tours and excursions usually starts from a fixed point where the participants are supposed to meet at a given time. But to offer better service, the organizing company sometimes includes the picking-up and drop-off of participants at their hotel.

## ***2. Picking up Participants (from Hotel)***

1	Meet the drivers at the office.
2	Inform the driver about the itinerary to be followed.
3	Bring the list of participants.
4	Stop at each collection point.
5	Ask the staff at the information desk where the participant(s) is/are waiting.
6	Introduce your self to the participant(s).
7	Escort the participant(s) to the vehicle.
8	Collect ticket(s) or voucher(s) if necessary.
9	Start the tour.



10	<p>Give general information about the town or village such as:</p> <ul style="list-style-type: none"> <li>• plan of the locality;</li> <li>• the number of inhabitants;</li> <li>• the economic aspect;</li> <li>• the social aspects;</li> <li>• the shopping facilities, etc.</li> </ul> <p>(This introduction should take place either in a shaded place or in the vehicle).</p>
11	Describing the itinerary clearly, mentioning places to be visited.
12	Inform participant(s) of how to re-identify their vehicles after a stop.

### ***3. Picking up Participants (from fixed starting point)***

1	Arrive at departure point in good time.
2	Locate vehicle.
3	Meet driver.
4	Inspect vehicle.
5	Meet participant(s).
6	Introduce yourself to the participant(s).
7	Greet or welcome participant(s).
8	Check number of participant(s).
9	Choose a quiet shaded places where participants can stand if necessary, while introducing the town or village to be visited.

10	Give general information about the town or village such as: • plan of the locality; • the number of inhabitants; • the economic aspect; • the social aspects; • the shopping facilities, etc. (This introduction should take place either in a shaded place or in the vehicle).
11	Describing the itinerary clearly, mentioning places to be visited.
12	Inform participant(s) about duration of the tour.
13	Invite participant(s) into vehicle.
14	Help participant(s) into vehicle.
15	Check the number of participant(s) again.
16	Inform participant(s) of how to re-identify their vehicles after a stop.
17	Leave departure point and commence the tour.

#### ***4. Dropping off Participants on completion of tour***

1	Take participant(s) back to the place where they are staying or to the fixed starting point of the tour.
2	Invite the participant(s) to leave the vehicle.
3	Remind participant(s) not to leave anything in the vehicle.
4	Help passengers, particularly women and old people, to get out of the vehicle.
5	Say goodbye to participant(s).



Make sure your  
tourist enjoy the tour  
and returns home  
with fond memories



**At the completion of a tour**

## **16 PRESENTATION OF A MUSEUM/ (OR CULTURAL CENTRE) TOUR**

In the past, collections of fine and costly objects were restricted to a few, very wealthy individuals. Now countries, which are proud of their heritage and culture, wish to preserve and retain their works of art and make them accessible to all.

A cultural centre is a building used for storing and showing of objects which illustrated antiquities, natural history, arts, etc.

Although there are many kinds of museums: art, historical, science, ethnographical, and specialized museums, all of them have been created with the same purpose, which is to accumulate objects that are beautiful, costly, rare or unusual, or which show how our ancestors lived.

Keeping objects in such a center is to try to **make the past live again for the sake of information, education, and for the enjoyment of the general public and tourists.**

Museums and Cultural Centers help people to understand, through looking at real things, the culture and history of a country.



Madang Visitors and Cultural Bureau

### ***Subjects of Commentary on visiting a Museum/Cultural Centre***

The tourist guide, preparing a visit to a museum or cultural centre, should approach the job in a logical way. Several methods are possible, e.g.

- ☑ Thematic (e.g. basket-making techniques; musical instruments).
- ☑ Chronological (from the oldest things to the modern objects).
- ☑ General visit (no particular focus of interest).

The tourist guide must use the **thematic method** where he has been requested to show particular items only. Some may wish to see only the woodcarvings or the textiles, or objects made by one particular cultural group.

The **chronological method** is used to present the object of a museum in a chronological sequence. By approaching a museum chronologically the tourist guide should allow the participants to understand the developments and changes occurring within the country during its history.

The **general visit method** is a museum tour during which the tourist guide will present the exhibits of the museum in the order in which they are arranged from the entrance through its successive galleries or halls.

#### 1. Before leaving Departure Point

The operations the tourist guide has to carry out before leaving the departure point for a Museum or Cultural Center tour are the same as the one for a city tour.

#### 2. On the way

Although the trip is not in itself a city tour, the tourist guide should try to make the journey interesting:

- Point out the main features of interest on the way.
- Keep participants entertained and informed.

#### 3. Arriving at a Museum or Cultural Centre

- Introduce the museum or cultural center.
- Inform participants of how to find their bus after the visit.

- Inform participants at what time the bus will depart.
- Invite the participants to get off the bus.
- Arrange any details concerning cameras, e.g. photography permitted, tickets, etc.
- Pay any admission charges.

#### 4. Inside a Museum

- Keep participants together.
- Keep the group separate from other groups.
- Hold interest of participants.
- Make sure that participants do not block entrances or passageways.
- Assemble participants.
- Give brief introduction.
- Orientate the visit by theme, chronological order or general visit.
- Select most significant masterpieces and comment on them.
- Recreate atmosphere of the time when objects were made.
- Allow time for participants to look at and appreciate what they are viewing.
- Make sure enough time is allocated for each room visited and that there is no rush.
- Give a break in the middle of the visit if possible.
- Answer questions.

#### 5. Ending the Visit

- Show sales point where postcards and souvenirs may be bought.
- Return the vehicle.

- Assist participants into vehicles.
- Check number of participants.
- Escort participants to departure points.
- Thank participants.
- Wish farewell on participants.
- Make sure those participants have not left anything in the vehicle.
- Help participants from vehicle.



**A Cultural Centre can also be made of traditional material**



## **17 PRESENTATION OF A COUNTRY TOUR**

The expression "countryside tour" is used to mean a tour made by individual or group travelers, accompanied by a tourist guide, to an area consisting of open spaces characterized by villages scattered among green fields, gardens, plantations, fruit farms or dense forests.

The tourist guide accompanying a countryside tour must remember that many visitors come from towns and cities and have had little previous contact with rural areas. Many will not have visited a tropical country before. Therefore the commentary must accurately describe the plants and the trees, especially the ones used as traditional food or for constructions; also the animals and the way of life of the people of the area. The tour will then be memorable, informative and enjoyable.

### ***Subject of Commentary in presenting a Country Tour***

The tourist guide, in presenting a country area, should follow a logical plan. First of all, he should study the basic units of the rural area.

These are:

<b>Names:</b>	Names of area, village, mountains, etc.
<b>Locations:</b>	Define region and surrounding regions.
<b>Geography:</b>	Identify physical characteristics: Gardens, Cash crop Plantations, mountains, beaches, volcanoes, lakes, rivers, etc.
<b>Natural History:</b>	History of the land itself, e.g. volcanic eruptions, river erosion, etc.
<b>Population:</b>	Types of people living in the area. Activities and daily life. History of previous settlers.
<b>Settlements:</b>	Village areas. History of the settlement.
<b>Human History:</b>	People and the land they occupy and the changes, which occur.
<b>Village Life:</b>	Everyday life and important events in the village.
<b>Traditional Costumes:</b>	Types of local traditional dress and times they are worn.
<b>Architecture:</b>	Styles and uses of firm and village buildings.
<b>Religion:</b>	Beliefs, ceremonies, festivals, etc. Describe any customs or laws of the villagers.
<b>Taboos:</b>	The visitor must be told of anything, which may offend the inhabitants of the area.
<b>Flora:</b>	The type of plants native to the area.
<b>Fauna:</b>	The type of animals native to the area.
<b>Agriculture:</b>	The life of the cultivators, use of the

	land. What crops are grown, etc?
<b>Home Industries:</b>	Village industries, hand weaving, pottery making, etc.
<b>Markets:</b>	Markets where farmers and others sell or exchange their produce.



**Tourists on a village tour**

#### 1. Before leaving Departure Point

The arrangements the tourist guide has to carry out before leaving the departure point for a country tour are the same as those for a city tour,

#### 2. During the Tour

- Remember that the commentary must be continuous and relevant to what is seen.
- Allow some time in which to take photographs.
- Inform participants who wish to take photographs how much time they have to do so.

- Give concise description of the various ceremonies and festivities, marriages, etc, taking place in the villages.
- Explain local house building styles.
- Explain local dress used on special occasions or in particular regions.
- Indicate the kind of behavior not tolerated by villages
- Draw attention to and speak about the flora.
- Give information about farming.
- Describe and speak about the fauna (domestic animals, birds, mammals, etc).
- Stop at the restaurants or place arranged in the itinerary for lunch when on a full day tour.
- Stop for refreshments and for other needs.
- Remind participants before entering a place such as restaurant etc, about the amount of time to be spent there.
- Help participants into and out of the vehicle.

### 3. Ending the Tour

- Escort participants to their departure point.
- Point out the main points of interest along the route.
- Thank participants.
- Say goodbye to participants.
- Make sure those participants have not left anything in the vehicle.
- Help participants descend from vehicle.



## 18 EMERGENCY PROCEDURES

In case of a flat tyre, or any other minor breakdown, which will stop the tour vehicle for some time, the tourist guide should, very politely, ask his participants to be patient and make every effort to distract them from the delay.

If a breakdown occurs near a cave or restaurant, the tourist guide could suggest that the participants wait there while repairs are made, taking refreshment at their own expense. Otherwise, find a shady /dry spot for them to wait in.

In the case of participants being injured in a serious accident, immediate care must be taken of injuries, using first aids, if necessary and if available.

An ambulance must be called immediately and the police must be contacted. Injured participants must be convoyed to the nearest hospital without delay. This type of emergency must be reported to the tour operator at the earliest possible moment.

Participants who escape injury in an accident should be transported to the nearest hotel or restaurant where they can be easily found by the agents for the tour operator and taken care of.



*Remember: Careful designing and planning of tours can avoid many accidents. If an accident does occur, make sure that you find out exactly what happened so that you can prevent it happening again.*

## 19 SECONDARY TASKS OF THE TOURIST GUIDE

Among the tasks the tourist guide has to perform, there are some, which are considered secondary. These secondary tasks are not concerned with the commentary or actual presentation:

1. The meeting at the arrival or departure point of individual or group travelers and acting as a reception agent.
2. The transfer of individual or group travelers from / to arrival or departure points, acting as reception agents.
3. The escort of tourist groups during a full package tour, acting as tour manager/ tour director.

These secondary tasks must be performed with appropriate professional skills, to ensure the best possible services to customers at all times.

### ***Tasks of Tourist Guide acting as Reception Agent At the Operator's Office:***

Obtain:

1	The name(s) of individual traveler(s) or group(s).
2	Particulars of the transport company.
3	Flight numbers.

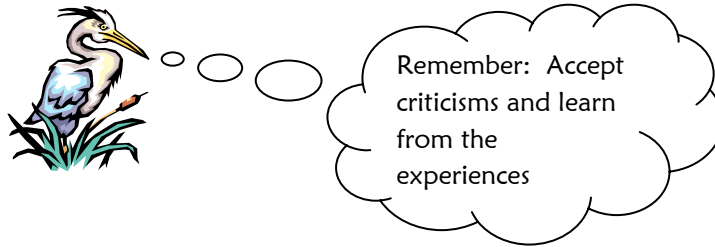


4	Originating point(s) and destination(s).
5	Arrival and departure time.
6	Address of meeting places.
7	Amount of money needed to pay porter age, if any.
8	Special instructions (invalid passenger, etc).
9	Last minute change of plan.

***Meeting passengers at Arrival or Departure points:***

1	Arrive in good time at point where assistance or transfer should start.
2	Locate the booked vehicle (s) where the transfer is required.
3	Meet the driver(s).
4	Inspect vehicle(s) making sure that it (they) is (are) in good condition.
5	Place on the windshield of the vehicle a travel agency poster and number if necessary.
6	Check if there is a delay involving outgoing or incoming transport (When expected means of transport is delayed the hotel should be informed, especially when a group is expected for lunch or dinner).
7	Inform driver(s) of any delay.
8	Make arrangements with porter(s), if necessary, especially, when dealing with a group.
9	Introduce yourself to the clients or tour.

	manager (courier).
10	Welcome client(s) on arrival.
11	Help clients with health, immigration and customs formalities, if possible.
12	Count number of bags and always have clients check their own bags or luggage before it is placed on vehicle at airport or station and on departure from hotel.
13	Wish farewell to client(s) on departure.



## 20 FINAL REMARKS

Your tourism product can be a great source of pride to your village as well as a good provider of jobs and income. It can also help your province and country by improving tourism opportunities for tourists.

We hope that you use this guidebook in your day-to-day work and find it easier to be a make a success of your attraction. We have tried to make this booklet as up to date and accurate as possible but no doubt things will change and you will find things overlooked. If you have any comments on the Guidebook or things you would like to add we would like to hear from you.

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