

# Competency Standard

<b>UNIT TITLE:</b> PREPARE AND PRESENT TOUR COMMENTARIES		<b>NOMINAL HOURS:</b> 80
<b>UNIT NUMBER:</b> D2.TTG.CL3.16		
<b>UNIT DESCRIPTOR:</b> This unit deals with skills and knowledge required to develop and deliver commentaries to customers while on tour		
<b>ELEMENTS AND PERFORMANCE CRITERIA</b>	<b>UNIT VARIABLE AND ASSESSMENT GUIDE</b>	
<p><b>Element 1: Prepare <i>tour commentary information</i></b></p> <p><b>1.1</b> Identify the <i>commentary information</i> that needs to be conveyed</p> <p><b>1.2</b> <i>Research the selected commentary information</i> that needs to be conveyed</p> <p><b>1.3</b> Classify commentary information that has been gathered according to <i>identified customer need</i></p> <p><b>1.4</b> Develop <i>themes for the commentary information</i> that needs to be conveyed</p> <p><b>1.5</b> <i>Prepare draft scripts</i> for commentary information that needs to be conveyed</p> <p><b>1.6</b> <i>Trial draft scripts</i></p> <p><b>1.7</b> <i>Revise draft scripts</i></p> <p><b>1.8</b> <i>Learn ancillary information</i></p> <p><b>Element 2: Present scripted commentary</b></p> <p><b>2.1</b> <i>Deliver prepared commentaries</i></p>	<p><b>Unit Variables</b></p> <p>The Unit Variables provide advice to interpret the scope and context of this unit of competence, allowing for differences between enterprises and workplaces. It relates to the unit as a whole and facilitates holistic assessment.</p> <p>This unit applies to staff responsible for developing and delivering commentaries to customers while on tour, within the labour divisions of the hotel and travel industries and may include:</p> <p>1. Tour Operation</p> <p><i>Tour commentary</i> refers to scripted and consistent information provided to every customer on every tour; also, it includes non-scripted information that is researched and developed to enable responses to questions asked by customers.</p> <p><i>Commentary information</i> will relate directly to the nature, objectives and subject of the tour and may include:</p> <ul style="list-style-type: none"> <li>• History and heritage</li> <li>• Culture</li> <li>• Art</li> <li>• Natural environment</li> <li>• Built environment</li> </ul>	

<p><b>2.2</b> Apply <i>appropriate interpretive techniques</i> to supplement the commentaries</p> <p><b>2.3</b> Use appropriate <i>equipment and technology</i> to deliver the commentaries</p> <p><b>Element 3: Respond to questions</b></p> <p><b>3.1</b> <i>Encourage questions</i> from customers</p> <p><b>3.2</b> <i>Answer questions</i></p> <p><b>3.3</b> <i>Follow-up on questions that cannot be answered</i> at the time</p> <p><b>Element 4: Modify scripted in response to unexpected events</b></p> <p><b>4.1</b> <i>Amend the scripted commentary as unexpected events demand</i></p> <p><b>4.2</b> Factor in <i>unexpected events</i> into existing and future standard scripted commentaries</p>	<ul style="list-style-type: none"> <li>• Wildlife</li> <li>• Domestic and farm animals</li> <li>• Birds.</li> </ul> <p><i>Research the selected commentary information</i> will include:</p> <ul style="list-style-type: none"> <li>• Reading site and location specific information sources that currently exist</li> <li>• Talking and listening to relevant people, including visiting communities and interacting with local communities, where applicable and where possible</li> <li>• Organising information from personal memory and personal experiences</li> <li>• Watching, reading and listening to the media, including specific articles and programs on the subject that is the focus of the interpretive activity</li> <li>• Reading books and other targeted reference sources</li> <li>• Undertaking internet desktop research</li> <li>• Visiting museums and cultural centres, including discussions with curators.</li> </ul> <p><i>Identified customer need</i> will be related to individual group characteristics that may include:</p> <ul style="list-style-type: none"> <li>• Geographic origin</li> <li>• Cultural background</li> <li>• Age</li> <li>• Educational level</li> <li>• Special interests</li> <li>• Requested coverage</li> <li>• Issues that emerge as a trend in feedback that is received.</li> </ul> <p><i>Themes for the commentary information</i> should relate to:</p> <ul style="list-style-type: none"> <li>• Identified customer need</li> </ul>
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- Unique characteristics of the tour
- Seasonal influences
- Time of day.

*Prepare draft scripts* should relate to:

- Ensuring currency and accuracy, including a total ban on fabrication of facts
- Ensuring comprehensive and relevant information
- Including necessary safety and security information relevant to the tour, time of day, conditions
- Ordering the information in logical sequence
- Preparing sufficient appropriate depth and breadth of information
- Identifying delivery style
- Matching words, phrases and terminology to the identified needs of customers
- Explaining unfamiliar terms, abbreviations and acronyms
- Including an interpretive orientation to the script
- Checking grammar
- Ensuring that language used does not give offence, including unintended offence in relation to gender, culture, race, age or personal characteristics
- Matching the length of the script to the duration of the activity, or tour, it is to accompany
- Providing an appropriate mix of statistical and qualitative information
- Ensuring the commentary explains and translates the characteristics, significance and features of the tour.

*Trial draft scripts* may include:

- Conducting an off-tour timed trial of the draft scripted commentary
- Presenting the draft scripted commentary to co-workers for their feedback
- Presenting the draft scripted commentary to selected customers for their feedback.

*Revise draft scripts* must include:

- Amending the draft script in line with legitimate feedback
- Deleting material deemed as irrelevant, inaccurate, misleading, offensive or out of date
- Supplementing material deemed to be incomplete
- Adding material deemed to be important but missing
- Correcting grammar and language related issues
- Conducting a further trial of the revised draft scripted commentary.

*Learn ancillary information* may include:

- Studying material additional to scripted commentary information in order to enable responses to questions from customers
- Conducting self-test activities
- Updating personal knowledge on the basis of new information sourced, events arising and personal experience.

*Deliver prepared commentaries* must include:

- Presenting the scripted commentary as written
- Delivering the entire commentary
- Adding personal embellishments to impart individual style without altering the accuracy and material content of the scripted commentary
- Delivering commentary to coincide with activities, or sites being visited
- Integrating responses to questions from customers into the presentation of the commentary
- Using appropriate voice, including consideration of volume, tone, pitch, clarity, diction and pronunciation.

*Appropriate interpretive techniques* may relate to:

- Engaging participants through the manner in which the commentary is presented
- Attributing local and cultural meaning to sites, sights and activities
- Facilitating learning, understanding and awareness
- Contextualising the tour/activities within a local framework and flavour
- Generating respect and appreciation for the local customs, history and people
- Provoking curiosity, thought and encouraging personal reflection
- Bringing the tour to life by providing opportunities for learning and participation
- Building a relationship between the tour groups and the environment/focus of the tour.

*Equipment and technology* must embrace mobile and fixed items and may include:

- Microphone including the use of correct microphone techniques in conjunction with a range of different microphones
- Megaphone
- Laser pointers to direct attention to the focus of the commentary
- Sound systems
- Lectern
- Integrated audio-visual systems.

*Encourage questions* may include:

- Asking customers to ask questions
- Demonstrating willingness to answer questions by the way they are handled
- Thanking customers for asking questions
- Involving other customers in the question/answer
- Inviting follow-up and supplementary questions

- Encouraging the tour guide to ask questions of the tour group members
  - Including the use of humour, where appropriate
  - Using appropriate body language to support the verbal message regarding encouragement of questions.
- Answer questions* may include:
- Using polite and respectful language, including the use of humour, where appropriate
  - Providing a full and honest answer, including the absence of fabrication of answers
  - Ensuring that personal opinion in an answer is specifically identified as such and not offered as fact
  - Presenting answers to individuals and/or groups
  - Checking that the response has answered the question to satisfaction of the customer.
- Follow-up on questions that cannot be answered* may include:
- Referring customers to sources that may provide the relevant information at the conclusion of the tour
  - Asking if other tour group members are able to supply the answer
  - Making arrangements to research the question and pass it on at a later time/after the tour.
- Amend the scripted commentary* may include:
- Assessing whether or not the scripted commentary should be modified
  - Omitting certain information with a focus on non-essential or 'nice to know' information rather than important or 'must know' information
  - Speeding up the pace of delivery
  - Abandoning the scripted commentary
  - Limiting the number of questions from customers
  - Delivering the commentary without the assistance of voice projection/amplification equipment and systems

- Apologising to customers, where appropriate
- Making arrangements for compensation, where appropriate.

*Unexpected events* may include:

- Systems failure, including technical and equipment failure
- Injury, accident or death
- Adverse weather conditions, including the impact of adverse weather conditions in a near-by or associated area
- Inappropriate customer behaviour
- Unpredictable animal behaviour
- Cultural considerations
- Sudden closures, change of access
- Closures of sites and unannounced restricted access to traditional areas
- Reassessment of customer wants, needs and/or preferences while on tour.

#### **Assessment Guide**

The following skills and knowledge must be assessed as part of this unit:

- Enterprise policies and procedures in regard to preparing and presenting tour commentaries and responding to questions asked by customers while on tour
- Principles of interpretive guiding and interpretive activities
- Ability to use verbal communication and questioning techniques
- Ability to use a range of public address systems and equipment
- Ability to identify tour group characteristics and undertake a variety of research techniques to source relevant information
- Voice projection abilities
- General supporting knowledge to supplement scripted commentaries.

**Linkages To Other Units**

- Develop and update tourism industry knowledge
- Follow safety and security procedures
- Work as a tour guide
- Allocate tour resources
- Conduct interpretive activities in the field
- Coordinate and operate a day-tour (or short excursions)
- Demonstrate/observe respect for indigenous cultures
- Manage and facilitate an extended tour experience
- Research and share information on indigenous cultures
- Prepare and present tour commentaries
- Develop interpretive content for eco-tourism activities
- Develop and monitor culturally appropriate tourism activity
- Plan, develop and evaluate interpretive activities.

**Critical Aspects of Assessment**

Evidence of the following is essential:

- Understanding of host enterprise policies and procedures in regard to preparing and presenting tour commentaries and to responding to questions asked by customers while on tour
- Demonstrated ability to research, trial, revise and present an accurate, up-to-date, comprehensive, interpretive and engaging scripted commentary, including relevant safety and security information, that meets the needs of a nominated tour group on two different designated tours
- Demonstrated ability to respond accurately and appropriately to at least six questions without notice on two different designated tours, demonstrating through the use of verbal and non-verbal communication, that questions are appreciated and encouraged.

**Context of Assessment**

Assessment must ensure:

- Actual or simulated office environment for the planning and revision phase and an actual or simulated tour for the demonstration of practical commentary and question answering skills.

**Resource Implications**

Training and assessment must include the use of a real or simulated tour, real people and real or simulated activities for the focus of commentary; and access to workplace standards, procedures, policies, guidelines, tools and equipment. Note: unexpected events may be simulated.

**Assessment Methods**

The following methods may be used to assess competency for this unit:

- Observation of practical candidate performance
- Portfolio of documentation including drafts, revisions and final copy for scripted commentaries, and evidence of research supporting the development of scripts
- Feedback from tour group members regarding level of satisfaction with commentaries and responses to questions
- Role plays
- Oral and written questions
- Third party reports completed by a supervisor
- Project and assignment work.

<b>Key Competencies in this Unit</b>		
<i>Level 1 = competence to undertake tasks effectively</i>		
<i>Level 2 = competence to manage tasks</i>		
<i>Level 3 = competence to use concepts for evaluating</i>		
<b>Key Competencies</b>	<b>Level</b>	<b>Examples</b>
Collecting, organising and analysing information	3	Gather information for inclusion in scripted commentaries
Communicating ideas and information	1	Present commentaries to tour group members; answer questions
Planning and organising activities	2	Develop scripted commentaries to meet identified need
Working with others and in teams	2	Present commentaries in a group environment
Using mathematical ideas and techniques	1	Determine time available for presentation of scripted commentary
Solving problems	2	Amend scripted commentaries in response to issues arising on tour
Using technology	1	Use internet to research commentary information; use equipment and systems to facilitate delivery of commentaries