

# Competency Standard

<b>UNIT TITLE:</b> WORK AS A TOUR GUIDE		<b>NOMINAL HOURS:</b> 80
<b>UNIT NUMBER:</b> D2.TTG.CL3.01		
<b>UNIT DESCRIPTOR:</b> This unit deals with skills and knowledge required to provide ethical, safe, professional and legally compliant guiding services on a day-to-day basis.		
<b>ELEMENTS AND PERFORMANCE CRITERIA</b>	<b>UNIT VARIABLE AND ASSESSMENT GUIDE</b>	
<p><b>Element 1: Describe the context for the delivery of guiding services</b></p> <p>1.1 Identify the <i>roles, functions and responsibilities of a tour guide</i></p> <p>1.2 List and differentiate between <i>types of tour guides</i></p> <p>1.3 Identify and differentiate between the <i>groups a tour guide may lead</i></p> <p>1.4 Describe <i>the interpretive approach to tour guiding</i></p> <p>1.5 Identify <i>tour types</i></p> <p>1.6 List the <i>characteristics of a tour guide</i></p> <p>1.7 Describe <i>tour guiding principles</i></p> <p><b>Element 2: Develop guiding skills and knowledge</b></p> <p>2.1 Identify <i>guide information sources and contacts</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 the provision of ethical, safe, professional and legally compliant guiding services within the labour divisions of the hotel and travel industries and may include:</p> <p>1. Tour Operation</p> <p><i>Roles, functions and responsibilities of a tour guide</i> will include:</p> <ul style="list-style-type: none"> <li>• Pathfinder to show the way</li> <li>• Mentor to educate and provide information</li> <li>• Host to accompany and facilitate social interaction</li> <li>• Escort to protect and ensure safety</li> <li>• Entertainer to optimise enjoyment and interest</li> <li>• Problem solver to resolve issues arising within the tour group and within the tour itself</li> <li>• Interpreter to interpret the activities, site and tour and promote cultural awareness</li> <li>• Assistant – to help, encourage and motivate</li> </ul>	

<p><b>2.2</b> <i>Acquire and up-date industry skills and knowledge</i></p> <p><b>2.3</b> <i>Identify legal, ethical and safety requirements that apply to provision of guiding services</i></p> <p><b>Element 3: Provide guiding services</b></p> <p><b>3.1</b> <i>Demonstrate the skills and knowledge necessary to guide tours</i></p> <p><b>3.2</b> <i>Apply required legal, ethical and safety considerations to the conduct of tours</i></p> <p><b>3.3</b> <i>Optimise respect for local culture</i></p> <p><b>3.4</b> <i>Minimise negative impact on the culture, people and environment</i></p> <p><b>Element 4: Communicate with industry personnel</b></p> <p><b>4.1</b> <i>Communicate with tourism industry operators</i></p> <p><b>4.2</b> <i>Communicate with colleagues</i></p>	<ul style="list-style-type: none"> <li>• Leader to direct, navigate and move participants</li> <li>• Public relations to enhance the reputation and image of the site/employer</li> <li>• Administrator to keep records and monitor groups and activities</li> <li>• The mortar that binds the tour together.</li> </ul> <p><i>Types of tour guides include:</i></p> <ul style="list-style-type: none"> <li>• On-site/attractions guides</li> <li>• City guides</li> <li>• Government guides</li> <li>• Driver guides</li> <li>• Specialised guides including action and adventure tours</li> <li>• Independent guides</li> <li>• Business and industry guides</li> <li>• One-day guides</li> <li>• Extended tour guides.</li> </ul> <p><i>Groups relates to domestic and international tour parties that may include:</i></p> <ul style="list-style-type: none"> <li>• Package groups</li> <li>• Public tour groups</li> <li>• Students</li> <li>• Incentive groups</li> <li>• Families and friends</li> <li>• Clubs and associations</li> <li>• Senior citizens</li> <li>• Special interest groups including groups with a focus on heritage, adventure, sport, culture, arts, indigenous tourism, nature and eco-tourism.</li> </ul>
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*The interpretive approach* commonly uses face-to-face methods and is frequently supported by interpretive media and aids. The interpretive approach includes:

- Engaging the participants
- Providing a verbal commentary to explain and translate the characteristics, significance and features of the tour
- Attributing local and cultural meaning to sights and activities
- Facilitating learning, understanding and awareness
- Contextualising the tour 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.

*Tour types* may include:

- Site-based tours:
  - Museums, historic sites and galleries
  - Zoos, preserves and wildlife parks
  - Gardens, parks, forests and national parks
  - Factories, businesses, production and processing plants
  - Government and semi-government utilities including power-generating stations, reservoirs and waste-water treatment plants.
- Special interest tours:
  - Photography
  - Wildlife
  - Aerial

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|  | <ul style="list-style-type: none"><li>▪ Parks and gardens</li><li>▪ Sport including participation and observers</li><li>▪ Flora and fauna</li><li>▪ Wine and food</li><li>▪ Geographical regions, areas and destinations</li><li>▪ Scientific and educational.</li><li>• Water-based tours:<ul style="list-style-type: none"><li>▪ Cruises</li><li>▪ Boating and yachting</li><li>▪ Snorkelling</li><li>▪ Scuba diving</li><li>▪ Fishing.</li></ul></li><li>• Land-based tours:<ul style="list-style-type: none"><li>▪ Four-wheel drive</li><li>▪ Remote area</li><li>▪ Bus/coach tours</li><li>▪ Bicycle and motor bike</li><li>▪ Walking</li><li>▪ Horse and camel</li><li>▪ Caravan and camper.</li></ul></li></ul> <p><i>Characteristics of a tour guide</i> may include:</p> <ul style="list-style-type: none"><li>• Honesty</li><li>• Practicality</li></ul> |
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- Friendliness
  - Willingness to serve
  - Local knowledge
  - Personal hygiene and presentation
  - Skills:
    - Unique skills relevant to the type of tour being guided
    - Communication and interpersonal
    - Negotiation and conflict resolution
    - Planning, researching, organising and strategic thinking
    - Risk and emergency management including first aid skills, the ability to respond to accidents, and operate basic emergency equipment and communication systems
    - Leadership and control.
- Tour guiding principles* must include:
- Safety and security including people and property and the development of standard and contingency plans
  - Care and respect including for the tour group, locals and the environment
  - Skills, knowledge and ability to conduct/lead the tour
  - Relevant knowledge in relation to the tour including sites, destinations, environment and activities
  - Providing an interesting and engaging experience
  - Ethical conduct
  - Catering for the needs of those with special needs and individual differences.
- Guide information sources and contacts* may include:
- Tour operators and wholesalers

- Venue and attraction operators
- Internet
- Literature including guide books, history books, media articles, brochures and general destination and site publications
- Network of contacts within the industry including other tour guides
- Tour guide bodies and associations including licensing authorities, where applicable
- Government and semi-government authorities and agencies
- Local identities, stakeholders and landowners
- Tour guide codes of practice.

*Acquire and up-dating industry skills and knowledge may include:*

- Attending industry seminars
- Partaking in industry and related training courses including those provided by industry and by private and public providers
- Undertaking familiarisation tours provided by industry attractions, venues and sites
- Joining a professional guiding association
- Undertaking formal and informal research
- Practicing required skills in an industry setting including acting as an assistant to a bona fide tour guide
- Arranging objective evaluation and assessment of personal skill and knowledge levels.

*Legal, ethical and safety requirements relate to civil and criminal liability and may include:*

- Legal:
  - Duty of care including levels of liability
  - False, misleading and deceptive advertising
  - Breach of contract including conditions, terms and warranties

	<ul style="list-style-type: none"> <li>▪ Complying with specific host country legislation that applies to tour guides in general and specific tour types, locations and/or activities.</li> <li>• Ethical: <ul style="list-style-type: none"> <li>▪ Truth and honesty regarding information provided to customers including a total ban on fabrication of information</li> <li>▪ Provision of products and services in accordance with advertised itinerary and premises</li> <li>▪ Demonstration of respect for local communities, local culture, sites and the environment including the objective of minimal impact tour guiding practices aimed at sustainable operations</li> <li>▪ Maintaining principled relationships with key stakeholders.</li> </ul> </li> <li>• Safety: <ul style="list-style-type: none"> <li>▪ Complying with occupational health, safety and welfare requirements as they apply to individual tours</li> <li>▪ Ensuring the responsible behaviour of customers including controlling and modifying unacceptable and unsafe behaviour, where necessary</li> <li>▪ Checking equipment, locations, facilities and the environment prior to engaging with or using same</li> <li>▪ Managing risk including identifying and explaining potential hazards</li> <li>▪ Removing identified dangerous activities or undertakings from the itinerary including replacing them with an appropriate alternative, where possible</li> <li>▪ Abandoning the tour under conditions where the safety of customers cannot be guaranteed</li> <li>▪ Providing safety advice, directions and demonstrations to customers including monitoring of the implementation of advice and the provision of supplementary guidance as necessary</li> <li>▪ Participating in discussions regarding the development of new tours and itineraries.</li> </ul> </li> </ul>
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*Skills and knowledge necessary to guide tours* may include:

- Pre-arrival activities:
  - Checking of arrival schedules
  - Checking and verifying reservations
  - Confirming itinerary
  - Collecting guide kit, cash advance and vouchers
- Pre-departure checks:
  - Confirming tour requirements
  - Checking and loading equipment and supplies
  - Completing documentation
- During tour activities:
  - Conducting tour
  - Providing commentary
  - Facilitating interaction, learning, understanding and enjoyment, as appropriate
- Post-departure activities:
  - Reconciling cash and vouchers
  - Remitting optional payments
  - Forwarding feedback.

*Communicate* should include:

- Using acceptable industry terminology clearly
- Achieving mutual understanding
- Being able to reach agreement on guiding activities
- Providing accurate information and explanations about customer requirements and special requests



- Taking into account social, cultural and business requirements and contexts including body language, cultural customs and mores
- Identifying operational problems and presenting possible solutions to same
- Consulting in an open manner.

*Tourism industry operators* may include:

- Coach companies
- Tour operators and cruise operators
- Airline personnel
- Accommodation providers
- Food and beverage outlets
- Staff and owners of attractions and theme parks
- Inbound tour operators.

*Colleagues* may include:

- Other guides
- Support staff
- Drivers
- Office personnel
- Owners, managers and supervisors.

**Assessment Guide**

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

- Enterprise policies and procedures in regard to guiding activities
- Principles of guiding
- Characteristics of a tour guide

- Ability to use first aid and emergency situation techniques
- Ability to undertake research and compile useful information for conversion into guiding knowledge and/or commentary
- General tourism industry knowledge
- Specific information regarding the tour being conducted
- Legal liability issues
- Hazard identification and risk management.

**Linkages To Other Units**

- Conduct pre-departure checks
- Conduct interpretive activities in the field
- Coordinate and operate a day-tour (or short excursions)
- Develop and coordinate appropriate cultural tourism activity
- Establish and maintain safe touring conditions
- Lead tour groups in a responsible manner
- Manage and facilitate an extended tour experience
- Plan, develop and evaluate interpretive activities
- Plan, trial and implement minimal impact operations
- Prepare and present tour commentaries
- Provide arrival and departure assistance
- Research and share information on indigenous cultures
- Develop and update tourism industry knowledge.

### **Critical Aspects of Assessment**

Evidence of the following is essential:

- Understanding of roles and responsibilities of a tour guide
- Understanding of legal, ethical and social issues in tour guiding
- Understanding of personal and customer safety and security in tour guiding
- Demonstrated ability to research and present hard copy information to support guiding activities for a nominated tour type, at a given location, to a designated group of customers, listing the legal, ethical and safety issues that attach to the conduct of that tour
- Demonstrated ability to lead a short, local tour of a nominated type for a designated group of people demonstrating the full range of roles, responsibilities and functions of a tour guide
- Demonstrated ability to describe and explain an actual or simulated customer complaint to a colleague, negotiating a resolution to the complaint and identifying how the same sort of complaint can be prevented in the future.

### **Context of Assessment**

Assessment must ensure:

- Actual or simulated office environment for the research and development of tour guide knowledge, plus actual tour guide venues for the demonstration of practical tour guiding skills.

### **Resource Implications**

Training and assessment must include the use of actual tour guiding sources and resources, actual or simulated customers and real sites, locations, venues, attractions and other situations that may be the focus of genuine tour guiding activities.

### **Assessment Methods**

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

- Observation of practical candidate performance
- Portfolio of information that may support tour guiding activities

- Case studies
- Role plays
- Oral and written questions
- Third party reports completed by a supervisor
- Project and assignment work.

**Key Competencies in this Unit**

*Level 1 = competence to undertake tasks effectively*

*Level 2 = competence to manage tasks*

*Level 3 = competence to use concepts for evaluating*

<b>Key Competencies</b>	<b>Level</b>	<b>Examples</b>
Collecting, organising and analysing information	3	Research tour guide information; analyse safety and security issues
Communicating ideas and information	2	Communicate with customers on tour
Planning and organising activities	1	Lead customers on tour
Working with others and in teams	2	Liaise with customers, employer, other guides and attraction, operators
Using mathematical ideas and techniques	1	Calculate safety issues and margins; deal with cash on tour
Solving problems	2	Resolve situations that present a danger to the tour
Using technology	2	Use the internet for research; use emergency equipment and communication systems