



POLITEKNIK HULU TERENGGANU

EXPLORING THE WORLD OF TOUR GUIDE

DTM30114: TOURIST GUIDING TECHNIQUES



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Diterbitkan oleh:

Politeknik Hulu Terengganu
Jalan Pengkalan Gawi Tasik Kenyir
Kuala Jeneris
21700 Kuala Berang, Hulu Terengganu

Email: ilyani@pht.edu.my

Website: www.pht.edu.my

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Nurul Ilyani Abdullah ialah pensyarah Jabatan Pelancongan dan Hospitaliti, Politeknik Hulu Terengganu (PHT). Beliau adalah graduan dari Universiti Utara Malaysia dalam Sarjana Pentadbiran Perniagaan (Pengurusan Pelancongan dan Hospitaliti). Beliau merupakan Editor Buletin PHT Hebat yang mana buletin yang memuatkan kejayaan serta aktiviti PHT dari tahun 2017 hingga kini. Beliau juga bergiat aktif dalam dunia penulisan akademik dan kreatif. Beliau baru dalam penghasilan ebook namun akan menghasilkan ebook dari semasa ke semasa.

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In this e-book, it will describe tourist guide, types of tourist guide, roles and responsibilities and types of assignment as a tourist guide. In this e-book also discuss code of ethics and attitude of tourist guide when perform their duties. Hopefully this e-book can fulfilled and benefit to all reader.



Upon completion of this course, students should be able to:

CLO1 : explain roles and responsibilities of a professional tourist guide towards guiding profession

INTRODUCTION TO TOURIST GUIDE

- A **tour guide** (or **tourist guide**) provides assistance, information and cultural, historical and contemporary heritage interpretation to people on organized tours, individual clients, educational establishments, at religious and historical sites, museums, and at venues of other significant interest. They (normally) have a recognized national or regional tourist guide qualification.
- **Tourist guide** = person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area, which person normally possesses an area-specific qualification usually issued and/or recognized by the appropriate authority
- In travel industry, **tour guide** is someone who takes people on sightseeing excursions of limited duration



- ❑ An individual, who, either as an employee or affiliate of a duty licensed travel & tour agency, GUIDE tourist, both foreign and domestic, for a fee, commission or any lawful form of remuneration.
- ❑ The tour guide is `a person with an effective combination of enthusiasm, knowledge, personality qualities and high standards of conduct and ethics who leads groups to the important sites (in our city), while providing interpretation and commentary.
- ❑ A tour guide is a person who directs tourists and offers them relevant information about the place they are visiting, while interpreting the cultural and natural heritage of an area.
- ❑ As a profession, guide must have a license

Kinds of Tour Guides

- ❑ Free Lance – not permanently connected with any travel agency and paid per trip.
- ❑ Staff Guide – permanently connected with a travel agency, receives monthly salary.



- Local guide – a person competent enough to guide in a certain locality or area.
- Escort – person who accompanies a group of tourists from the point of origin to the destination, and back to the origin. Usually handles group's check in and check out.
- Specialist – person who specializes in a certain field such as botany, architecture, etc.
- Linguist – person who speaks fluently two or more foreign languages.
- Eco-Tour Guide- who perform the tour guide roles within ecological classified areas, where nature. Flora and fauna and the local communities or indigenous people are the main interest.

EXAMPLE LICENSE





FUNCTIONS

- ❑ Provides correct and accurate information on the features , events and history of the location
- ❑ Has broad knowledge about the destination
- ❑ Tour guides are the essential interface between the host destination and its visitors
- ❑ The key front-line players in the tourism industry, who are largely responsible for the customers satisfaction with the services of the tourist destination
- ❑ Contribute greatly to the overall tourist experience with their knowledge and skill
- ❑ Fosters greater understanding among locals and tourists



DUTIES

Role of tourist guide is complex and it consist of numerous sub-roles

- **Informs the visitors** about the local culture and environment
- **Cautions** them on how they must conduct themselves in the destination. This way, misconceptions about communities are cleared up and tourists come to appreciate local culture and the environment
- **Take care of the safety** of his guests while in destination



- ❑ Salesman- selling the tour package
- ❑ Mini ambassador – introducing the country by becoming the ambassador
- ❑ Tourist assistance – assisting tourist by giving the latest information
- ❑ Front liner – for introducing the country

ADDED INFORMATION

Duties and Responsibilities

- ❑ Provide them information and explanations about the place honestly without prejudice
- ❑ Ensure a factual presentation, make sure to distinguish the truth stories, legends, traditions
- ❑ Act fairly and reasonably in all dealings with colleagues and co-workers
- ❑ Always act with tact and diplomacy in dealing with the guests



- ❑ Always report for duty healthy and positive
- ❑ Never take advantage of the ignorance of the tourists
- ❑ Never allow yourself to be used by unscrupulous organizations who want to take advantage of the tourists
- ❑ Use common sense and be honest by saying “ I don’t know,...I will check,..”
- ❑ Protect the reputation of tourism by making every assignment a treat, with respect to the environment, wildlife, sights & monuments, local customs & traditions
- ❑ Act responsibly as representative of the country and the people



Job descriptions of Tour Guide

- ❑ Ensuring that tour members booked to travel are in attendance
- ❑ Organize social activities to allow people on the tours to get to know each other
- ❑ Confirm accommodation numbers with hostels in each location
- ❑ Provide detailed information on local sites to tour members



- Assist tour members with travel advice and information as necessary
- Provide information on restaurants, shopping and activities in each location
- Promote and sell day tours to tour members, which will earn additional commissions
- Provide support for tour members as necessary
- Ensure procedures are followed at all times
- Reporting of updates and issues
- Become trusted friends



- ❑ Accept changes and be lifetime learner
- ❑ Demonstrate the willingness to improve and change
- ❑ Solve problem creatively
- ❑ Deal with unpredictable work situation positively-accident, natural disaster and etc.
- ❑ Learn new tasks, technologies and procedures
- ❑ Update knowledge and skills for lifelong learning and self-enhancement



- ❑ Understand the tourist psychological need
- ❑ Improve human relation skills
- ❑ Keep updating the information
- ❑ Take care of the country's image

CHARACTER OF TOUR GUIDE

- ✓ An outgoing personality
- ❑ Positive, energetic and open approach to both people and tasks
- ❑ Good appearance, health and grooming
- ❑ Well developed sense of humor, solid conversational skills and ability to entertain people



✓ Decisiveness

- ❑ Emotionally controlled, alert all times, calm in the face of challenge and able to anticipate a problem before it arises or be doggedly persistent until it is solve
- ❑ Translate experience and common sense into firm, quick action
- ❑ Think on their feet

✓ People skills

- ❑ Courteous, patient, sensitive, caring, unselfish, diplomatic, even-tempered, tactful yet firm towards both clients and associates



✓ Organizational skills

- ❑ A good time manager
- ❑ Conscious of all details, punctual and thoroughly responsible

✓ Research Skills

- ❑ Must nonetheless keep up on all sorts facts including postage, phone costs, tipping practices, exchange rate and etc.

✓ Sense of humor

- ❑ Balance fairness to the client with loyalty to the company
- ❑ Depend on honesty and integrity
- ❑ Must be well situated ethically

Continue

- Courtesy
- Tactful
- Kind
- Understanding
- Friendly
- Unbiased
- Knowledgeable
- Mature in judgments
- Responsible
- Energetic
- Efficient
- Good in time management
- Good in problem solving
- Good in self appearance
- Flexibility
- Considerate
- Cheerful



STANDARD DRESS FORM FOR LICENSED TOURIST GUIDES

Tourist guides must adhere to the standard dress form that is introduced by the Ministry of Tourism in order to uphold the professionalism of the tourist guide professions.

DRESS FOR MALE TOURIST GUIDES

- (a) Long or short-sleeved made-in-Malaysia Batik shirt worn with plain long pants;
 - (b) Long or short-sleeved shirt worn with a tie and plain long pants;
 - (c) Collared T-shirt worn with plain long pants for adventure-type tours only;
- Or
- (d) Uniforms that meet with the above guideline supplied by any tour companies.



DRESS FOR FEMALE TOURIST GUIDES

- (a) Made-in-Malaysia Batik Dress (covering knee) / Baju Kebaya;
- (b) Blouse and skirt (covering knee);
- (c) Collared T-shirt and plain long pants for adventure-type tours only; or
- (d) Uniforms that meet with the above guideline supplied by any tour companies.

EXAMPLE OF DRESS CODE



- ✓ Standard Dress Code
- ✓ Batik / Baju Melayu / Collared shirt with tie
- ✓ Baju kurung / Kebaya / Decent dressing



Workplace grooming

- It depends on what type of guiding he/she carry on.
 - For example, mountain guides need different clothes from city guides. Adventure guides wear differently from museum guides. Walking guides may require more comfortable shoes than tour bus guides.
 - Yet there are some general rules in dressing for tour guides.
1. Dress comfortably for guiding work. Tour guiding is a physical work requiring a lot of walking, standing, and climbing etc. Sometimes when clients are at rest, tour guide is still busy preparing the next stop. Thus, comfortable clothes and shoes are important for a guide to complete the work.

2. Wear clear and neat, casual but not too loose. Guiding is a way of presentation. Clear and neat dressing provides a good first impression to your clients. As most tour guides meet clients on vacation and trips, casual dressing is recommended. It is awkward if tour guide wear formal suits while the travelers are on T-shirts. On the other hand, because the guide is at work, it is not professional to wear too loosely like slippers.
3. Do not wear shinning but do stand out if necessary. If we are taking a ghost tour, or guiding for Halloween, abnormal costumes may add to the fun nature of tour. In the case of busy tourist spots, you may choose clothes with outstanding colors. It will be easier for clients to identify you during the sightseeing tours. Otherwise, casual smart dressing is recommended.



4. Brand or logo. Wear it on clothes, hats, umbrella, bags ext. This contributes to tour guide branding. Not only remind clients of who we are, but also shows other people along the tour.

Personal Hygiene

- Sanitation
- Appearance – smell good, act well, dress well
- Habit not irritate customers –smoking, chewing gum, and any actions that are inappropriate in front of guest



Safety and management risk



“Tour are born, not made. No matter how much planning the company puts into a tour, things like weather, the group’s personality, and especially, an array of unexpected, unpredictable incidents will reshape the tour into its unique form. No tour are ever exactly alike”
(Mancini 2001)

- Tour guide must ensure guest safety, warn them on:
 - Plants that might cause some allergies
 - Food and drinks that might not suit their digestive system
 - Elevation for those with vertigo and fear of height
 - Dogs that might bite
 - Presence of pickpockets in crowded areas



✓ General guiding principles when dealing with the unexpected

1. Use common sense

- Quick assess a situation, to look at it from all side, and to come up with logical solution
- Should be confident of his/her ability to clearly see the correct path in any challenging situation and take it with little no hesitation

2. Stay calm

- Always seem to be in control even if fear or confusion is simmering within you

3. Consult your company

- Always contact your immediate superior at the home company which helps absolve you of ultimate responsibility
- Refer to tour manual provided by the company

4. Use other resources people as allies

- Always remember that in a crisis, individuals in a group often band together for the common good
- Tour passengers, motorcoach operator, airline personnel, hotel executives, etc.

5. Document any unusual occurrence

- Document anything uncustomary that happens on a tour
- Provide with form





6. Head off problems before they occur

- Never let it happen in the first place
- Firmness
- Making all information very clear to clients helps keeping the tour smoothly

Problem do occur

Theft and losses

- Cash
- Credit cards
- Traveler's check
- Passport
- Driver's license
- Airline tickets
- Miscellaneous valuables
- Company's valuables
- Luggage problems
- Transportation delays and cancellation
- Illness and accidents
- Death
- Hotel fires



Tour Guides: Mind Road Safety

- Transportation makes part of the sightseeing tours. Depending on the group size, it can be a private car, bus, or taxi. While the driver is responsible for safe driving, tour guides need to remind travelers of road safety.
- ✓ Remind passengers of the seat belt. People from some countries are cautious of road safety, while others might neglect. After boarding the vehicle, a tour guide needs to inform clients where the seat belts are. Ask them to put on the belt for safety reasons, especially when there are kids on the vehicle. Take extra attention to see if the kids are safely fastened.



Tour Guides: Mind Road Safety – cont

- ✓ Tour guide security on the vehicle. If tour guide are standing while it is driving, hold on to something in case of emergency. There is a place for the guide in front of a bus. If tour guide are sitting, put the seat belt on. For one thing, the guide is often taking the front seat which has higher risks at accidents. On the other hand, a guide may need to turn back and talk to clients along the way.
- ✓ When doing walking tours, tour guides also need to mind the traffic when crossing the street. Travelers are new to the destination, some even from foreign countries. The traffic rule and customs can be very different. As a tour guide, it is necessary to remind clients of road safety. Watch out for the traffic when necessary.



Explaining safety

- Tour Guide**
- Please keep your seatbelts fastened at all times.
- I ask that you keep your hands inside the train.
- As a safety precaution, please stand behind the yellow line.
- For your own safety, we ask that you refrain from putting your arms out the window.
- Please do not feed the animals.
- Please remain seated until we come to a full stop.
- Please stay with your group at all times.
- Please keep to the sidewalk.
- I do not recommend swimming here. The water is very rough.
- We suggest only carrying small amounts of cash.
- These rules are for your own comfort and safety.



First Aid Techniques In Emergency Situations

- First Aid is the temporary help given/ emergency care to an injured or a sick person before professional medical treatment can be provided
- Comprising of simple medical techniques , is most critical to the victims and is, often life saving
- Can be carried out using minimal equipment
- In minor emergencies, first aid can prevent a victim's condition from worsening and provide relief from pain.



- Principles of first aid apply to all emergencies
- ✓ Call for professional medical help. If that is possible
- ✓ Establish what dangers may still be present at the scene of the accident or injury before beginning to provide first aid
- ✓ The victim, if conscious, should be reassured that medical aid has been summoned, and ask for permission to provide any first aid. If we are talking about family member that last step would be rather stupid, but if you are trying to assist a total stranger it is absolutely necessary



- Principles of first aid apply to all emergencies-continue
- ✓ Ask any bystanders or the injured person's family or friends about details of the injury or illness
- ✓ Ask about any care that may have already been given, and about any pre-existing conditions such as diabetes or heart trouble. The victim should be checked for a medical bracelet or card that describes special conditions
- ✓ Don't move the victims unless the accident scene becomes unsafe or victim may suffer further injury



- One method for evaluating a victim's condition is known by the acronym "ABC", which stands for:
 - A- Airway: is open and unobstructed?
 - B- Breathing: is the person breathing? Look, listen and feel for breathing
 - C- Circulation: is there a pulse? Is the person bleeding externally? Check skin color and temperature for additional indications of circulation problems.



- Coordination, operation and leadership skills in a tour activities
 - a) Perform supervisory functions
 - b) Orientate tourist to be on time
 - c) Advise tour members of local interest point
 - d) Prepare and present tour feedbacks
- Prepare report on safety hazards, unwarranted harassment/sexual harassment or inappropriate behaviour for further action
- Practise proper ethics and etiquette in performing guiding functions.



Explaining etiquette and customs

- ❑ **Tour Guide**
- ❑ It is customary in our country to tip the friendly bus driver.
- ❑ In this region we bow rather than shake hands during a first meeting.
- ❑ Though the all-inclusive includes tips for the servers, it does not include tips for the bellboy.
- ❑ To indicate that you want to get on or off the bus simply wave your hand at the driver.



PLACES TO VISIT

Beautiful landscapes

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