



TOURISM WORKSHEET 2 – TOUR GUIDING

INTRODUCTION

This worksheet is suitable for students studying certificate II in Tourism, in particular those undertaking the 'Attractions and Theme Parks' strand.

The criteria which will be addressed are: **Knowledge and Understanding; Reasoning and Application; Communication Skills.**

AIMS

Modules to be addressed could include:

THHGCS01A – Develop and update local knowledge

THTFTG06A – Prepare and present tour commentaries

THTFTG03A – Develop and maintain general knowledge required by guides

THTFAT01A – Provide on site information and assistance

THTFAT03A – Conduct pre-event briefing

EQUIPMENT

- Sunscreen and Hat
- Water Bottle
- Clipboard folder
- Notepad, pen and pencil
- Video camera (optional)
- A portable tape recorder (optional)
- Digital camera (optional)

TASK

You are a guide employed by 'Gold Coast Sunshine Tour Company'. Your firm specialises in guided tours of popular Gold Coast Attractions and Theme Parks. Today you will be visiting Currumbin Wildlife Sanctuary in order to prepare a tour and site commentary for a specific tourist group.

ACTIVITY 1

Prior to visiting Currumbin Wildlife Sanctuary you will need to establish your client profile and assess the nature of the site. Accordingly you will need to include in your assessment the following information:

Specific client group(s) for whom the commentary has been developed.

Establish your target audience. Some examples are families with young children, Japanese visitors, visitors from a specific cultural group (example Arabians), groups of local school children or American University students.

You will need to provide information about your target audience using the following sub-headings.

- Size of group(s)
- Age/ age range
- Cultural background including religious beliefs
- Educational background (depth of information)
- Special interests, if relevant
- Other (e.g. clients with special needs)

Provide information about any characteristics of the attraction/event for which the commentary has been developed. Note them clearly under the following sub-headings:

- A brief history of the attraction/event
- Nature, function and tourist features
- Size and structure
- Location (include a map and/or photograph)
- Facilities and services
- Work place health and safety issues
- Personnel involved

ACTIVITY 2

Plan the itinerary for the visit

Provide a copy of the itinerary and a map for your target audience, and indicate the time to be allocated for the attraction/event that you have planned for your visitors. In addition to your specific planning, ensure that your visitors are allocated time to see and experience all the features of Currumbin Wildlife Sanctuary. Your visitors may need time to take photographs and/or video footage. You should also make sure that the pace of the tour is appropriate for your selected group.

The timing of your tour is an important factor to consider as many tourists are on a tight schedule. If you allocate a certain amount of time then you must keep to this. To meet client needs and expectations (not to mention concentration levels), site tours usually range from forty five minutes to an hour and a half.



ACTIVITY 3

Prepare the commentary for the site.

You will need to research accurate and relevant information about the site. A good place to find this information is the Currumbin Wildlife Sanctuary Website (www.currumbin-sanctuary.org.au). The information selected will need to be arranged to meet the timing requirements of your visitors. Your commentary should have a logical development and be clear, concise, instructive, interesting and enlightening.

When writing your commentary use point form to present it. Commentaries should not be read and accordingly should not be compiled as essays. As an alternative you may wish to present your commentary in video format or a combination of verbal presentation and photographs.

When delivering your commentary make sure it sounds interesting. Be sure to vary the pitch and tone of your voice. Keep the overall timing in mind in order to allow sufficient time for clients to take advantage of any additional services offered at the site. As an example, a guide may talk for only thirty minutes on a one hour tour to allow time for questions and taking photographs.

ACTIVITY 4

Your commentary is to be presented on the day of the visit. Personal presentation and grooming on that day should be appropriate for your target audience and site location. Keep in mind that your uniform is not appropriate dress for this activity. You may bring extra articles of clothing with you especially for the presentation.

Communication and Presentation techniques should be appropriate to your presentation.