

## TOUR GUIDING AND OPERATIONAL TOURISM

### HISTORY

1. Graduate from Tour Guiding course with Certificate III, the first to be conducted by TAFE Tasmania.
2. Established small business offering bicycle tours and hire in Hobart, Tasmania.
3. Tours ranged from half to full day; base tour was half-day historic tour with full commentary; tours also tailored to clients' wishes.
4. Tour groups ranged from individuals to a maximum of 10.
5. Promotion was through various publications and guides, including the major wholesale, Tasmania's Temptations, as well as brochures distributed to other tourism outlets.

### SKILLS AND KNOWLEDGE INVENTORY

- 1. Tour planning and scheduling**
  - 1.1. Market assessment
  - 1.2. Product planning
    - 1.2.1. Route selection
    - 1.2.2. Scenic, historical or other interest and themes
    - 1.2.3. Time to cover route
    - 1.2.4. Dates appropriate to seasons
    - 1.2.5. Appropriate start and finish location
    - 1.2.6. Ease of access
    - 1.2.7. Type of equipment
- 2. Promotion and marketing**
  - 2.1. On-site promotional material
  - 2.2. Liaison with marketers, operators and government agencies
  - 2.3. Word of mouth promotion based on quality delivery of product
  - 2.4. Media coverage
  - 2.5. Advertising in key tourism publications
- 3. Commentary and interpretation**
  - 3.1. Research and validation
  - 3.2. Development of script
  - 3.3. Flexibility in delivery
  - 3.4. Public speaking dynamics to groups in the outdoors
- 4. Risk management**
  - 4.1. Assessment of equipment
  - 4.2. Care and maintenance of equipment
  - 4.3. Assessment of route and localities
  - 4.4. Written risk management plan
  - 4.5. Establishment of emergency procedures
  - 4.6. Food preparation management
  - 4.7. Assessment of participants' physical condition
  - 4.8. Briefing on expected behaviour and outcomes
- 5. Catering**
  - 5.1. Procedures to ensure cleanliness and food preservation
  - 5.2. Procedures for personal hygiene
  - 5.3. Selection of appropriate foods for participant consumption in relation to activity undertaken
- 6. Bookings**
  - 6.1. Procedures for accepting agency bookings
  - 6.2. Procedures for accepting direct bookings
  - 6.3. Recording of bookings including participant information
  - 6.4. Issuing of receipts
  - 6.5. Refund policies
- 7. Group dynamics**
  - 7.1. Conflict resolution
  - 7.2. Group positioning for commentary delivery
  - 7.3. Ethnic differences
  - 7.4. Inclusiveness in activities and commentary