



Timor-Leste

Tourism & Professional Tour Guiding Module

Tourism **SERVICE QUALITY**

KNOWLEDGE TRANSFER AND CAPACITY
BUILDING PROGRAMME

Outlines of the course / Course outline

- 1. Business of Tourism**
- 2. Introduction to Tour Guiding**
- 3. Tourist Engagement**
- 4. Type of Tourist**

OBJECTIVES

At the end of the course, you should be able to :

1. Identify the tourism sector and infrastructure requirement
2. Recognize the tourist destination
3. Distinguish tourist and communicate with them in common situation
4. Apply tour guide principles
5. Be able to create an itinerary & packages

Helping you to deal with change!

This change can be scary in case they do something “wrong”. So, you may not want to follow what you learn in this course. However, the following training can help you understand how these ideas can really help you in your job and turn you into a very good guide!

SARA

S

Shock!

At first you really don't like the idea-you may be upset, or even scared of the new idea

A

Anger!

You get angry-you want to fight against the idea

R

Rejection!

You throw the new idea away, and don't want to have anything to do with it

A

Acceptance!

After thinking about it for a while, you realize it may be good after all, and you decide to accept it

I. Business of Tourism

What is the meaning of tourism business?

Tourism is **the business of providing services for people on holiday.**

What is tourism?

Tourism is the activities of people traveling to and staying in places outside their usual environment for leisure, business, or other purposes for not more than one consecutive year.

Why Tourism is important?

Tourism boosts the revenue of the economy, creates thousands of jobs, develops the infrastructures of a country, and plants a sense of cultural exchange between foreigners and citizens. The number of jobs created by tourism in many different areas is significant.

What are the tourism sectors?

Attraction



Tourism



Accommodation



Transportation



Sport and recreation activities



The components of the tourism industry

Accommodation Sector	Attraction Sector
Hotels / Resort	Natural and manmade attraction
Guest houses	Museums
Eco Lodge	Seaside
Vacation villages/homestays	Monuments
Camping	Heritage Places
Etc.	Mountains

Transportation Sector

Airlines
Taxis
Rental operators

Cruise lines
Bus operators
Motorbikes
Water Taxis

Travel agencies and Tour Operators

Tour Operators
Retail travel agents
Conference organizers

Sports and Recreation

Sports
Diving
Hiking
Trekking
Adventure and
Cycling

What is a tourist destination?

A tourist destination is a city, town, or other area that is significantly dependent on revenues from tourism, or "a country, state, region, city, or town which markets itself as a place for tourists to visit

What are the 5 basic components of tourism?

- ❖ **Accessibility (Transportation...)**
- ❖ **Accommodation**
- ❖ **Attraction**
- ❖ **Amenities or facilities like food, telecommunication, road & etc.**
- ❖ **Activities (entertainment, sport etc....)**



Airnorth Contact Centre
Henry Wrigley Drive
Darwin International Airport
Darwin NT 0812
ABN 24 008 137 559

Your booking confirmation, itinerary, e-ticket receipt and tax invoice.

Booking reference: 3RWUBA

Booking date: 27 March 2016

Passenger Name
MR EDIDIO PURIFICACAO SOARES

Frequent Flyer No.

ETicket Number
935-2420846344

Your itinerary

DARWIN - DILI (TIMOR-LESTE) Friday 01 April 2016

Flt No	From	To	Depart	Arrive	Fare Type	Aircraft	Stops	Baggage
TL518	Darwin	Dili (Timor-Leste)	15:30	16:20	Air Saver	E170 Jet	0	20kg

Accessibility



Accommodation

Eco Lodge

Local Guest House



Resort



Business hotel



Attractions



Amenities / Facilities

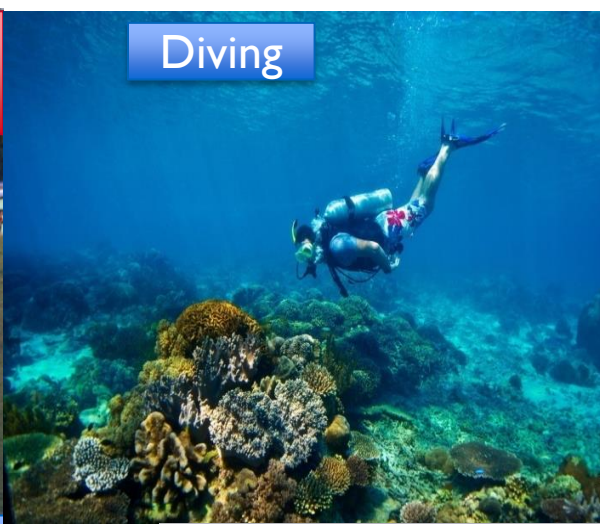
Shops, Restaurants, Toilet
Tourist Information Center,
Maps / Tourists signage,
WIFI,
Roads,
Water and
Telecommunication



Activities



Sport - Football



Diving



Fishing event



Hiking



Eco Trail



Events & Activities



Activities (Group Discussion)

What makes Atauro, Bobonaro, Lospalos, Ainaro and Ermera a tourist destination?

Accessibility	
Accommodation	
Attractions	
Amenities	
Activities	
Tourist information	

General type of Attractions

Cultural Attractions	Natural Attraction	Events	Recreation	Entertainment Attraction
Historical Sites	Landscape	Tour de Timor	Sightseeing	Theme Parks / Taman hiburan
Museums	Caves	Community Events	Golf	Amusement Parks /Parke entretenimento
Monuments	Waterfall	Festivals	Swimming	Cinemas
Architecture	Mountains	Religious Events	Tennis	Casinos
Life and Lifestyle	Coasts / Seaside	Sports Events	Hiking	Shopping Facilities
Concerts	Islands	Carnival Event	Biking	Performing Arts Centre
		Cultural event	Sports Shows	Sports Complexes

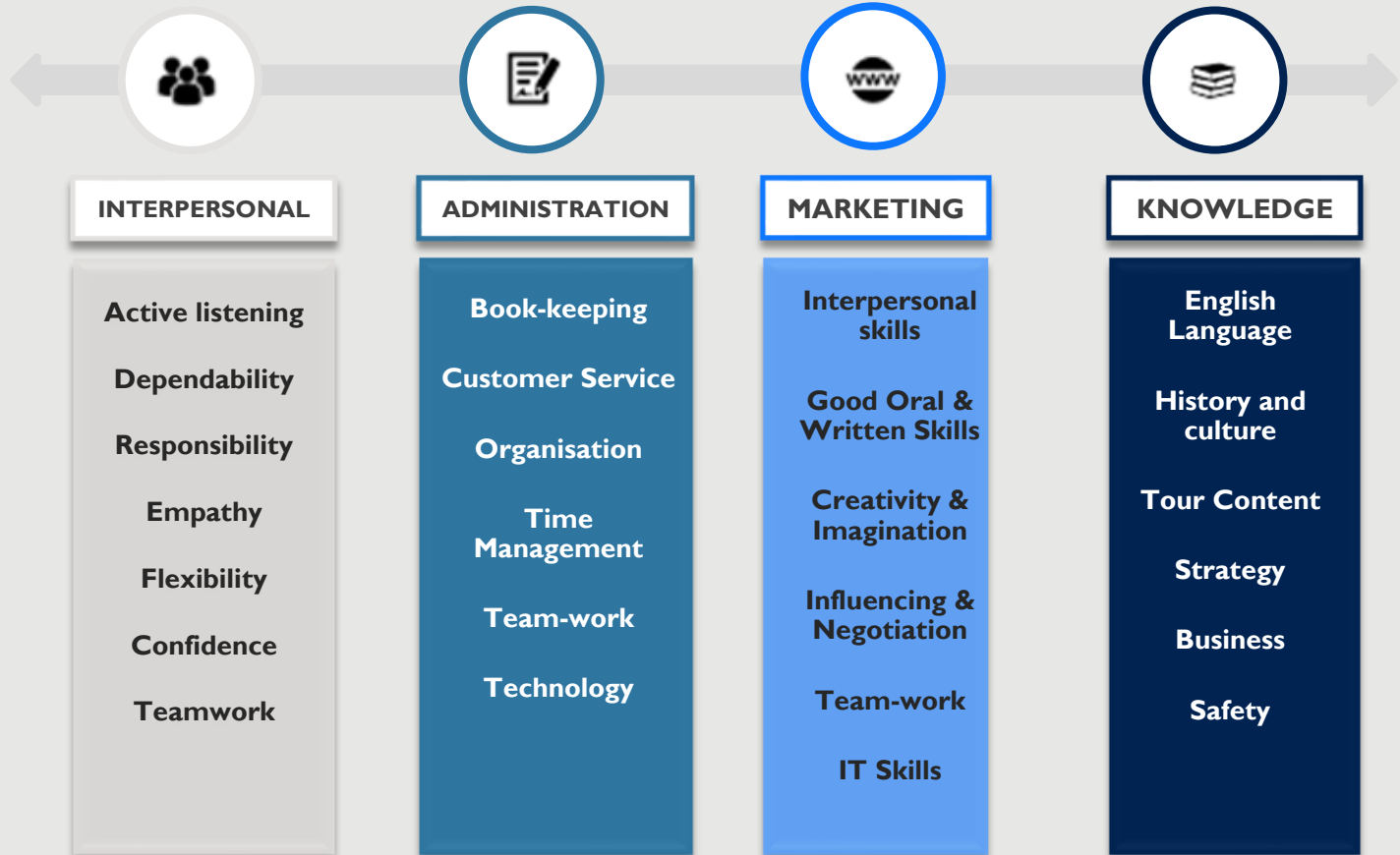
2. Introduction To Tour Guiding

Tourists hire a tour guide in order to discover quickly a destination or site, learn about it, feel safe and able to trust the guide.

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
- Always act with tact and diplomacy in dealing with the guests

LEARNING & DEVELOPMENT FRAMEWORK



To become a tour guide you should have some of the basic requirements like:

- Good customer service skills.
- Organizational skills.
- Time management skills.
- Research skills.
- Excellent communication skills.
- Safety training.

Active Tour Guide

Site Identification



Gather site histories, photos, road conditions, driving or walking distances

Develop product promotion materials



Itineraries, tour packages, flyers, business cards and banners

Marketing the products



Website, WhatsApp, Radio, Television, Facebook and page

Tour Arrangement



Tour guide, transportation, itinerary, food & accommodation ordering, maps, first aid kit and emergency contact numbers

Road Conditions



Walking Distances

From	To	KM	Time Taken
Beloi	Manucoco		3 Hours
Beloi	Adara		3 HRS
Beloi	Makili		2 HRS
Beloi	Bikeli		1:30 HR

Itinerary

3 days visit to Balibó Post Administrative

DATE	LOCATION	ACCOMMODATION	ACTIVITIES
16 Sept. Friday	Dili - Balibo	Leoatsabe, Balibo Vila	<p>Travel to Balibó, stopping at:</p> <ul style="list-style-type: none">• Tibar salt making area• AiPelú old Prison• Likisa massacre church• Maubara fort for handy craft & lunch• Atabae (Bekoe beach)• Timor-Leste & Indonesian Border Post <p>After arrival:</p> <ul style="list-style-type: none">• Check in to Leoatsabe or Fort Hotel• Visit Balibó flag House• Afternoon tea with local leadership team at Community Learning Centre• Dinner at the fort hotel, then screening of the film “Balibó” at Balibo House

Date	Location	Accommodation	Activities
17 Sept. Saturday	Balibo- Marobo hot spring- Maliana	Fort Hotel, Balibo vila	<p>Breakfast at the Fort Hotel (eggs, bread, juice, coffee, Tea, Etc.)</p> <ul style="list-style-type: none"> • Leave Balibo at 7.30 to Marobo hot spring return to Maliana for visit the Market and lunch. • After Maliana return to Balibo for another night.
18 Spt. Sunday	Balibo to Dili	Dili (guests' own arrangements)	<p>Breakfast at the Fort Hotel (eggs, bread, juice, coffee)</p> <p>Return to Novo Horizonte via coast road, stopping at various sites en route.</p> <p>Lunch provided</p>

Tour package

A package is a combination of **elements** that are **sold under a single price** for a group or independent travelers. This package may combine elements as follow:

Accommodation

Transportation

Excursion Guide Services

Food & Beverage

Activities & Attractions

Shopping



Accommodation

Hotels/
Lodges/
resorts/
homestays/
camps/etc.



Food & Beverages

Restaurants,
Markets,
Producers,
farmers



Shopping
Souvenir
shops,
markets,
sellers
Craftsmen,
local
producers



Transportation

Bus, taxi, car
rental,
bicycle
rental etc.



Excursions

Guides, tour
operators,,
etc.



Activities & Attractions
Cycling , hiking,
horse riding,
cooking, farm,
nature,
museums,
festivals,
heritage

Exercise: Package Planning

- Based on the itinerary, you have identified various sites around your accommodation.
- These sites could be visited by tourists staying at the hotel
- Create a day package with:
 - 1 site to visit
 - 1 activity
 - Transport
 - Tour guiding
 - 1 place for the lunch
- Prepare an appropriate itinerary. A good itinerary must achieve a good balance between scheduled activities and free time.

Exercise: Package Costing

Congratulations! You have developed your package and itinerary.

1. Now estimate the costing of this package
2. What factors make vary its cost?
3. How much should it be priced?

5 Ps of Marketing

The 5Ps help companies to review and determine the main issues affecting their marketing products and the 5Ps as the main marketing elements used to position the business strategically.

- ❖ People
- ❖ Place
- ❖ Product
- ❖ Price
- ❖ Promotion

Ways to update your Guiding Knowledge

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graph TD; A[Ways to update your Guiding Knowledge] --> B[Talk & Listen]; A --> C[Read]; A --> D[Field Research]; A --> E[Monitor media & Current events]; B --> B1[Experts, site staff, other guides. Operations Managers.]; C --> C1[Internet, travel guides, brochures, books, History & Culture.]; D --> D1[Sites visits, be a tourist!]; E --> E1[Newspapers, magazines, tourism association, TV...];
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Talk & Listen

Experts, site staff,
other guides.
Operations
Managers.

Read

Internet, travel
guides,
brochures,
books, History
& Culture.

Field Research

Sites visits, be
a tourist!

Monitor media & Current events

Newspapers,
magazines,
tourism
association, TV...

Professional Behavior

Introduction

Why is professional behavior so important?

Tourist travels all over the world and compare the skills, knowledge, behavior and professionalism of tour guides from one country to another.

Tour Guide Competencies:

- A. General Behavior
- B. Responsible tourism
- C. Knowledge
- D. Guiding skills
- E. Leadership
- F. Ethics

A. General Behavior

Western tourists have specific ideas of how guides should behave.

General Manners

Be on time, quick, and well organized

How they would like to be named (Mr. John or Michel or sir)

How to manage larger groups (get them together give the information do not repeat)

Give time for tourists to talk to one another and understand what you have told them.

Use the visitor's knowledge: find out if there is anything they want to see/taste and include these in the tour, if you can.

Follow the laws of the country at all places you visit with the tourists

Do your best to follow the itinerary of a tour and speak positively of the company that you represent.

Help tourists when you see they need help (taking photos)

Separate personal time from work time doesn't take your own holiday photos when you are with your tour group.

Learn how to stand in a way which makes you look professional and interested in your group

Vehicle Manners

Check your vehicle condition before leave

Make sure everyone wears their seat belt

Make sure they are feeling comfortable

Make sure phone very little and pulls the vehicle over to a safe place at the side of the road before talking on the phone.

Make sure do not smoking inside vehicle

Make sure the tourists are interested in what you are talking about, know when to talk, how much to talk, and when to let tourists just sit quietly / rest / sleep

Open and close doors for tourists (also a driver responsibility)

Help elderly tourists get on and off vehicles (also a driver responsibility)

Make sure that tourists know what is the vehicle looks like when it is parked with lots of other vehicles which look the same

Make sure air-con is on and vehicle is cool, before tourists get on if weather is warm

Before leaving a site count the number of tourists when they get back on the vehicle (to make sure no one is missing)

If you have two Timorese in the vehicle don't just talk in Tetum language at all the time (You can teach the tourists Tetum Language if they want to learn)

Cell Phones

- Answer professionally and clearly with your name and suitable greeting.
- Only take business and emergency calls
- Excuse yourself from the tour group if you must take an emergency call
- Set your phone to vibrate mode while on duty
- Set your phone up with an auto-text message which says sorry, I am busy guiding and will call you at the next available time
- Ask your family/friends to rather text you if they need to get hold of you while on tour
- Give your mobile phone number to tour group members, so that they can contact you if they get lost from the group during tour time/in an emergency

Eating, Drinking, Smoking

- Eat with the tourists, with good table manners
- Make sure all tourists have their food before you start to eat
- Ask tourists what sort of food they would like to eat.
- recommend different foods/places to eat
- Ask the tourist to re-use their plastic water bottles if possible
- Advise tourists to re-fill water at the hotel, restaurant or Gallon if you have an in your vehicle
- Do not smoking next to the tourists while they are eating

What are allergies?

A negative reaction by the body to certain foods, most often must nuts (peanuts) flour (wheat flour), eggs, or food made from milk. Eating these items may make the person very sick. Allergies can also be a reaction by the body to some insects (bees), animals (cats) and plants (pollen).

What to do:

- Check if any tourist have allergies;
- Ask the tourist if they have allergy medicine with them on the tour before they leave on the tour;
- Call the restaurant the day before arriving and tell them about the tourist's food allergies;
- Help the tourist to choose foods that do not contain the ingredients that they are allergic to;
- Ask the restaurant if any of the ingredients they are allergic to is in any of the dishes on the menu;
- Watch out for non-food allergies (bees, animal fur, etc.) when on the tour, so you can keep the tourist away from these things that they are also allergic to;
- Keep an allergy food with pictures on to help understand tourist's allergies.

On the working hours

- Work during working hours and only talk to family/friends after hours
- Do not bring your friends / family along on the tour
- Do not change the itinerary to see or do something for yourself
- Ask for your operations manager if you can meet once a month to talk about the various tour groups (keep a diary of each tour group), so that you can learn from different tours and be a better guide.

Group discussion: Code of Conduct for Tour Guides

Work in small groups and discuss the most important things that you would include in 10 point.

Each group must present their points to the class.

Try to include some of the following:

- **Providing a professional service to visitors,**
- **Keeping visitors safe**
- **Only saying what is true**
- **Acting fairly and with no discrimination to any visitors**
- **Representing your country and the culture of Timor-Leste**
- **Welcoming visitors**
- **Being punctual**
- **Representing your employer professionally**
- **Always working within the principles of Responsible Tourism**
- **Protecting the environment**
- **Respecting cultures and communities**

B. Responsible Tourism

Responsible Tourism is careful about the effect of tourism on:

1. The Environment
2. The People in the community
3. The Economy

1. The Environment

I. The tour guide and tourist must not do things that can damage or harm the environment in any way

- Only take photos
- Only leave footprints
- Buy products made from local and renewable products
- Keep empty bottles in the vehicle to throw away in a proper garbage can
- Pick up your rubbish, and even someone else's!
- Do not leave electrical equipment running – lights, fans, air-conditioners, etc.
- where no one needs them straight away.
- Do not damage the natural environment: break trees, pollute water sources

Ways to show respect for local culture:

- **Respect and follow any arrangement that a tour operator has made between them and local communities-about what tourists can and cannot do in the community**
- **Ask permission from locals-before doing certain things:**
- **Never just think that it is Ok**
- **Always ask before you do something**
- **Do whatever is best for the community or local people**
- **Understand the local culture so that you can explain it properly- many tourists might understand or believe things about the culture differently;**
- **Tell short personal stories to help tourists understand the local culture better;**
- **Lead by example-what you do is an example for tourists as they will follow/copy what the leader does;**
- **Be sensitive to issues about culture – for example:**
 - Gender**
 - Age**
 - Dress**
 - What to call people**
- **Keep secrets about certain things that locals do not want 'outsiders' to know about; (private things)**
- **Support the local community – which may involve:**
- **Pay entry fees or other fees to local communities;**
- **Buy goods and services from locals;**
- **Encourage Visitor to buy from the locals; and**
- **Use a guide from the local community to help do local tours of certain areas**

2. The People

Whatever you do, you and the tourists must always consider the local people, their needs, their culture, and their way of life. A tour guide should guide the tourists in the most proper behavior to respect the culture and not upset the people of Timor-Leste.

These guidelines show you how to behave. Share and tell these to tourist so that they know what to do to not upset or confuse local communities.

- Dress and behave in a way that shows respect for tour site, especially temples, religious sites or ceremonies
- Dress neatly and moderately (don't show too much skin). Dress is important and first impressions count and tell people what to think of you.
- Ask before taking photos of people and sites
- Buy new, quality, handmade products and not item that belong to the heritage (history) of the country
- Report sex tourism, especially with children

3. The Economy

The economic part of responsible tourism is about trying to make sure that tourists spend some money in the local area so that the local people can get value from tourism.

- Encourage people to spend money on local products
- Eat in local restaurants, shop in local markets, buy local fruit, etc.
- Buy products marked 'Fair Trade': this ensures people are paid fairly for the job done and using 'eco-friendly' materials when making products.

C. Knowledge

Very well known about the following elements:

- Tourist arrangement
- history of tourism destination
- history of Timor-Leste's culture
- history of heritage places
- history of sites attraction

D. Guiding skills

Guide profile; guest arrival and departure formalities; tour arrangement procedures; pre-research; commentary; guiding at a heritage places, guiding at museum, guiding at religious place, guiding on a moving vehicle; first aid and emergency medical care; map reading; itinerary planning.

E. Leadership

The job of a Tour Guide can be very challenging! You often must face different situations and problems and make decisions. Sometimes the situations can be very serious and affect the lives of your tour group.

Solve Problems and Make Decisions

First remember you must follow the Tour Operator procedures:

Call the operations manager to tell them discuss the problem and options.

They may have solutions you do not know about, or they may find legal or cost problems with the solutions you may have.

They are there to guide and help you!

Call especially if the solutions involves money

Don't call for small problems that you can solve right there – like a guest who wants to change to another room.

For a road accident, or a flat tires – call operations so that they know about the problem

Decision making process

Prevent problems if you can! Try to do things so problems do not happen.

See the example following, the guide should check or find out from the operator Management Company (OMC) if the vehicle has been serviced, if there is a kit (toolbox) to fix problems with, etc.

If you have a problem to solve, here is an easy process to help you solve it:

Identify and understand the problem – what is the problem?

Think of a few possible solutions – what can I do to fix it?

Evaluate the solutions – what is good or bad about each solution?

Choose the best solution.

Implement the solution – put it into action

Check if the solution works

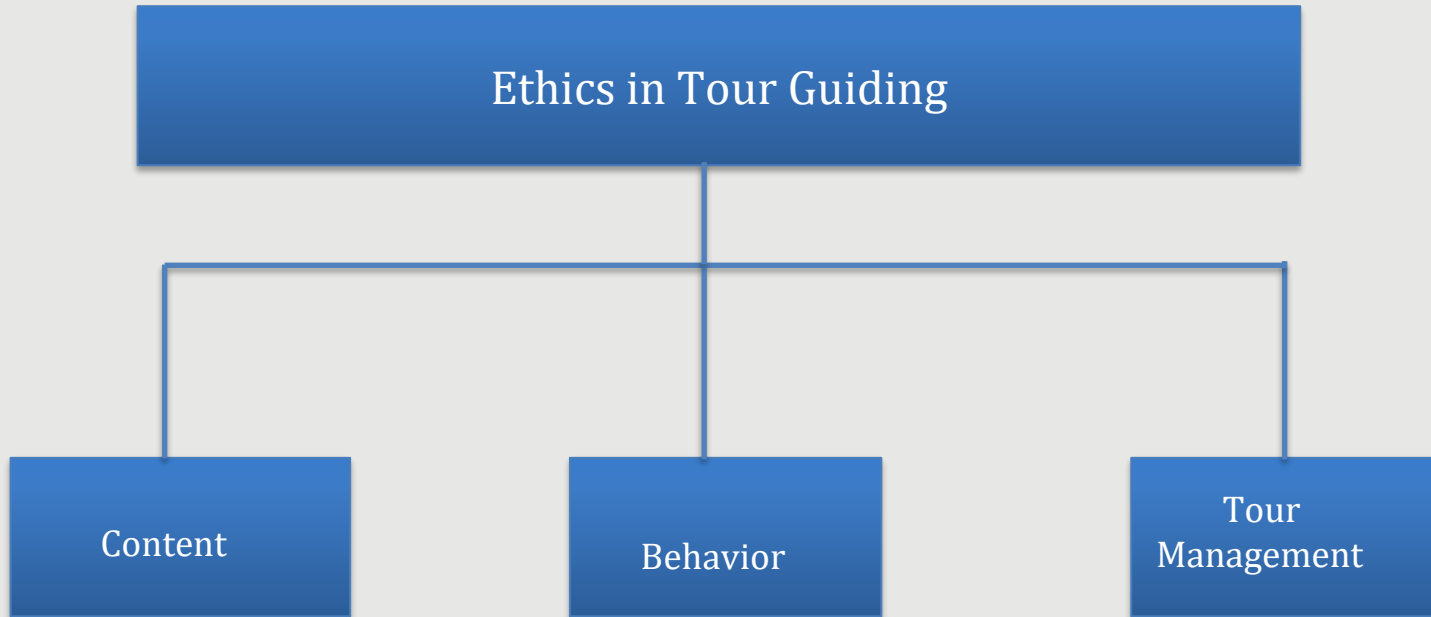
F. Good Work Ethics

- Arrive and leave on time
- Commitment
- Loyalty
- Diligence
- Keep guest privacy
- Good teamwork
- Work all your hours
- Respect your employer

Tour Guiding Ethics

Ethics in tour guiding applies to three areas of the job:

- **Content** of guiding: what you say
- **Behavior** of guiding: what you do
- **Management** of tours and activities: what you manage and organize



3. Tourist engagement

- First impression (of tourists) plays a very important role
- Receiving tourists is just like receiving guests in your home
- Show the best and your best attitude without boasting or overdoing
- Engaging with tourists is more than just greetings, it's about communicating

Establishing Rapport / Relationship

- You need Self- Confidence
- You must Understand People
- You must be Enthusiastic
- You must make Eye Contact
- You must be Interested in them

Service Basics:

1. Look in the eyes and smile
2. Speak first and last
3. Look sharp
4. Know your stuff
5. Make it right

How can rapport/relationship be improved?

Training tourism personnel to be hospitable

- Attitude toward self*
- Attitude toward others (tourists)*
- Attitude toward subject matter (job)*

Encouraging positive feelings towards tourism and tourists

- Teaching specific behavior*
- Community awareness programs*

COMMUNICATION SKILLS

- **7% WORDS**

- Words are only labels and the listeners put their own interpretation on speakers' words

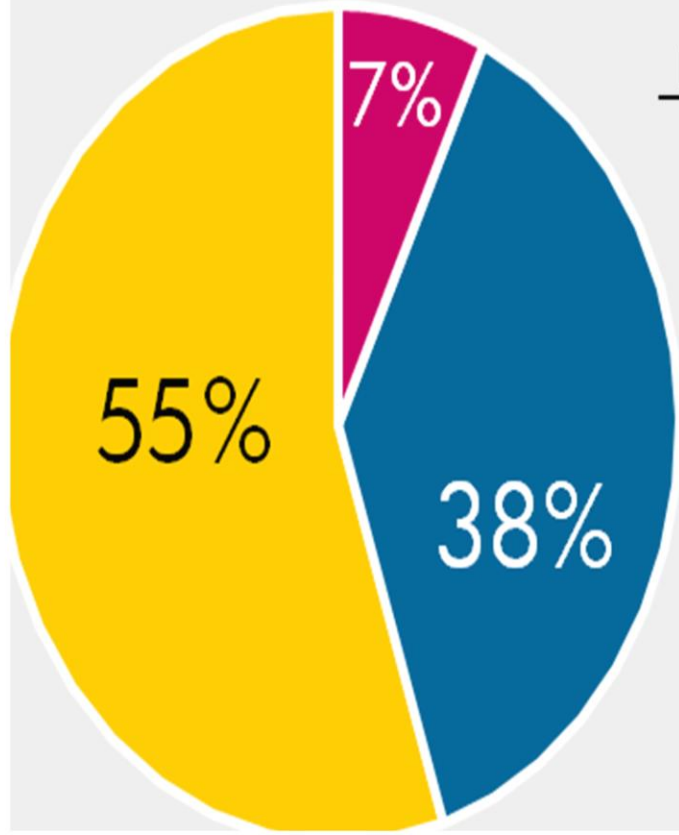
- **38% PARALINGUISTIC**

- The way in which something is said - the accent, tone and voice modulation is important to the listener.

- **55% BODY LANGUAGE**

- What a speaker looks like while delivering a message affects the listener's understanding most. – Gestures, postures, Movements

Dr. Albert Mehrabian's 7-38-55% Rule



Elements of Personal Communication

- 7% spoken words
- 38% voice, tone
- 55% body language

TYPES OF BODY LANGUAGE

Remember that you are dealing with “PEOPLE”

(P)OSTURES & GESTURES

- How do you use hand gestures?

• (E)YE CONTACT

- How's your "Lighthouse"?

• (O)RIENTATION

- How do you position yourself?

• (P)RESENTATION

- How do you deliver your message?

• (L)OOKS

- Are your looks, appearance, dress important?

• (E)PRESSIONS OF EMOTION / Ko'alia ho emosional

- Are you using facial expressions to express emotion?

Communication techniques to use to avoid misunderstandings

- Are you using the appropriate greeting—are they performed correctly and with respect?
- Do you use the correct verbal and non-verbal techniques – is it acceptable or not?
- Are you Speak slowly and clearly?
- Have you analyzed the possible language barriers? What could they be? How can you overcome them?
- Providing signage with diagrams to assist
- Using universally understood gestures—applause, stop

4. Tourists

- People who leave their homes to temporarily visit a place
- Reasons can be pleasure ,meetings or seminars
- With the intention of learning something about the place like its history, people, culture

Different type of tourists

- Cultural tourists
- Backpackers
- Sport tourists
- Families with children
- Retired people
- Groups
- Individuals
- Business travellers

1. Different **people**
2. Different **country**
3. Different **needs**
4. Different **expectations**
5. Different **cultures**

Different needs/expectations

Tour Types	Needs	Expectations
Business travellers	Easy access, connectivity, Meeting rooms, business center and Safe environment	Standard products & service Efficient, fast service – price comes after
Backpackers	Basic accommodation	Meet the locals , Outdoors activities, Entertainment – cheap price
Sport tourists	Facilities for equipment (storeroom, renting of material)	Meet other sports tourists Entertainment
Cultural tourists	Authenticity and charm. Prefer boutique hotels	Good standing of service. Culture and knowledge about the place and its heritage
Families with children	Dining chair for children, special menu for kids	Facilities for children (in restaurant and playground or mini club)
Retired people	Medical services easily accessible Trained safety officer	Quiet environment and predictable standards
Groups	Fast check-in/out process	Equal treatment amongst group members

Cultural awareness and tourists

You will be dealing with International Tourists from lots of destinations:

- Oceania (Australia, Fiji, New Zealand, etc.)
- Europe (Portugal, France, Germany, Italy, etc.)
- America (USA, Brazil..)
- Asia (Indonesia, Japan, Singapore, China, South Korea, etc.)

So, it is important you develop an awareness of their different cultural expectations

What's Next...

- By Next month or next year, you should have applied the skills and knowledge that you have got.
- You'll show how the engagement with tourists was made
- Apply the Tour Guiding practice to other situations
- You'll have identified potential of tourist destinations
- You'll have to developed a tour package

THANK YOU !



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FROM THE AMERICAN PEOPLE