

# Tour Guiding Course

  
swisscontact



## Introduce yourself:

- Name
- Who do you work for?
- How many years' guiding?
- Type of guide? E.g. adventure?
- What are your hopes from this course?
- What are your fears from this course?



# Course Programme

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Module 1: Professionalism



Module 2: Building Rapport



Module 3: Interpretive Activities



Module 4: Tour Management



Module 5: Leadership



# Why this training?

Tourists expect the same standards all over the world – **we need to improve to be at international level**

**ASEAN** countries have set standards for tour guides – **Laos has to meet these standards!**

**These are HIGH standards!!!**



Sometimes new things can be difficult to deal with.  
**The SARA process can help you!**

- 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 realise it may be a good thing after all, and you decide to accept it.

# Dealing with new ideas

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This course may give you new ideas – that you may not like at first!

**The SARA process can help you think about and accept changes that you can make in your guiding skills!**

If you feel uncomfortable in the course with new ideas – **ask SARA for help!**



Module One

# Professionalism in Tour Guiding

  
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# Module Overview

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Topic 1: Professional Behaviour

Topic 2: Responsible Tourism

Topic 3: Research Skills

Topic 4: Tour Guiding Ethics

Topic 5: Brand Representation



# Activity 1: Test Yourself – Fun Quiz

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- **Go to Page 3 in your Workbook**
- **There is a Quiz there to “Test your Tour Guiding skills”**
- **Read each question and choose the right answer!**

Topic One

# Professional Behaviour



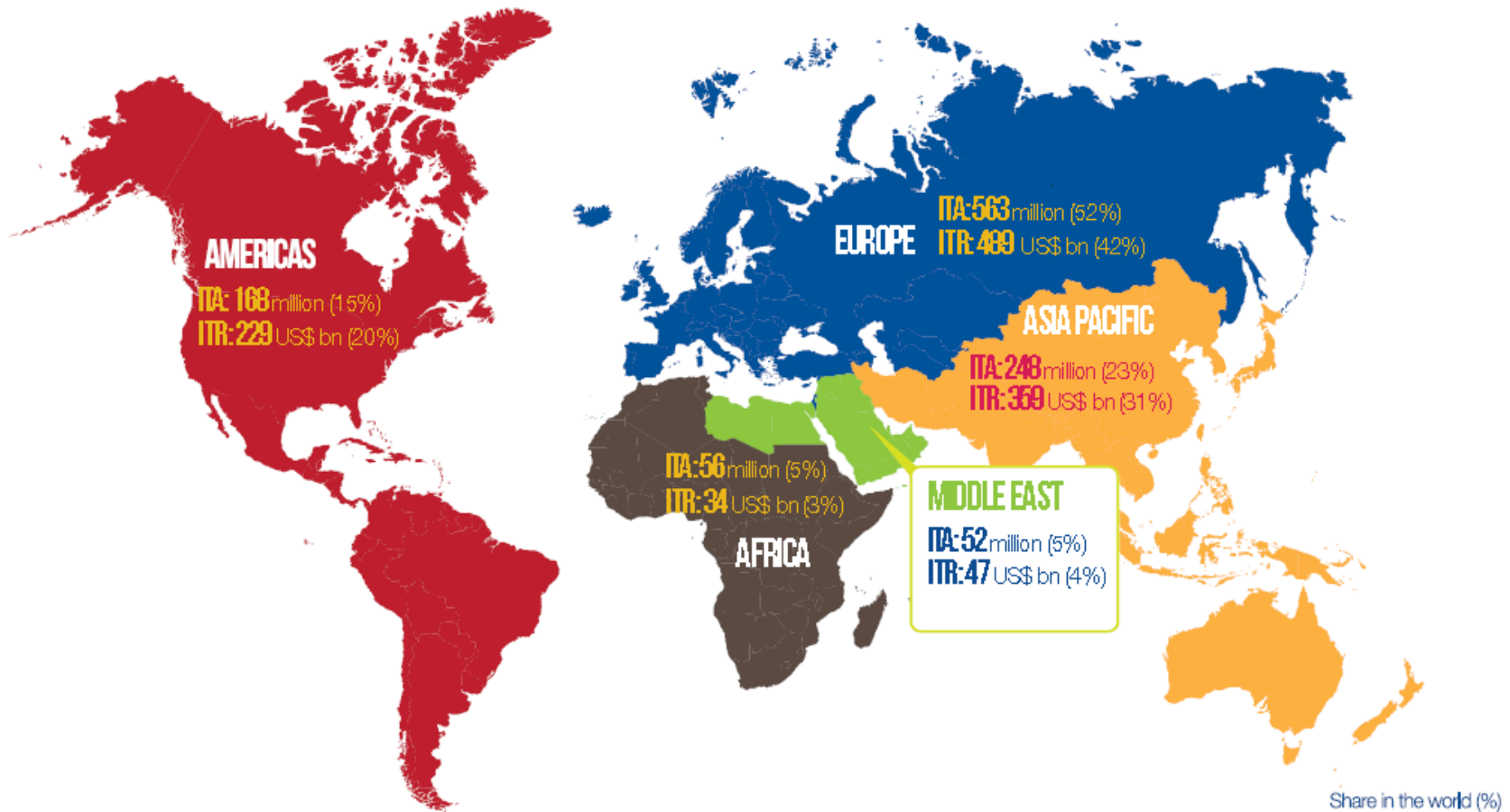
- Appropriate behaviour
- Work and private life
- Cell phone etiquette

# Why Professional Behaviour?

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## INTERNATIONAL TOURISM 2013

International tourist arrivals (ITA): 1087 million  
International tourism receipts (ITR): US\$ 1159 billion



Tourists travel all over the world and expect international standards wherever they go - even in Laos!

# Activity 2: Brainstorm: Western tourist expectations <sup>12</sup>



Expectations!



What are these expectations?



# Tour Guide Competencies

**Tour guide  
competencies:  
Skills,  
Knowledge,  
Attitudes**

General behaviour

Knowledge

Guiding skills

Tour management

Leadership

Ethics

Responsible tourism

Communication skills





## Take a flashcard





- Stand on the **left** if is a thing tour guides **SHOULD** do
- Stand on the **right** if is a thing tour guides **Things** tour guides should **NOT** do



# Do's and Don'ts: Your Employer

Be loyal to who you are working for, e.g.



	<b>Prepare in advance</b>
	<b>Quick, efficient</b> and <b>organised</b>
	Be <b>slow, disorganised, lose</b> things
	<b>Forget</b> important details e.g. name of hotel





## Time



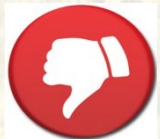
Be on time!



**30 mins early**



Start on time



Don't be late!!



- **Ask pax** what they want you to call them: 'Jim' or 'Mr Smith?



- **Notice** pax **needs** and **offer help**



- Give **medicine** to tourists



- **Offend** anyone



- **Argue** with tourist, driver or site staff





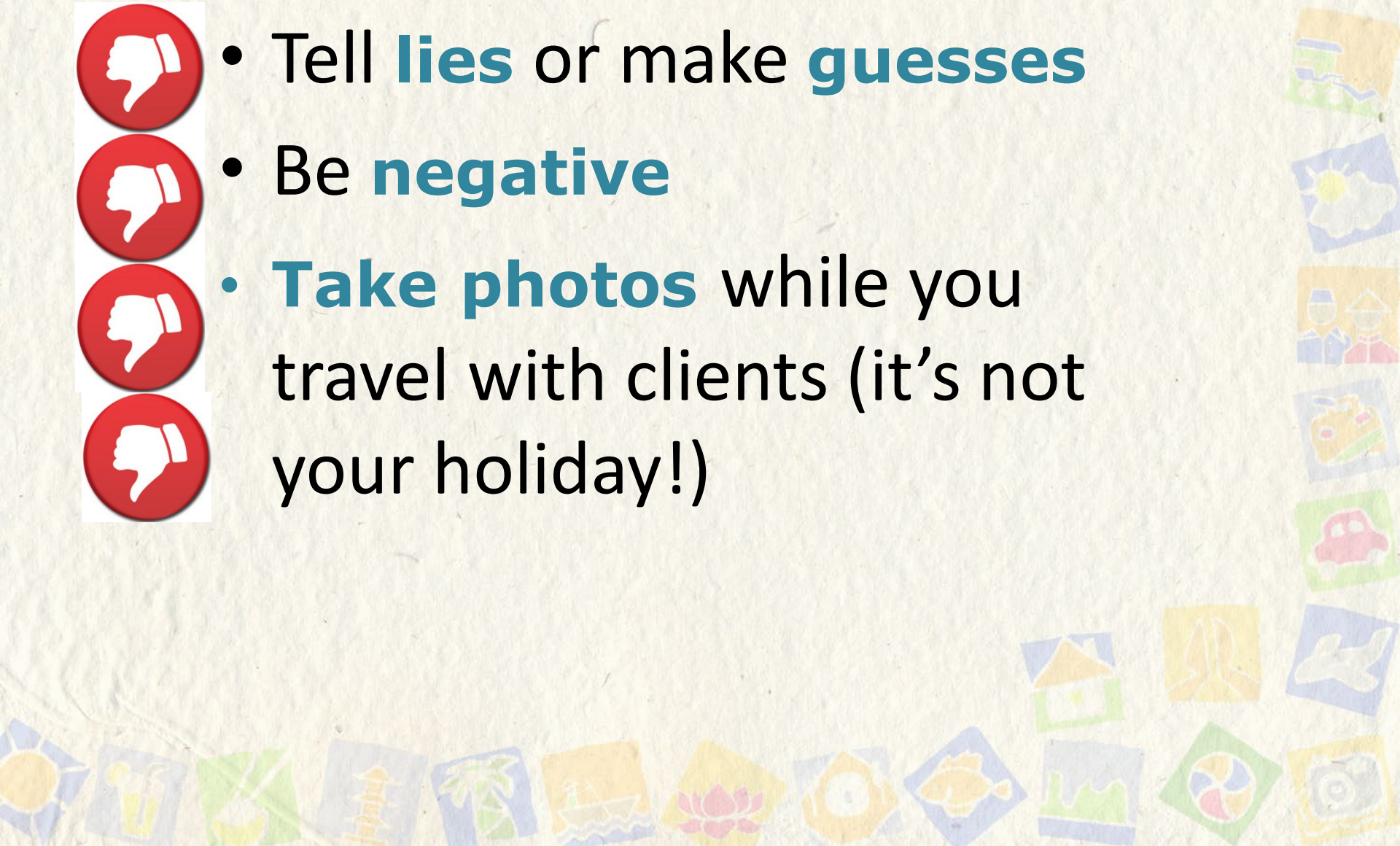
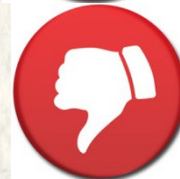
- Tell **lies** or make **guesses**



- Be **negative**



- **Take photos** while you travel with clients (it's not your holiday!)



# Do's and Don'ts: Guiding skills

- ❖ Use positive body language
- ❖ Good presentation skills
- ❖ Learn how to stand correctly



## In the vehicle: DO



Sit up, be alert, check on tourists



Make sure driver uses cellphone only when needed



Open and close doors for tourists



Help elderly tourists to get on/off



Make sure tourists can find the right vehicle



Make sure air-con is on and vehicle is a comfortable temperature



Count your pax!





In the  
vehicle:  
**Don't**

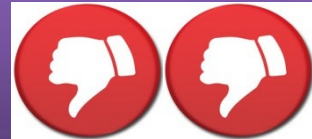


Take your shoes off



Put your feet up on the seat or dashboard

Sleep



Text/talk on a cell phone if you are driving

Talk and laugh loudly and lots with the driver

Use your cell a lot, especially personal calls

## Remember **when eating & drinking!**



Eat with tourists, **with good table manners**



Make sure tourists have food before you start to eat



Explain why to use as few plastic water bottles as possible



Understand about allergies



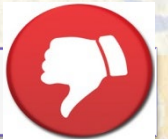
## Eating & drinking: **DO NOT!**



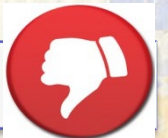
Chew gum



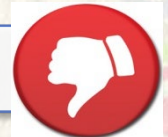
Drink alcohol in work time



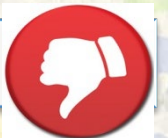
Smoke in sight of tourists



Eat smelly food close to tourists



Eat smelly foods before talking to tourists – bad breath!







Make loud noises while eating





## Table manners:

Action	You	Tourist
Eat open mouthed		
Make loud noises while eating		

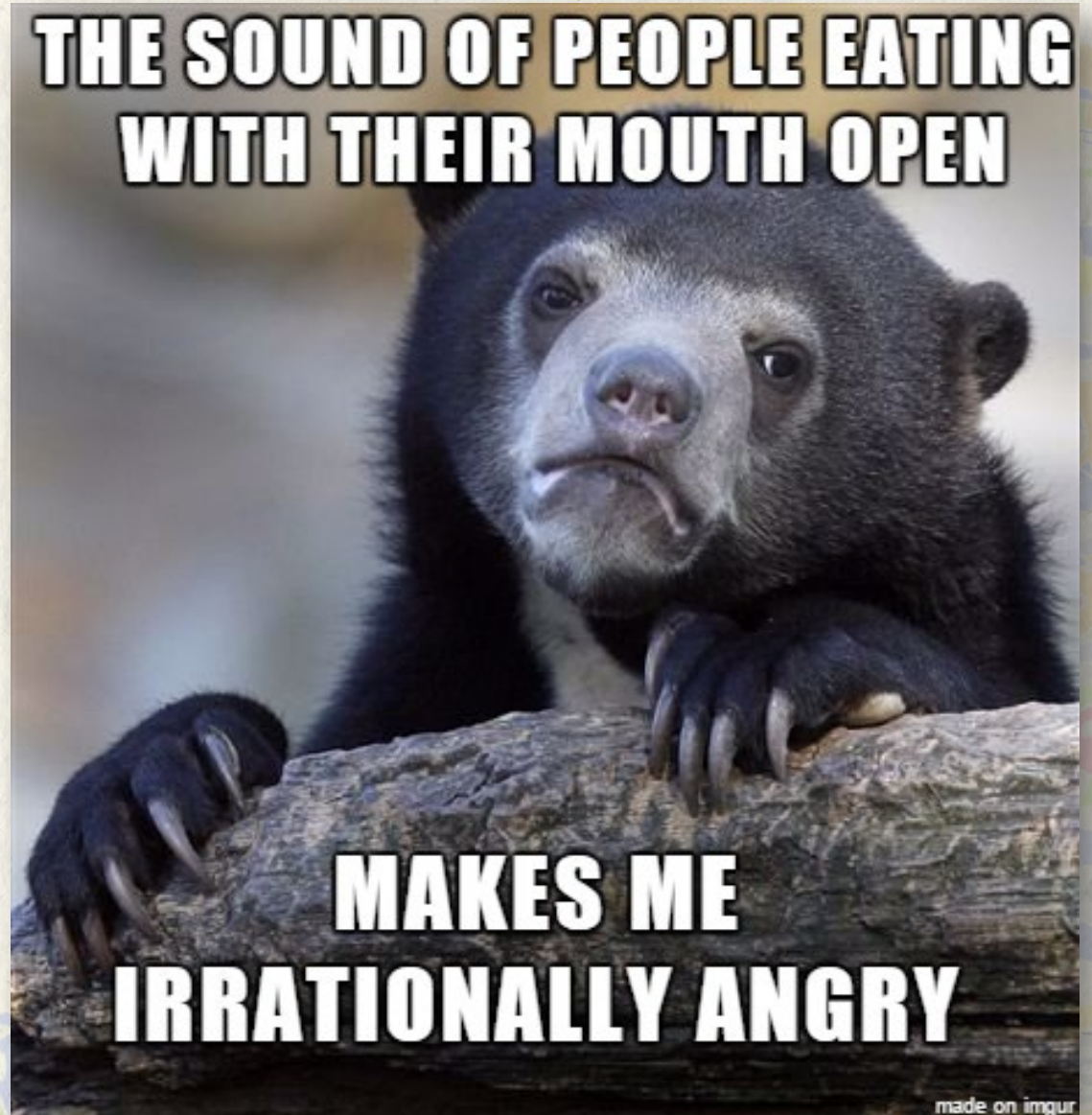
## Table manners:



**Table manners:**

**Loud eating noises really upset many Westerners!**

**Don't burp in public!!**



## Food Allergies:

A reaction by the body to certain foods, often nuts (peanuts), flour (wheat flour), seafood, eggs, or dairy (milk) products.

Eating these items can make the person very sick.

**Non-food allergies** – to animals, insect stings, etc.

## Allergies: food and other

Have you ever had tourists with allergies?

How did you handle them?

Watch out for **non-food allergies** (e.g. bees) when on the tour, so you can keep the tourist away from them.

Keep an allergy chart with pictures to help understand tourists allergies

# Do's and Don'ts: Meal times

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Common things that people are allergic to:



Nuts (esp. peanuts)



Wheat (flour)



Seafood



Eggs



Dairy products

## Allergies: What to do: DMC

### **Before the tour:**

Operations department books the restaurant and tells them if any pax are allergic to anything

### **For big groups:**

This will be mentioned at group briefing so the guide will know

## Allergies: What to do: Tour Guide

1. Check if any pax have allergies
2. Before you arrive at a restaurant, call to check that they have made special food for the person/s with the allergy
3. In non-booked restaurants, help pax to choose foods that do not contain the ingredients that they are allergic to
4. Ask the restaurant what the ingredients in the dishes on the menu are

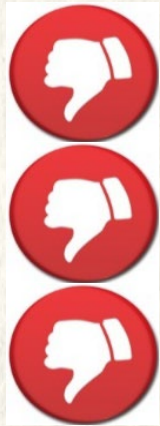


## Good manners with cell phones

- Answer professionally and clearly with your name and a suitable greeting
  - E.g. *“Sabaidee, Sone speaking”*.
- Take **business** and emergency calls
- **Excuse yourself** to take call
- Set your phone to **vibrate** mode
- Set phone with an **auto-text message**
- Give **cell phone number** to clients
- Ask your family/friends to rather **sms** you while on tour



## Bad manners with cell phones: Do NOT



Answer with only 'hello/sabaidee'

Take personal calls in work time

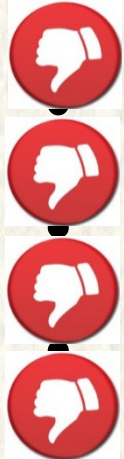
Send personal text messages



## Separate your work from your private life!

- This is not your holiday – you are WORKING!!

### Do NOT:



Do personal shopping/jobs on tour

Bring friends or family along

Take your own photos on tour

Change the itinerary to see something you want to see

# Codes of Conduct...

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“Guidelines on behaviour that are agreed to by a group of guides, usually in a Tour Guides Association”

There is an international organisation to which most tour guide associations belong; the **World Federation of Tour Guide Associations.**

The WFTGA has an **international code for tour guides.**

[http://www.wftga.org/tourist-guiding/code-guiding-practice\\_-](http://www.wftga.org/tourist-guiding/code-guiding-practice_-)  
The code of guiding practice

# Activity 4: Code of Conduct

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**Working in small groups,  
make a list of 10 things to  
include in a Code of Conduct  
for Laos Tour Guides**



Topic Two

# Responsible Tour Guiding



## First world, European tourists

- Used to:
  - Saving resources
  - Looking after people
  - Looking after the earth
  - Spreading benefits



# Where was this tourist photo taken?

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<http://shouldvestayedinchorlton.com/2015/02/11/a-laos-me-to-introduce-to-you-4000-islands-and-champasak/>



# Where was this tourist photo taken?

41



<http://shouldvestayedinchorlton.com/2015/02/11/a-laos-me-to-introduce-to-you-4000-islands-and-champasak/>

*“As we walked up the main road to the site, the whole area was scattered with **litter**. Crisp packets, cake wrappers, plastic bags, empty bottles... It was post apocalyptic stuff.*

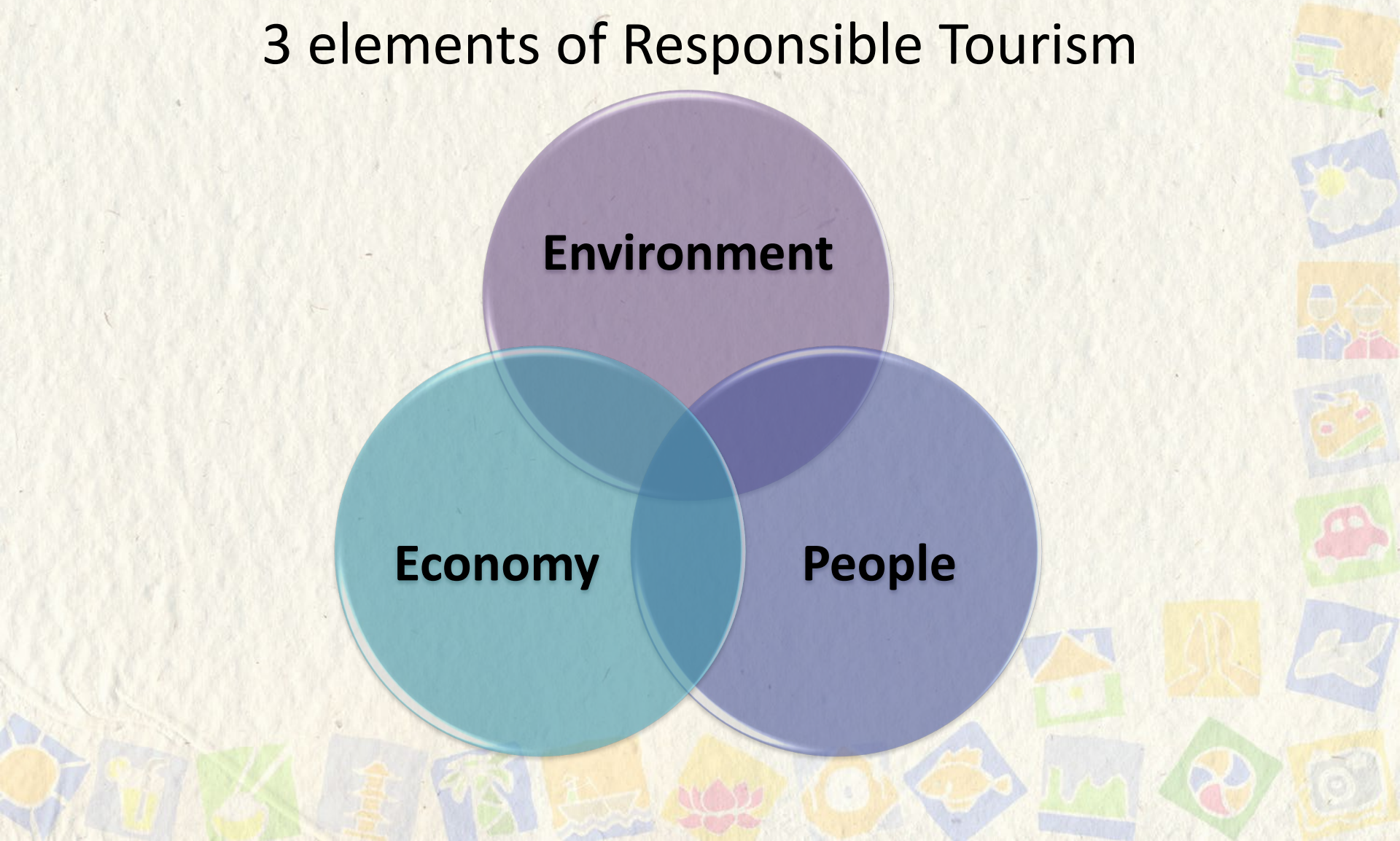
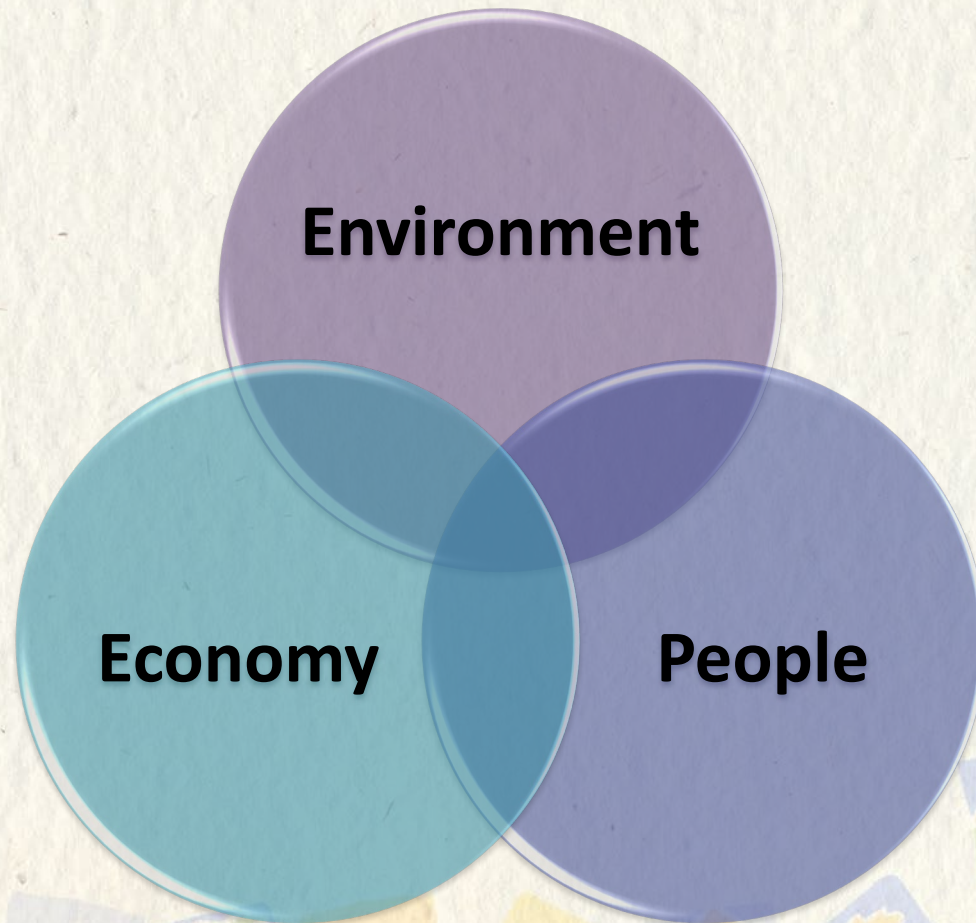
*‘I’ve never seen so much rubbish, it completely took away from the beauty of the area that was really quite lovely if you could get past the filth.’*

*‘As environmental conscious human beings, who have had it drilled into themselves from a young age to not litter, **it was quite the shock.**’*

## TripAdvisor Comments: Wat Phou

- For all the money they make on the gate why are there no staff picking up **litter**? The grounds are covered in drinks bottles, crisp packets and plastic bags. Shame. (USA)
- The place is way overstaffed and I am not against giving jobs to local people but then they could probably ask 1 of the 10 people standing there doing nothing to pick up the **rubbish** around the temple. (Aus)
- We were extremely disappointed about the conditions in the Unesco site : tons of **rubbish** everywhere, plastic everywhere, paper everywhere. (Italy)

## 3 elements of Responsible Tourism



# Responsible Tourism: Environmental



# Responsible Tourism: Environmental

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## Key messages:

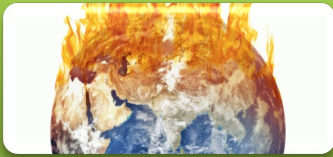
Protect the earth and everything that lives on it so that we can all live safely and comfortably on the planet



© Swisscontact, Bart Verweij

# Responsible Tourism: Environmental

What are the issues?



Global warming ([link](#))



Climate Change



Water conservation



Biodiversity



Waste management



# Responsible Tourism: Environmental

Waste management: water bottles



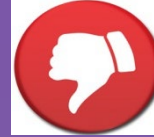


# Responsible Tourism: Environmental

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- Only take photos
- Only leave footprints
- Buy souvenirs or products made from local and renewable products
- Keep litter to throw away later in a proper garbage can
- Pick up your rubbish, and even someone else's!



- Take natural items as souvenirs: shells, rocks etc.
- Buy wildlife products, especially from endangered animals
- Leave anything behind
- Damage the natural environment
- Litter – in any form!
- Throw anything out of the vehicle window!
- Waste water
- Leave electrical equipment on

# Responsible Tourism: Environmental



# Responsible Tourism: Environmental

Please help to keep Laos clean and beautiful by not leaving litter. Picking up rubbish sets a good example for Lao youth.

ກະລຸນາຊ່ວຍຮັກສາສວຍງາມຂອງລາວ ແລະ ຄວາມສວຍງາມ  
ຂອງປະເທດລາວ, ບໍ່ຮັກສາລ້ຽງລາຍ ແລະ ເກັບສິ່ງຂອງ  
ທີ່ບໍ່ເໝາະເພື່ອເປັນບັນຍັດໃຫ້ເຮົາໂອ້ນລາວ.



# Responsible Tourism: Environmental

Please help prevent of forest fires.  
ຊ່ວຍກັນປ້ອງກັນບໍ່ໃຫ້ເກີດໄຟໄຫມ້.



# Responsible Tourism: Social & Cultural



# Responsible Tourism: Social & Cultural

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## Key messages:

Respect and protect local cultures and people

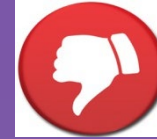
Help them where possible in a positive way



# Responsible Tourism: Social & Cultural



- Dress neatly and don't show too much skin!
- Dress properly for temples
- Behave properly
- Buy new, quality, handmade products not items that belong to the heritage of the country
- Report sex tourism, especially with children



- Touch sacred items/sites without permission
- Buy antique Buddhas or sacred items
- Promote or engage in sex tourism, especially with children

## You are a 'cultural host' for tourists!

### How? What to do?

- **Teach** tourists about local cultures in a sensitive way
- **Introduce** tourists to local community without problems
- **Help** local people be comfortable and welcome tourists.



### Why? You will help

- tourists connect with locals, culture and people
- prevent 'culture shock'
- tourists get used to local surroundings and experience.



## CHILDREN ARE NOT TOURIST ATTRACTIONS

THINK before visiting an orphanage.

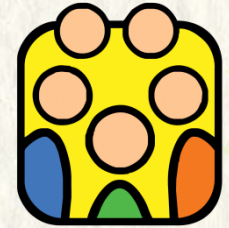
Protect children wherever you go.

Visit [www.thinkchildsafesafe.org](http://www.thinkchildsafesafe.org)



Supported by  
**unicef**

**Question:**



Should or shouldn't you stop and visit orphanages and schools?

Why or why not?



# Responsible Tourism: Social & Cultural

*Kissing and hugging in public is impolite.  
Please be Discrete.*

ຈູບກັນ ແລະ ກອດກັນ ໃນສະຖານທີ່ສາທາລະນະເປັນສິ່ງທີ່ບໍ່ສຸພາບ.  
ກະລຸນາລະມັດລະວັງ ຂອງພວກເຮົາເຮັດດ້ວຍ.



# Responsible Tourism: Social & Cultural

Before you take a photo of someone ask if it is ok.

ក្នុងការថតរូបនៃមនុស្សក្នុងភូមិ គួរសួរមុនពេលថតរូប។



# Responsible Tourism: Social & Cultural

Lao people speak softly and avoid confrontation.  
Please do not shout or raise your voice.

ສົມລອດກ່ອນເວົ້າກັນ ແລະ ຫ້ອງເຈັ້ມກາມປະທະກັນ  
ຟ້າ ໃຈຊຽງໄຫຼ ຫ້າ ວິມະຍຸ ເມື່ອເວົ້າກັບສົມລອດ.



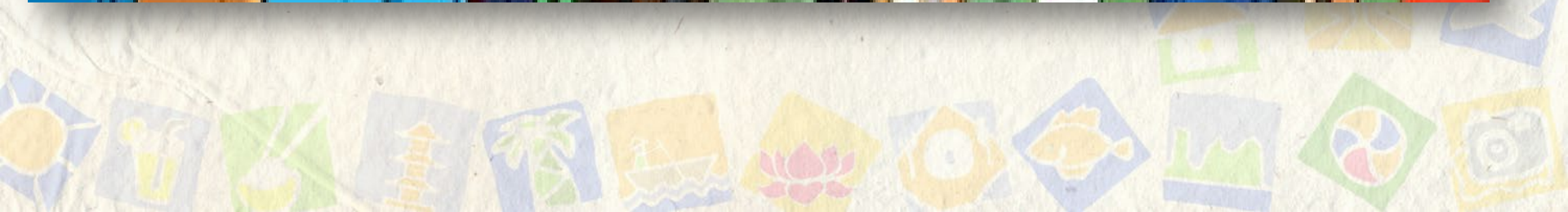
# Responsible Tourism: Social & Cultural



# Responsible Tourism: Social & Cultural

Lao people appreciate clean and neatly dressed visitors.

ປະຊາຊົນລາວຢາກເຫັນຄົນທ່ອງທ່ຽວທີ່ສະອາດ ແລະ ສວມໄປ.



# Responsible Tourism: Social & Cultural

*There are many other sacred items and sites in Laos.  
Please don't touch or enter these places without permission.*

ປະເທດລາວມີສິ່ງສັກກາລະບູຮານ ທີ່ສຳຄັນຫຼາຍ ເຊັ່ນ  
ມອມຂອງເຮົາເຮົາເຮົາເຮົາເຮົາເຮົາເຮົາ ທີ່ເຮົາໄປ ທີ່ສຳຄັນ  
ທີ່ເຮົາໄປໄດ້ຮັບອາຍາດ.





# Responsible Tourism: Social & Cultural

*Please show respect and dress neatly while in temples and when taking photos.*

ພະພຸດທະສູບແມ່ນສິ່ງສັກກາລະບຸຊາ, ກະລຸນາມາສະແດງຄວາມເຄົາລົບ  
ຄ້ອຍກຳມມຸ່ງຫົ່ມສຸພາບ ິມເວລາທຸ່ງວຸ້ນວັດອາໄສໄຜມ  
ແລະ ກຳໄພສູບ.



# Responsible Tourism: Social & Cultural

*Sex tourism is illegal in Lao PDR and child-sex tourism is a serious crime. Please help protect children in Laos from sexual abuse and exploitation by reporting suspicious behavior.*

ພ້ອມກັນ ປົກປ້ອງໄດ້ກນ້ອຍໃນ ສປປລາວ ຈາກການຫາລຸມ ແລະ ການກິດຂີ້ຊຸດຮີດ ກະລຸນາ ລາຍງານພຶດຕິກຳໜ້າເອງໄສ (ເບີໂທລະສັບຕິດຕໍ່ຂ້າງລຸ່ມນີ້) ການມີໄພເກສຳພັນກັບໄດ້ກນ້ອຍແມ່ນຜິດກົດໝາຍ



# Responsible Tourism: Social & Cultural

*Please do not distribute gifts to children as it encourages begging, but give to an established organization or village elders instead*

ព្រះគុណប្រយោជន៍ដល់ ក្មេងៗ គឺ ៖ ចាត់ទុកថវិកាទិញទំនិញមកពីអ្នកជំនាញ  
នៅក្នុងភូមិ ឬ អ្នកចាស់ ឬ អ្នកដែលមានឈ្មោះ ឬ អ្នកដែលបានបង្កើតភាពធន់  
ចំពោះជំងឺ ឬ ភាពខ្វះខាតផ្សេងៗ ដោយប្រើប្រាស់ប្រាក់



# Responsible Tourism: Social & Cultural

ພະສົງສຳມະເມັມເປັນບຸກຄົນທີ່ປະຊາຊົນເຄາະລົບມັບກໍ່  
ຫ້າມເພດຍິງ ແຮ:ຕ້ອງພະສົງ ແລ: ສຳມະເມັມ.

Monks are revered and respected in Laos, however women should not touch a monk or a monk's robes.



# Responsible Tourism: Social & Cultural

Laos Loses a little of its heritage every time an antique is taken out of the country. Please do not buy antique buddhas or other sacred items. Instead. Support Local craftsmen by purchasing new, quality handicrafts.

ທ່ານບໍ່ວຽກຮຸບຮາມຮັມເກົ່າແກ່ ແລະ ສິ່ງອື່ນທີ່ເໝາະມາລະ  
ຄູ່ກຸ້ມທີ່ກໍ່ຂອງວຽກ ແລະ ຂອງປະຊາຊົນລາວ. ຫາລຸ້ມ  
ວຽກທີ່ອຸປະຕິຮຸບ: ຫາຮັມສອງປາມ ແລະ ມີຄຸ້ມມະພາບ  
ຈະຊ່ວຍສິ່ງເສັມ ແລະ ອະນຸລັກສະປະເທັດຮຸບ: ຫາລາວ.



# Responsible Tourism: Social & Cultural

The use of drugs is illegal in Laos.  
The consequences may be severe for you  
and Lao society.

ກາມວຽງ ແລະ ມິ່ງ ມີຢາເສບສິດຢາມກາມກຽບກອງ  
ແມ່ນຜິດກັບກົດໝາຍລາວ ສປປ ລາວ. ຜົນທີ່ໄດ້ຮັບ  
ຈະເຫມາະກັບກອງສາອັບທຳມ ແລະ ສັງຄົມລາວ.



# Activity 5: Case Studies

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- Read the case studies given to you.
- In small groups, discuss and answer each question.



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Copyright Swisscontact/Bart Verweij

# Responsible Tourism: Economic





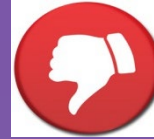
## Key messages:

Spend money on local goods and services to spread tourist money to the local people





- Suggest tourists buy products or souvenirs that made by local people
- Eat in local restaurants, shop in local markets, buy local fruit, etc.
- Buy products that are marked 'Fair Trade'



- Buy imported products and souvenirs
- Eat mainly in big or international hotel restaurants
- Give really large tips or pay too much for something

Try eating delicious Lao food whenever you can  
it helps local business  
and Lao farmers.

ເວັ້ນກິນອາຫານລາວ ມາກາດທ່ຽວທີ່ຕ້າມຜ່ານໄປ ຈະມາຈະເປັນການ  
ສົ່ງເສີມທຸກ: ກິດທິຮ່ຳກິນ ແລະ ວາງໄດ້ມາຜູ້ໂຮງການຜະລິດ.



Topic Three

# Research Skills



**Why update your  
knowledge and  
skills?**



When you update your guiding knowledge and skills, find ways that:

**Do not cost too much:**  
spend time rather than money

**See what you can do locally:**  
what is available and that you can easily get to

## How to update Guiding Knowledge

**People: Talking & Listening**

Experts, site staff, other guides...

**Reading**

Internet, travel guides, brochures, books...

**Field Research**

Site visits, being a tourist!

**Monitoring media & Current events**

Newspapers, magazines, toursim association, TV....

# Activity 6: Talking and Listening

**In groups:**

- 1. Draw up a list of topics that you talk about when you are guiding**
- 2. List the people who can help you learn more about these topics**



Topic	Who to talk to, to learn more
e.g. History	History teacher or professor



# Talking and Listening: Sources

81

**Communities**

**Site Guides**

**Government  
Officials**

**Other Tour  
Guides**

**Subject  
Experts**

**Tour  
Operators**

**Venue  
Operators**

**Friends or  
family**

**Industry  
Organisations**

# Reading: what you can read:

82



Travel Guides

Best itineraries

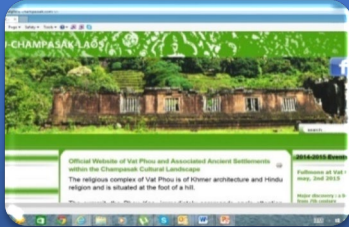
Itinerary #1:

Arrive at Don Daeng in the morning. Take a locally guided tour of the island by overnight in the community lodge or with homestay families. Day 2: Breakfast in the village, visit the Phou Temple by boat with village guides. After returning for lunch in the village, cross the Mekong river to Champassak District and visit the UNESCO World Heritage Phou Temple Complex. Stay overnight in Champassak or a second night on Don Daeng. (Picture of people fishing)



People fishing

Marketing material



Internet and websites ([link](#))



Airline magazines

**Remember:** get more info than only found on Google or Wikipedia:

Tourists can also find that!

We want to give them **more** and **better** information!



- Visit **sites, attractions** and **destinations**
- Talk to **people who work there**
- Be a **tourist** in those locations
- Get copies of their **brochures & leaflets**



- **Travel/tourism sections** of newspapers or magazines
- **Articles** and **advertisements** showing:
  - ❖ new businesses e.g. new hotel, restaurant, tourist activity
  - ❖ changes in products e.g. new restaurant at hotel
  - ❖ Something new and interesting: e.g. bicycle routes



- ❖ Vientiane Mai newspaper, Vientiane Times newspaper (inside back page has a list of events on in Vientiane)
- ❖ Local newspapers?



Vientiane Times

[www.vientianetimes.org.la](http://www.vientianetimes.org.la)

[www.vientianetimes.la](http://www.vientianetimes.la)

- ❖ **Listen** to local **radio** to hear about events of interest or any changes in conditions or circumstances
- ❖ **Watch TV** – to see travel and tourism programmes and documentaries; new events or conditions





Courses  
Familiarisation  
Trips



CTAA  
Tour Guide  
Association





## Topic Four

# Tour Guiding Ethics



What are ethics?

Ethics for tour guides

Code of Conduct

# What is ethics?

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**Ethics: A group of moral principles or set of values that define or direct us to the right choice**

**Moral principles, standards of conduct, or set of values governing proper behaviour in the workplace**

## Ethics at Work

```
graph TD; A[Ethics at Work] --> B[Work ethic: fair and honest work behaviour in return for pay]; A --> C[Business ethics: honest business practices];
```

### **Work ethic:**

fair and honest work  
behaviour in return for pay

### **Business ethics:**

honest business practices

# Work ethic for a tour guide

Commitment

Being on Time

Loyalty

Pride in Work

Attitude

Respect for employer



# Benefits of Good Ethics



**Have good career**

**Gain respect**

**Good reputation**

**Steady work flow**

**Earn trust**

**Happy guests**



# Consequences of not acting ethically



**Fewer jobs**

**Loss of income**

**Bad reputation**

**Unhappy tourists**

**Lose respect**



# Good and Bad work practices: ethics

95



- Arrive and leave on time
- Behave properly at work
- Do not talk about guests' private things
- Contribute to team work
- Work all your hours
- Respect your employer
- Be loyal to your employer



- Show up late/ leave early
- Gossip
- Ignore guests
- Make private calls
- Talk badly about employer
- Disrespect your employer

## Ethics in Tour Guiding

### Content

What you say

How to make sure  
your facts are true  
and correct?

### Behaviour

How you act

Honest behaviour

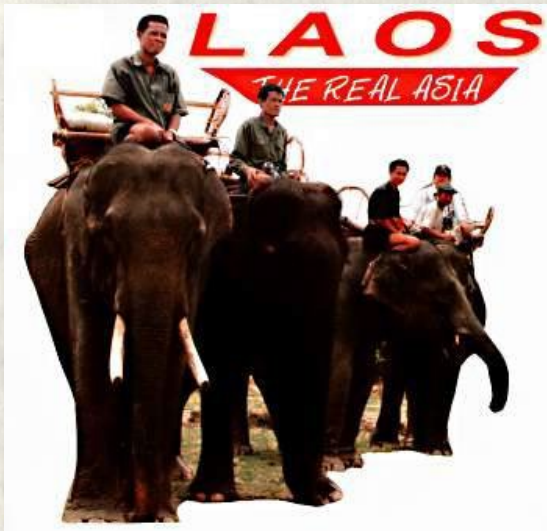
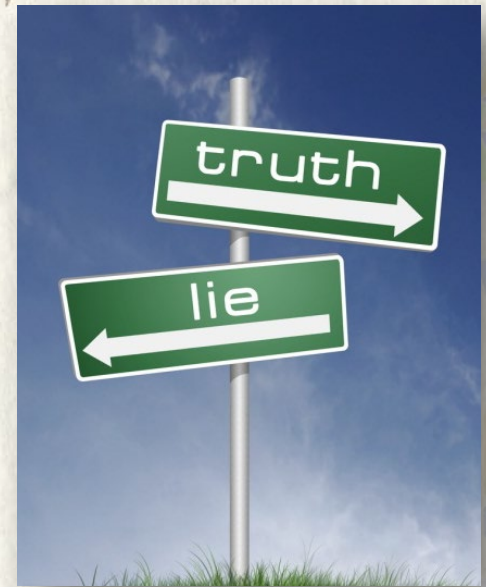
### Tour Management

What you organise

All activities are  
honest: no special  
commissions, etc.



- ❖ Be **truthful** and **honest** with information given to customers, **never EVER make up information**



- ❖ Provide **products** and **services** as advertised and promised in the tour itinerary

- ❖ **Don't send** another guide when you've committed to a job!
- ❖ **Don't pay bribes**, take kickbacks
- ❖ **Declare** your **income** for tax purposes



- 1. Check** with the tour company about **offering other (private) services** to a client: the client belongs to the tour company – not you!
- 2. Ask** the DMC first before you **communicate in writing** with tourists



- ❖ **Don't change itinerary** for your own profit
- ❖ **Don't cut out activities** or stops because of laziness or short days
- ❖ **Provide value for money** experiences – give/do what people expect and pay for



There is no Book or Rules for Ethics to guide us in wrong or right.

If you are not sure, ask yourself:

- If anyone I knew saw me, **would I feel OK about it?**
- Will I **hurt** anyone by doing this?
- Is the decision **good for everyone** involved?
- Is this **legal**?
- Is it against company **policy**?



# Activity 7: Ethical Situations: Case Studies <sup>102</sup>

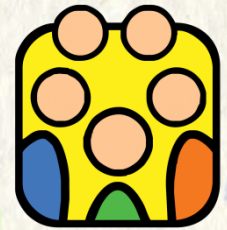
- **Read the case studies on ethics in tour guiding**
- **In small groups, discuss and answer the questions for each story.**



**A tourist asks you:**

***“What happened to the Lao Royal family?”***

- 1. Discuss this in your small groups.**
- 2. Answer this in a 2 minute talk**



# Topic Five Brand

## Representatio n



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- What is a Brand?
- The distribution system
- Implications for guides







**A special symbol, mark,  
logo, name, word,  
sentence or a mix of these  
items that companies use  
to separate their product  
from other products**

# What is a Brand?

## Brand Symbols



# What is a Brand?



## Name



## Word or sentence



**LG**

Life's Good



**TOYOTA**

*moving forward* ▶



**i'm lovin' it**®



**JUST DO IT.**













*open happiness*™

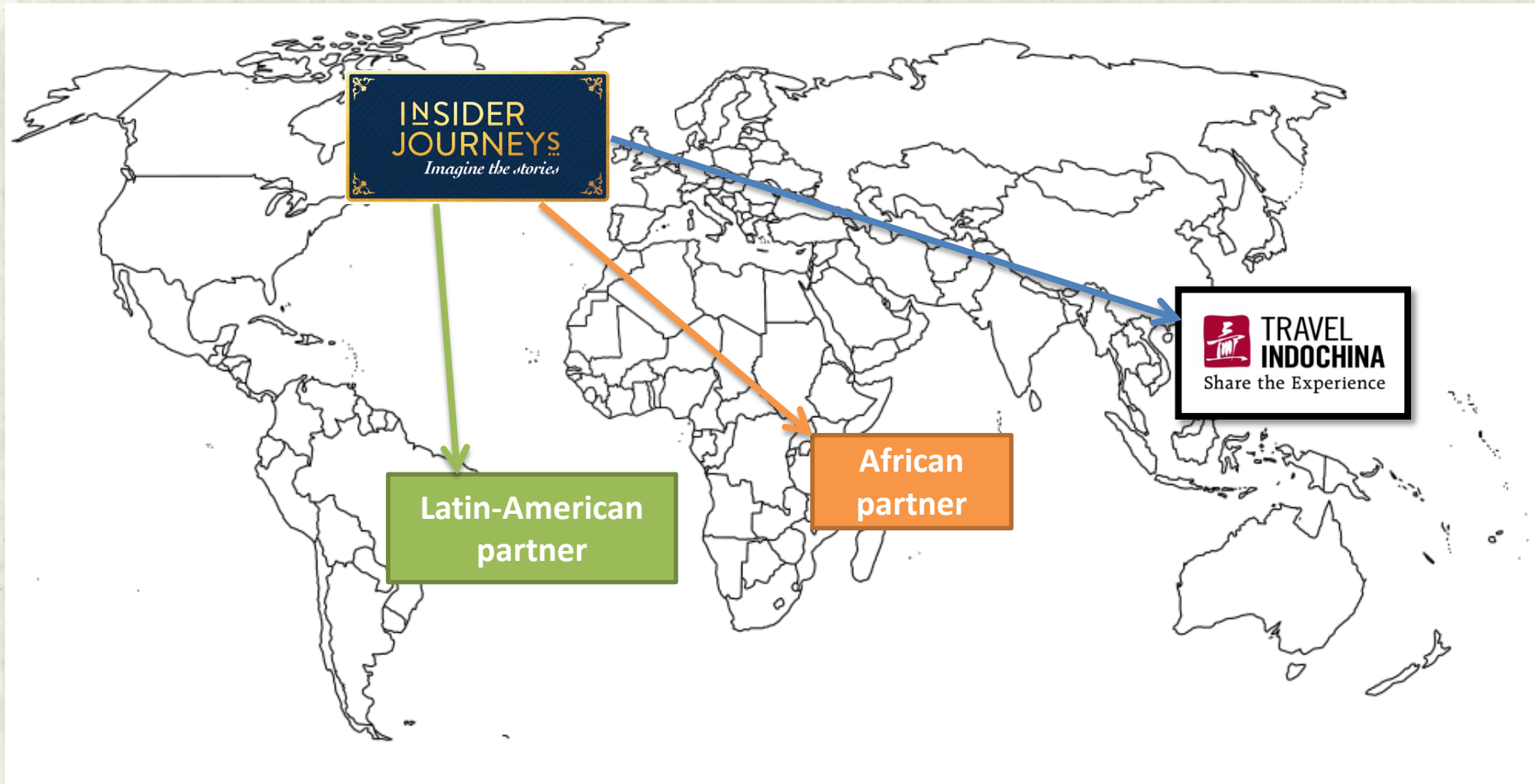
# Top 10 brands in the world – recognise them?

110

## BRANDZ™ Top 100 Most Valuable Global Brands 2014

	Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
1		Technology	158,843	3	40%	1
2		Technology	147,880	4	-20%	-1
3		Technology	107,541	4	-4%	0
4		Technology	90,185	4	29%	3
5		Fast Food	85,706	4	-5%	-1
6		Soft Drinks	80,683	4	3%	-1
7		Credit Card	79,197	4	41%	2
8		Telecoms	77,883	3	3%	-2
9		Tobacco	67,341	3	-3%	-1
10		Retail	64,255	3	41%	4

# International Distribution



International partners for Insider Journeys: world-wide

# What this means for the guide??

112

- Tourists travel across the world, often with the same tour operator.
- They **expect the same standards** everywhere they go





# Tour Operation in Laos – who fits where?

113

International Tour Operator



Destination Management Company  
(Laos-based tour operator/travel agent)



Tour Guide

Hotels

Restaurants

Transport

Attractions  
& Activities

The tour package



# Which brand is the tourist buying?



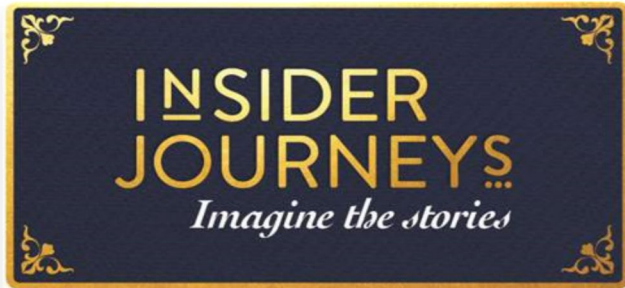
# Who do you work for?



# Who employs you?

116

The guide works for two organisations:



## The sales market brand

The brand that the clients have bought and need to see they are getting.

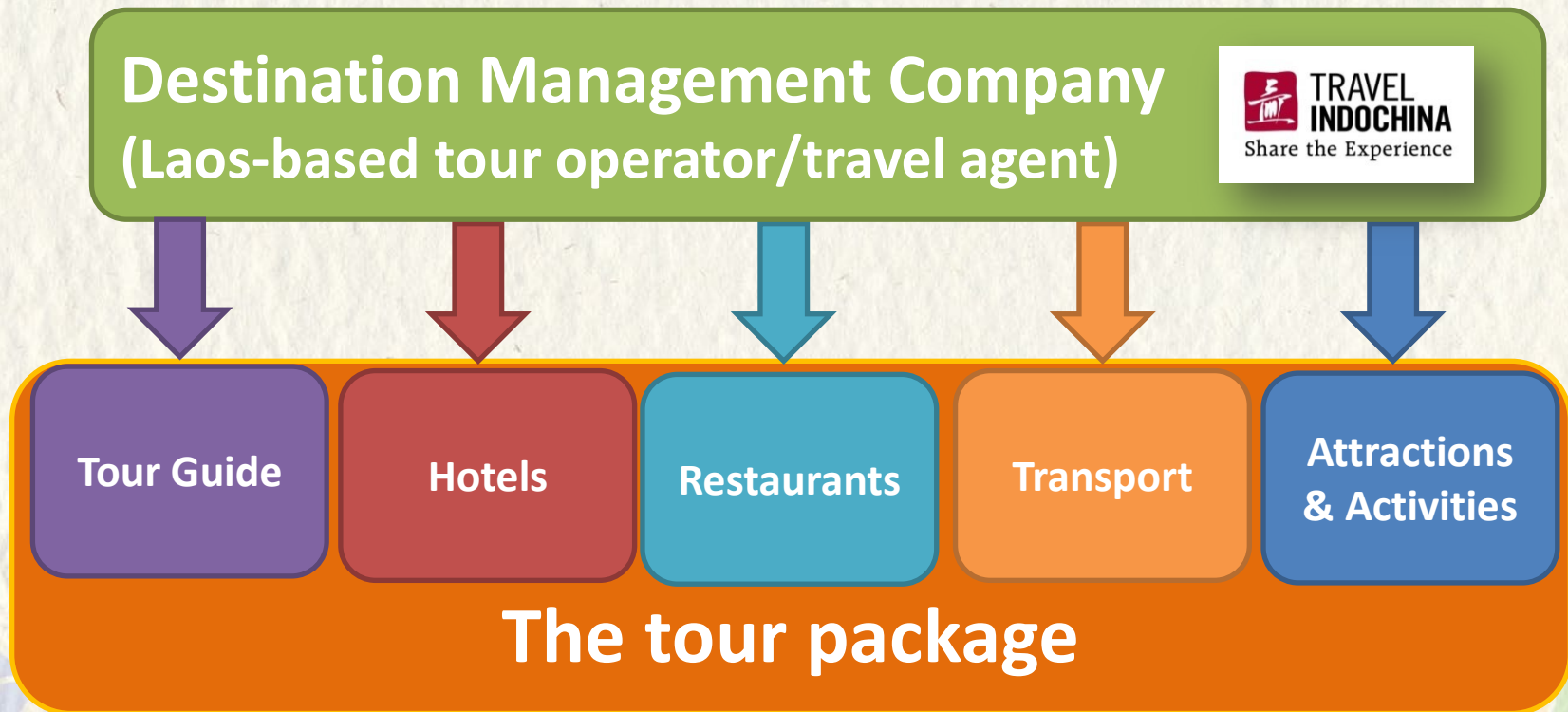
## The employing organisation

The local tour operator who contracts the guide, and who you send invoices to and get paid by

# The DMC Brand: example: Travel Indochina (TIC)

117

- **Contracting** of suppliers, **including guides**, done by TIC
- **Reservations** done by TIC
- **Invoices sent** to TIC
- **Invoices paid** by TIC



## For Insider Journeys tours and groups:

- Use IJ branding
  - IJ airport **transfer boards**
  - IJ vehicle **magnets**
  - IJ **guide & driver uniforms**
  - IJ **welcome kits & surveys**
  - IJ airport **transfer slips**

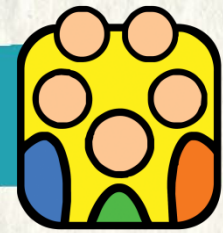


Each contracting international TO has its own brand and brand standards:

- **Standards** of care, information and guiding
- **Operating procedures**
- **Livery** (uniform)



## Activity 9: Brand Styles



120

**Working in small groups, identify the travel brands that you work for in Laos.**

- 1. What is the special style of these brands?**
- 2. What do you think about when you hear or see that brand name?**
- 3. What makes them different from other tour operators?**





# International Travel Brands in Laos

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- Overseas Adventure Travel
- Green Discovery Tree Top
- Disney (tours)
- National Geographic (tours)
- Audley
- Footsteps in Asia
- Contiki
- Cox & Kings
- Flight Centre (Australia)



- **International guiding standards:** must be same in Latin America, Africa and Laos: the reputation of the international TO is at stake!
- Standard **operating procedures**
- Specific **documents** – forms, checklists, etc.



# What this means for the guide??

123

## Dress and uniform:

- Branded name badges
- Branded shirts, caps, jackets
- Correct colour trousers/skirts and shoes
- Livery items must be clean and in good condition

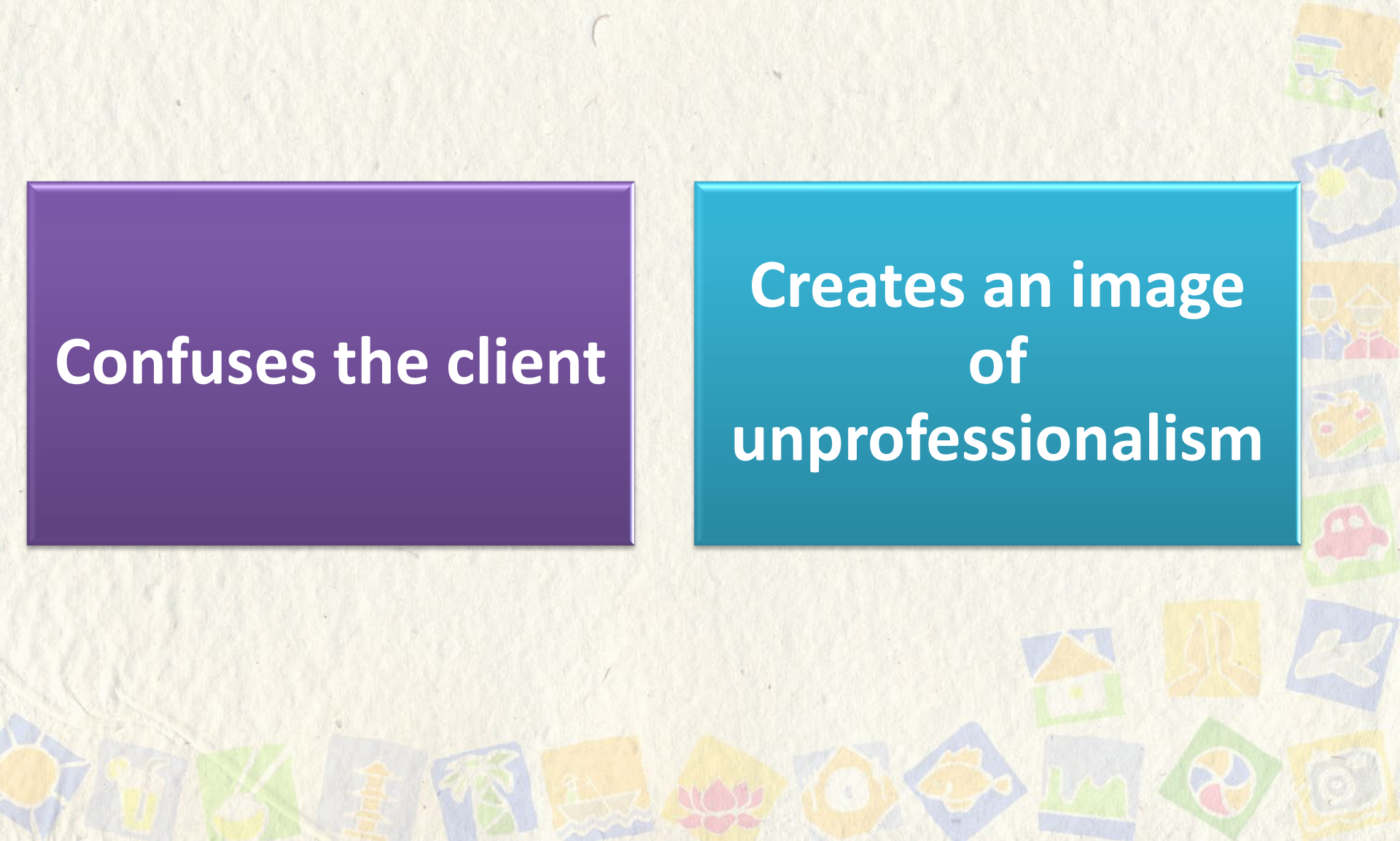


# Consequences of not using the right brand

124

**Confuses the client**

**Creates an image  
of  
unprofessionalism**



# Conclusion



Interpretive Activity

Module Summary

Next Module

# Assignment: Steps

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1

- Choose a topic

2

- Research the topic

3

- Choose an Interpretive Activity to present that topic to tourists

4

- Develop and prepare the Interpretive Activity – use the Planning sheet

5

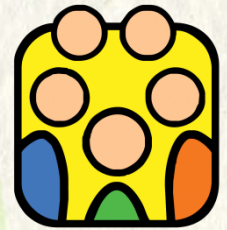
- Present the activity in class on Day 5

# Choose your topic

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**Choose the topic that you are going to learn more about. Research and submit it to your trainer – NOW!**

**The topics are on the next slide**



# Assignment Topic to choose from

Fishing methods on the Mekong

A day in the life of a monk

River Life

Coffee: from tree to cup

The Rocket Festival

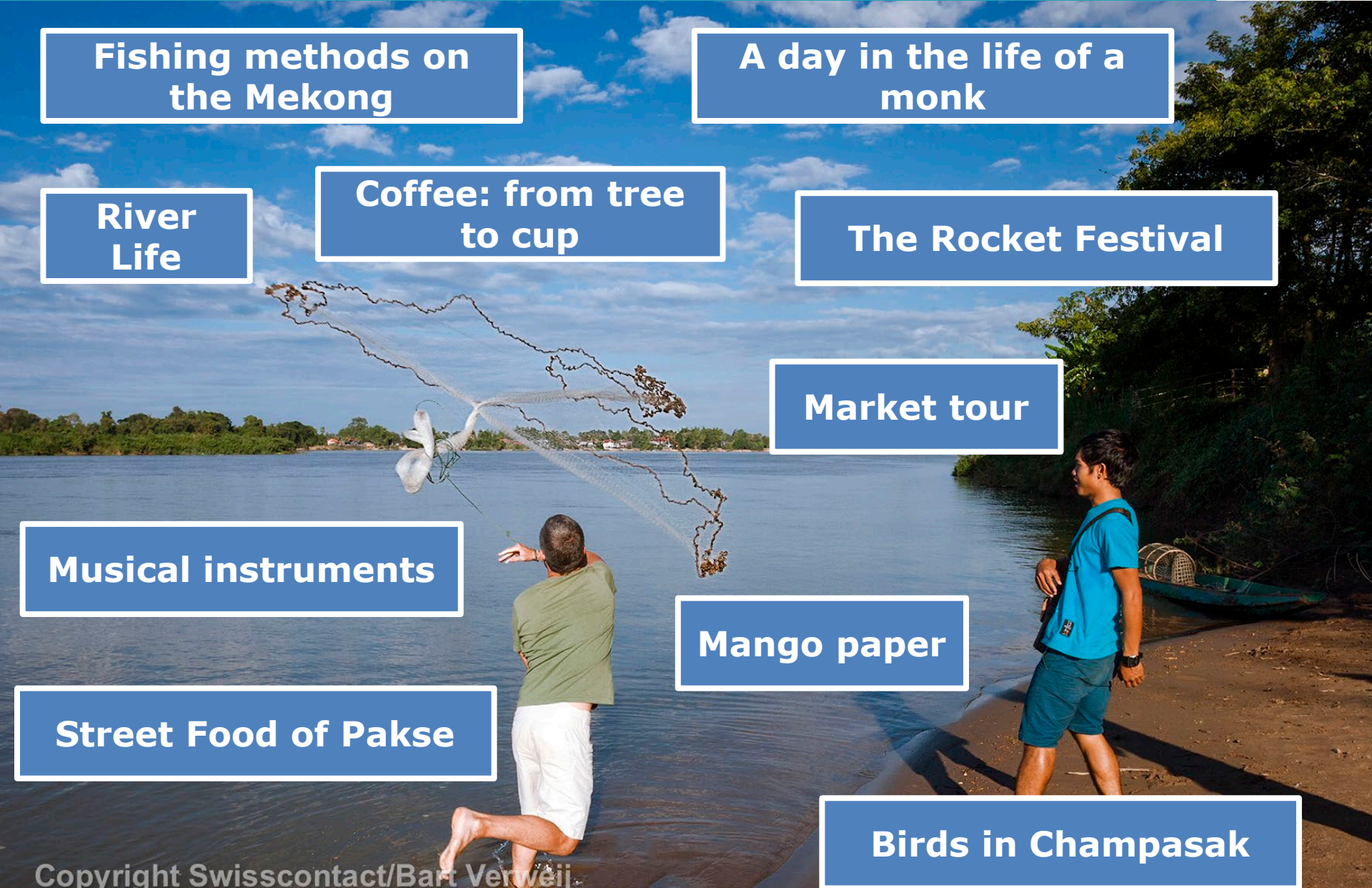
Market tour

Musical instruments

Mango paper

Street Food of Pakse

Birds in Champasak





# Module Overview

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Topic 1: Professional Behaviour

Topic 2: Responsible Tourism

Topic 3: Research Skills

Topic 4: Tour Guiding Ethics

Topic 5: Brand Representation

Module Two

# Building Rapport

  
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# Thank You! Kop Chai!

The logo for swisscontact, featuring a stylized 'S' icon above the word 'swisscontact' in a lowercase sans-serif font.