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**UNIT NAME : TOUR GUIDE TECHNNIQUES**

**UNIT CODE: HM/C/7109**

**QUALIFICATION: TOURISM MANAGEMENT TVET TRAINER**

**QUALIFICATION LEVEL: LEVEL 6**

**CONTACT HOURS: 40hrs**

**TRAINER:Mr.Kemboi K.Daniel**

**UNIT DESCRIPTION:**

This unit covers the competencies required in making decisions and using professionalism in guiding of tourists. It involves; planning for a tour, conducting site surveys, performing communication tasks, performing guided tour experiences, facilitating tourist welfare and maintaining records

**Summary of the Learning Outcomes**

By the end of the course unit, the trainees should be able to:

1. Plan for a tour.
2. Conduct site survey.
3. Perform communication tasks.
4. perform guided tour experiences
5. Facilitate tourists’ welfare.
6. Maintain record.

**Learning Outcomes, Course Content and Suggested Assessment methods**

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| **LEARNING OUTCOME** | **CONTENT** | **SUGGESTED ASSESSEMENT METHOD** |
| 1. Plan for tour | * Components of a tour * Tour activities * Itinerary planning * Tour costing * Tour packages * Site survey: site, community sensitization, route plan | * Practice * Interviews * Oral questioning * Presentations * Field work |
| 2.Conduct site survey | * Attraction sites * Site potential * Route plan * Familiarization plan | * Field work * Practical task * Observation * Case study * Role play |
| 3. Perform communication tasks | * Briefing and debriefing procedures * Interpreting of tour products * Tour commentaries * Establishing rapport * Marketing of tourism products | * Observation * Collaborative learning * Role-play * **Written tests** |
| 4. perform guided tour experiences | * Tourist activities * Tools, equipment and materials in guiding tourists * Tourist transportation | * Observation * Collaborative learning * Written tests * **Project** * **Practical tasks** |
| 5. facilitate tourists welfare | * Managing risks * Guidance and counselling for tourists * Life skills and survival skills * Bush craft | * **Practical tasks** * Oral questioning * **project** * Portfolio * **Collaborative learning** * **Observation** |
| 6. Maintain records | * tour reports; preparation, storage, maintenance | * project work * field work |

EVALUATION

CAT 40%

Assignment 1 30%

Assignment 2 30%

Examination 100%