

Carrying out a good tour

the inputs and outputs of a professionally conducted tour



A silhouette of a person sitting on a dark, jagged rock formation. The person is facing away from the camera, looking towards a bright sun that is low on the horizon, creating a strong backlight and lens flare. The sky is a pale, hazy blue. The overall composition is framed by diagonal blue and white geometric shapes.

First step

Starting the tour:

- Where are you?
- What do the tourists need ASAP
- Welcoming and self presenting
- Learning about the visitors
- Setting expectations and briefing

- Share and promote what the region has to offer
- Consider what your tourists like and interests them
- The best guides are those that show real interest and even love for what they are presenting to tourists, and enthusiasm is always infectious.

Remember, the only criteria of whether the track is a well developed and attractive product depends on your own planning.



The 4 P's to Perfection



01 Planning

02 Punctuality

03 Professionalism

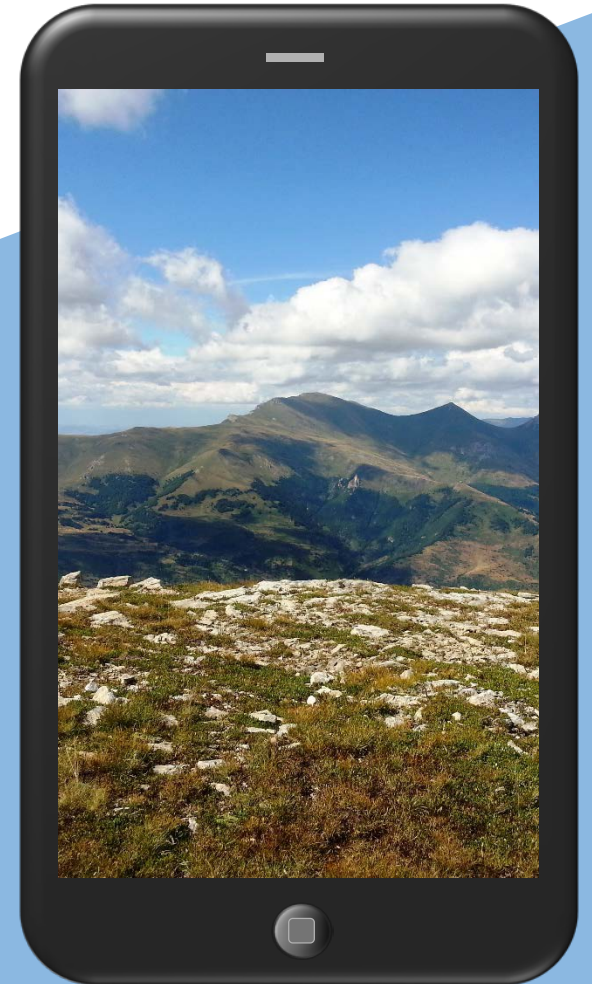
04 Positivity

Personalize the experience

The point is, as you can search on Google, so can your customers, and they would not travel hundreds of miles to hear things already heard or read by themselves.



Make sure you adapt the tour to the personal preferences of the tourists.



Once the tour is off

Techniques and games for an upbeat atmosphere

Questions and Answers - the easiest method of involving your audience



Do not ask a general question for the whole group, but a personalized questionnaire directed to one or more people.

The question itself can be very simple, such as "Who knows what this is?" Or more complex - "What do you know /what have you heard about ..."

It may be a series of questions and this can be done as a game, for example, if you run a "circular" question where each participant must answer the question, and then ask the next participant to answer the next question.

Prepare for handling wrong answers in a correct way.

Playing games

This method is always effective because we all want to play games, regardless of our age. or are also very convenient for adaptation.

Drama - it's harder to organize, but it's usually very fun. You can have your own script/scenario and simply give roles to people. You can assign them a task to write a short scenario on a particular topic, or with given keywords, and then dramatize it.

pantomime (when one person has to explain the title of the movie without a single sound)

the telephone game (the players form a line and a story has to be whispered from one person to other)

I see something beginning with the letter A (Word games)

BEWARE: Word games are sensitive to the level of knowledge of the common language!



Some other games...

01 Treasure hunt- a very popular method that can be used in almost every environment, hunting of many different types of treasures.

02 Singing games – certain behavior gets to result in singing

03 "Hot and Cold" (participants look for a hidden object at one location and the host gives indications regarding the distance of the object).

04 Prepare an open ending story and ask the tourists to give it a different end



Some more games to try...

Do not forget, the tour should be a fun experience.

Sometimes fun means undertaking a challenge, not too hard or not too easy.



Problem solving – another method with wide-range possibilities

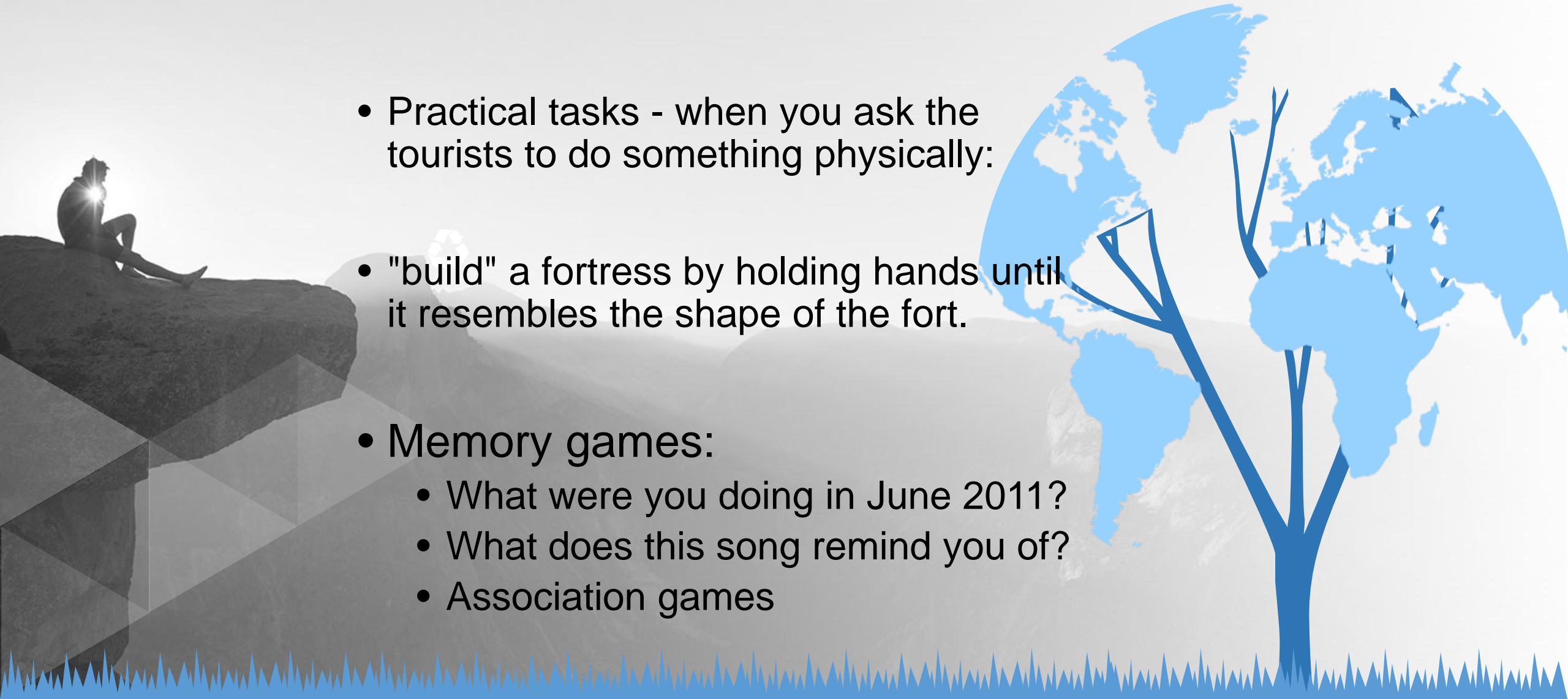
. It can also be organized in the form of a competition, but do not forget that you should then have a prize for the winner.

Include real solving of real problems (mathematical, logical) or various forms of puzzles, crosswords, riddles, etc

Prepare for handling wrong answers in a correct way.

...And few other games though 😊

- Practical tasks - when you ask the tourists to do something physically:
- "build" a fortress by holding hands until it resembles the shape of the fort.
- Memory games:
 - What were you doing in June 2011?
 - What does this song remind you of?
 - Association games



Planning and handling materials

- Some activities require materials only to illustrate or strengthen the impression.
- The materials can set some limits on which methods you can use.
- Lightweight and ECO friendly.
- NO long texts or boring Power Point presentations.
- We all hate presenters that simply read from the screen as if the audience was illiterate and cannot read for themselves.



Building up and culmination

- Do not try to neutralize good feelings
- Smile and nod
- Let them focus on themselves or on the environment
- Boost the feeling of awe with a song or a story that will entice the feeling.



Each end is an opportunity for a new start

- Conclude the tour - The conclusion should be clear, it can be packed with emotions, open-ended, or it can end with a question.
 - Time for great thoughts, quotes and strong emotions
- Ask if anyone has additional questions, wish them all the best and invite them to come back again.
- **successful marketing:**
 - **From that moment these people will become your messengers and can bring you more business and more customers.**
 - Time for exchanging visiting cards or gifts.





And now...






Tips for the guides ☺

**Accept the fact that you
work with people.**



Be prepared to answer questions constantly, to manage 'difficult' personalities, and to control the groups at the given locations. You need to be cheerful and optimistic while you are working.

Some general group management tips:

- 
-  Knowing a wide range of topics will impress the audience and make you a better guide.
 -  If you do not know the answer to a question, then tell them you do not know.
 -  React quickly when something is wrong.
 -  Panic creates more panic and makes things worse. Stop yourself and others from panicking.

- **Distance yourself from your needs when you lead a group.**
- **Remember: your tourists are on vacation, and you are at work.**
- **Do everything you need to do to keep the group happy and safe.**
- **Stay focused on them during working hours, even if it's 24/7.**



What creates quality and success?



Real life situations to reflect on:

01

A group of teenagers arrived from Poland. They immediately asked the guide where to buy ice cream to cool off because the high temperatures surprised them. They made it clear that they want free time for shopping. The city's sightseeing lasted three hours, the guide fought for teenage attention in an attempt to explain which hero participated in which medieval uprising. They heard stories about over 40 people, from all the names they only recognized Mother Teresa. In the end they got 20 minutes to go shopping.

02

During a dinner with a hiking group, a tourist suggested that the tour instead of the order A, B, C, should have taken place B, C, A explaining that it would have been less time traveled and more in activities. The guide began to tune in to explain all the technical challenges of organizing the tour, and the conversation turned into a quarrel, which made most of the tourists leave the table early.

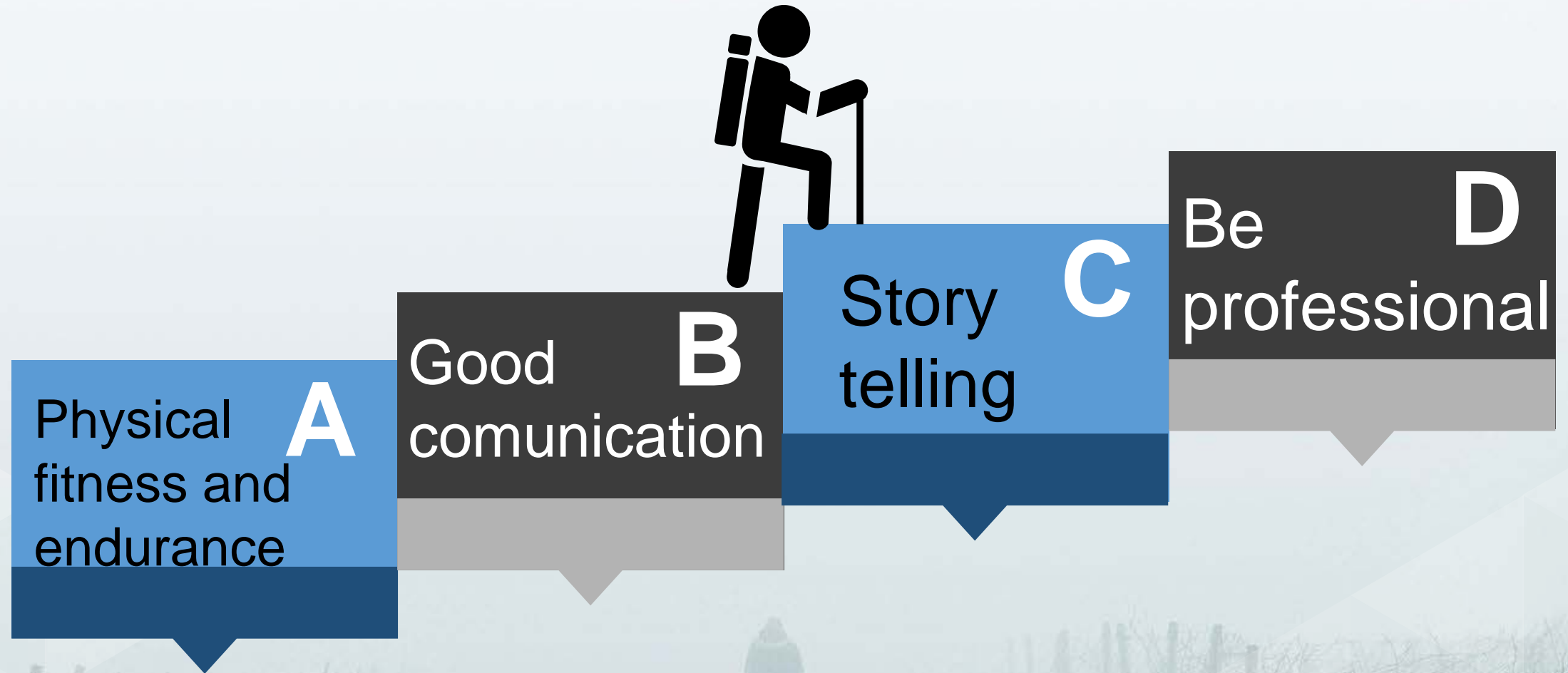
03

A group from Norway took part in a hiking tour, they had wine tastings during the evenings. One tourist liked the wine so much that he suggested that everyone take a bottle with him on the next day of the mountain. The guide did not allow them.

04

The group visited a tourist complex, half an hour away from the restaurant where they had a lunch at 14 o'clock. Several tourists insisted that their shopping time be extended. The guide allowed. When they returned, several others went to the loo. They left the complex a few minutes before 14:00 and when they arrived at the restaurant the food was too cold to eat.

A challenging profession:



The stories are the soul of your profession.