

TOURIST GUIDING IN THE 21ST CENTURY

TOUR OPERATORS AND TOURIST
GUIDES

Roles and Definitions

Tour operators

Procures the business

Liaises with the agent and/or client

Designs the itinerary

Books accommodation, meals and activities

Tourist Guides

Employed by the Tour Operator

Represents the TO when dealing with the clients

Interprets the itinerary

Accompanies the guests

Expectations

Tour Operator

Knowledge & experience

Language & people skills

Add value

Inform, interpret and entertain

Representative body

Tourist Guide

Timeous bookings

Tour Information

Reasonable fees

Reasonable accommodation

Representative body = SATSA

Qualities, skills and competencies

- Qualities vs skills vs competence
- Is it enough?
- Practical training – on tour
- Practical training – public speaking
- Are we training the right people?

Employment contracts

- What is expected TO and TG
- Conditions of employment
- Responsibilities
- Payments

Employment opportunities & demand for Tourist Guides

- Language skills & people skills
- Changing and developing markets
- Added value to tourist experience
- Inform, interpret, entertain
- Technology – guiding in the 21st century – keeping relevant.