

**SIT07 Tourism and Hospitality
Training Package**

SITTGDE006A

**Prepare and present tour
commentaries or activities**

Learner guide

Version 1

**Training and Education Support
Industry Skills Unit
Meadowbank**



Product Code: 5374

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Introduction

1. General introduction

Welcome to SITTGDE006A Prepare and present tour commentaries and activities. This national unit of competency is part of the SIT07 Tourism and Hospitality and Events Training Package.

2. Unit of competency overview

Unit description

Once you have provided sufficient evidence to demonstrate competence in this unit you will have achieved the following unit of competency from the nationally endorsed SIT07 Tourism, Hospitality and Events Training Package.

SITTGDE006A Prepare and present tour commentaries and activities.

This unit describes the performance outcomes, skills and knowledge required to prepare and present commentaries or activities to customers. Its main focus is on the need to use effective interpretation and presentation techniques to ensure customer participation and enjoyment. Tour guides may have generalist or specialist knowledge and the diversity of information imparted is immense and immeasurable.

This unit does not focus on the knowledge base but on the skills required to prepare and present information. The unit goes beyond the delivery of fully-scripted commentary and requires significant creative input. SITPPD005A Plan and develop interpretive activities, is dedicated to the actual development of interpretive activities.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.

Section 1 - Prepare commentaries or activities for presentation to customers

At the end of this topic you should be able to:

- | | |
|--|--------------------------|
| • Define tour commentary | <input type="checkbox"/> |
| • Understand customer needs, expectations and characteristics | <input type="checkbox"/> |
| • Describe the qualities and attitudes of a guide | <input type="checkbox"/> |
| • Use information sources to research, prepare and construct a tour commentary | <input type="checkbox"/> |
| • Plan a commentary | <input type="checkbox"/> |

What is a commentary?

One definition might be "an informative verbal presentation delivered by a tour guide to passengers"

As guides, our aim always is to make sure that our customers are satisfied with the tourism products they have purchased. Where commentary is provided as part of a tourism product, the quality of a guide's presentation strongly influences the level of customer satisfaction with the product. It is therefore essential for guides to have excellent commentary preparation and presentation skills.

Always remember that an excellent commentary presentation can turn a tour or place which on the surface is only mildly interesting into a fascinating experience. A poor presentation, on the other hand, can make even the most interesting place seem featureless and boring.

The quality of the information we provide and the manner in which we present it also influences the way our customers see us as guides. If they see us as being true professionals, we will gain their confidence and respect. This helps the smooth operation of any tour.

In addition, a guide's commentary skills influence customer perceptions of the company or site which has provided the tourism product. The tourism industry is very competitive. A reputation for excellent products and quality customer service is important for all tourism businesses. Guides who have the skills to enhance the reputation of the company that employs them are highly sought after.

Please note that for the purposes of the material provided in this Learner Resource, it will be assumed that you already have a sound knowledge and skills base in regard to providing customer service and undertaking basic guiding tasks and duties.

Terminology used in this unit

Word or Term	Meaning
Vocal clarity	Clear pronunciation so that all individual words stand out. Words are not strung together, nor are the beginnings and endings of individual words clipped.
Vocal pitch and projection	Pitch refers to the 'volume' of the voice when speaking. Guides never shout to achieve volume. Rather, they pitch or project their voices so that they can be heard by all customers, even in large customer groups. They achieve the right pitch.
Voice modulation	Modulation refers to the tone of the voice and the natural rises and falls in tone which occur in normal speech. Well modulated voices are usually easy and pleasant to listen to whereas a monotone, the opposite of a well modulated voice, can become very monotonous and boring.
Theme	A theme is the key focal point or idea, which the presenter has selected to convey about the broad topic and all its related issues.

Customer needs, expectations and characteristics

When you are preparing and presenting commentary, you should ask yourself 'What will satisfy my customers?' Customers are seeking to enjoy a new experience. The information contained in a commentary must enhance their enjoyment of that experience.

Customers are usually satisfied with a commentary when:

- they receive the right amount of information to meet their needs
- the information they receive is relevant, correct and up-to-date
- the information is interesting, entertaining and they learn something new
- the information is well organised

Activity 1.1



Workplace learning
activity

What is YOUR experience as a guided tour customer?

Recollect a guided tour you have taken in the past, or take a guided tour in your city, town or area - based on your experiences **as a customer**, complete the following 'survey'. Rate your responses on a scale of 1 to 5 as follows: 1 is very positive 5 is very negative

By the end of the tour:

1. Did you feel you had received the right amount of information? 1 2 3 4 5
2. Was the information relevant, correct and up-to-date? 1 2 3 4 5
3. Was the information interesting and entertaining? 1 2 3 4 5
4. Did you learn something new? 1 2 3 4 5
5. Was the information well organised? 1 2 3 4 5
6. Did the guide have good communication and presentation skills? 1 2 3 4 5
7. Did the guide show a genuine interest in you and the other customers and respond to comments and questions? 1 2 3 4 5