

Quadrant II – Notes (Module Wise)

Programme: Bachelor of Arts/Science (Second Year)

Subject: Geography

Paper Code: GEG110

**Paper Title: Applied/Application of Tourism
Geography**

**Unit No. I: Introduction to Applied Tourism
Geography**

Module Name: Support System: Guides

Name of the Presenter: Ms. Hema Umesh Sawant

Notes

Guides are tourism professionals that lead their guests through the most interesting parts of their region. It is their task to entertain visitors to their region and to help them to interpret the sights that they are visiting. They help tourists to have a positive experience and take care of their guests as good as they can.

Guides have a multitude of options. They might want to work in a museum, a castle or in a comparable object. Alternatively, they can also work outdoors as a nature guide, archaeology guide or city guide. In all these functions guides are responsible for planning and organizing tours. Communication is their most important tool to ensure a fantastic experience for their guests. It is important to be aware of cultural

differences between visitors and to know about possible sources of noise that might disturb the interaction with guests. Amuse visitors by telling interesting and funny stories and respond in a proactive way to their complaints and requests. Always make sure that you have enough information and knowledge about the subject of your tour and ensure the safety and happiness of your guests. Prepare well for a tour by taking care of appropriate clothing and gear.

As a guide, you are not only responsible for your guests, but you also need to consider other stakeholders. Stakeholders are all groups of people that are affected by the company or that might affect the company. It is important for the future of your firm that you are a responsible partner who cares about the environment of the business. A sustainable future of the business without such an ethical attitude is not possible in the end. This also means that you need to take care about nature and the environment.

In recent years guides have faced a new kind of competition. Internet and mobile technology enable everyone with a smartphone to guide themselves through a city or region without missing a single bit of information. People can simply download an app and start the tour. Guidebooks have been around for many years and offer information in a written form about cities and other sights as well. Guides need to be aware of this (indirect) competition and need to continuously convince guests to tour sights with them instead of doing so on their own. Guides can do this for example by acting in a hospitable and enthusiastic way. If you are skilled in this you will do a great job competing with an app!

Another option guide face if whether they want to work as an employee or as an entrepreneur. While the risks as an entrepreneur are larger, you enjoy independence and flexibility. Before starting your own business, it is recommended to write a business plan. This forces you to think about the future of your company and to think about the choices you will face regarding business aspects such as marketing or finance. Writing a business plan also assesses the commercial viability of your ideas.

Innovation is an important aspect for every entrepreneur. Guides are no exception to that. It is important to be aware of other innovative ideas that are used in the tourism industry. The use of innovation management techniques such as brainstorming will enhance the innovativeness of your organization. Marketing and promotion are also very important to attract customers.

Role of tour Guide

Tour guides are referred as tourist guides in some country. A tour guide is a person who guides the visitors in the language of their choice. He leads a group of people around the museum, town, and important venue. Guides are representative of the cities for which they are qualified and they interpret the culture and heritage of the area. Guide helps travellers to understand the culture of the region and the way of life its inhabitants. On one hand their role is to promote the cultural and natural heritage and on other hand making the visitors aware of its importance. Guide provides full information about the features and history of the location. As the importance of places is known by the guide, he will educate and narrates you all the local stories, history and culture as and when the location comes. The importance is placed on the guide's knowledge; he will try his

best to explain you in language you know. While traveling to next location guide entertain you, and gives you relevant information about the place where you will land up next. On visiting any historical place, a guide with complete knowledge of that place is required. So that he narrates the history of that place in detail. If you move without a guide you will not come to know anything about the place and you will not understand what you are seeing and what does it means. Guide answers all your questions and you can gain lot of knowledge from him. Many times, it happens that we ignore small things, but always a small thing contains a big story, so only guide can educate us about the place. Before going for a trip, you can ask your friends and relatives about the place who have been there. But to get the whole insight information it is better to appoint a guide. A guide helps you to know about the climatic condition, culture, language, specialty of the place and also helps us to buy the famous thing available there.

In the end, this module enables you to create an unforgettable travel experience for your guests. The module consists of six sections, which are in turn divided into units. The first section describes general guiding techniques that are relevant for all guides. After this the reader can choose. Section two is about city and village guides. Section three elaborates upon museum, castle and defines line guiding, while section four describes archaeology guiding. Section five is about nature guiding. The last section is again of general nature and helps you write your own business plan, so that you can apply your skills as an entrepreneur.