Tour Guide Training

Module 2: Building Rapport

Trainer Guide



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Introduction

Welcome to Tour Guiding Course – Module 2: Building Rapport. The purpose of this guide is to provide you, the trainer, with guidelines about the presentation and learner support requirements for the module. This Trainer's Guide will enable you to plan, prepare, deliver and evaluate this module.

Course Duration

This is a 7-hour module.

Target Audience

The following should attend this course:

- Existing tour guides
- New tour guides

Learning Outcomes

At the end of this course, the participants should be able to:

- Understand the concept and importance of building rapport with tour group members
- Recognise and respond to general characteristics of some important tourist nationalities
- Explain the process and importance of effective communication
- Recognise and overcome barriers to communication
- Recognise and respond to non-verbal communication
- Introduce themselves effectively to tour groups
- Introduce others effectively to tour groups
- Use creative and interesting ways to introduce tour group members to each other.



Resources Required

Resource	Quantity	Remarks	In kit?
GENERAL/ADMINISTRATION			
Trainer Guide			
Attendance Register			
Learner Evaluation Form			
PowerPoint presentation			
Projector			
Media pointer			
Flipchart with paper			
Flipchart markers	4	Different colours	
PARTICIPANT STATIONERY: OPTIC	ONAL		
Pens			
Notebooks			
FLASH CARDS AND HAND-OUTS			
Activity 4: Flashcards: Flags	1 set		
Activity 7: Flashcards: gestures	1 set		
General resources			
Activity 4: blutac/prestic,	1 packet		
markers	1 per participant		

Preparation Notes:

Before the training starts, make sure you have the following available, ready and prepared:

- 1. Make sure you have an internet connection so that you can click through to websites linked to the PowerPoint presentation.
- 2. Test the links are working
- 3. Hyperlink the video clip on the Cow and the Crocodile to your presentation
- 4. Test that the video link is working



Facilitator's Checklist

Actio	on	Complete
1.	Go through the presentation, together with this facilitator guide, making	
	sure that you know the content and can teach it.	
2.	Familiarise yourself with the Learner Guide.	
3.	On the day of the training, ensure you have the attendance register and	
	know who is attending.	
	Make sure you have Learner Guides	
	Make sure you have all the necessary hand-outs.	
4.	Prepare your resources, set up your hyperlinks, etc. before the course	
5.	Prior to the start – set up the classroom and have your Learner Guides	
	available to hand-out.	
	Set up the presentation.	



Training programme

Time	Content	Timing
08.00 - 8.30	Welcome	25 min
	Participant attendance register	
	Slides 1 - 6	
	Module overview and introduction	
	Activity 1: Tuk Tuk Safari	
08.30 - 10.00	Topic 1: Understanding our Tourists	90 min
	① Slides 7 - 62	
	Activity 2: Dictionary search: Define 'Rapport'	
	Activity 3: Small group discussion: Tourist	
	Expectations	
	Activity 4: National Characteristics	
10.00 - 10.15	Break	
10.15 – 12.15	Topic 2: Communication	120 min
	1 Slides 63 - 84	
	Activity 5: Broken Telephone	
	Non-verbal communication	
	Activity 6: Gesture game	
12.00 - 1300	Lunch Break	
13.00 – 14.00	Topic 3: Introductions	60 min
	Olides 85 - 101	
	Activity 7: Introductions: practice	
14.00 - 15.00	(continue and use time as needed to catch up)	
15.00 - 15.15	Closure:	
	🖓 Slides 102 - 105	
	Assignment discussion	
	Thank you!	
15.15 – 15.30	Break	
13.30 - 16.30	Start Module 3	



Module introduction

	Time: 25 min
Training instructions: Module Introduction	Slides: 4
Teaching Methods	Time and Resources
Present Slide 4 and briefly explain the content of the module:	Time: 5 min
Topic 1: Understanding our tourists	
Topic 2: Communication	
Topic 3: Introductions	
Attention Getter: Activity 1: TukTuk Safaris: Vientiane	Time: 20 min
Start the module by giving the participants 5 minutes to read the activity Vientiane. Once they have done this, ask the questions that follow and	
recognise and discuss the following. If not – draw their attention to th	-
understand the message in this activity.	ese answers so that they
The objective of this activity is to understand how this guide builds rap	port with his customers
through his own personality, through his product and how this is good	•
Answers:	
1. What are the key characteristics that make the western tourists s	o happy with him?
He understands westerners	
Enthusiastic, energetic, fun, bright, lively	
Knowledgeable, lots of stories, interesting information	
Excellent communication skills	
Patient with lots of questions	
Professional	
Safe	
Build relationships and rapport	
2. What did they really like about the tours?	
Good value	
Interesting food	
 Interesting places to stop 	
 Authentic, real, local experiences 	
 An interesting, unusual, not the same-same experience 	
 Hands-on experiences: (they do embroidery, cook, plant rice, e 	etc. on the tour)
3. How does this affect Ere's business?	
These reviews are posted on Tripadvisor, with high recommendation	on and he is rated No 1
out of 8 Top Tours to do in Vientiane.	
Gets lot's of new business, and also repeat business from these rev	views.



Training instructions: Module Introduction	Time: 25 min
	Slides: 4
Teaching Methods	Time and Resources

Conclude: the lesson is that he is successful because he understands his customer, he builds rapport, he communicates well, and offers an interesting and different, good value experience to his clients.

Let's remember this throughout the module!



Tripadvisor Reviews

Tuk Tuk Safaris: Vientiane



What is the product?

Tuk-Tuk day-tours around Vientiane, with different themes – culture, food, farming, etc., including hands on experiences such as Hmong embroidery, planting rice, cooking, etc.

Tourists write about the guide and driver Ere:

- Spoke really good English and was knowledgeable about all the places we visited;
- Was a lovely guy, chatting very comfortably with us;
- Had good English and his understanding of Western needs make him an excellent guide;
- Was a great tour guide; translating for us, making sure we understood what was happening, and answering our many, many questions;
- Is an entertaining, knowledgeable and very friendly tour guide;
- Was bright bubbly and enthusiastic making the day a total winner;
- Was an absolute champion; was very knowledgeable about the city and fun;
- Was great value, lots of good stories;
- Didn't get sick of answering our questions; and we had quite a few for him;
- Is a great guide, full of enthusiasm and knowledge;
- Personalised professional service and your care and respect on the streets ensuring our safety and enjoyment;
- Has clearly cultivated relationships with the people we visited today.

What tourists enjoyed about the tour:

- Great value for money trip around the capital of Laos, which included a sumptuous lunch and provided us with an understanding of the Vientiane culture.
- Highly recommend this authentic tour offering an understanding of the history of the hospitable Lao people, enlightening the efforts and much needed awareness of the COPE centre.
- Really more off the so called beaten track than the usual run of the mill,
- Brilliant food along the way,
- Good stories, nice information.
- The communication beforehand was good,
- This gave us behind-the-scenes access that we would not otherwise have had even though everyone on the tour were seasoned travellers.
- The tour also focussed on hands-on experiences and places with a story.

Conclusion:



- This tour was recommended by friends who live in Vientiane as they had taken other friends and family on this tour.
- Comes highly highly recommended. I wish we could tour the whole of South East Asia like this.
- We would recommend the Live Lao for a Day tour to everyone who wants a taste of the city.
- Thanks Ere for a fantastic tour of Vientiane that gave us a true insight from a well-respected local.

Questions:

- 1. What are the key characteristics that make the western tourists so happy with him?
- 2. What did they really like about the tours?
- 3. How does this affect Ere's business?

Topic 1: Understanding our Tourists

Training Content: Topic 1: Understanding our Tourists

1.1. Introduction

- 1.2. Getting to know our Tourists
 - What do tourists want?
 - The Western tourist
- 1.3. Cultural Characteristics of our main tourist groups
 - Guidelines for addressing cultural differences:
 - French
 - British
 - German
 - American
- 1.4. Ideas for building rapport
- 1.4.1. Linking to tourist characteristics:
 - Geographic origin
 - Cultural background
 - Age
 - Educational level
- 1.4.2. How to find out a group's needs:
 - Watching
 - Listening
 - Direct information
- 1.4.3. Accommodating needs and wishes of the group
 - Quiet time
 - Free time
 - Time to chat
 - Personal enjoyment of the site
 - Time to rest
 - Photo opportunities
 - Up and close personal opportunities
 - Special treatment
- 1.4.4. Specialist groups
- 1.4.5. Don't take offense



Training Content: Topic 1: Understanding our Tourists

1.5. Suitable conversation topics

- Do's and don'ts
- Types of questions that you could ask in general conversations

Training instructions: Topic 1: Understanding our Tourists	Time: 90 min
Training instructions. Topic 1. Onderstanding our Tourists	Slides: 7 - 62
Teaching Methods	Time and Resources
Building Rapport Start with the activity before you move into the content of the topic. First we all need to understand what 'rapport' is.	 Time: 10 min Smart phones from participants Flipchart and markers
 Activity 2: Define "Rapport" Time: 5 min Ask the participants to use their smart phones to look up the word 'rapport' on the Internet. 1. Write up on the flipchart the words they then use to explain the term 2. Compare what they have come up with to the explanation on Slide no 4. 3. Explain why rapport is so important to tour guides: it is the basis of our relationship with our tourists. We can build better rapport if we understand our tourists – why they are here, what they want, and a bit about their characteristics. 	
Understanding our Tourist	Time: 20 minFlipchart and
 Activity 3: Brainstorm: Tourist Expectations Time: 10 min Show the slide and ask the group what a tourist expects from a tour guide. Make this a quick activity by asking different people in the class what they think. Write the answers on the flipchart Compare this list to what we learned from the tourist reviews of Tuk Tuk Safaris. Then compare to the list on the next slide: this explains more about how a tourist feels about being here, and what he/she expects. 	markers • Slides



Training instructions: Topic 1: Understanding our Tourists	Time: 90 min
	Slides: 7 - 62
Teaching Methods	Time and Resources
Go through the next few slides, talking more about and explaining the tourists personality and needs in more depth.	
Make sure the participants understand the viewpoint of the tourist – this is a critical aspect to delivering good service and building rapport.	
Characteristics of main source markets	Time: 40 min
 The main source markets are: 1. English speaking countries: UK, Australia, USA and sometimes Canada 2. Foreign speaking European Countries: French, German, Dutch Each have their own unique characteristics, likes and dislikes. 	 Flashcards with flags and Nationalities Blutac/prestick/tape Markers for each participant
Put 4 flipchart sheets up on different walls in the training room. Stick a flag and the name of the country on each sheet. Write a heading at the top: Characteristics, then a bit below that, Likes and Dislikes Make each flipchart page look like this: British	
Characteristics	
Likes Dislikes	
Ask the participants if, in their experience with tours, they have noticed any specific characteristics, likes or dislikes between	



Training instructions: Topic 1: Understanding our Tourists	Time: 90 min
	Slides: 7 - 62
Teaching Methods	Time and Resources
different nationalities. Give them each a marker, and ask them to	
write them up on the sheets.	
Once they have done this, walk around with the participants and	
discuss their inputs.	
1. After the activity, show and go through the slides that give further	
information on the characteristics, likes, dislikes, Do's and Don'ts	
on each of the nationalities.	
2. Link these to the ideas that the participants have mentioned	
already on the sheets of paper up in the room.	
3. Don't spend a lot of time repeating things that have already been	
discussed in the activity discussion.	Time of 45 main
Ideas for building Rapport	Time: 15 min
1. Evaluin how to link your tour content and information to tourists	Slides
1. Explain how to link your tour content and information to tourists needs. Use the examples on the slide with Britain, the US,	
Europe and Japan as examples (make sure you understand this	
from the Trainer Manual).	
2. Show them the apps on your phone and explain how these work	
and how they help in guiding. Tell them to do any conversions	
before they talk to the tourists so that they can use these figures	
without having to look them up on their phones.	
3. Talk about the methods to find out about their needs and	
interests, and how to respond to these.	
Special Treatments	Time: 15 min
	Slides
1. Discuss some small and special touches that can make a group	
feel very special and can build rapport with them.	
2. Go through the slides, explaining how a guide can make tourists	
feel special by doing various things for them, such as arranging	
meetings with important local people.	
3. Explain how to go about arranging these,	
4. Even do a short role play of meeting with a village chief and	
arranging a visit to his house.	
Special interest groups	Time: 10 min
• Ask if they have ever had a special interest group?	Slides
What was the special interest?	



Training instructions, Tonis 1, Understanding our Tourists	Time: 90 min
Training instructions: Topic 1: Understanding our Tourists	Slides: 7 - 62
Teaching Methods	Time and Resources
• How did the tour change because of the special interest?	
Discuss the guidelines for responding to special interest groups.	
Engaging with participants:	Time: 10 min
	Slides
Explain how important it is not to take offence and not to take things personally!	
Discuss suitable conversation topics with various groups, and what	
kinds of things to chat about that are 'safe' topics.	

Topic 2: Communication

	Training Content: Topic 2: Communication
2.1.	Process of communication
2.2.	Barriers to communication
•	Noise
•	Language
•	Accents
•	Culture
•	Physical
2.3.	Types of communication
2.4.	Non-verbal communication
2.4.1.	Symbols, pictures and signs
2.4.2.	Gestures
2.4.3.	Body language
2.4.4.	Handshakes
2.4.5.	Personal space
2.5.	Verbal communication
•	Tips for interpersonal skills
2.6.	Match your verbal and non-verbal language



Training instructions: Tania 2. Communication	Time: 120 min
Training instructions: Topic 2: Communication	Slides:
Teaching Methods	Time and
	Resources
Start off by playing a game that emphasises the importance of	Time: 10 min
communication and how people send and receive messages.	
Activity 5: Broken Telephone/Chinese Whispers Time: 10 min	
Activity 5: Broken Telephone/Chinese WhispersTime: 10 min1. Line the participants up in a semi-circle.	
2. Explain that you will whisper a message into the ear of the first	
person in the line.	
3. This person must repeat it by whispering it into the ear of the	
second in line, who must repeat it to the third.	
4. The last person in the line must say the message out loud.	
5. The message at the end of the row will be very different from the	
one that started.	
This is a very funny exercise!	
 Repeat it once more. 	
• Emphasise that how we hear, understand and tell information can	
affect how good our communication is.	
• We need to understand the processes of communication in order to	
do this properly and well.	
• This is what this topic will help us to understand.	
Some sample messages to use:	
 Meet me in the middle of the market at midday. 	
• I love doing my wonderful tour guiding job every day of the week.	
We will stop at the waterfall restaurant and have a delicious	
traditional Lao lunch.	
Communication	Time: 10 min
1. Using the slides, explain	Slides
1. why we communicate,	
2. the objective and process of communication.	
3. when communication is unsuccessful, and this is because of barriers.	
4. Explain and discuss the barriers .	
2. One of the biggest barriers is the lack of language skills, and difficult	
accents of Lao tour guides – we need to practice our English and how	



Training instructions: Topic 2: Communication Teaching Methods	Time: 120 min
	Slides: Time and
	Resources
to say it properly so that our tourists can understand us clearly.	
3.	
Types of communication	Time: 5 min
Evelois the two types of communications, workel and non-vertical	Slides
Explain the two types of communication – verbal and non-verbal. Non-Verbal communication	Time: 15 min
	• Cow &
Video clip:	Crocodile
1. Show the slide on non-verbal communication types, then have a bit of	movie clip
fun showing the cow and crocodile movie clip.	
2. The message is that we can all understand it, even if no words were	
spoken.	
 Explain that humour is a universal language – we can often laugh at the same things even in different cultures. 	
Signs and symbols:	
 demonstrate how people all over the world can communicate using the same basic signs and symbols. 	
2. Show the slide with various symbols on it, and ask the participants to	
guess what they are. They should get most of them right.	
Note : the last one is a joke – and proves that all people can find the same thing funny.	
Explain that another big barrier is culture and different interpretations even of body language or gestures.	
Activity 6: Gesture game Time: 20 min	Time: 20 min
	Activity 6
1. Hand out the cards to the participants; they must each get 1 or 2.	Flashcards with
Taking turns, they must make a gesture that shows the action mentioned on their card.	gestures on them
3. These are gestures that guests may make to communicate – e.g.	
indicating that they want the bill, that they are in a hurry, that they want a drink, etc.	
4. Other participants must guess what the gesture means/ what the	
guest wants.	



	Training instructions, Tonis 2, Communication Time: 120 min	
	Training instructions: Topic 2: Communication	Slides:
	Teaching Methods	Time and Resources
bet	essage: understanding some of these common gestures can make us ter communicators, and can also help when our tourists are trying to nmunicate to other Lao people who speak no or little English.	
Im	portant note:	
•	You, the trainer, must know what the Western gestures for these different items are so that you can demonstrate them if the participants don't understand them. Make a point of explaining that guides must be able to recognise and respond to these gestures if they see tourists doing them. For example, guides can help tourists communicate with local people if they see that they are making such gestures when talking to Lao people.	
Bo	dy Language	Time: 20 min
₩e •	e can learn a lot about our tourists from their body language Use the slide to show some examples. Run through both the lists of body language examples, demonstrating it and explaining what each one means.	Slides
На	ndshakes	Time: 15 min
2.	 Walk around the group, and as a game, shake their hands, one by one, and say "Hello'. Feel what the handshakes feel like and report back to them afterwards: Too firm? Too soft? Not-responsive? Just right? Show the slide and then demonstrate what a Westerner expects from a good handshake.	Demonstration Slides
	Mention that this is important and that you will be assessed on your handshake as this is part of the first impression that a guide will make on a tourist.	Time: 10 min
•	Explain the concept of personal space to the participants Demonstrate the different levels by asking people to stand different distances from each other and show the distances	Participants to demonstrate the spaces



Training instructions: Topic 2: Communication	Time: 120 min
	Slides:
Teaching Methods	Time and
	Resources
Westerners do not like people in their personal space! Be aware of this and act accordingly	
Communication to build Rapport	Time: 10 min
Run through the communication tips, and how this helps you build rapport with your tour participants.	

Topic 3: Introductions

Training Content: Topic 3: Introductions
3.
3.1. Greet and Welcome participants
3.1.1. Greet participants
3.1.2. Welcome tour members
3.2. Introduce yourself
Guidelines on what to say
3.3. Introduce others to the group

3.4. Introduce tour members to each other

Training instructions: Topic 3: Introductions	Time: 60 min
	Slides: 84 - 101
Teaching Methods	Time and
	Resources
1. Explain the importance of a good introduction – as first impressions a	e Time: 30 min
very important.	Slides
2. Run through the tips on introductions, and then the 'script' on the	• Script on the
slide as a guideline on what to say.	slides
3. Explain the principles ,	
4. Then give a demonstration – (use yourself) as an example.	
5. Ask the participants what they thought of that introduction and to	
discuss its merits.	
5. Mention that you do not want them all to sound the same – they	



Training instructions: Topic 3: Introductions	Time: 60 min Slides: 84 - 101
Teaching Methods	Time and
	Resources
should not sound as if they are reciting something, and should make	
the intro short and informative, building rapport.	
Activity 7: Tour guide introductions: Practice Time: 30 min	Time: 30 min
 Each guide must introduce themselves to the others as if they were about to start guiding a tour. They have 3 minutes each. 	
 The others can give some constructive feedback on the introduction – e.g. amount and suitability of content, length, voice, speed, etc. 	
 Coach the participants on what to say and how to say it where necessary 	
4. Provide feedback and if necessary let them try again until they	
improve.	

Training instructions: Module Closure	Time: 5 min
	Slides: 102 - 105
Teaching Methods	Resources
Ask if there are any outstanding questions	
Close the session with thanks and a reminder that:	

The next Module is *Module 3: Interpretive Activities* – where we will have a lot of fun learning how to make our tour commentaries and activities really interesting and engaging for our tour participants.

Remind participants to do further research for their assignment!