



FAKULTI PENGURUSAN DAN INDUSTRI HALAL

PROGRAM	Diploma in Tourism Management
COURSE NAME	TOUR GUIDING PRINCIPLES
COURSE CODE	DTO 3013
CREDIT HOUR	3
SYNOPSIS	Exposes students to the hands-on experience of effective guiding techniques and tour package development. Students will practice appropriate guiding techniques in travel & tour activities.
COURSE STRUCTURE	
CHAPTER	TOPICS
1	Guiding Management 1.1 Explain the nuts and bolts of conducting tour 1.2 Describe the business of guiding 1.3 Explain what professional ethics is 1.4 Describe how to handle travelers with special needs
2	Tour Coordination 2.1 Explain tour planning, 2.2 confirmation and coordination 2.3 Describe the arrangement of accommodation, transportation and other related services 2.4 Explain how to coordinate and lead a tour
3	Guiding Technologies and Equipment 3.1 Tour guide technologies, documents and support equipment 3.2 Information from guide books, manuals and maps 3.3 Operate and use public address system, camera, audio-visual, firefighting and first aid equipment in tour guiding activities 3.4 Manage guiding equipment and facilities
4	Promote Tourism Products and Services 4.1 Describe tourism products and services in Malaysia 4.2 Promote tourism services and products 4.3 Organize visits 4.4 Deliver talks on tourist places of interest, attractions, events and activities



5	Financial Management 5.1 Financial procedures and Management 5.2 Acquire and handle advances for tour related expenses 5.3 Use funds within the budget 5.4 Prepare expenses reports 5.5 Adhere to organization expenses procedures
6	Contingency Arrangement 6.1 The importance of having a contingency plan 6.2 Plan alternative arrangements for tour itinerary, transportation, accommodation, meals and time schedules
7	Sustain Job Interest and Passion 7.1 Explain strategies to sustain job interest 7.2 Describe post tour report compilation 7.3 Survey information and feedback from tourists 7.4 Fields studies and evaluations 7.5 Explain how to upgrade job professionalism 7.6 Explain how to recommend new itineraries
8	Safety, Security and Hygiene 8.1 Explain the safety, security and hygiene practices 8.2 Describe safety-first attitude and preventive measure 8.3 Explain how to provide security and safe experience to tourist 8.4 Describe grooming and good hygiene practice
References:	1. Kumar C. Chiranjib "Tour Guiding: A Training Manual & Professional Approach of Guiding in Tourism" Createspace Independent Publishing Platform (2016)