

# TOUR/DRIVER GUIDES

## MODULE 4: COMMUNICATION & BRIEFINGS

### INTRODUCTION

*Being able to communicate in a clear way, at the right time and in such a way that clients enjoy listening is absolutely crucial for any good guide. That is why this module will focus on communication tips, briefings and storytelling.*

### OVERVIEW



### Learning Goals



#### Knowledge

- The students know how a professional guide should communicate.



#### Attitude

- The students are eager to improve their various forms of communication.



#### Skills

- The students are able to communicate effectively.

SESSION 4A: How to Communicate Professionally

SESSION 4B: Briefings

SESSION 4C: Storytelling

### BEFORE YOU START, YOU NEED...

- Flipcharts
- Large paper
- Marker and pens
- Sticky notes



# SESSION 4A: How to Communicate Professionally

## AGENDA



**Exercise:** What Does a Professional Tour/Driver Guide Look Like?  
(15 min)



**Brainstorm:** Tips & Tricks  
(20 min)



**Exercise:** Body Language Roleplays  
(30 min)



**Lecture:** Verbal communication  
(20 min)

## INSTRUCTIONS

### Exercise: What Does a Professional Tour/Driver Guide Look Like? (20 min)



#### PREPARE:

Ask the students to come to this day dressed up the way they would typically take their clients on a tour



#### ASK:

- Ask the group to split up in groups of 4 and ask everyone to individually introduce his/her appearance to each other, by explaining what type of clothing, gear, hairdress, etc. was chosen. Let them provide feedback on each other's appearance. Make sure that this is done in a constructive manner, as it is not aimed to shame each other.



#### SAY:

- Get the group back together. Emphasize that not every guide has to look exactly the same, as not every trip is the same. But there are some things to keep in mind. Let's explore them in the next activity.



# Brainstorm: Tips & Tricks (35 min)



## ? ASK:

Ask the students to brainstorm on tips & tricks regarding various communication topics. Split the group into three groups and assign each group a topic:

1. Appearance
2. Body Language
3. Verbal Communication

What would they advise to each other? Hand each group a flipchart on which they can write down tips & tricks. After 20 minutes, let them come back and present their findings to each other. Let them have a discussion.

As facilitator, expand their answers to make sure the following points are also included:

### Appearance

1. Typical safari driver guides need to have kaki, green, beige or brown clothing. Wear long sleeves and if necessary, wear sunglasses or a hat to protect from the sun. Make sure your shoes are reliable and waterproof. Other types of guides, such as cycling guides or site guides offering cultural tours, would have different types of attire.
2. Wear no jewelry and no (or modest) make-up. Hair needs to be tightened or worn in such a way that it cannot cause any issues.
3. Make sure your clothes are clean. They may get dirty during the trip, but that is not an excuse to wear dirty clothes from the start.
4. Personal hygiene is crucial but often overlooked. Make sure to wash yourself every morning, not to wear the same shirt several times and make sure to apply deodorant. Nothing is more annoying than sitting in a car with a sweaty guide who believes he can do without deodorant.
5. Dental issues can also cause bad breath. Brush your teeth at least twice a day, and especially early in the morning. If you have dental problems, go to a dental clinic.

### Body Language

1. Regardless of your body size or shape: be proud of it. If you think you are too tall, you are only going to look taller if you try to compensate for it. Have confidence in your own body, because others will then have more confidence in you.
2. Stand still and comfortably. Don't move from one leg to the other.
3. Look people in the eye, but not too long. If you are uncomfortable looking strangers into the eye when presenting in front of a group, you can also focus on the spot between people's eyebrows as it will appear you are looking people in the eye.
4. Film yourself when talking to others. You may be aware of your appearance, but movements are harder to notice. By just looking in the mirror you will not see how you appear to others.





## Exercise: Body Language Roleplays (30 min)

Explain:

### SAY:

1. You as a facilitator will have to do some acting. You will introduce why it is important to be aware of your body language, by acting out different styles. First you will act nervous, afterwards you will act arrogant and finally you will act happy. Do not tell the students how you will act.

### SAY:

2. While acting nervous / arrogant / happy make sure to explain the following, each time: *“If you are working in tourism, your body language will significantly influence the experience of your clients. If you are grumpy, look tired or not focused, your clients will not enjoy your presence. And remember: they are the ones paying you. They are the ones that make sure you earn a living. As a tourism professional, it is therefore crucial to be aware of how you come across: what message do you convey?”*
3. It is not important to introduce it 100% the same, word for word, as long as you bring across the message.

### ASK:

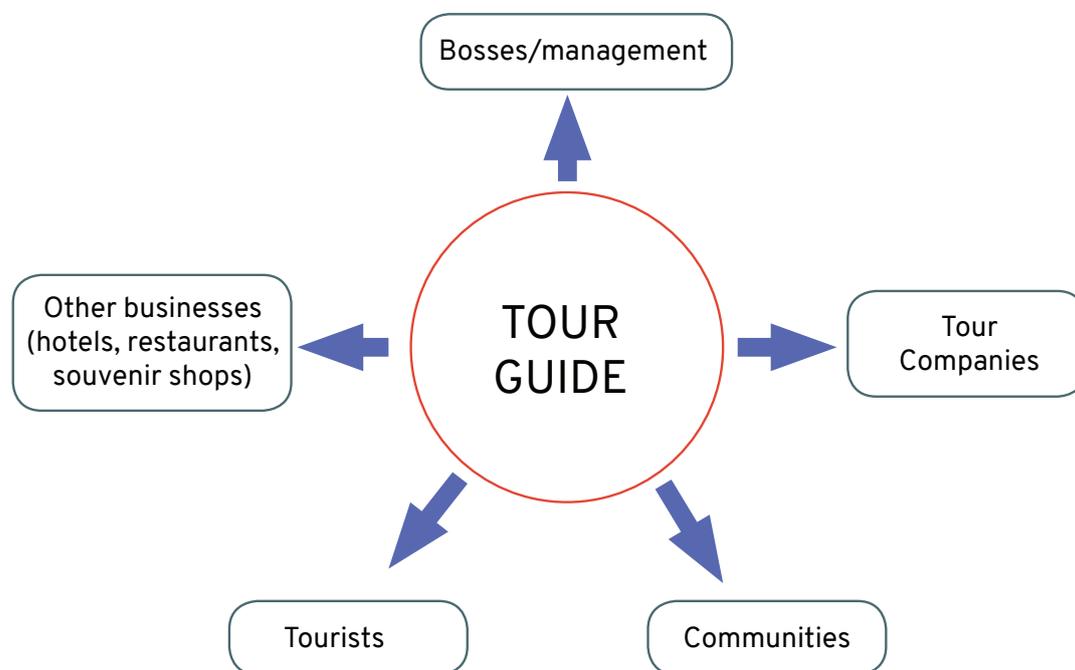
4. *After each time, ask the group to reflect on your body language.*
5. Split the participants into groups of four.
6. Taking turns, each person will act as a guide and introduce their company to the others in about 2 minutes. The other 3 people will mention what body language the guide will have to use, such as being nervous, being distracted, being happy or being proud. The others will play the role of tourists and have to mimic the same emotion. After 2 minutes it is somebody else's turn.
7. After everyone has taken a turn, get back collectively and discuss how it was.





## Lecture: Verbal communication (20 min)

- As a tour guide you have to communicate with different types of people. Of course, you have to communicate with your clients, but can you think of others as well?
- Draw the model below.



### Verbal Communication

1. Make sure that you are audible and that you articulate well. If you notice that tourists have difficulties understanding you, make sure to talk a bit slower and to ask if they have understood you.
2. Many international tourists will have difficulties understanding English, especially when spoken with a local accent. This makes sense, as English is not an official language in most countries and for many tourists it will be the first time to hear your style of English. If people don't understand you, try and explain it in a different way.
3. Be aware that what is considered normal in many African languages, is not necessarily in other languages. For example: in many African languages "come here" (which is called the imperative) may have a similar meaning as "could you please come here?" (which is phrased as a question). However, in many languages it is impolite to use the imperative and you should therefore phrase it as a question as much as possible.
4. You probably know of people who are boring to listen to. Often, this has to do with the fact that they talk in the same tone all the time and don't seem to care if listeners are not listening. Instead, try to add some variety to your sentences, in terms of tone, length and style. [As a facilitator, make sure to give a few examples]
5. In verbal communication, "active listening" is also important: intently listening to people and showing that you are listening. Active listening skills are key when conducting a meeting, presentation or even when participating in a one-on-one conversation. Doing so will help you grow as a communicator.



# SESSION 4B: Briefings

## Learning Goals



### Knowledge

- The students know how what elements are needed for a proper briefing.



### Attitude

- The students pay sufficient attention to giving a good preparation.



### Skills

- The students are able to execute a good briefing.

## AGENDA



**Scenarios:** Good and Bad Briefings  
(25 min)



**Exercise:** Lecture  
(20 min)



**Exercise:** Role Play  
(45 min)

## INSTRUCTIONS

### Scenarios: Good and Bad Briefings (25 min)



Read out loud the following briefings.



**ASK:**

*After each of the scenarios, ask the group*

- *what they thought of the briefing: was it a good, exciting introduction into the activity?*
- *Were all necessary elements of a briefing included?*
- *How would the participants feel after the briefing?*



## James

*Hello, I go by the name of James and today I will take you on a Baboon Experience. Here in this park we have many baboons and I can tell you: they are very intelligent. In this 2-hour experience we will teach you about the lives of baboons: what they eat, how they live together and how they deal with predators. But did you know that baboons prey on small animals as well? Let us now move to the site where they are often located during this time of the day. For now, make sure not to do anything stupid and enjoy the day.*

## Jay-Jay

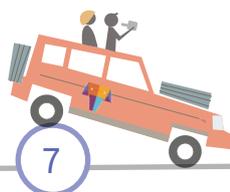
*Good morning everyone, welcome to the Dance Dance Dance Jinja! You can call me Jay-Jay and I will be taking you on a very exciting adventure today! As you may know, Uganda is home to very many different tribes that all have their unique cultures: we have the Basoga, the Baganda, the Acholi, the Banyankole, the Bachiga, the Iteso, the Bagisu, the Batooro, the Lugbara, the Banyoro, the Japadhola, the Karimojong and so, so many more. Here in Jinja, all those tribes are represented. The interesting thing is: they all have their own traditional dances. Today, you will get to learn the traditional dances of 4 of them: the Basoga, the Bagisu, the Karimojong and the Acholi. We will do so by visiting 4 different dancing schools! We will move from place to place using a boda-boda and I would request you to wear one of our helmets. At each of them we will also have some drinks and traditional snacks. Before we get ready and put on our dancing clothes, let us first hear all of your names and why you wanted to join today! Also, feel free to ask any questions throughout the day, as I would love to answer them!*

## Catherine

*Good morning members.... This is the Kalangala Fishing Experience. It is very good. We will be doing the fishing. We will catch Tilapia, maybe Nile Perch. You will see birds. We will catch the fish. It takes long but it is nice. You need to know how to swim as the waters are very dangerous: a crocodile ate a villager 2 months ago. We were very sad. Let's go. But first you pay.*

## Richard

*Biai bo? Ejokuna! Welcome to Ejokuna Cultural Adventures. My name is Erokot Richard and I will be your guide for today! I hope you will be just as excited as myself as I always feel very proud when I get a chance to meet people from all over the world and introduce them to the Iteso culture. By the end of today you will have learned how to greet each other respectfully in our local language, you will have learned about the history of my people, have prepared and eaten our local food called Atapa and for those of you who like to drink alcohol, you can try the local brew called Ajono. On top of that, you will learn how to sing our songs and how to dance like a real Itesot! By around 20:00 h we will be finished, but of course you are very welcome to stay longer. Feel free to reach out to me in case you have any questions as I am very happy to answer them. Let us move to the next hut where we will introduce a nice game to get to know each other and what you would like to learn about today!*



# Lecture: Tips and Tricks for a Good Briefing

## (20min)



Give a lecture that includes the following content:

- A great briefing is a great start of the activity! It is very important to plan time for briefings as they allow visitors to ask questions and to receive all the necessary information. Briefings prepare visitors for their unique experience. You provide them with information on what to look out for, as this will enable them to enjoy their experience even more.
- Typically a briefing takes place at the beginning of the trip, but you can also cut it into smaller pieces to make sure you do not overwhelm the visitors with information. Make sure to give the information at a moment that is relevant.
- If necessary, explain any behaviour codes: is it ok to take photos everywhere? What to do when wildlife is encountered? What to do with garbage? Etc. Doing so will help to make the tourism activity sustainable.
- Make sure to emphasize the need for safety and what role you and your visitors will have to play to ensure the safety of everyone. This is particularly important in activities that include physical or high adrenaline activities, extreme weather conditions, difficult traffic conditions and encounters with potentially dangerous wildlife. In these cases, handing out a waiver, which is a document that needs to be signed to emphasize the understanding of the potential risks, is useful.
- Not all information is appropriate for all audiences. Consider who you are talking to and assess their previous experience. This is important for the sake of safety but also in making sure that you do not bore your visitors with information that is irrelevant to them.

### How will you structure the information?

**Opening** – if you have not done so already, welcome the visitors in such a way that you make a good first impression and that you have their attention.

**Purpose** – explain shortly why you are giving the briefing.

**Main Body** – Provide information on the activity: What can visitors expect? What should they look out for? How should they behave respectfully? How can the activity be done safely? This information should be concise, factual, clear and easy to understand.

**Conclusion** – Summarize what you have just mentioned and ask if there are any questions. Make sure to wish your visitors a great experience.

### Do not forget to keep it:

**Short** – preferably no more than 3 minutes

**Clear** – clear purpose, easy to follow, no jargon

**Concise** – well edited, not too wordy

**Reliable** – information is accurate, with notification of missing information

**Professional** – make visitors feel safe and respected

**Enthusiastic** – bring across the fun aspect of it all



## Exercise: Briefing Practice (45 min)



The participants will now practice how to give briefings



### PREPARE:

The team will split up into smaller groups, practice giving briefings and give each other feedback based on their briefings.



### ASK:

1. Ask the participants to split up into teams of 4.
2. Let each participant prepare a guest briefing of their own tourism activity.



### FACILITATOR'S TIP:

If for some reason this is not applicable to some of the participants, you can also ask them to make a briefing for James' Baboon Experience or Chatherine's Kalangala Fishing Adventure, that were introduced at the beginning of this session.

3. Let them give their briefings to each other. Let them keep it short: maximum 4 minutes. Make sure they give constructive feedback to each other.



# SESSION 4C: Storytelling

## Learning Goals



### Knowledge

- The students know different tips & tricks to tell a good story.



### Attitude

- The students are aware why it is important to tell a good story.



### Skills

- The students are able to tell good stories that improve their guiding activities

## AGENDA



**Lecture:** What makes a good story?  
(30 min)



**Practice:** Storytelling  
(60 min)

## INSTRUCTIONS

### Lecture: 10 tips for a good story? (30 min)



Introduce the following ten points on how to do proper storytelling. Feel free to elaborate on any of the points, but keep it concise.

#### 1. Know your audience

Make sure you find out who your audience is, through informal chit chat. Ask your audience whether they have been in your region before. Ask them what they have been doing earlier in the week. Ask them how they found out about your company. Do they have any specific interests? This helps you to create a connection with your audience, but it will also allow you to adapt your story so that it becomes more relevant to your audience.



## 2. Pick the right moment

Pick the right moment to tell your story. As a guide, your stories should complement the experiences of your audience, so tell your story at the right moment: preferably at a moment when your story will help your audience to understand what they are hearing, seeing, smelling, tasting or feeling. Don't tell anything in advance, but spread it out across the activity.

## 3. Authentic but juicy!

It's pretty simple: don't make up things but tell the truth! Just be honest. Of course you can add a bit of juiciness to your story and ask yourself the question: would you like to listen to this story yourself?

## 4. Structure it well

Make sure your stories are well-structured. For example, make sure you introduce the topic by starting with something that gets the attention of your audience. This could be a question, a joke, a fun fact, etc. Make sure the central parts give a proper explanation and conclude with something that generates some responses.

## 5. Interactive

Make your story interactive! Try to turn it into a conversation, rather than a lecture. Sometimes your audience might have some interesting things to say as well. Your audience will appreciate it if they feel they are listened to as well, and if their questions are taken seriously.

## 6. Examples and anecdotes

Come up with examples to illustrate your story. Often, personal anecdotes will do the job for you. Just make sure it does not feel like you're showing off.

## 7. Explain the why

As most people can usually see for themselves, it is often not important to mention WHAT is happening. However, you need to help your audience interpret what is happening by explaining WHY something is happening.

## 8. Make use of humor

Humor can obviously help turn something into a fun experience. Don't act like a stand-up comedian, but do allow a healthy dose of humor and excitement to enter your story.

## 9. Respect the opinions of your audience

Your view of the world may not be the same as those of others. As you might come into contact with visitors from many different countries and cultures, it is important to be tolerant and respectful towards other views. Keep a professional distance if necessary: don't end up in a discussion in which you offend your audience.

## 10. Know when to shut up

The art of not saying anything is often underappreciated as many guides like to hear themselves talk. But the best guides are often introverts who learned to be extroverts, as they are more attentive towards the feelings of others. By talking all the time, you might bore your audience.



## Practice: Storytelling (60 min)



For the rest of the day, let the students practice in storytelling. There are various ways you could do this activity:

1. The students can all prepare a 3 minute presentation in which they tell a story to the audience. This could be an anecdote or some knowledge sharing on a subject that they know something about, such as their own cultural practices or a nature topic.
2. You can take the students outside, if you happen to be at or near a place where you can practice guiding, such as a garden, a park or a town. Let the students practice guiding each other and include elements of storytelling during the experience. It would be best to split up in groups.

In both cases, make sure the students apply what they learned during the day.

