



## Vietnam Travel Promotion Group

### Tuan Linh Travel Co., Ltd.

#### Checklist for tour guide

- Read carefully Tuan Linh Travel's regulation for tour guides.
- Have detail contacts on tour: mobile, office, home phone of operator and office, driver, service providers.
- Updated documents involved to the tour: voucher, ticket, program, etc.
- Information about the tourists.
- Welcome package (map, gift, notice, program).

#### **DO**

1. Pay attention to visual priority.
2. Be flexible in work.
  - Select appropriate commentary for group.
  - Be prepared to change route or itinerary.
  - Be able to provide alternative routes.
3. Report to tour operator daily or right after having a problem on tour.
4. Give a balanced commentary; consider priority, content and time.
5. Allow and handle questions.  
Always listen carefully, repeat the question and use it to gain further rapport.  
Be honest: say if you do not know the answer; look it up and report.
6. Give time for guests to talk.
7. Limit detail to the important.
8. Explain technical terms and jargon.  
Carry appropriate reference books e.g. for birds, trees, technical devices etc.
9. Be confident. Conceal your nerves. Remember you know your subject well.
10. Remember your assets: voice, personality, and knowledge... and smile!
11. Be imaginative.
12. Use the visitors knowledge; find out if there are any specific interests and include them.
13. Use common sense.
14. Be diplomatic.
15. Change; find the way to present the site or experience in the best possible.

#### **DO NOT**

1. Forget to note the tour in your calendar immediately!!
2. Forget to count: group members, restaurant seats, entrance tickets etc.
3. Speak without having something to say.
4. Express personal or negative opinions and/or comments.
5. Present controversial topics: politics, religion, sex etc.
6. Assume existing knowledge
7. Assume customers to be ignorant.
8. Presume to be an expert or get over-extended on a subject.

9. Be negative e.g. “What a shame about the weather” or “This usually looks better” or “If only we could...”
10. Hurry your guests, comment on lack of time.
11. Turn your back to the group or turn your head away whilst speaking (exception: moving coach!)
12. Start speaking before group is assembled and composed.
13. Speak while walking.
14. Overtire your guests with too much information or too many dates.
15. Tell lies or make uninformed guesses.
16. Offend your visitor.
17. Argue – either with the customer or the driver, or indoor staff.
18. Forget the name of your group, hotel, program, voucher.
19. Unfavorably compare guests or persons or programs.
20. Give medication to your clients.