|  |  |  |
| --- | --- | --- |
| **TOU 3222 Tour Guiding and Leadership Skills** | **Course Title:** | |
| **Course Description:**  Despite having vast tourism resources in Africa, they have greatly remained un or underutilized partly due to poor tour guiding and leadership skills this course provides knowledge and practical skills in guiding techniques and leadership qualities. | | |
| **Course objectives:**   * Concepts of tours and tour guiding * Knowledge and skills essential tour guiding practices * Acquisition of leadership skills in tour guiding and tour management | | |
| **Course Outline:**   * General overview of tourism guiding concept * Principles and practices of tour guiding * Qualities of a professional tour guide - professional appearance, client handling * Tour guiding and product knowledge - interpretative techniques in tour guiding * Communication skills in tour guiding - problem solving skills in tour guiding * Total quality management (TQM) in tour guiding * Tour design and costing: travel intermediaries, tour product and packaging, tour design and planning, tour costing, tour reservations, tour marketing * Leadership Skills in Tour Guiding * Health and safety management * Handling emergencies * Issues and principles of driving vehicles (issues relating to the car, the driver, the co-driver, the passengers, other road users) | | |
| **Learning Outcomes:**   * Knowledge and skills in tour guiding * Skills of identifying the qualities of a tour guide * Demonstrate safety and security skills both in/outside the work environment | | |
| **Method of Teaching/Delivery:**  Lecture Hours – 30  Practical Hours – 30  Tutorial Hours – 30 | | **Mode of Assessment:**   * Course Work * Practical * Final written Exam |
| **Reading/Reference Materials:**   * Braidwood, B, Boyce *et al(2000)* Tour guiding business. Self course Press, (2nd Ed) * Burton J, Burton L: (1994) Interpersonal skills for Travel and Tourism. Adison Wesley Longman Limited. * Fay, Betsy (1992) Essentials of tour management, Prentice Hall * Flood, R, L. (1993) Beyond Total Quality Management, John Wiley & SonsInc. * Barrowclough, N. (2008). First Aid Taking Action, Mc-Graw-Hill Publishers * Railey C. (2002) Becoming a Tour Guide: Principles of Guiding and Site Interpretation. Cengage Learning EMEA, * Nakalembe (2004) Developing Professional Bird Guiding for Quality Service and Tourism Promotion in Uganda. Case of Uganda Bird Guides Club (August, 2004) | | |