

# Tourist guide CU8

**HT-023-3:2012**

CUSTOMIZED TOURIST SERVICES  
EXECUTION



# CUSTOMISED TOURIST SERVICES EXECUTION



## **Competency Unit Descriptor**

Perform customised tourist services and requirements in a satisfactory manner so that good personalised and customised services can be given attention to. The Tourist Guide who is competent in customising tourist services shall be able to analyse and carry out customised tourist services arrangement

# Work Activities

- ▶ Analyse customised tourist service arrangement information
- ▶ Carry out customised tourist services arrangement



**What is the meaning of customization?**

**To arrange/adjust/change/add/reduce etc itinerary needs, coordinate with specific outlets or individuals such as tour leader or outlets representatives and to coordinate customers needs based on reservation and itinerary**

# Analyse information

- ▶ Source of customised service arrangement information such as:
  - ▶ Tourist
  - ▶ Customer
  - ▶ Tour leader
  - ▶ Event organiser
- ▶ Tourist needs and requirement such as:
  - ▶ Tourist needs
  - ▶ Cross-culture
  - ▶ Types of tourist
  - ▶ Tourist expectation
- ▶ Types of tourist customised service such as:
  - ▶ Wheel chair
  - ▶ Room (connecting room, non-smoking room, etc)
  - ▶ Meal arrangement (vegetarian, halal, Jain Food, etc)

# Carry out customization

- ▶ Customised service requirement details such as:
  - ▶ Venue / Date and Time
  - ▶ Special room / Special diet
  - ▶ Disability / Security
- ▶ Customised tourist service providers such as:
  - ▶ Accommodation
  - ▶ Events company
  - ▶ Relevant authorities
  - ▶ Medical support service
- ▶ Handling of customer service such as:
  - ▶ Types of complainer (passive, constructive, aggressive, etc)
  - ▶ Tourist complaints (tour package, tour itinerary, tourist feedback, etc)
  - ▶ Rights of tourist on customised service
  - ▶ Customised tourist services feedback report

# Customization

- ▶ **Coordinate / arrange / verify / confirm :**
  - ▶ Accommodation
  - ▶ Room arrangement
  - ▶ Transportation
  - ▶ Restaurant menu
  - ▶ Ticket arrangement
  - ▶ Tour places
  - ▶ Tour delivery

## GROUP ACTIVITIES

### 3D2N Langkawi - Melaka

Group : GEO LANGKAWI

Tour Leader : Mr Fadhil

#### Itinerary

##### Day 1 :

12.00 : Arrival KLIA  
12.30 : KLIA - Melaka  
14.00 : RNR Ayer Keroh (Lunch Free & Easy & Solat)  
15.00 : Check in Hotel Melaka.  
19.00 : Dinner Free & Easy & Solat  
21.00 : Melaka River Cruise

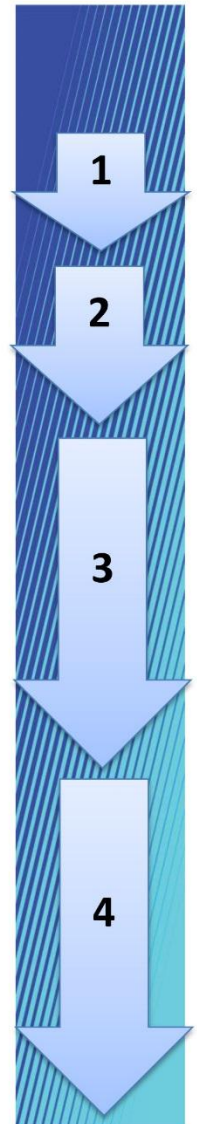
##### Day 2 :

07.00 : Breakfast  
09.00 : Melaka heritage trail tour (3 hours)  
12.30 : Lunch Free & Easy  
14.00 : Melaka City Tour (3 hours)  
17.00 : Return to Hotel  
19.00 : Dinner Free & Easy  
20.00 : Student Evening Activities

##### Day 3 :

07.00 : Breakfast & Check Out  
09.00 : Visit Putrajaya  
12.00 : Group Lunch & Solat  
14.00 : KLIA

End



# End of CU8



# Tourist guide CU9

## HT-023-3:2012

TOUR PAYMENT ARRANGEMENT





# TOUR PAYMENT ARRANGEMENT



## **Competency Unit Descriptor**

Tour payment arrangement carried out in an acceptable manner so that all payment arrangement instructions are transacted in accordance with industry procedures and requirements. The Tourist Guide who is competent in the tour payment arrangements shall be able to assess tour payment arrangement instruction, execute tour payment instruction and record tour payment transactions

# Discussion



**Where would any payment take place during a coach trip?**

- 1. Hotel**
- 2. Restaurant**
- 3. Bus/Coach**
- 4. Entrance**
- 5. Ferry / Train**
- 6. Boat**
- 7. Tipping**

# Work Activities

- ▶ Assess tour payment arrangement instruction
- ▶ Execute tour payment instruction
- ▶ Report tour payment transactions



## What is A VOUCHER?

**A piece of document consist of confirmed information of reservation / meals / transport / tickets / etc. A voucher includes information of customers, may include mode of payment etc**

# Asses Tour Payment Arrangement

- ▶ Payment arrangement instruction format from customer
- ▶ Payment recipient such as:
  - ▶ Park
  - ▶ Cruise
  - ▶ Restaurant
- ▶ Mode of payment such as:
  - ▶ Cash
  - ▶ Cheque
  - ▶ Voucher
  - ▶ Credit card
- ▶ Payment arrangement according to Code of Ethics
- ▶ The Malaysian Tourist Guides Council (MTGC) Guide Fee tariff

# Execute Tour Payment Transaction



- ▶ Purpose of reporting tour payment transactions
- ▶ Procedures to write tour payment transactions report
- ▶ Format of reports
- ▶ Tour payment transactions report

# Report Tour Payment Arrangement



- ▶ Tour payment transactions such as:
  - ▶ Receipt
  - ▶ Payment voucher acknowledgement
- ▶ Tour payment arrangement according to the Code of Ethics

# Assess Payment

## ▶ Assess Payment Arrangement :

- ▶ Accommodation
- ▶ Room arrangement
- ▶ Transportation
- ▶ Restaurant menu
- ▶ Ticket arrangement
- ▶ Tour places
- ▶ Tour delivery

## 3D2N Langkawi - Melaka

Group : GEO LANGKAWI (20 PAX)

Tour Leader : Mr Fadhil

### Itinerary

#### Day 1 :

12.00 : Arrival KLIA  
12.30 : KLIA - Melaka  
14.00 : RNR Ayer Keroh (Lunch Free & Easy & Solat)  
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07.00 : Breakfast & Check Out  
09.00 : Visit Putrajaya  
12.00 : Group Lunch & Solat  
14.00 : KLIA

End



**MINIMUM TOURIST GUIDES PROFESSIONAL FEES** *(effective 1st. March, 2009)***CENTRAL ZONE - KUALA LUMPUR, SELANGOR, PERAK, NEGERI SEMBILAN AND PUTRAJAYA**

<b>CENTRAL ZONE</b> Kuala Lumpur, Selangor, Perak, Negeri Sembilan & Putrajaya	<b>CITY GUIDE</b>		<b>NATURE GUIDE (LEVEL 1-3)</b>	
	<b>LOCAL LANGUAGES</b>	<b>FOREIGN LANGUAGES</b>	<b>LOCAL LANGUAGES</b>	<b>FOREIGN LANGUAGES</b>
Overland	220	350	220 (Level 3)	300
Half Day Tour (max 4 hrs)	150	250	120	180
Full Day Tour (max 8 hrs)	220	350	180	250
Transfer (max 3 hrs)	120	180	100 (Level 3)	120 (Level 3)
Empty Run / Return	100	100	100 (Level 3)	100 (Level 3)
Additional hour charges (per hour)	20	30	20	30
Extended Night Activities before midnight (additional charge to an evening tour, dinner transfer etc.)	50	80	80	120



# End of CU9



# Tourist guide CU10 & 11

**HT-023-3:2012**

OPTIONAL TOUR EXECUTION  
& TOUR REPORT



# OPTIONAL TOUR EXECUTION



## **Competency Unit Descriptor**

OPTIONAL TOURS ARRANGEMENT PROMOTED AND CARRIED OUT IN A SATISFACTORY MANNER SO THAT THE TOURIST IS ABLE TO VISIT AND EXPLORE OTHER TOURISM PRODUCTS AVAILABLE IN ACCORDANCE WITH INDUSTRY PROCEDURES AND REQUIREMENTS. THE TOURIST GUIDE WHO IS COMPETENT IN THE PROMOTION AND ARRANGEMENT OF OPTIONAL TOURS SHALL BE ABLE TO IDENTIFY OPTIONAL TOURS SUITABLE FOR TOURIST, PROMOTE AND CARRY OUT OPTIONAL TOURS TO THE TOURIST

# Work Activities

- ▶ Identify optional tours suitability for tourist
- ▶ Promote optional tours to the tourist
- ▶ Carry out optional tours to the tourist



**What is the definition of OPTIONAL TOUR?**

**Optional tour is a visit to destination(s), which is not initially in an itinerary. It may or may not incur additional cost.**

# Discussion



**List 5 possible reasons for having  
Optional TOURS?**

- 1. Tourists have free time**
- 2. Tourists have the budget**
- 3. Tourists request for it**
- 4. Offered by Travel Agent**
- 5. Promotion / Increase revenue**

# Discussion



**Differentiate between OPTIONAL and ALTERNATIVE**

- 1. What is the cause of OPTIONAL?**
- 2. What is the cause of ALTERNATIVE?**

# Identify optional tours suitability for tourist

- ▶ Free and easy time for tourist according to tour itinerary such as:

- ▶ Date
- ▶ Time
- ▶ Duration

- ▶ Optional tour availability such as:

- ▶ Offered by customer
- ▶ Offered by tour destination

- ▶ Factors to be considered in promoting optional tour such as:

- ▶ Tourist budget
- ▶ Tourist physical condition
- ▶ Number of response from tourist (individual / group)



**What could be the barrier?**

**Time**  
**Budget**  
**Culture**  
**Distance**  
**Age group**  
**Health**

# Promote optional tours to the tourist

- ▶ Promotion approach to the tourist such as:

- ▶ Price
- ▶ Place
- ▶ Product
- ▶ Target group

- ▶ Information on the optional tour such as:

- ▶ Price
- ▶ Duration
- ▶ Distance
- ▶ Attraction
- ▶ Destination
- ▶ Minimum number of pax



**What are the latest attractions in Langkawi?**

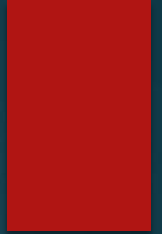
**Promote the places you have suggested**



# Carry out optional tours to the tourist

- ▶ Handling of optional tour payment arrangement
- ▶ Optional tour service provider such as:
  - ▶ Restaurant
  - ▶ Visiting place
  - ▶ Transportation
- ▶ Information on the visiting place to the tourist
- ▶ Tourist health, safety, security and emergency issues
- ▶ Places of visit requirement such as:
  - ▶ Touristic places do's and don'ts
  - ▶ Tourist Dress Code requirement at the visiting places (water team park, hills resort, eco and nature tourism activities, mosque, restaurant, official events, etc)
- ▶ The outcome of the promotion and tours execution report

End of CU10



# Tourist guide CU11

## HT-023-3:2012

POST TOUR REPORTING



# POST TOUR REPORTING



## **Competency Unit Descriptor**

Post tour reporting contains the scope of tour reports so that tour activities are evaluated and analysed in accordance with travel agents requirements. The Tourist Guide who is competent in post tour reporting shall be able to obtain on-tour information, study tourist feedback and generate tour report

# Obtain on-tour information

- ▶ Purpose of obtaining on-tour information
- ▶ Sources of on-tour information such as:
- ▶ Tourist guide log book
- ▶ Feedback form



**WHY do we need on tour information?**

**To update certain information  
To improve services  
To study needs of customers  
To evaluate needs of changes  
To be used as reference for next tour**

# Sources of on-tour information such as:



## Possible NEW on-tour information

1. New operation hours
2. New prices
3. New policies, rules or laws
4. New routes
5. New places / destinations
6. New operating companies
7. New offers

# Feedback form



**What is the purpose of having a feedback form?**

- 1. Room for improvement**
- 2. Maintain standard of guide**
- 3. Maintain standard of service**
- 4. Relevance of a destination**

# Key areas - Feedback form



**If you were to choose key areas in a feedback form, what would you choose?**

- 1. About the place**
- 2. About the Guide**
- 3. About the Vehicle**
- 4. Overall Experience**



# Discussion – Layout of form



**How would you prepare a feedback form?**

- 1. Name (Optional)**
- 2. Maximum completion within 3-5 minutes**
- 3. Easy method (by selection of answers)**
- 4. Not more than 5 choice of answers**
- 5. Easy questions (no mathematical)**
- 6. Likeness - start with least to most**
- 7. Total questions not more than 20**



# CUSTOMERS SATISFACTION SURVEY

By GEO TRAINING STUDIO



[hjraylangkawi@gmail.com](mailto:hjraylangkawi@gmail.com)

(not shared) [Switch accounts](#)



TOURIST GUIDE PERFORMANCE  
PLEASE ANSWER ALL QUESTIONS

1. The tourist guide dressed up neat  
and professionally throughout my stay

Least Agreed

1



TOURIST GUIDE PERFORMANCE  
PLEASE ANSWER ALL QUESTIONS

1. The tourist guide dressed up neat  
and professionally throughout my stay

Least Agreed

1

2

3

4

5

Most Agreed

# Survey

Questions

Responses **43**

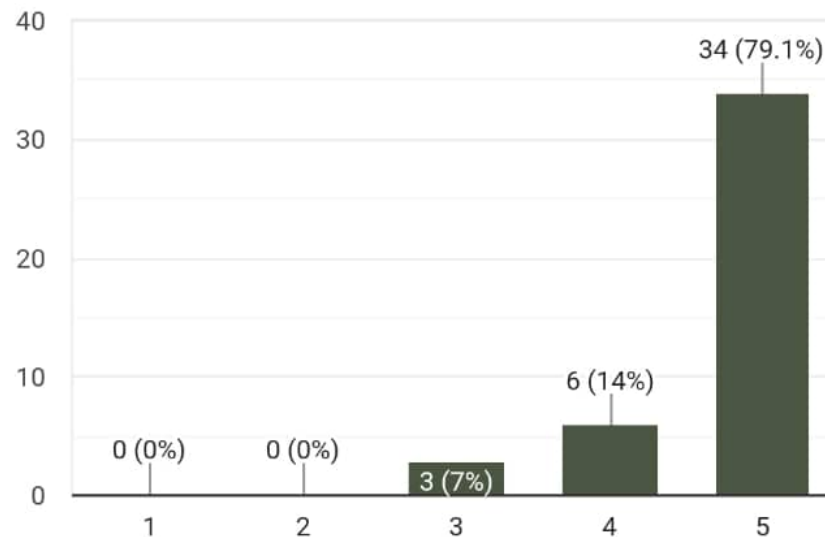
Settings

## TOURIST GUIDE PERFORMANCE

1. The tourist guide dressed up neat and professionally throughout my stay



43 responses





# Tourist Guide Evaluation

Gather information on tourist guide performance

START SURVEY

## Tourist Guide Evaluation

1. How was the communication skill

- Excellent
- Very Excellent
- Bad

Required

2. How was the level of knowledge

- Excellent
- Very Excellent
- Average
- Bad



Answered 0 of 5



### Results 🔗

Options	%	Count
Excellent	40.00	2
Very Excellent	<b>60.00</b>	3
Bad	0.00	0

5

**Excellent**

Today 09:45 AM

4

**Very Excellent**

Today 08:40 AM

3

**Excellent**

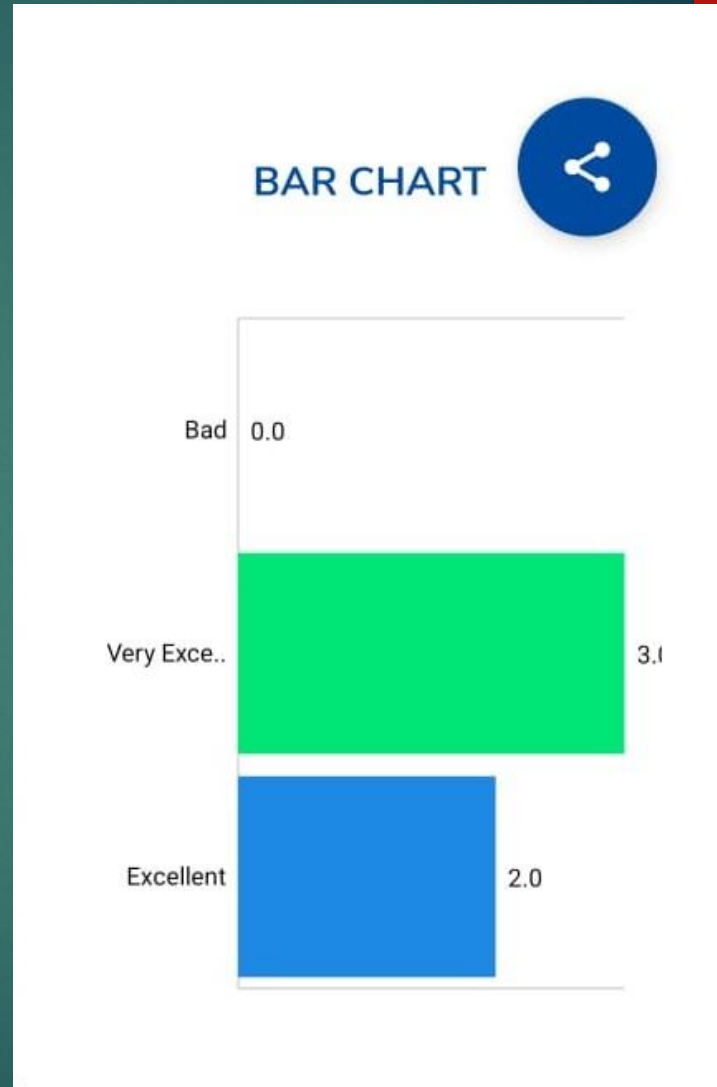
Today 12:27 AM

📊

2

**Very Excellent**

📊



## PIE CHART



- Excellent - 2
- Very Excellent - 3
- Bad - 0



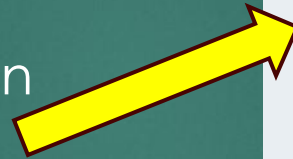
## Tour Itinerary Feedback

Gather Feedback on the Tour Itinerary  
[surveyheart.com](https://surveyheart.com)

<https://surveyheart.com/form>

# Create QRCode

- ▶ <https://www.qrcode-monkey.com/>
- ▶ Step 1 : enter destination address



URL

TEXT

EMAIL

PHONE

SMS

VCA



ENTER CONTENT



Your URL

[https://www.qrcode-monkey.com](https://www.qrcode-monkey.com/)



OFF

Statistics and Editability



SET COLORS



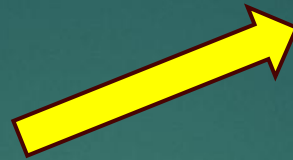
ADD LOGO IMAGE






CUSTOMIZE DESIGN



**Upload MP3, PDF or any file** you wish to your QR Code.



- ▶ Step 2 : decide design, with logo or not

	SET COLORS	+
	ADD LOGO IMAGE	+
	CUSTOMIZE DESIGN	+

**Upload MP3, PDF or any file** you wish to your QR Code.





- ▶ Step 3 : click create QR Code
- ▶ Step 4 : Click Download PNG



Low Quality      2000 x 2000 Px      High Quality

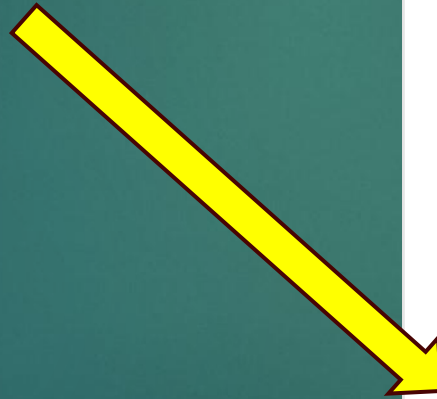
Create QR Code

Download PNG

.SVG

.PDF\*

.EPS\*



# Study tourist feedback



- ▶ Tourist feedback form
- ▶ Tourist guide log book format and contents
  - Irregularities during tour
  - Prospective tourism products
  - Tourist verbal inputs
  - Classification of situations and finding during tour

# Generate tour report



- ▶ Purpose of reporting post tour
- ▶ Procedures to write post tour report
- ▶ Format of reports
- ▶ Post tour report
- ▶ Post tour report and collect rendered service payment

# End of CU11

