

EMBRACE ARABIA

Embracing Cultures

The Art of Story Telling

A special designed seminar for
The Ambassador Program 2013



هيئة أبوظبي للسياحة والثقافة
ABU DHABI TOURISM & CULTURE AUTHORITY

Tourist Guiding

A tourist guide is a person who guides visitors

in the language of their choice and

interprets the cultural and natural heritage of an area.

Guiding techniques

- Verbal and physical indication
- Group positioning and management
- Timing
- Presentation skills

Get your information across!

- I hear & I forget
 - I see & I remember
 - I do & I understand
- Confuzius -
- Communication is received
 - 7 % by words
 - 38 % by the tone of the voice
 - 55% by body language
 - Bus/Phone: 88 % tones & 12 % words

Facts

Correct

Simple

Relevant

Structured in logic order

Selective

(must tell/should tell/could tell)

Varied

! Keep facts in content and link them!

...and fun

Entertainment

Smile

Friendly

Humor

Anecdotes

be positive

Humor increases learning by 18 to 20 %

Commentary content

- Accuracy & Balance
- Relevance & Selection
- Information & Entertainment
- Structure
- Sensibility to cross cultural understanding

? Would I enjoy my own commentary ?

Top Visual Priority

TVP come always first

- Point and describe
- Indicate on time or in advance

Then go to non TVP's

- Flow with structure & link
- Show and describe what the audience is looking at
- Reminding and checking
- Look at the group

Voice

Your most important tool

- You must be heard
- Group positioning
- Speed of speech
- Clear
- Pitch
- Volume

Give your guests a kiss

- **K** eep
- **I** t
- **S** hort &
- **S** imple

A bit nervous?

- Why?
 - Fear of failure
 - Out of comfort zone
 - Lack of preparation
 - Fear of Judgement
 - Fear of „drying out“
- How does it show?
 - Hands / Feet / Voice

First Aid

- What to if you „dry out“
 - Take a deep breath
 - Ask a question
 - Explain what you see
- How to conceal
 - Stable
 - Stand
 - Still
- Use your hands for indications – ONLY!

Questions

Do we like them?

YES

- Shows interest
- Act as prompt
- Develop a subject
- Indicate special interest
- Trust in guide
- Togetherness
- Interaction

NO

- Time loosing
- Loosing track
- “show off” questions
- Rude questions
- Forcing repetition
- Personal questions
- “testing” questions
- Questions you can’t answer

Question

How to deal with them?

1. Listen careful
2. Acknowledge & repeat
to involve the group
to clarify you got it right
3. Short answer
4. "Have I answered your question?"

Worst case scenario... You don't know ☹ ☹ ☹

1. Don't lie!!!!
2. Refer to other sources
3. Find somebody to answer

DISARM WITH CHARME