

<b>Domain</b>	<b>TOUR GUIDING</b>	<b>Unit ID: 171</b>
<b>Title:</b>	<b>Work with colleagues and customers in a culturally diverse tour guiding environment</b>	
<b>Level: 2</b>		<b>Credits: 3</b>

### **Purpose**

This unit standard specifies the competency required to work with colleagues and customers in the tour guiding industry. It includes communicating with guests and colleagues from diverse backgrounds, interacting with guests, working in a team and dealing with cross cultural misunderstandings. This unit standard is intended for those who work as tour guides.

### **Special Notes**

1. Entry information:  
Prerequisite:
  - Unit 170 *Follow occupational health and safety procedures in tour guiding operations* or demonstrated equivalent knowledge and skills.
2. This unit standard is to be delivered and assessed in the context of tour guiding operations and should be assessed in conjunction with other relevant technical unit standards selected from this domain.
3. To demonstrate competence, at a minimum, evidence is required of communicating with guests and colleagues from diverse backgrounds, interacting with guests, working in a team and dealing with cross cultural misunderstandings.
4. Assessment evidence may be collected from a real workplace, or simulated real workplace or an appropriate simulated realistic environment in which tour guiding operations are carried out.
5. Tour guides must comply with the Namibia Tourism Board's Code of Conduct for Tour Guides.
6. Regulations and legislation relevant to this unit standard include the following:
  - Labour Act No 6, 1992
  - The Social Security Act 1994
 and all subsequent amendments to any of the above.

### **Quality Assurance Requirements**

This unit standard and others within this subfield may be awarded by institutions which meet the accreditation requirements set by the Namibia Qualifications Authority and the Namibia Training Authority and which comply with the national assessment and moderation requirements. Details of specific accreditation requirements and the

national assessment arrangements are available from the Namibia Qualifications Authority and the Namibia Training Authority on [www.nta.com.na](http://www.nta.com.na)

## **Elements and Performance Criteria**

### **Element 1: Communicate with guests and colleagues from diverse backgrounds**

#### **Range**

Outside organisations include but are not limited to embassies, missions, Ministry of Foreign Affairs, Ministry of Home Affairs.

#### **Performance Criteria**

- 1.1 Information about the origin of guests is identified and updated.
- 1.2 Guests and colleagues from different cultural backgrounds are valued and treated with respect and sensitivity.
- 1.3 Cultural differences are taken into consideration in all verbal and non-verbal communication.
- 1.4 Communication is assisted through the use of gestures or basic words in the other person's language, when language barriers exist.
- 1.5 Assistance is obtained from colleagues, reference books or outside organisations when required.

### **Element 2: Interact with guests**

#### **Performance Criteria**

- 2.1 Names, nationalities and special needs and/or interests of guests are determined.
- 2.2 Guest needs, expectations and requests are met in line with organisational and legislative requirements.
- 2.3 Punctuality and positive attitude towards guests, work and work environment, are demonstrated in line with organisational requirements.
- 2.4 Professional grooming and presentation standards are met and maintained.
- 2.5 Voice projection, tone and language used are appropriate to context in which guiding is carried out.
- 2.6 Escorting of guests is done in line with organisational procedures.
- 2.7 Relationships and actions with guests are consistent with the Namibia Tourism Board's Code of Conduct for Tour Guides.
- 2.8 Active listening and questioning are used to facilitate effective two-way communication with guests.

### **Element 3: Work in a team**

#### **Range**

Team members may include bus driver, caterer, other tour guides, support staff.

#### **Performance Criteria**

- 3.1 Work-team goals are identified and confirmed with colleagues and relevant others, prior to commencement of task.
- 3.2 Individual tasks are identified, prioritized and completed within designated time frames.
- 3.3 Assistance is sought from other team members.
- 3.4 Assistance to colleagues is offered, when required, to ensure team goals are met.
- 3.5 Support and respect towards team members are demonstrated in day-to-day work activities
- 3.6 Cultural differences within the team are recognised and accommodated.
- 3.7 Interaction with colleagues is consistent with organisational requirements.
- 3.8 Disputes with team members are resolved consistent with organizational procedures.

### **Element 4: Deal with cross cultural misunderstandings**

#### **Performance Criteria**

- 4.1 Issues which may cause cross cultural conflict or misunderstanding in the workplace are identified and measures taken to prevent such difficulties.
- 4.2 Difficulties are addressed with the appropriate people and assistance is sought from team leaders or others where required.
- 4.3 Possible cultural differences are considered when difficulties or misunderstandings occur.
- 4.4 Efforts to resolve cross cultural misunderstandings are implemented in line with organisational procedures.
- 4.5 Outstanding issues and problems are referred to the tour operator in line with organisational policy and procedures.

## **Registration Data**

<b>Subfield:</b>	Hospitality and Tourism
<b>Date first registered:</b>	16 November 2006
<b>Date this version registered:</b>	16 November 2006
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<b>Body responsible for review:</b>	Namibia Training Authority