

# How to welcome groups of tourists

For organised cultural activities, **guides** are the professionals in charge of welcoming groups of tourists. Any welcoming procedure includes the following steps:

- guide's introduction;
- presentation of the program;
- details about what the tourists are going to see or do.



## To become a professional tourist guide

- talk naturally, at a level people can hear and clearly
- avoid giving too much information at the same time
- speak standing in front of the group
- vary tone and volume of the voice to maintain the audience's interest
- gain eye contact with the members of the group looking directly at any person
- behave politely on all occasions
- answers to tourists' questions in a concise and clear way
- wear clothes appropriate to the situation

Being able to communicate effectively is one of the most important skills that guides must have. Speaking appropriately to a wide variety of people involves the ability to listen to and try to understand the group's mood in order to tailor times and language to the audience. Good interpersonal communication skills are what guides need and use when engaged in face-to-face communication and these skills enable them to work effectively with groups of tourists.

Moreover, it is important to remember that it is not just what you say but also the way you say it, together with how you look and behave, that makes the difference. Visual impact is as important as verbal impact because people's first impressions are mainly based on personal appearance and attitude.

## INTERPERSONAL COMMUNICATION

### Verbal communication

- what you say
- the way you speak
- use of the voice
- varied vocabulary

### Non-verbal communication

- gestures
- facial expression
- body language
- appearance



**1** Here you can find some examples of welcoming, where do you think they take place?

Hello everyone, my name is Sabrina. I am your guide and will take you around this wonderful archaeological site. I am sure you will enjoy this hour's walk through history. This site covers a wide area, I will show you the most famous and well preserved remains and I'll tell you about what you will see. First of all I have to ask you not to stop too long to take pictures, you will have plenty of time to take pictures and buy souvenirs at the end of the tour. I'll give you a map of the site to familiarise you with the area. If you have any questions, please ask.

Hi everybody, on behalf of the National Museum I would like to welcome you all. My name is Samuel and I will take you around the museum rooms where you will have the opportunity to see world famous works of art. The tour will take about 1 hour. I have to remind you that taking pictures is not allowed. If you have any questions, please ask: I will do my best to answer.

