

# Unit 3: Tour Guiding Process and Skills

- Identify tourism infrastructure and special services in your destination
- Identify attractions and activities in your destination
- Develop an engaging tour plan

# **Individual Work**

## **Goal**

**By studying example tour itinerary traveled by international market, you are going to:**

- (1) Identify tourism infrastructure and special services in your destination**
- (2) Identify attractions and activities content in your destination**

You are asked to:

- Search the internet to find good example of a tour (traveled by foreigners) to the north of Thailand (lower-upper north). It can be the tour that combines with other Southeast Asian countries. The tour to be selected must be at least a 3 days to week- long tour (and maybe with tourist guide). The tour must be designed by tour company, not the one that travelers travel on their own.
- You can use various keywords in English that relate. Another way is visiting websites of international tour operators (Inbound) and travel agents in Thailand that provides tours to our country and Southeast Asia, such as **Exo Travel, Buffalo Tour, G Adventures, Intrepid Travel, Abercrombie and Kent, Go Thailand Tours, Oriental Escape, and others...** (Also the list of travel agents from here: <https://www.thaiwebsites.com/travelagents.asp>)  
You will see some suggested excursions/ tours there.

- Study the selected tour in terms of, for example, **the name of the tour, primary and secondary content of experiences (places and activities), included services, some miscellaneous experiences offered in the tour, format of itinerary writing and others...** (other details apart from these suggested, are also important). Then, present your case from the website and in PPT (main discussion points).
- Showcase some interesting/ attractive English vocabulary/ English terms used in the itinerary.
- Also, I will **evaluate based on how much detailed you can identify and point out to showcase your case**. It deals with how capable you can identify and link things. Previous knowledge from other related courses should be applied.