



Republic of the Philippines  
 Department of Education  
 Region IV (A) – CALABARZON  
**City Schools Division Office of Antipolo**  
 District I – A



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**STUDENT'S ACTIVITY SHEET FOR LOCAL GUIDING SERVICES**

**STUDENT'S ACTIVITY SHEET FOR MELC 1 (MODULAR MODALITY)**

**TITLE/LESSON: INFORMATION RELEVANT TO TOUR ITINERARY**

**I. OBJECTIVES:** At the end of the lesson, you are expected to:

- a. identify the information needed in tour itinerary;
- b. gather and classify the information needed in tour itinerary; and
- c. describe the importance of gathering and classifying information relevant to tour itinerary.

**A. Content Standard:**

The learner demonstrates understanding of the knowledge, skills and attitudes required to access and research on information on tour guiding.

**B. Performance Standard:**

The learner independently conducts research on information on tour guiding.

**C. Most Essential Learning Competency:**

Research information relevant to tour itinerary.

Code: TLE\_HEGS9-12RT-Ia-f-1

**II: LEARNING RESOURCES**

- A. Materials/IMs Needed  
 Laptop/Smart phone  
 Taped/video recorder  
 Internet  
 Map  
 Paper/pen
- B. References: Local Guiding Services pages 90 to 92
- C. Additional Materials and Learning Resources

<https://www.statpac.com/surveys/research-methods.htm>

<https://www.sampletemplates.com/business-templates/trip-itinerary-template.html>

<http://recreation-tourism.blogspot.com/2011/08/tourism-product.html>

<https://www.pinterest.ph/pin/781304235326751255/?autologin=true>

<https://www.northsouthtravel.com/5-reasons-why-having-a-travel-itinerary-is-important>

TR-Local Guiding Services pages 28 to 31

### III: TIME FRAME: 12 days (Note:12 days=24 hours)

**General Directions:** Read and understand carefully the instructions given on each activity. Write your answer on a separate sheet of paper.

### IV: INTRODUCTION/RATIONALE

#### What is Tour Guiding?

Tour guiding refers to the provision of professional service to interpret the cultural and natural heritage of an area (World Federation of Tourist Guide Association n.d.)

A tour guide is a person who guides people as they go through a foreign place to help them gain better appreciation of the place and the interesting things to see there.

Information relevant to the tour program must be of good quality to provide excellent customer service.

#### *What I need to know*

This activity sheet was designed and written with you in mind. It is here to help you master the Introduction to Tour Guiding. The scope of this activity sheet permits it to be used in many different learning situations. The language used recognizes the diverse vocabulary of students. The lessons are arranged to follow the standard sequence of the course.

This activity sheet is compromised only of one lesson:

- Information relevant to tour itinerary

After going through this activity sheet, you are expected to:

- a. identify the information needed in tour itinerary;
- b. gather and classify the information needed in tour itinerary; and
- c. describe the importance of gathering and classifying information relevant to tour itinerary.

## What I Know

### Activity 1.1 Do you know this? (30 minutes)

**Directions:** Shown below is a sample itinerary. Analyze and interpret it then answer the guided questions.

<b>Business Tour - Sample Itinerary</b>	
<b>Day 1</b> Monday	3.00 pm Arrival to Beijing International Airport (China local time) 5.45 pm Departure to Xiamen on a domestic flight with one of Chinese airlines 8.20 pm Arrival to Xiamen airport We personally pick you up at Xiamen airport and take you to the reserved hotel 9.00 pm Check in at hotel and rest after a long journey.
<b>Day 2</b> Tuesday	Program: Factory visits in Quanzhou county 9.00 am After breakfast in hotel one hour and half car drive to Quanzhou to meet potential suppliers of processing tools and machinery. Guest meets with factory representatives (sales department, directors etc.) and visits production sites. Visit factory # 1 tools factory Visit factory # 2 machinery factory Lunch break Visit factory # 3 tools factory 6.00 pm (around) After completion of meetings return to Xiamen and hotel The program afterwards is optional upon guest's request. Dinner, shopping, entertainment and experience of local night life and Chinese
<b>Day 3</b> Wednesday	Program: Factory visits in Xiamen area 9:30 (9.30 am) Departure from hotel and 50 min car drive to processing factory Visit factory # 4 processing factory Visit factory # 5 processing factory Lunch break Visit factory # 6 machinery factory

Source: <https://www.sampletemplates.com/business-templates/trip-itinerary-template.html>

#### Guide questions:

- How do you describe a sample itinerary?  
\_\_\_\_\_
- Describe the components of itinerary.  
\_\_\_\_\_
- Have you seen an actual tour itinerary before? \_\_\_\_\_ If yes, how could you compare it with a given sample?  
\_\_\_\_\_
- What do you think is the use of itinerary in Tour guiding?  
\_\_\_\_\_

## What's In

### Activity 1.2 Unscramble me! (30 minutes)

**Directions:** Unscramble the following words, then answer the guided questions below

Word	Clue	Answer
RACTSNOIATT	things tourists usually like to see or do	_____

PORTRANSATIONS	the movement of people or goods from one place to another	_____
TIONDAACCOMMO	a room, building or lodging which provides shelter for a person to stay, sleep and live	_____
SEITIVITCA	a thing that a person or group does or has done.	_____

**Guide questions:**

1. How do you feel about doing the activity?

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2. Can you describe each word in your own understanding?

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3. How is it relevant to the tour itinerary?

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4. How could you connect those words to our lesson?

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*What's New*

**Directions:** Read the articles below, then answer the activity that follows (1 hour)

A tourism product is the sum of the physical and psychological experience got by tourists during their traveling to the destination. It is the composite product, as the combination of different services like tourist attraction, transport, accommodation and entertainment which provide tourist satisfaction. Each of the components of a tourist product is supplied by individual providers of services like hotel companies, airlines, travel agencies, etc.

**\*Travel Agent.** A travel agent provides information to the people on various travel destinations, advises them of available holiday packages to suit their tastes and budget and chart their travel plan.

**\*Tour Operator.** Tour operators offer holiday packages which comprise of

1. Travel like by rail, road or air.
2. Accommodation like hotels, resorts, apartments, guesthouses
3. Travel services like airport pick and drop, sightseeing, excursions etc.

**\* Lodging and Catering.** This component consists of those who provide accommodation to the people in the form of hotels, resorts, apartments, camps, guest houses etc. The accommodation may be marketed individually or through the tour operators in the form of packages.

**\*Various Kinds of Transport.** Transport providers are those operating any major form of transport. They could be airlines, cruise lines, car rentals, and rail companies.

A tourist's choice of transport would depend on the travel budget, destination, time, purpose of the tour, and convenience to the point of destination.

**\*Information and Guiding.** The tourist information and guidance providers include a number of service providers such as those offering insurance, recreational, communication, and banking services; government agencies; tour guides; industry associations; packaging agents; ticketing agents; and holiday sellers.

**\*Tourists Attractions.** The principle of attraction is to establish the need for the attraction in a particular location to invite more footfall.

It may be a huge theme park, a museum, a gallery, a heritage building, an educational center etc.

Many countries see the need to have one or more visitor attractions in the area to widen their appeal and attract huge potential tourists.

**Activity 1.3: 3-2-1 Exit Pass (30 minutes)**

**Directions:** Accomplish the 3-2-1 EXIT Pass (2 points each)

**3 – Things you found out**

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**2- Interesting things**

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**1-Questions you still have**

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*What is It*

**Directions:** Read the articles below, then answer the activity that follows (1 hour)

## What is a tour itinerary?

A travel itinerary is a schedule of events relating to planned travel, generally including destinations to be visited at specified times and means of transportation to move between those destinations. Itinerary is important because it can help maximize your time during your trip.

A tour itinerary must contain the following information:

- **What** is the title of the program?
- **Who** are the tourists? (name of tourist, number of tourists and country of origin)
- **Where** are they going and staying?(type and number of room/required, name of service and hotel, meal tour activities with date, day, time and description)
- **When** are they arriving and departing?(arrival and departure details and transfers)

The **title** should arouse the interest of the tourists but at the same time capture what the tour is all about.

The **name of the tourist** is usually written as "One Name" and Party. The tour guide must have the complete list of the name of all the members of the tour group for checking purposes.

**Where** they are going is the heart of an itinerary. This is the tourists' reason for travelling. It must describe the schedule and the points of interest in a manner that will excite the tourist.

The **arrival, departure, transfers and meal service** are all part of the logistical arrangements for the tour.

The tour guide must pay attention to every details very carefully.

BATANGAS HERITAGE TOUR (3 DAYS)	
Time	Activity
<b>Day 1: TAAL VOLCANO</b>	
5:00 AM	ETD Manila
8:00 AM	ETA Taal Lake Yacht Club
8:30 AM	Boat to Taal Volcano
9:15 AM	Start trek to the crater
1:00 PM	Back to the mainland, lunch
3:00 PM	Stop at Mabini Shrine In Tanauan
3:45 PM	Leave for Lipa City
5:00 PM	Check in at Hotel in Lipa
7:00 PM	Dinner at a goto or lomi place
9:00 PM	REST
<b>Day 2: LIPA CITY</b>	
6:00 AM	Our Lady of Mt. Carmel Chuch, Lipa Cathedral, and Casa de Segunda
9:00 AM	Leave for Anilao
11:00 AM	ETA Anilao, check-in at resort
12:00 PM	Start island hopping (Sombrero Island, Sepoc Beach, Oscar Beach, or Masasa Beach)
6:00 PM	Back to the mainland, freshen up
8:00 PM	Dinner
<b>Day 3: TAAL TOWN</b>	
7:00 AM	Travel to Taal
8:30 AM	Taal Heritage Tour (Ancestral Houses, Taal Basilica, Caysasay Chapel, Balisong)
12:00 PM	Leave Taal. You can go to Tagaytay or return to Manila
4:00 PM	Tagaytay Side Trip or Back to Manila

Sample itinerary: : <https://www.pinterest.ph/pin/781304235326751255/?autologin=true>

## What is the importance of Tour Itinerary?

Traveling is not as simple as choosing a destination and booking your plane ticket and accommodations. So why there are people who makes traveling look like a piece of cake? They can fly in and out without any major hitches. These travelers have one secret; they all have a travel itinerary.

Here are five reasons why a travel itinerary is as important as choosing where to go and where to stay. It can actually make or break your trip!

- **Maximize your time.** Travel itineraries ensure that you can manage your time. A travel itinerary must include your travel time to certain numerous attractions with a leeway for unforeseen circumstances like weather conditions and traffic. This might affect your plans but with a travel itinerary on hand, you can be more flexible. Thus, time is not wasted.
- **Manage your expenditures.** If you have a travel itinerary, you can estimate the cost of your travel beforehand. Knowing how much you are going to spend makes it easier to plan your budget.
- **Easier and faster travel from one point to another.** Although the internet make it look easy to go from one place to another, reality is different. You must remember you can't see all the sights, so you must either visit attractions that are near each other, or travel in one direction.
- **Helps in prioritizing your wants.** You cannot visit all the attractions in just a few days especially in countries where there are numerous attractions. An itinerary will help you prioritize the attractions, so you do not miss on what you really want to see.
- **Trip essentials are not forgotten.** A travel itinerary must include the necessary essentials you will need when traveling. If you are traveling to multiple places, your itinerary must include what to bring, clothes to wear, medicines that must be on hand, and emergency numbers such as hospitals, embassy, and police stations.

Although travel itineraries can be done by using the information that can be found in the internet, it is best that you consult a travel agent who can provide you with pertinent information, book your travel needs with ease, make sure that everything is in order, and ensure a hassle-free vacation.

### What are the sources of product information?

- **Internal business sources**, including databases and reservation systems either manual or computerized
- **Direct contact with**
  - Travel suppliers, including airlines, cruise operators, railway operators, bus lines, car rental businesses, limousine hire and taxis
  - Suppliers and providers of support and ancillary services, including travel insurance providers, finance providers, currency exchange, conference and similar venues and interpreters
  - Tour operators and wholesalers
  - Travel agencies and associations
  - Peak travel bodies
  - Government tourism industry bodies and authorities, including domestic and international bodies
- **Literature**, including reference books, magazines and newspapers
- **Websites**, including individual companies, directories, news sites, surveys and research sites
- **Personal network of contacts**, including those within the host enterprise and those external to the business

### What are the essential information on the locality/destination?

- Climate and geography – location and major geo-physical features; weather patterns of the locality; extreme weather conditions and seasons
- Environment, flora and fauna – an overview of native flora and fauna and their characteristics; major natural attractions and the key features in the locality; the natural environment as a tourism asset
- History – overview of Philippine history and the history of the region – main events, dates, characters and structures
- Philippines and Indigenous Culture – art, theatre, music and literature – key performer, writers and artists; major works by the Filipinos and major cultural events; Architecture – major styles and their proponents; Key cultural structures in the locality. Indigenous cultures and activities within the local area (if any)
- Religion and Education – religious make-up Filipino society; religious beliefs, practices and events in the locality; K-12. Filipino as the national language; English as a second language. Local languages
- Government and governance – political units of governance; political parties, major political figures, current political issues.
- Transportation and other services – mainstream modes of transport in the locality and the Philippines; other support: banking services, communications, health, sanitation
- Economy – key elements: agriculture, trade and industry. Major local and Philippine products; current issues of the economy; science and technology: key inventions or discoveries
- Fruits, food, beverages and crafts. Best known local national dishes and fruits. Native drinks and local handicrafts.
- Social structure, life style and Filipino family and social values. “utang na loob” and “pakikisama
- man-made attractions and structures
- natural attractions and locations
- sites of historical events
- religious and cultural festivals
- conference and social events
- extraordinary natural formations
- special events or festivities
- indigenous people

### **What are the appropriate methodologies in gathering information?**

Gathering Information describes the process of acquiring knowledge.

- **desk research**



Desk research is basically involved in collecting data from existing resources hence it is often considered a low cost technique as compared to field research, as the main cost is involved in executive's time, telephone charges and directories. Desk research is very effective and can be conducted in starting phase of market research as it is quite quick and cheap and most of the basic information could be easily fetched which can be used as benchmark in the research process.

- **personal contact with tourism authorities**



The Department of Tourism (**DOT**) shall be the primary government agency charged with the responsibility to encourage, promote, and develop tourism as a major socio-economic activity to generate foreign currency and employment and to spread the benefits of tourism to both the private and public sector.

- **product suppliers**



The transportation industry is a vast ecosystem which covers everything related to the major modes of transport, namely, road, rail, marine, and air transport.

Tourism industry does not have a single entity but it is the combination of different industries include primary suppliers like attraction of the destination, transportation industry (surface transport, air transport and water transport), hospitality industry (hotels, restaurants etc.), tour operators, travel agents, banking, insurance, shopping and entertainment.

- **distribution networks**



A **distribution network** is an interconnected group of storage facilities and transportation systems that receive inventories of goods and then deliver them to customers. It is an intermediate point to get products from the manufacturer to the end customer, either directly or through a retail **network**.

- **ocular inspections and sharing of information with industry colleagues**



**Ocular Inspection** of Establishment and its Immediate Premises – Upon receipt of its mission order, the **inspection** team shall conduct an ocular inspection of establishment and its immediate premises for the purpose of determining whether it meets the standards set by the Department for the establishment.

**Gathering and Selecting information for the itinerary**

Upon knowing the time allotted for the tour, enumerate the tourist attractions in the area that can be visited. Plan how you will gather information about these attractions through the use of different methodologies. Then, set out to gather data.

After gathering the information, select the part for inclusion in the tour itinerary. Use the **5-way test** in choosing the information for the tour itinerary.

- (1) Is it accurate?
- (2) Does the information address the four Wh-questions (what, who, where and when)?
- (3) Is the information relevant or directly connected to the places included in the tour?
- (4) Is it easy to understand?
- (5) Is it interesting?

**Activity 1.4: 3-2-1 Exit Pass (30 minutes)**

**Directions:** Accomplish the 3-2-1 EXIT Pass (2 points each)

**3 – Things you found out**

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**2- Interesting things**

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**1-Questions you still have**

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*What's more*

**Activity 1.5: Think & Write! (1 hour)**

**Directions:** Answer the following questions directly (5 points each)

1. Describe an itinerary. How an itinerary could help a tour guide?  

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2. What are the appropriate methodologies in gathering information?  

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3. What are the sources of product information?  

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4. What are the essential information on the locality/destination?  

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5. How do you select gathered information as part of an itinerary? Explain thoroughly.  

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**You will be graded based on the 5-point rubric:**

- 5- Comprehensive/ complete answer/analysis
- 4- Well written/ include some analysis
- 3- Well written/lack of analysis
- 2- Weak answer/no analysis
- 1- Poorly written/barely addresses question

*What have I learned*

**Activity 1.6 Think & relate! (30 minutes)**

**Directions:** Read and understand the questions carefully. Write your answer in two to three

Sentences (5 points each)

1. Why is it important to choose the appropriate methodologies in sourcing information?

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2. Why do we need to gather and classify properly the information relevant to our itinerary?

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3. How important is the accuracy and completeness of information for the success of a trip?

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4. How will you relate our lesson in your daily life? Explain thoroughly.

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**You will be graded based on the 5-point rubric:**

5- Comprehensive/ complete answer/analysis

4- Well written/ include some analysis

3- Well written/lack of analysis

2- Weak answer/no analysis

1- Poorly written/barely addresses question

## *What I can do*

### **Activity 1.7 Talk & Write! (7 hours)**

Effective communication skills are fundamental to success in many aspects of life. Many jobs require strong communication skills. People with good communication skills also usually enjoy better interpersonal relationships with friends and family.

Gathering of information needs an effective communication skill

An *interview* is essentially a structured conversation where one participant asks questions, and the other provides answers.

A short essay is any literary essay piece with the objective of either presenting an idea, exposing a topic, or persuading a reader. The body of a short essay could be limited to a paragraph but should contain the whole presentation of the topic.

This 7 hours' hands on activity will give you chance to develop your oral and written communication skills.

#### **Procedures:**

1. Plan for an interview with your friend or relative who previously travelled within the country or abroad.
2. Choose from the four methods of interviewing:
  - \*Live interview (with minimum safety standard)
  - \*Phone interview

- \*Video or Skype interview
- \*Taped interview
- 3. Use the template below upon interviewing.

Name of Interviewee: \_\_\_\_\_ Age \_\_\_\_\_

**Q. When was your last travel experienced?**

A. \_\_\_\_\_

**Q. Where did you spend your last travel experience?**

A. \_\_\_\_\_

**Q. How did you plan your travel?**

A. \_\_\_\_\_

**Q. Did you prepare an itinerary? How?**

A. \_\_\_\_\_

**Q. Describe your travel experienced as compared to your travel itinerary?**

A. \_\_\_\_\_

**Q. Are you satisfied with your experience as compared to your expenses?**

A. \_\_\_\_\_

**Q. Can you share your unforgettable experience during your travel?**

A. \_\_\_\_\_

Based on the information gathered, you are required to write a **short essay** (with **introduction, body** and **conclusion**) (30 points)

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**You will be graded based on this rubrics (30 points)**

TRAITS	10(Excellent)	7(Good)	5(Fair)	3(Poor)
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Focus & Details	There is one clear, well focused topic. Main ideas are clear and are well supported by detailed and accurate information.	There is one clear, well focused topic. Main ideas are clear but are not well supported by detailed information.	There is one topic. Main ideas are somewhat clear.	The topic and main ideas are not clear.
Organization	The introduction is inviting, states the main topic, and provides an overview of the paper. Information is relevant and presented in a logical order. A conclusion is strong.	The introduction states the main topic and provides an overview of the paper. A conclusion is included.	The introduction states the main topic. A conclusion is included.	There is no clear introduction, structure, or conclusion.
Sentence Structure, Grammar, and Spelling	All sentences are well constructed and have varied structure and length. The author makes no errors in grammar, mechanics, and/or spelling.	Most sentences are well constructed and have varied structure and length. The author makes a few errors in grammar, mechanics, and/or spelling, but they do not interfere with understanding.	Most sentences are well constructed, but they have a similar structure and/or length. The author makes several errors in grammar, mechanics, and/or spelling that interfere with understanding.	Sentences sound awkward, are distractingly repetitive, or are difficult to understand. The author makes numerous errors in grammar, mechanics, and/or spelling that interfere with understanding.

### Guide Questions:

1. What did you feel in doing the activity?

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2. Which among the four interviewing methods did you used? \_\_\_\_\_  
Why? \_\_\_\_\_

3. What challenges did you encounter in gathering information?

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4. How did you handle those challenges?

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5. What skills/values did you develop in doing the activity?

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## *Assessment*

### Quiz #1 (20 minutes)

**Directions:** Read the questions carefully. Write the letter of the correct answer.

1. What term refers to the schedule of events relating to planned travel?  
A. itinerary      B. timetable      C. agenda      D. calendar
2. Which statement best describes the importance of itinerary?  
I. Helps in prioritizing your wants  
II. Manage your expenditures  
III. Maximize your time  
A. I and II only      B. I and III only  
C. II and III only      D. I, II and III
3. Which is **NOT** a component of the tour itinerary?  
A. date of departure and arrival      B. name of the tourist  
C. destination and activities      D. rate of room
4. What methodology of gathering information is applicable when the tour guide wants to ensure the standard set by the tourist was met?  
A. ocular inspection      B. interview  
C. visiting websites      D. reading blogs
5. Which of the following methods involved collecting data from existing resources which are done quickly and easily?  
A. desk research      B. market research  
C. field research      D. group research
6. Direct contact with travel suppliers is a source of product information.  
True or False?  
A. True      B. False
7. A distribution network is an interconnected group of storage facilities  
And transportation systems that receive inventories of goods and deliver  
Them to customers. Is the statement True or False?  
A. True      B. False
8. Which of the following is considered as essential information on the locality or destination?  
I. Climate and geography  
II. Religion and education  
III. Transportation  
A. I and II only      B. I and III only  
C. II and III only      D. I, II and III
9. Which is NOT a characteristic of information to be included in an itinerary?  
A. accurate      B. relevant  
C. interesting      D. outdated

10. What component of tourism industry provides accommodation to the people in the form of hotels, resorts and apartments?

- A. Lodging and catering
- B. Tourist attraction
- B. Information and guiding
- D. Travel agent

*Additional Activities*

**Activity 1.8 Research it! (8 hours)**

**Materials Needed:**

- laptop/ smart phone
- internet
- books
- magazine
- travel guide
- map
- paper
- pen

**Directions:**

1. Plan for your family a 3 days and 2 nights' vacation somewhere in your locality.
2. Ask your family members about the attractions and destinations they want to visit.
3. Also, ask them the mode of transportation they want to use and the activities they want to accomplish.
4. Prepare a draft itinerary.

Date	Itinerary
September __	
September __	
September __	

5. List down the necessary information in your itinerary: place or destination, attraction, transportation, activities, accommodation, stop-overs.
6. Start researching the information listed. Use any method you are comfortable with. Ask the help of your family member if needed.
7. Select and analyze the relevant information
8. Summarize and classify the information gathered.

**Complete the table below:**

	Specific details	Gathered Information

<b>Destination/Site</b>		
<b>Attraction</b>		
<b>Transportation</b>		
<b>Activities</b>		
<b>Accommodation</b>		
<b>Stop-overs</b>		

Your output will be evaluated through the following questions (25 points):

<b>CRITERIA</b>	<b>YES( 5 points)</b>	<b>NO(3 points)</b>
1. Is the information complete?		
2. Is the information interesting?		
3. Is the information easy to understand?		
4. Is the information relevant to the itinerary?		
5. Does the information address the four Wh- questions?		

**Guide Questions:**

1. What did you feel in doing the activity?

\_\_\_\_\_

2. Did your family members help you in doing the activity?

In what way? \_\_\_\_\_

3. What challenges did you encounter in doing your activity?

\_\_\_\_\_

4. How did you handle those challenges?

\_\_\_\_\_

5. What values or skills did you develop in doing such activity?

\_\_\_\_\_

**REFLECTION: Journal # 1(10 minutes)**

Base on the activity/ies conducted, complete the phrases stated below:

✓ I understand that

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✓ I realize that

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