

Module Title:	Irish Tour Guiding
Language of Instruction:	English
Credits:	10
NFQ Level:	6
Module Delivered In	2 programme(s)
Teaching & Learning Strategies:	A variety of teaching and learning strategies will be used. Class based lectures will be illustrated by case studies in conjunction with tutorials and presentations. Field trips in the form of guided tours will also take place. Teaching will be complemented by directed learning based on continuing assessment projects and student presentations.
Module Aim:	The aim of this module is to equip learners with the relevant knowledge, skill and competence to carry out tour guiding activities within a range of different contexts.

Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Explain the structures of the tourism industry and the role of tourism in the Irish economy as well as the role and responsibilities of the tour guide as well as evaluate the main markets for Irish tourism and different aspects of Ireland's appeal for various markets or categories of visitor.
LO2	Identify notable features of a range of regions and localities including historical background, agriculture, modern development, sites, towns, villages, historical architecture, physical geography, flora, fauna, amenities and derivation of place names and demonstrate adaptability in the delivery of commentaries which communicate and contextualize the key features of an area in a logical and engaging fashion to meet the needs of the group and/or the individuals being guided
LO3	Identify key features of accountable and sustainable tourism, in terms of limiting the socio-environmental negative impacts of tourism/tours with leave no trace principles and research, using the internet and other appropriate sources, current and relevant information to be used in a clear and concise commentary, to include key aspects of Irish economic, political, social, cultural and current affairs.
LO4	Navigate using maps and other navigational tools, use weather forecasts to predict weather conditions which are safe and conducive to the guiding experience as well as evaluate all health and safety considerations when planning and conducting a guiding experience which may apply to the specific needs of the individuals being guided, while adhering to current legislative requirements
LO5	Research, using the internet and other appropriate sources, current and relevant information to be used in a clear and concise commentary, to include key aspects of Irish economic, political, social, cultural and current affairs.
LO6	Demonstrate an ability to participate in leading tours in a variety of different contexts and develop skills for tour management to include, liaising with the tour operators, implementing appropriate administrative procedures, ensuring a high level of care and consideration for the welfare of group participants as well as demonstrating effective group management, to include the accommodation of diversity and specific customer needs.

Pre-requisite learning
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>
No recommendations listed
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>
No incompatible modules listed
Co-requisite Modules
No Co-requisite modules listed
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>
No requirements listed

Module Content & Assessment

Indicative Content
Industry: Irish national, regional and local tour guiding in an international and industry context.
Communication: Verbal and written communication skills for the industry professional.
Storytelling: Content, structure and delivery for the professional tour guide.
Culture and Heritage: A industry specific development of information covered in cultural studies module.
Commerce: The tour guide as entrepreneur and employee.

Assessment Breakdown	%
Continuous Assessment	30.00%
Practical	70.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Portfolio	Design of a portfolio of work demonstrating an understanding of the significance and role of the tour guide within the Irish tourism industry. Portfolio submission will be associated with practical skills evaluation and will be ongoing throughout the year with feedback provided in response to submission.	1,2,3,4,5	30.00	n/a

No Project

Practical				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Practical/Skills Evaluation	On-tour presentation on a subject of natural or cultural heritage significance. This presentation will occur during the first semester of tuition.	2,5,6	20.00	n/a
Practical/Skills Evaluation	Presentation of a portion of a one day guided tour which will occur during the second semester of tuition.	1,2,3,4,5,6	20.00	n/a
Practical/Skills Evaluation	Professional quality presentation of a portion of a guided tour. This summative assessment will take place at the end of the course of tuition.	1,2,3,4,5,6	30.00	n/a

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	12 Weeks per Stage	6.00
Independent Learning Time	15 Weeks per Stage	11.87
Total Hours		250.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	12 Weeks per Stage	3.00
Independent Learning Time	15 Weeks per Stage	5.93
Total Hours		125.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BWTEM_B	Bachelor of Science (Honours) in Tourism and Event Management	3	Mandatory
CW_BWTEM_D	Bachelor of Science in Tourism and Event Management	4	Mandatory