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Marc Mancini



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Written in an engaging, easy-to-read style, Conducting Tours offers students practical information for careers as tour guides. It also provides valuable insights into the tour process for other travel professionals. Beginning with basic information on escorting and tour planning, the text moves into increasingly complex subjects, including cross-cultural sensitivities, group behavior, diplomacy and dealing with emergencies. The text also discusses how to plan, price and market a tour, and includes useful information on finding a job as a tour professional..Illustrated and reinforced with application activities and case studies, Conducting Tours gives students a thorough introduction to this exciting and enjoyable career!

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