



## Conducting Tours

By Marc Mancini

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### Conducting Tours By Marc Mancini

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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## Conducting Tours By Marc Mancini Bibliography

- Sales Rank: #2411725 in Books
- Brand: Brand: Delmar Pub
- Published on: 1995-10-16
- Original language: English
- Number of items: 1
- Dimensions: 11.00" h x 8.75" w x .50" l,
- Binding: Paperback
- 257 pages

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#### Review

Chapter 1: What is Tour Conducting? Chapter 2: City and Site Guiding. Chapter 3: Multi-Day Tours. Chapter 4: Client and Escort Psychology. Chapter 5: Working with Hotels. Chapter 6: Air Travel and Tours. Chapter 7: Suppliers and Attractions. Chapter 8: Expecting the Unexpected. Chapter 9: Creating a Tour. Chapter 10: Getting the Job...and Keeping it. Appendix. Glossary. Bibliography. Index.

#### About the Author

Marc Mancini is one of the travel industry's best-known speakers, educators, and consultants. His writing and video production credits include 12 books, 32 videos, dozens of training websites, and more than 300 articles, with some syndicated by the Los Angeles Times. He has appeared on CNN, ABC's Good Morning America, and Showtime. An Adjunct Professor of Travel at West Los Angeles College, Dr. Mancini was named Educator of the Year by the International Society of Travel and Tourism Educators, and in 2010 received ASTA's Diamond Award. His consulting clients include American Express, Marriott, CLIA, Holland America, AAA, Norwegian Cruise Line, Lufthansa, and the Hawaiian Visitors and Convention Bureau. Dr. Mancini holds a BA degree from Providence College, and an MA, MS, and PhD from the University of Southern California.

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