

“Moves” for Guiding Presentations in French

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Abstract : Despite four years of study in the tourism industry, the Bachelor's graduates cannot perform their jobs as experienced tour guides. This research aimed to develop French teaching and studying for Tourism with two main purposes: to analyze 'Moves' used in oral presentations at tourist attractions; and to study content in guiding presentations or 'Guide Speak'. The study employed audio recording of these presentations as an interview method in authentic situations, having four tour guides as respondents and information providers. The data was analyzed via moves and content analysis. The results found that there were eight moves used; namely: welcoming, introducing oneself, drawing someone's attention, giving information, explaining, highlighting, persuading, and saying goodbye. In terms of content, the information being presented covered the outstanding characteristics of the places and well-integrated with other related content. The findings were used as guidelines for curriculum development; in particular, the core content and the presentation forming the basis for students to meet the standard requirements of the labor-market and professional schemes.

Keywords : moves, guiding presentation, french, tourism

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