

‘Introduction to Tour Guide Training’.

Duration

- 4 evenings over 4 weeks = 3 hours per session
- Plus one full Saturday FAM/Study trip to show case other guides in action

Dates:

- South Louth – October 26th, November 2nd, 9th and 16th
- North Louth – October 27th, November 3rd, 10th and 17^h
- FAM/Study trip – November 19th

Times:

- 6.30pm to 9.30pm

Location:

- To be advised asap

Aim

The aim of this programme is to provide training to members of County Louth communities, new and interested, in business creation and development in the tourism sector.

The training will result in enhancing the participants' required skills and competencies, enabling them to promote the Region's tourism offering and to generate active tourism networks. Moreover, the training will develop participant's knowledge and capabilities, so as to provide a professional, local attraction tour and tourist guiding service to individuals and groups visiting County Louth.

Objectives

At the end of this training participants will:

- Work with individuals and groups with confidence and professionalism in promoting Co. Louth's tourism offering
- Demonstrate an understanding of the role of the guide as a 'pathfinder' and 'mentor' for the visitor experience – to include on-site, on-coach and walking tours
- Know how to select the most appropriate interpretative elements, to build a tour profile
- Understand and demonstrate how to operationalise an itinerary and apply the necessary guiding skills
- Demonstrate a comprehensive knowledge of the local/regional culture and heritage, with greater understanding of the role of the tour guide therein
- Draw on a range of communication techniques to establish rapport, build trust, manage group dynamics, inform, interpret and engage
- Demonstrate a capacity for autonomous and independent learning
- Apply appropriate presentation skills with effective communication
- Understand the relevant Health and Safety obligations as a tour guide and when designing and implementing tours and trails
- Demonstrate excellent customer service

Agenda

1. Tour Management

- Presenting yourself as the tour guide
- Understanding your audience
- Building the Tour/Trail – information, routes, points of interest, commentary, timings etc.
- Know what to do when Plan A doesn't go to plan. Contingencies and emergencies
- Environmental awareness – sites of significance, heritage sites, Leave No Trace etc.
- Working on your own and working as a team

2. Interpreting Tours and Trails

- Tourism inventory
- Developing trails and tours recognising the Region's Natural and Built Heritage
- The 'tourism fit' for the Region
- Relaying the local and regional story for the visitor

3. Communications and Customer Care

4. Communicating confidently within the tourism sector – understanding the overseas and domestic visitor, suppliers, transport companies and industry partners
5. Communication skills and tips to inform, to develop rapport and to build trust
6. Knowing what it takes to deliver an excellent visitor experience

Training Format and Requirements

Training will be class room and workshop based. This will be supported by applied field trips (on-site and a walking tour), plus county based FAM trip and guest lectures series as appropriate.

Throughout the programme, participants will be required to work on their own and as a group. They will make regular in-class and on-site presentations, as appropriate. Group participation will be encouraged.

As appropriate, participants will present to the group, a trail/tour that they have identified and developed.

Where appropriate both groups from North and South Louth will come together to exchange information and present their tours and trails to the wider group.

Participants will keep a weekly reflective journal to record their learning and experience throughout the programme.

Trainer: Barbara A. Hunter MPhil. (Tourism and Hospitality).

To book your place contact: derbille.clarke@cllp.ie or call 087 2592098 for a registration form.