

aractech

Global Learning for Operational Leaders



PUBLIC RELATIONS

Tour Guiding and Visitor Care

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Course content

Why Attend

This course provides an overview of tour guiding techniques and ethical considerations involved in group guiding. Firstly, it covers the skills required for successful site interpretation and group interaction. Secondly, it sheds light on the various technics applied in group management in different contexts. Thirdly, it focuses on the importance of oral communication in the tour-guiding business. Lastly, it examines the ethical responsibilities of tour guides such as respecting cultural and environmental sensitivity.

Course Methodology

- This interactive course combines different learning approaches, including presentations, video analysis, case studies, discussions, and group exercises.

Course Objectives

- Define the role and responsibilities of tour guides in the tourism industry
- Develop interpretation skills to provide engaging and informative tours
- Manage group dynamics and facilitate group interactions
- Develop practical communication skills to convey information clearly to groups
- Recognize and address ethical considerations related to tour guiding, including cultural and environmental sensitivity

Target Audience

- Tour guiding and tour escorting companies, local guides bodies, and tour leaders professionals.
- Target Competencies
- Tour-guiding
- Interpreting patterns and behaviors

Course outline

Detailed course outline

Module-by-module outline for Tour Guiding and Visitor Care.

Module 1 - Introduction to tour guiding

- Role of tour guides in the tourism industry
- Needs of different types of groups
- Strategies for managing group dynamics
- Adaptation of speech for different types of audiences

Module 2 - Interpretation techniques

- Engaging and informative tours
- Techniques for storytelling and sites reviving
- Methods to facilitate group interaction and engagement
- Managing logistics and financial reports

Module 3 - Maintaining positive relationships with stakeholders

- The need for building professional relationships with tourism stakeholders
- Maintenance of constructive relationships with the employers
- Maintenance of positive behavior toward local communities
- Building advanced relations with colleagues and bus drivers
- Setting ways to deal with services suppliers

Course outline

Detailed course outline

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Module 4 - Tour guiding and public speaking

- Non-verbal communication implications in tour guiding business
- Non-verbal communication techniques (kinesics, proxemics, and chronemics)
- Voice management technics (paralinguistic)
- Public speaking apprehension management methods

Module 5 - Tour guiding ethics

- Need of ethics in the tour guiding business
- Review of tour guiding code of conduct
- Strategies to deal with people with special needs
- Strategies to deal with demanding clients
- Best practices to handle unexpected situations

Seminar dates

Available seminar dates

Live dates and pricing for Tour Guiding and Visitor Care generated from the course details page.

Date	Location	Format	Fee
15 - 19 June 2026	Munich	Classroom	€2,415
20 - 24 July 2026	Amsterdam	Classroom	€2,975
3 - 7 August 2026	London	Classroom	€2,940
7 - 11 September 2026	Istanbul	Classroom	€1,995
12 - 16 October 2026	Vienna	Classroom	€2,975
9 - 13 November 2026	Barcelona	Classroom	€2,695
14 - 18 December 2026	Paris	Classroom	€3,150

Live online option

Online delivery is available at €1,250.