

Intercultural Tour Guide Qualification



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Objectives

Good tour guides matter. They can build bridges between cultures! Through Intercultural Tour Guide Qualification seminars, tour guides will embark on a transformative journey of learning developing your skills and understanding of tourism.

The growing demand from tourists for real travel experiences and authentic vacation experiences poses new challenges for traditional tour guides! At the Intercultural Tour Guide Qualification by the Institute for Tourism and Development, tour guides are sensitized, trained and certified intensively and practically for their new tasks. The certificate seminars and advanced training courses are aimed at individual tour guides as well as tour operators, DMCs, tourist boards, tourism ministries and tour guide associations.

Thanks to more than 25 years of experience, the Intercultural Tour Guide Qualification seminars will transform tour guides into a pioneer of environmentally and sustainable tourism. The seminars can help to increase and improve professional and social skills and understand the clients needs better, improving the quality of care and customer satisfaction.



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Partners and Participants

Intercultural Tour Guide Qualification seminars address to tour operators, travel agencies, tourist boards, tourism ministries, tour guide associations in developing, newly industrializing or transition countries which aim to strengthen the expertise and qualifications of their tour guides as cultural mediators.

Cooperation partners

The implementation of the Intercultural Tour Guide Qualification is supported by the following institutions:

Gefördert durch:

**ENGAGEMENT
GLOBAL**
Service für Entwicklungsinitiativen



Mit Mitteln des:



Bundesministerium für
wirtschaftliche Zusammenarbeit
und Entwicklung

Testimonials

“Motivating, well-structured, competent, instructive, informative and creative“ are just a few of the attributes participants use when evaluating the “Intercultural Tour Guide Qualification“ seminars. Tour operators such as Studiosus, Aventoura and Meeting Point International have their tour guides trained by the Institute for Tourism and Development. In the final evaluation, the seminars have for decades achieved an average rating of 8.5 on a scale of 1 to 9 (1 = useless; 9 = extremely valuable).



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Duration

Six full seminar days: 4 days held in the seminar room, 2 days excursions (practical training). The seminars take place in the destination countries and are held either in German or in English. After the seminar access to the Intercultural Tourguide Academy: our online platform with a wide range of webinars and courses.

Requirements

The registration of 12 to 15 German or English-speaking tour guides has to be undertaken by a tour operator, a tourist agency, a tourism ministry, a tourist board, a tour guide association etc.

Participants have to work in developing countries, newly industrializing countries, or transition countries and must have experiences with German- or English-speaking tourist groups.

Financing

Costs that are carried by Studienkreis für Tourismus und Entwicklung e.V. in cooperation with the German Federal Ministry for Economic Cooperation and Development comprise: Trainer fees, Preparation and post processing of the seminar, teaching materials, exams and certificates.

Certificates

The certificate for successful participation in theory and practice units is issued by the Studienkreis für Tourismus und Entwicklung and the German Federal Ministry for Economic Cooperation and Development.

Costs

The registering partner organization is responsible for a fee of € 1,500 per seminar, hotel rooms including full board for the trainer team and suitable seminar room incl. catering.

If you have any further questions, please do not hesitate to contact us.

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Feedback of seminar partners

avenTOURa

Encounters with the people of the holiday country and the promotion of the understanding between cultures are central elements of every avenTOURa journey. The work of the Studienkreis für Tourismus und Entwicklung has always been valued highly in our company and the focus of the intercultural training seminars for tour guides perfectly reflect the spirit of our company. After the end of the seminar all participants were enthusiastic about the seminar process and its contents. We are convinced that this investment will have a lasting effect on the preservation and further improvement of the quality of our tours.

Gerd Deininger (CEO, avenTOURa GmbH)

Papaya Tours

A tour hinges on the quality of the tour guide. Especially during our Papaya experiential tours which are close to local realities there is a strong need for intercultural understanding. So we were all the more enthusiastic when the Institute for Tourism and Development approached us and told us about their seminars. We had high expectations and we can say that these were fully met. It was an event of exceptionally high quality, with very empathetic and motivated trainers. It inspired everybody and no matter at which level participants were when they joined, each of them got the opportunity to take something home for their personal development. We got more than we expected and friendships developed between trainers and participants. We are already looking forward to the next seminar.

Jorge Hirose (CEO, Papaya Tours, Arequipa)