


Tour Management and City Guiding

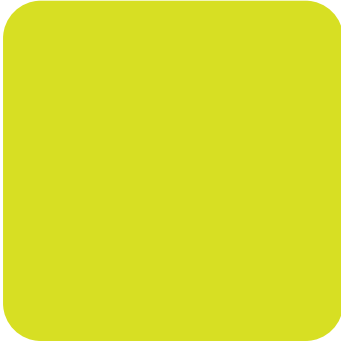
Intensive training course



Breda University
of Applied
Sciences




International tourism: a new world ahead of us



Tourism is the world's largest growth industry with no signs of slowing down in the 21st century. Developing countries account for a substantial portion of the current growth rate in international tourism.

As a result, policies focusing on tourism development are assuming an ever more prominent place in these countries. An important, recurring conclusion is that, where tourism development is concerned, it is crucial to make investments in human resources.



The growth of international tourism has triggered a clearly recognisable increase in the demand for professionally trained staff. Being an education institution engaged in specific disciplines, NHTV Breda University of Applied Science is able to offer the international market its expertise in order to satisfy this demand for professionalization.



History

For almost 40 years, NHTV Breda University of Applied Sciences has been training students for management positions in the fields of Hospitality, Leisure, Logistics, Media, Mobility, Tourism, Urban Planning and Facilities. NHTV is a unique higher education institute with more than 6,500 students.

Unique Approach

NHTV was founded as an institute offering management programmes in tourism and leisure and in this field, it is the largest and leading education institute in the world. Furthermore, NHTV applies action learning as a didactic concept. Rather than receiving education in the traditional manner, the students design and direct their own plan of study. Our lecturers are professional experts acting as role models for our students, rather than being tutors who tell them what to do. The knowledge and principles from the range of disciplines covered in the Bachelor and Master programmes is applied to problems taken straight from the professional field. In this way, we are committed to constantly gearing our curriculum to recent trends and developments in the world of employment.

International scope

NHTV is an education institute with a strongly international character, constantly seeking to enhance this international dimension. NHTV is a member of the WTO Education Council and has been awarded WTO's TedQual Certification. This acknowledgement shows that WTO endorses the quality of the tourism education at NHTV. We work together with many leading education institutions, for example in the United States, United Kingdom, Australia, Germany, France, Spain and Sweden.

Centre of excellence

One of our main objectives is to make a substantial contribution to the development of knowledge in the sphere of the disciplines mentioned previously. Our lecturers' expertise is frequently drawn upon to assist in both national and international consultancy projects. NHTV boasts several Associate Professorships: Sustainable Transport and Tourism, Visitor Management, Business Travel, Passenger Transport Management and Imagineering. Imagineering is a new field of knowledge, aimed at the creation of memorable experiences in tourism, leisure, hospitality, media and entertainment. As such, it is a bridge between our various departments.



The Tour Manager / City Guide: An exciting and challenging job

The Tour Manager accompanies groups of tourists on their trips around the world, provides tourist information, takes care of the practical aspects of a tour and helps to create a pleasant atmosphere in the group. The Tour Manager also acts as a representative of the tour operator and plays a decisive role in the tourists' experience of a tour. Being an all-round Tour Manager or City Guide is not easy these days: tourists are often experienced travellers and are becoming more and more demanding. As new origin and destination areas are opening up, the task of the Tour Manager and City Guide in building bridges between cultures is assuming more importance every day. And what about the role of the Tour Manager and City Guide in managing the effects of tourism and making the industry more sustainable?

Expertise in training Tour Managers and City Guides

NHTV's course Tour Management and City Guides covers the up-to-date issues. At NHTV, we have been training Tour Managers / City Guides since 1991. The basic 4 years programme, as it is taught in Breda (The Netherlands) has been developed in co-operation with IATM, the International Association of Tour Managers (www.iatm.co.uk). As a result, this derived course is a tailor-made programme that will help Tour Managers / City Guides to become more competent professionals.

There are two types of courses:

Course: Train-the-Tour Manager / City Guide

One course is aimed at the professionalization of Tour Managers and City Guides in destination countries in terms of associating and working with Western tourists. The emphasis of the course can be found in the interaction between tourists and local Tour Managers and City Guides in the host country. The course focuses on the role of the Tour Manager and City Guides in group processes, intercultural communication, cross-cultural differences, leadership skills, provision of services and sustainable tourism.

Course: Train-the-trainer

This course is aimed at teaching experienced Tour Managers and City Guides to become trainers and/or instructors of the above mentioned course (Train-the-Tour Manager / City Guide), as a result of which knowledge and expertise is transferred to the destination country. Beside the subjects of the course Train-the-Tour Manager / City Guide, this course focuses on teaching skills and encouraging individual qualities.



Course: Train-the-Tour Manager / City Guide

Principles

Keywords

Format

Basic Module

- Skills training sessions in the area of Tour Management (workday activities)
- Dealing with cultural differences
- Maintaining contact with clients
- Applying sustainable tourism perspective
- To improve the level of Tour Management /City Guiding
- Managing tours in cities and/or museums
- Creating experience by storytelling.

- Who am I as a Tour Manager/ City Guide
- How do I communicate?
- Imagineering
- How much knowledge do I need?
- How to get creative?
- City guiding
- Mind mapping
- Cultural differences
- Presentation skills
- Story telling
- Sociology

- case-studies
- role plays
- museum tours
- study trips
- city guiding
- presentations
- oral and written exam

Additional module:

heritage management, visitor management and sustainable tourism

Location:

home country of the applicant

Costs:

depending on the amount of applicants, with a minimum of 25 people

Tailor made:

the above mentioned principles and modules can be adapted to your own preferences

Duration:

the basic module is a 6 days training. This can be extended by additional modules





Course: Train-the-Trainer

Principles

Basic Module

- General knowledge of tourism industry and the development of tourism in the home-country/area
- Explaining cultural differences and dealing with cultural differences
- Personal SWOT analysis
- Understanding sustainable tourism and the application of sustainable tourism as a Tour Manager/ City Guide
- To improve the level of Tour Management /City Guiding

Keywords

- Who am I as a teacher
- How do I communicate?
- Imagineering
- How to get more creative?
- Improve city guiding
- Classes mind mapping
- Stimulate cultural differences
- Stimulate individual qualities
- Improve education skills and techniques

Format

- How to work with case-studies
- How to work with role plays
- How to assess museum tours
- How to assess study trips
- How to improve city guiding
- How to assess presentations
- Individual oral and written exam

Additional module:

heritage management, visitor management and sustainable tourism

Location:

home country of the applicant, accommodation for training should be arranged by the applicant

Costs:

depending on the amount of applicants, with a minimum of 25 people

Tailor made:

the above mentioned principles and modules can be adapted to your own preferences

Duration:

the basic module is a 4 days training. This can be extended by additional modules



This course is aimed at teaching experienced Tour Managers and City Guides to become trainers and/or instructors of the above mentioned course (Train-the-Tour Manager / City Guide).

With this course knowledge and expertise is transferred to the destination country.

Beside the subjects of the course Train-the-Tour Manager / City Guide, this course focuses on teaching skills and encouraging individual qualities.



**For more information,
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in the fields of Leisure,
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Please visit www.nhtv.nl for more information