

GUIDELINES FOR STEERING COMMITTEES FOR INSTITUTE ACCREDITED COURSES

PURPOSE OF A STEERING COMMITTEE

- To support the programme director
- To agree the syllabus
- To deal with appeals on aspects of the programme
- To be both a stakeholder and a friend, i.e. to represent the interests of users of guide services and to be in a position to help the programme director with venues/ awards etc.
- To be able to relate the wider aspects of tourism to guide training
- To decide on the need for the programme.
- To agree the wording on the Badge with the Institute.

COMPOSITION OF A STEERING COMMITTEE

The Institute recommends at least 6 people should comprise the Steering group. There should be a strong element of tailoring the committee to the local area, to local tourist and market needs. The Institute is very keen that users of guide services should be included.

Best practice would be a combination of the following:

- Programme Director
- Institute representative/Chief Examiner for 2 meetings (at Level 4) and External examiner for 1 meeting (level 3).
- Chairman of local Blue Badge Guide association.
- Representative from a Regional Development Agency or local tourism group.
- An academic. This could be a member of a college if the course is college based; it could include curators from art galleries or museums in the area.
- Users of guide services. This could include booking agencies, tour operators, coach operators, representatives from cruise lines etc. The Institute would like to see 2 users of guide services on any steering committee.

Board of Directors - October 2009