



PLYMOUTH BRITAIN'S OCEAN CITY

Green Badge Guide Training Course



Prospectus 2019 -2020

Course Provider PTGT Ltd

**Plymouth Britain's Ocean City
Green Badge Training Programme
2019 – 2020**

Aims and Objectives

To prepare candidates to enter the tourist industry by achieving an Institute accredited Green Badge qualification which will enable them to offer professionally executed flexible route tours on foot and on sites within Plymouth.

To facilitate optimum visitor experiences on walking and site tours offered by guides operating on a voluntary or commercial basis within the city.

To promote a foundation for personal career development and progression to further guiding qualifications.

The Institute of Tourist Guiding

Registered tourist guides are qualified by examinations set and administered by the Institute of Tourist Guiding. The Institute of Tourist Guiding (ITG) is the standard setting body ensuring courses and examinations are of a high quality to meet agreed standards. Study for the Green Badge provides comprehensive training towards qualifying to offer flexible walking routes and site tours of museums, galleries, churches and gardens etc. The Blue Badge, the most comprehensive and highest of guiding qualifications, includes training for guiding on vehicles and across a region. Green Badge training can provide a step towards achieving the higher level as elements of the course are recognized as being transferable.

Working as a tourist guide involves welcoming visitors, being organised, informative and the ability to entertain. Most guides are freelance and self-employed and mostly part time: the reward lies in the varied nature of the work and the people you meet. Individual jobs come from tour operators and agencies. Good marketing skills can help facilitate regular work and guides who offer a foreign language are in greater demand.

The Plymouth Green Badge Guide Training Programme for is open to anyone with an interest in guiding. No specific qualifications or experience are required but candidates must be over 18, be good communicators and be able to lead groups of visitors on foot, so physical fitness is an asset. Computer skills are necessary both to participate in the course and to work as a guide so in this respect candidates should have access to an up-to-date computer with internet access and up-to-date software suitable for office type tasks.

Content

During the course you will study:

Knowledge of Plymouth - A variety of themes and topics will be studied with reference to background knowledge of the UK with reference being made to local food and drink, entertainment, sport and shopping as an integral part of the course.

Guiding Techniques - Communication and presentation skills for guiding on foot including sites. A Tour Planning Project demonstrating skill in itinerary planning will be prepared and submitted by each candidate.

A Communications Seminar - for development of presentation skills
Business Skills – finance, business and marketing skills required to work as a self-employed guide within the tourist industry will be integral to the course.

Teaching and learning sessions will be based in Plymouth with training days being spread over a period of approximately 16 weeks. There will be 94 contact hours

Self-Directed study hours

In addition to the above contact hours you will be required to undertake independent visits to visitor attractions not included in the course and will be expected to research various subject areas listed in the syllabus to prepare presentations for delivery in classroom sessions. You should also read widely to gain background knowledge and to help with this you will be given a reading list together with a student handbook at the start of the course. Research for the Tour Planning Project, which forms part of the assessment, will also contribute to your self - directed study hours.

Programme Structure

The programme structure includes:

- An introductory day in October covering study skills, a demonstration-walk, site visit and guiding skills
- Three weekend sessions in October and November which will include lectures on local topics linked to the wider syllabus, training walks and visits to sites of interest
- One weekend Communications Seminar in November - The two-day Communications Seminar which will be held in Plymouth
- A break for directed self-study and work on the Tour Planning Project in December
- In January sessions will resume when two examination practice days will be offered
- Students will be expected to continue with directed self-study between sessions
- The last official training session will be in January with examinations being held in February or early March ahead of the main tourist season.
- Weekend sessions will be supplemented with evening on line lectures at intervals

Proposed timetable dates (PROVISIONAL subject to availability of rooms etc):

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| Introduction - Saturday 5 th October 2019 | - Introduction, Guiding & Guiding Techniques |
| Weekend 1 - Saturday 19 th October 2019 Sunday 20 th October 2019 | - Early Settlement, Exploration & Discovery - Early Settlement, Exploration & Discovery |
| Weekend 2 - Saturday 26 th October 2019 Sunday 27 th October 2019 | - Castles, Forts & Battles - Castles, Forts & Battles |
| Weekend 3 - Saturday 2 nd November 2019 Sunday 3 rd November 2019 | - Communications Seminar - Communications Seminar |
| Weekend 4 - Saturday 22 nd November 2019 Sunday 23 rd November 2019 | - Industry Transport and Trade - Industry Transport and Trade |
| Tour Planning - Self Study Break 1 st December - 4 th January 2020 | |

Exam Practice - Saturday 11th & 12th January 2020 Half days

Exam Practice - Saturday 18th & 19th January 2020 Half days

Weekend sessions are planned to run between 9am - 5pm on Saturday and Sunday with a Friday timetabled at least once. Half days will run between 09.30 and 13.30. Local study groups where candidates can give presentations to each other and exchange information will be encouraged to help cover the necessary study. During the course some lectures will be delivered by Webinair

Final Assessment

The course will culminate with exams set by the Institute of Tourist Guiding in early Spring 2020 These will be timed in agreement with the Institute of Tourist Guiding and according to their guidelines: In order to become a Green Badge Guide students have to pass the written paper and practical exams. Assessment will consist of:

Written Examination:

- 2 hr paper of 100 short questions and 3 questions requiring extended answers.

Practical Examinations

- A practical assessment of a walking tour. A practical assessment of a site visit

Tour Planning Project (1500 words)

- Candidates will be assessed on their ability to plan a guided walk and visit to a site for a group of people of the candidate's nationality, of mixed ages. The Project will be submitted for external assessment in January 2020

If necessary, retakes of Institute examinations may be possible for an additional fee. Successful candidates' names will be added to the Institute of Tourist Guiding Register. Language exams for those who wish to guide in a language other than their first language can be undertaken for an extra fee. These exams are organized by the institute of linguists.

Fees

The anticipated **cost of training will be £995 per student** based on 15 participants This includes the Institute registration fee and all tuition and entrance fees during the course. The full amount for the training course will be due in two payments.

- 50% of the training fee will be payable within 7 days of accepting the offer of a place after the interviews which will take place in July 2019,
- the balance of 50% will be payable within four weeks of the start of the course in October 2019

No refunds can be given if a student withdraws from the course or any part of it or for non-use of services provided.

The Institute of Tourist Guiding reserves the right to cancel and refund all fees paid or to offer the course at a higher fee if insufficient enrolments are received. You may also wish to budget for buying guides and other books during the course.

Additional **Examination fees of £598** will be payable directly to the Institute by each student who registers for the examinations.

Funding Opportunities Once a place has been offered and accepted students can apply for a **bursary** via the Guild of Registered Guides through the '2020 Project' and there are also Guild funds for support of training linguists.

Training Provider

Professional Tourist Guide Training (PTGT) Limited

Programme Director

Vivienne Robinson B.Ed. MITG, SW Blue Badge Guide 1998. Chair Association West Country Tourist Guides, Director Absolutours, Assessor, Verifier, ITG Examiner and Trainer. SW Blue Badge Course Director 2013-14 & 2017-18

Joint Directors and Tutors

Julia Morris BA Hons. PGCE MITG. SW Blue Badge Guide 1999, Education & Training Officer, Fleet Air Arm Museum, Yeovilton; Director Taste of England Tours, Assessor, Verifier & ITG Trainer; ITG White Badge trainer and SW Blue Badge Course Director, Member Executive Council of the British Guild of Tourist Guides, Course Director 2013-14 & 2017-18

Nick Gane MITG. SW Blue Badge Guide 2010, Mayor of Bath's Honorary Guide 2005, Director Sulis Guides Ltd. Financial background in the motor industry, training in Business Management and Dealership Administration for motor dealer business; ITG Trainer. SW blue Badge Course Director 2013-14 & 2017-18

Maeve Hamilton-Hercod MITG FRGS, SE Blue Badge Guide 1999, SW Blue Badge Guide 2010. Member Executive Council of the British Guild of Tourist Guides, ITG Examiner and Trainer, Director of Sulis Guides, Linguist. SW Blue Badge Course Director.

All are Institute accredited trainers, members of the Institute of Tourist Guiding and Directors of Professional Tourist Guide Training Ltd. (PTGT. Ltd.)

Additional tutors and lecturers will be a Blue Badge Tourist Guide, or others who are specialists in their subject or area or work.

Steering Committee

The Steering committee for the programme is composed of representatives from the tourism industry including:-

- The Programme Director, the ITG, Representatives of a Regional Tourist Guide Association, Plymouth University, Visitor Information & Tourism Services, Associated British Ports, and a Cruise Shore Ex company

Application

Completed application forms for the Green Badge Guide Training Programme can be requested from and returned **by email** to training@swbluebadgetraining.com **no later than 30th June 2019**

All applicants will be interviewed at a central location in Plymouth during July when you will be asked to complete a short test on knowledge of the city of Plymouth and to deliver a short presentation on a given topic. Successful candidates will have the offer of a place confirmed shortly afterwards.

PROFESSIONAL TOURIST GUIDE TRAINING (PTGT) LIMITED

March 2019