

Blue Badge Tourist Guide Training Programme

DEVON AND CORNWALL (SW England)

Prospectus 2020-21



Course Provider:
Professional Tourist Guide Training Ltd.

PROSPECTUS

Objective

To prepare candidates to enter the tourist industry as trained guides for Devon and Cornwall, examined and accredited by the Institute of Tourist Guiding.

The Institute of Tourist Guiding

The Institute of Tourist Guiding (ITG) <https://www.itg.org.uk/> is the standard setting body, for the tourist guiding industry, awarding the Blue Badge, the highest guiding qualification in Britain. Training is detailed and comprehensive covering city walking tours, guiding on coaches, museum and gallery tours and a countryside walk. Guides work with conference and incentive groups and on tours in private hire cars with individuals or families and as driver guides.

Working as a Blue Badge Tourist Guide involves welcoming visitors, being organised, informative and entertaining. Most guides are freelance and self-employed allowing them to manage their working life. The work can be seasonal, mostly part time and can involve long days: the reward lies in the varied nature of the work and people you meet. Individual jobs come from tour operators and agencies, through membership of the British Guild of Tourist Guides in London <https://britainsbestguides.org/> and regional associations. Good marketing skills are essential for regular work and guides who offer a foreign language may be in greater demand.

The Devon and Cornwall Blue Badge Tourist Guide Training Programme is designed to train guides to work across the two counties and 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 able to lead groups of visitors on foot so physical fitness is essential. Good computer skills are needed both for the course and to work as a guide so candidates need to have an up to date computer.

Programme Content

During the course students study the following:

- **Background Knowledge** of the UK - including history, geology, geography, agriculture & the countryside; English literature; visual and performing arts; architecture; religion; industry, science and commerce; tourism; sport; the legal system; finance and tax; the monarchy; government; education; health and welfare.
- **Regional Knowledge** - an in depth understanding of Devon and Cornwall covering the topics above and including country pubs, good restaurants, local food and drink and shopping locations.
- **Guiding Techniques** - for guiding on foot, on a site such as a museum or cathedral, from a moving vehicle and in the countryside.
- **Communications Seminar** - two day focus on communication and presentation skills.
- **Tour Planning Project** - prepared by students to demonstrate skill in itinerary and practical planning.
- **Business Skills** - finance, business, marketing and problem solving skills required to work as a self-employed guide within the tourist industry.

Programme Structure

The majority of study takes place during intensive 2 and 3 day County Weekends, held at different locations across Devon and Cornwall. There will be visits to local sites of interest, lectures on local topics linked to the wider syllabus and a whole day coach tour each weekend when candidates will be trained and given practice in giving an informative commentary. Two weekends concentrate on exam preparation.

The following dates are **PROVISIONAL** and may be subject to change:

Introductory Weekend: Sat-Sun 27–28 June 2020 - based in **Exeter**

Pre-Course opportunity for Student Research, Observations and Visits

2 day County Weekend: Sat-Sun 12-13 September - based in **Bodmin**

3 day County Weekend: Fri - Sun 16-18 October - based in **Plymouth**

3 day County Weekend: Fri - Sun 6-8 November - based in **Truro**

2 day Communications Seminar: Fri - Sat 20-21 November 2020 - based in **Exeter**

Additional activity: explore Exeter museums

2 day County Weekend: Fri-Sat 11-12 December 2020 - based in **Newquay**

Tour Planning Project

Additional activity: coast and country architecture

3 day County Weekend: Fri-Sun 8-10 January 2021-based in **Torquay**

2 day County Weekend: Fri-Sat 22-23 January 2021- based in **Barnstaple**

Submit Tour Planning Project.

Additional activity: walking the SW Coastal Path

2 day County Weekend: Fri-Sat 12-13 February 2021- based in **Falmouth**

Additional activity: Planning Your Business

2 day Exam training Weekend: Sat-Sun 6-7 March 2021 - location tbc

2 day Exam training Weekend: Sat-Sun 20-21 March 2021- location tbc

Examinations - April / May 2021

Dates set by the ITG.

The 3 day weekends begin on Friday morning and end mid-afternoon on Sunday with lectures on Friday and Saturday evenings. Two day weekends will be either a Friday and Saturday or Saturday and Sunday with a similar format. Further lectures will be delivered by webinar on days between County Weekends. Some 2-day weekends include an additional activity.

Time for self-study is essential and candidates should reckon on around 350 hours in addition to attending the weekends. Local study groups are encouraged and students have a designated tutor. There will be a course 'cloud' for information and written work that is submitted.

Final Assessment

At the end of the course students will undergo examinations set by the Institute of Tourist Guiding. In order to become a Blue Badge Guide students have to pass all papers and practical exams. Written assessment will consist of:-

- Regional Knowledge paper 1 - short answer questions
- Regional Knowledge paper 2 - short and longer answer questions
- Background Knowledge paper - short answer questions.

Candidates across the country all take the Background Knowledge exam at the same time in the Spring.

Practical exams cover:

- Guiding a city centre walk
- Guiding a countryside walk
- Guiding in a museum or gallery
- Guiding in a place of worship
- Guiding on a moving vehicle – a coach

Exams will take place in Spring 2021, with retakes for those who fail at a later date with an additional fee. Names of successful candidates will be added to the Institute of Tourist Guiding database. For those who wish to guide in a language other than their first language, examinations can be undertaken for an extra fee through the Chartered Institute of Linguists. <https://www.itg.org.uk/examinations/languages/language-committee-policy-statement/>

Fees

The course fee will be **£2990**. This fee includes all tuition, entrance fees and coach travel during the weekends and is due in two instalments:

- 50% within 7 days of accepting the offer of a place.
- the balance of 50% will be payable within four weeks of the start of the course

In addition **Examination fees of £1295** will be payable directly to the Institute by each student who registers for the examinations

The British Guild of Tourist Guides offers student **bursaries** through their '2020 Project'. A bursary can be applied for once a student has been offered and accepted a place on a course. Details can be found on the British Guild of Tourist Guides website <https://britainsbestguides.org/> There are also funds available to support the training of linguists.

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

PTGT Ltd reserves the right to offer the course at a higher fee if fewer than the expected minimum number of enrolments are reached. NB You should also budget for travel to weekend venues, overnight accommodation, buying guides, books etc.

Blue Badge Tourist Guide Candidates (BBTGCs)

Existing Blue Badge Guides, already qualified for another region, are invited to apply to the course as **BBTGCs**. They will be expected to enrol with the Institute in the same way as others and to sit the exams and pay the fees accordingly.

All **BBTGCs** will be expected to join **a minimum of 3 County Weekends and the two Exam Training weekends**. If a 2-day Communication Seminar has not been completed recently this will be an additional requirement. A Tour Planning Project will also need to be submitted if this has not been done for a Blue Badge qualification previously. BBTGCs will not be entitled to join any on-line webinar lectures or have access to information on the course 'cloud'. The offer of a place will be based on selection by interview.

Fees for BBTGCs

Each 3 day weekend will cost £250 with a small discount for 2 day weekends. Fees for the Communications Seminar or Tour Planning Project will be additional for those BBTGCs needing to complete these elements.

Training Provider

Professional Tourist Guide Training (PTGT) Limited

The Training Team

Contact for Directors/Tutors Email: training@ptgtraining.co.uk

Programme Directors

The core course teaching team will comprise of 4 Course Directors;

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

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 & Examiner; ITG FAAM 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, Site Liaison Coordinator for the Guild, ITG Examiner & Trainer, Director Sulis Guides Ltd. Linguist, SW Blue Badge Course Director 2013-14 & 2017-18.

Additional tutors and lecturers will be Blue Badge Tourist Guides, or local specialists.

Steering Committee

The Steering Committee for the programme is composed of representatives from the tourism industry including:-The Programme Director, Financial Director, ITG member, Regional Tourist Guide Association Chair and representatives of Shoreside, Visitor Information & Tourism Services.

Application forms for the SW Devon and Cornwall Blue Badge Guide Training Programme are available on request from training@ptgtraining.co.uk.

Completed forms are now being accepted and should be returned **by email no later than Friday 27th March 2020**.

All applicants will be interviewed at central locations during April with successful candidates having the offer of a place confirmed shortly afterwards.

Professional Tourist Guide Training (PTGT) Ltd.

February 12th 2020