

DEVON AND CORNWALL 2022 – 24

SOUTH WEST ENGLAND

Blue Badge Tourist Guide Training Programme

Prospectus



Course Provider:

Professional Tourist Guide Training Ltd.

PROSPECTUS

Objective

To prepare candidates to enter the tourist industry as professional 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 organized, 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 will be in greater demand.

The Devon and Cornwall Blue Badge Tourist Guide Training Programme is designed to train guides to qualify and work as a Blue Badge specifically in the counties of Devon and Cornwall. Professional Tourist Guide Training Ltd., the recognized training provider offers a variety Institute of Tourist Guiding accredited courses covering areas across the South West region.

Professionally qualified Blue Badge Guides offer high quality experiences across a wide spectrum of travel choices. In Devon and Cornwall Blue Badge Guides are particularly in demand for cruise ship excursions and bespoke tours for discerning private travellers and small groups.

Application for this Devon and Cornwall Blue Badge course is open to anyone with an interest in tourist guiding. No specific qualification or experience is 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 and software.

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 towns, cities, countryside areas, heritage sites, attractions and routes travellers use to explore these counties. Country pubs, good restaurants, local food, drink, and shopping locations are included because of their importance to the visitor experience.
- **Guiding Techniques and Skills** - for guiding on foot, on a site such as a museum or cathedral or in the countryside on a rural walk, and from a moving vehicle in town and 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

An introductory on-line session will introduce students to the training team, each other and how Background Knowledge lectures will be delivered and examined. Online lectures will be available for reference and supported by written study aides. Student support via a tutorial system will be in place throughout the course. An Induction Weekend, when regional training will commence, will follow.

Much training takes place during intensive County Weekends, held at different locations across Devon and Cornwall. There will be visits to sites of interest, lectures on local topics linked to the wider syllabus, skills training, and a full day coach tour each weekend when there will be training and practice opportunities for giving informative commentary. Two weekends concentrate on exam preparation.

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

Background Knowledge lectures 2x week November 2022- April 2023 **On-line**

Introductory Weekend: Sat-Sun 28-29 January 2023- based in **Exeter**

County Weekend 1: Fri 24 - Sat 25 February 2023 - based in **Truro**

County Weekend 2: Fri 10 - Sat 11 March 2023- based in **Plymouth**

County Weekend 3: Fri 24 - Sat 25 March 2023 - based in **Bodmin**

BACKGROUND KNOWLEDGE EXAMINATION

Date set by ITG – April

Communications Seminar: Sat 29 – Sun 30 April 2023- based in **Exeter**

County Weekend 4: Fri 19 -Sat 20 May 2023 - based in **Torquay**

Tour Planning Project – June

Self-organized visits, Observations, Shadowing, Research, Tutorials
June, July, August

Tour Planning Project Submission

County Weekend 5: Fri 15 - Sat 16 September 2023 based in **Falmouth**

County Weekend 6: Fri 6 -Sat 7 October - based in **Barnstaple/Bideford**

County Weekend 7: Fri 10-Sat 11 November 2023- based **St Austell/Newquay**

Exam training Weekend: Fri 2-Sat 3 February 2024 - location tbc

Exam training Weekend: Fri 23- Sat-24 February 2024- location tbc

Regional Written Examinations January 2024 tbc

Practical Examinations March /April 2024 Dates set by the ITG.

County Weekends begin on Friday mornings at 9.30 am and end on Saturday afternoons with lectures on Friday evenings. Between County Weekends lectures will be delivered up to twice a week online. Self-study Assignments will be set as an additional activity relating to the area covered during these County Weekends.

Time for self-study is essential and candidates should reckon on around 350 hours approx. 10+ hours a week in addition to attending the weekends. Local study groups are encouraged, and students have a designated tutor for guidance throughout the course. Information and written work submitted by students and resources for study will be held on a 'cloud' accessible to students and tutors.

Final Assessment

At the end of the course students will undergo examinations set by the Institute of Tourist Guiding. To become a Blue Badge Guide, students must pass all papers, the Tour Planning Project, and practical exams. Written assessment will consist of three papers: -

- Background Knowledge Examination 1 – 200 short answer questions. This is taken simultaneously by all candidates across the country
- Regional Knowledge Examination 2 - short answer questions.
- Regional Knowledge Examination 3 - short and longer answer questions.

FOUR Practical examinations will 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

The Background Knowledge Examinations are expected to take place in Spring 2023. Retakes are possible later in the year for an additional fee. Written Regional Examinations will be held in January 2024 and the four practical examinations will take place in March 2024. Names of successful candidates who have passed ALL examinations will be added to the Institute of Tourist Guiding Register of Guides. For those who wish to guide in a language other than their first language, an Institute approved Oral Proficiency Interview conducted by Language Testing International (LTI) as an assessment of their speaking skill will need to be carried out and for this there is an additional fee.

Fees

The course fee will be **£3500** 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% payable by the end of January 2023.
- it may be possible to pay in several installments

In addition, **Examination fees of £1582** will be payable directly to the Institute by each student who registers for these.

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.

Professional Tourist Guide Training (PTGT) Ltd reserves the right to cancel and refund all fees paid or to offer the course at a higher fee if insufficient enrolments are received. N.B. In addition it is necessary to budget for travel to weekend venues, overnight accommodation, if required, and 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 Blue Badge Tour Guide Candidates. All BBTGCs will be expected to join **a minimum of 4 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 as will submission of a Tour Planning Project. BBTGCs will not be entitled to join online webinar lectures or have access to information on the course 'cloud'. The offer of a place will be based on selection by interview with successful candidates having to enrol with the Institute, sit the exams and pay fees due in the same way as others. Priority may be given to BBTGC's able to work with cruise ships calling to ports in Devon and Cornwall where there is a proven shortage of professional guides.

Fees for BBTGCs

The course fee for BBTGC's will vary according to previous entitlement. The fee for each weekend will be **£200**. This includes all tuition, entrance fees and coach travel during the weekends. A non-returnable deposit of **£500** will be due on acceptance of the offer of a place. Fees for the Communications Seminar, Tour Planning Project, and examinations will be additional.

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 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 Trainer and Examiner. SW Blue Badge Course Director 2013-14 & 2017-18, Institute Visitor

Julia Morris BA Hons. PGCE MITG. SW Blue Badge Guide 1999, Head of Visitor Services & Learning, 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, Deputy Chair of the British Guild of Tourist Guides, Course Director 2013-14 & 2017-18, VisitEngland Visitor Attraction Assessor

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 Devon and Cornwall Blue Badge Guide Training Programme are available from training@ptgtraining.co.uk. Completed forms are now being accepted and should be submitted online. Early application is advisable and would be appreciated. **All applicants will be interviewed** with successful candidates having the offer of a place confirmed shortly afterwards.

Closing date Friday 30th September 2022

Professional Tourist Guide Training (PTGT) Ltd.

April 2022