



Certificate in Cruise Ship Guiding

June – October 2023

Course Provider PTGT Ltd

PROSPECTUS

Certificate in Cruise Ship Guiding

Objective

To prepare candidates to work in the tourist industry by qualifying to guide cruise coach excursions from ports in Devon and Cornwall. It is anticipated that future linked modules will provide an opportunity to progress to the prestigious Green Badge for walking tours in Devon and Cornwall and Blue Badge: the full regional tourist guiding qualification for Devon and Cornwall.



The Cruise Ship Certificate - Guides who achieve recognition are accredited to lead coach excursions from cruise ship ports in Devon and Cornwall valid for up to 5 years.



The Green Badge qualification accredits Guides to design, manage and lead walking tours in urban settings in Devon and Cornwall. The course will focus on a particular town or city that provides a broad tourist offer with opportunities for guides to develop walking tours, but the skills accredited are valid for any site, village, town or city in Devon or Cornwall where guiding tours are permitted or possible.



The Blue Badge qualification is the full regional qualification for Devon and Cornwall enabling accredited guides to manage, design and lead day and extended tours by coach, on foot, as driver guides and by other means of transport: in person and virtually. Training includes preparation to run an independent business as an insured guide, compliant with statutory industry requirements.

The Institute of Tourist Guiding

This training programme is accredited and overseen by the Institute of Tourist Guiding (ITG) www.itg.org.uk the standard setting body, for the tourist guiding industry. The programme is run by Professional Tourist Guide Training Ltd. and will extend over a 5-month period between June and October 2023.

Programme Content

Working with the cruise industry involves, welcoming visitors, being informative and entertaining and organised as an individual and team member. Most guides are freelance and self-employed allowing them to manage their working life. Guiding cruise ship excursions is mostly seasonal, part time and can involve long days, the reward lies in the varied nature of people you meet. Guides who offer a foreign language will be in greater demand.

Application to the course is open to anyone with an interest in guiding who can offer commitment to guide for cruise excursions on half and full day tours from ports in Devon and Cornwall. No specific qualification or experience is required but candidates must be over 18, be good communicators and able to manage groups of visitors. Good computer skills are essential for the course and to work as a guide, so applicants need to have an up-to-date computer and software.

Methods of study will include regular online lectures, guided learning, research, tutor led tasks, work shadowing, practical coach training and recording of progress in a personal development journal.

Written assignments, and practical guiding skills will be continually assessed by the ITG trainers. A written examination and a practical ITG accredited coach examination will be taken in the Autumn.

The Study Programme covers: -

- **Cruise Industry & Guest Experience** – an understanding of the cruise industry, on board and port personnel, working with coaches, health and safety, risk assessment, cruise excursion technology, guest experience.
- **Regional Knowledge** – including the ports of Falmouth, Plymouth and Dartmouth, cruise excursion routes, landscapes, history, and culture of the wider study area.
- **Guiding Techniques and Skills** – microphone technique, route planning, coach-based interpretation and presentation, visual priorities, verbal and physical indication, content design, research skills, storytelling, problem solving.

Programme Structure

Regular 'live' online lectures, delivered over several weeks during evening sessions, will cover the cruise industry and regional knowledge. Trainees will have the opportunity to ask questions of their tutors. Lectures will be recorded and made available for the length of the course so it will be possible to review these later.

3 two-day 'weekends' will be held in Falmouth, Plymouth, and Dartmouth. There will be lectures on local topics linked to the syllabus, port familiarisation visits, a full day coach tour each weekend and workshops. During these workshops trainees will receive training and practice in skills required when working with coaches to manage a group effectively and safely whilst giving an informative and entertaining commentary. There will be another full day dedicated to coach examination preparation.

Weekends will usually begin Friday morning at 9am and end on Saturday afternoon with lectures and workshop activities on Friday evenings. Online lectures will be delivered on days in between.

Time for self-study is essential and trainees should plan on being able to allocate study time of approximately 10 hours a week, in addition to attending the weekends. Local study groups are encouraged, and each trainee will be assigned a personal tutor to support their guided learning. Resources and information will be held on a dedicated 'cloud' for access by trainees and there will be secure space allocated for submission and feedback on assignments.

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

Dartmouth Weekend: Friday 30th June - Saturday 1st July

Falmouth Weekend: Friday 11th August – Saturday 12th August

Plymouth Weekend: - Saturday 9th September – Sunday 10th September

Coach Examination training: - Sunday 8th October

Coach Examination - End of October 2023. Dates set by the ITG.

Assessment

Continual Assessment - written assignments, tests, and recorded feedback by ITG trainers will provide evidence for final assessment.

Regional Written Examination There will be one regional knowledge examination consisting of questions requiring short one word or short phrase answers which will be moderated by an independent representative of the ITG.

Coach Examination This ITG practical examination is expected to take place towards the end of October and, if necessary, retakes will be planned later for an additional fee.

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 speaking skills, will need to be carried out. For this there is an additional fee.

Fees

The fee for the Certificate in Cruise Ship guiding will be **£1180** which includes all tuition, entrance fees and coach travel during the weekends.

This will be 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 course start.

In addition, the Coach Examination **fee** will be payable directly to the Institute by each student.

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 should budget for travel to weekend venues, buying guides, books etc. The offer of a place will be based on selection by online interview.

Blue Badge Tourist Guides

Existing Blue Badge Guides are invited to apply, particularly those who can offer commitment to guide for cruise excursions on half and full day tours from ports in Devon and Cornwall. They will be expected to enroll with the Institute, sit the coach exam and pay fees accordingly.

The offer of a place will be based on selection by online interview.

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:

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, Visit England Visitor Attraction Assessor

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

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.

Application forms The online link to access an Application form for the Devon and Cornwall 'Certificate in Cruise Ship Guiding' programme is available on request from training@ptgtraining.co.uk, or can be accessed directly via this link :-

<https://forms.office.com/r/Ctfve90XCp>

Both Prospectus and online application form can be downloaded from the Courses running page on the ITG website : [Institute of Tourist Guiding \(itg.org.uk\)](http://itg.org.uk)

Closing date for applications 1st April 2023

Applicant interviews online.

Offer of places by **14th April**.

Acceptance of place due within 7 days of offer
50% of course fee due to secure place by **21st April**

Registration and Introductory period
50% balance due before commencement of programme.

Online commencement of programme - **First week in June**

PTGT Ltd. February 2023