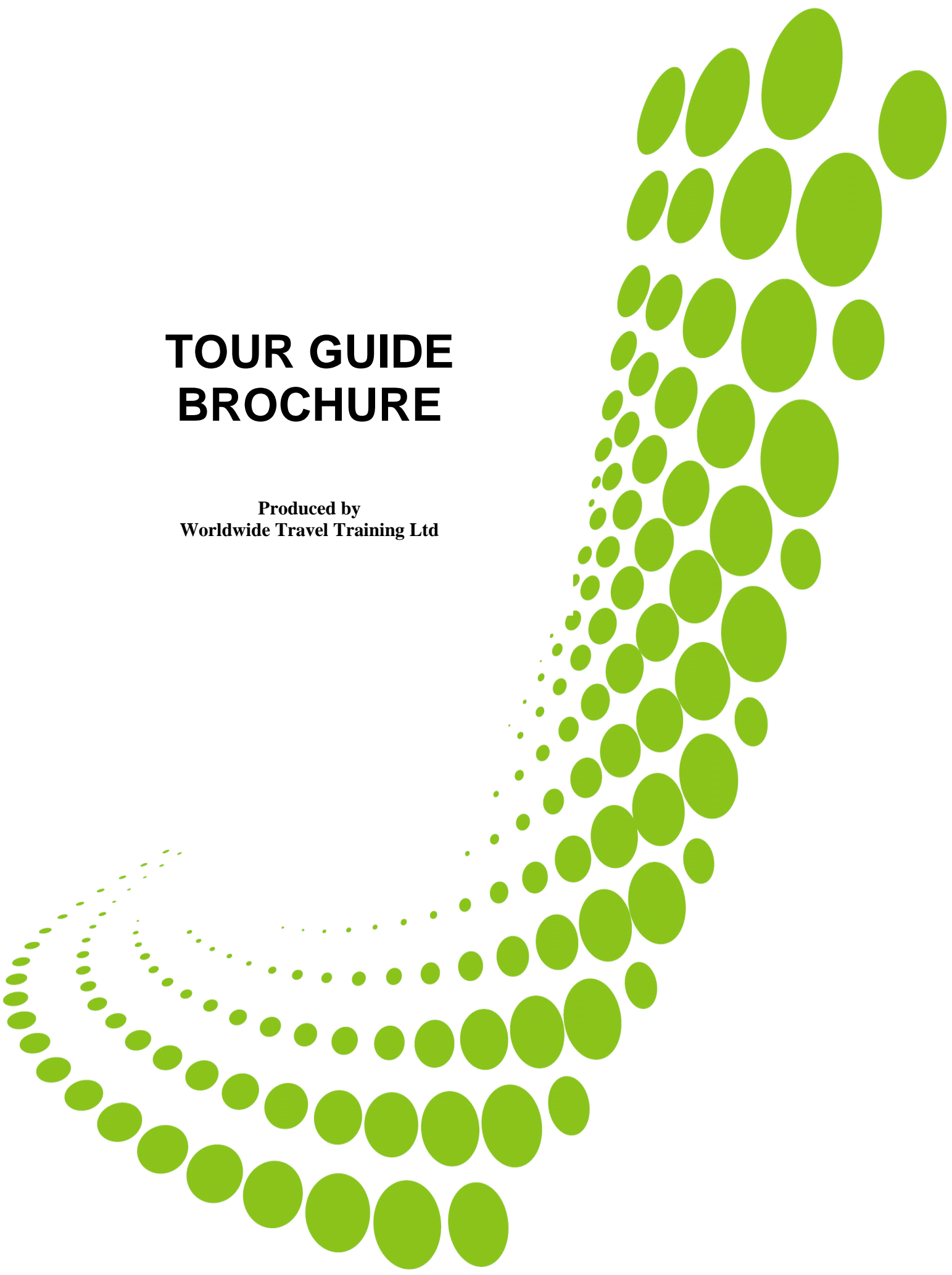


TOUR GUIDE BROCHURE

Produced by
Worldwide Travel Training Ltd



INTRODUCTION

Worldwide Travel Training Limited, established in 1995, provides training packages to the travel and tourism industry, supplying the public and private educational sectors, as well as corporate clients.

Many public organisations, private institutions and established tourist attractions require the services of a Tour Guide to provide visitors with an informative, educational and entertaining insight into their organisation or visitor attraction.

To satisfy the aspirations of visitors, the tour provided by a guide must, on behalf of the provider, be of the highest standard.

With the build-up to the London 2012 Olympics, many more UK and overseas visitors will be visiting our national treasures. They, in turn, will require trained, confident individuals to contribute to the visitors' experience.

The Worldwide Travel Training Tour Guide Course has been written by professional guides with many years of experience in guiding both touring holidays and tourist groups around national attractions.

Whether learning a new profession, or enhancing your existing skills, we hope that you will enjoy the contents of the course and go forward with confidence.

Janet Goodwin
Proprietor
Worldwide Travel Training Ltd



TOUR GUIDING

The role of guiding is an important part of the travel industry.

Tour Guides are employed to lead organised groups and/or individual visitors around attractions.

Examples:

- Stately homes (*Chatsworth House, Burghley House*)
- National Trust (*Blickling Hall, Belton House*)
- Tourist Attractions (*Tower of London, Stonehenge*)
- Organisations (*BBC*)



Chatsworth House

THE ROLE OF A TOUR GUIDE

The role of a Tour Guide is to provide tour groups with an informative, educational and entertaining insight into a specific tour, organisation or visitor attraction.

The key roles are to:

- ✓ Prepare for a tour
- ✓ Conduct a pre-tour reconnaissance visit
- ✓ Write and deliver a meet and greet script
- ✓ Structure the whole tour commentary
- ✓ Communicate professionally prepared information
- ✓ Manage the group throughout the tour
- ✓ Uphold and deliver to the group Health and Safety regulations
- ✓ Handle questions and comments
- ✓ Work under pressure

A Tour Guide escorts a group around the Opera House, London



Photo copyright Anton Harvey

CONDITIONS OF EMPLOYMENT

TERMS OF EMPLOYMENT

Normally self employed.

Able to work for a number of different employers at times to suit each individual.

Large organisations may want to employ their guides as PAYE.

EARNINGS

Paid per tour on an hourly/daily rate £15 - £20 per hour, hosting a number of 1 - 2 hour tours a day (approximately 4 - 5 tours).

WORKING HOURS

Variable.

WORK AVAILABILITY

All year.

FOREIGN LANGUAGES

An asset, but not essential.

JOB OPPORTUNITIES

Internet (website specific to organisations)
Broadsheet newspapers – The Guardian, The Independent
Tourist Information Centres
Tour Operators

THE COURSE

The course is delivered over two days in Peterborough, Cambridgeshire, at the Peterborough Marriott Hotel.

Prior to attending the course, each candidate will be set a task, so that they can pre-prepare for their attendance on the course

The training day will focus on pre-tour guiding preparation, practical work and assessment.

Candidates at the end of the course will receive a one-to-one assessment with their trainer and a Worldwide Travel Training Certificate outlining all the subjects learnt.

A list of possible employers and their contact details will be supplied to each successful candidate.

The cost of the course - £399.00 (including VAT).



Buckingham Palace

CONTENTS OF THE COURSE

Day 1

- What makes a good tour guide?
- Health & Safety
- Customer Service
- Disability Awareness
- Commentary... what to say? how to research?
- Walking tour tips

Day 2

- Practical walking tour activity - Peterborough Cathedral
- Review and feedback
- Coach tour tips
- One to one reviews





HOW TO BOOK

If you would like to book a place on our Tour Guide course, please complete, detach and return to us the booking form in this brochure. Alternatively you can telephone with your credit/debit card details or order your place via our website.

A list of dates for you to choose from can be found on our website.

**WTT
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Peterborough
PE2 2DB**

**Tel. (01733) 238309
Fax. (01733) 390212**

**Email: admin@worldwidetraveltraining.com
Website: www.worldwidetraveltraining.com**

Please do not hesitate to telephone our office if you have any queries or require any further information.

TOUR GUIDE ONE-DAY TRAINING COURSE

Booking Form

The cost of the two-day course is **£399.00 inc VAT**

Please complete the following using BLOCK CAPITALS

Date of Course:

Mr/Mrs/Miss/Ms/Other Please state

Surname

First Name

Address

.....

.....Postcode.....

Email Address:

Telephone No.

Signature

PAYMENT METHOD

By cheque: Payable to "Worldwide Travel Training Ltd"

By credit card over telephone: 01733 238903

By credit card:

Please debit my: Visa Mastercard Switch Solo
(tick box)

My card number is:

Valid from: Expiry date : Issue No:
(if present)

Security Number:

(The last 3 digits of the number printed on the signature strip on the rear of your card)

Please tell us how you heard about Worldwide Travel Training Limited?

e.g. Recommendation/Tour Operator/Internet Search Engine/Other

Please state:

THREE DAY TOUR MANAGEMENT COURSE

As an alternative to Tour Guiding, Worldwide Travel Training offer the three day Tour Management Course.

This course is more suitable for those candidates who are available to spend more time working away from home and like to travel.

For more details, visit our website www.worldwidetraveltraining.com and/or request a copy of our brochure.





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