

Travel Guide (f/m)

1. OVERALL

1.1 Title

'Guide (m/f)'

1.2 Definition

'The accompanying and the informing of persons, in an accessible, interactive, inspiring and maintaining manner, in a language in advance agreed on, during specific visits to locations, to let the visitor discover, understand and experience the geographical, historical, cultural and natural aspects of it.'

1.3 Level

1.4 years of recognition

2. COMPETENCES

2.1 List of competences

BASIC ACTIVITIES

Preparation of the task

§Advises and informs the contractor/customer concerning the organisation of the guided tour/accompaniment performance (Id 21014)

- Supplies by telephone, by means of e-mail or on the spot current information
- Provides an information package and gives thereby sufficient explanation

§Collects information over the duration, the number of visitors/travellers, the nature of the group and the characteristics of the guided tour/accompaniment performance (Id 17161)

- Asks information at the contractor/customer

PDF:
http://myk.gov.tr/index.php/componet/msd/index.php?dl=msdupload/114-1380013222-profesyonelturst_rehber_standart.pdf

"Professional Tourist Guide (Level 5), is the person offering guiding service to the local and foreign tourists, in the languages indicated in his/her Tourist Guide Identity Card, in accordance with the language chosen by the tourists before the trip, having scientific and comprehensive knowledge about the historical, cultural and natural heritage of the region of Turkey, which he/she introduces, and able to transmit these knowledge to the tourists by using the good level of at least one foreign language, able to reflect the image of Turkey in the best possible way, able to conduct the tour programs organized by the travel agencies -in the way they are defined in the documents of the agencies and in the form they are sold to the customer-, provides the execution of the trip program within the format it is sold to the customer, or the person offers guiding service to the organized group/persons in museums and historical sites."

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Travel Guide (f/m)

§ Fine tunes the programme organisationally and substantive (Id 24973)

- Selects information on the basis of the aim of the guided tour/accompaniment performance and the characterisations of the target group
- Chooses the correct mediums to add strength his tale
- Establishes a realistic time plan
- Chooses the most suitable method and didactic material to stimulate interactivity
- Places the information in a wider framework
- Structures the information in a clear and coherent tale

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Administration

§ Performs the administrative formalities at the accompaniment of a group (affirmation of stays, payment of expenditure,...) (Id 18497)

- Collects personal data of visitors /travellers in accordance with the private legislation
- Keeps up data of visitors/travellers, plans, expenditures,...
- Uses office software

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§ Organises, if necessary, the administrative course of the guided tour/accompaniment performance (authorisation applications, reservations....) (Id 16363)

- Is informed of discount possibilities or special prices
- Makes recommendations in function of the wishes of the guests
- Books, invoices and follows up (group) reservations
- Modifies reservations if necessary
- Uses reservation software

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Actions concerning problems arising during the guided tour/accompaniment performance

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§ Looks for solutions in unforeseen circumstances (Id 34271)

- Remains controlled and negotiates in case of problems
- Acts as a representative of the group
- Passes solutions diplomatically

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PROFESSIONAL QUALIFICATION (BK 0047)**BE****EL****ES****IT****LT****SK****TR*****Travel Guide (f/m)***

- Informs, if necessary, the responsible or the competent agencies
- Assists persons in difficulties

Developing of own expertise

§_Develops continuously own expertise (Id 24973/9954)

- Builds a network of informative sources, services and organisations
- Is informed of source material and is able to find and consult it
- Follows further training and deepens knowledge further
- Maintains the professional knowledge and - skills
- Follows the developments in the field
- Applies newly acquired knowledge and insights in the daily functioning
- Reflects concerning own approach

§Performs the assessment of the guided tour/accompaniment performance and stipulates adaptations, new projects,... (Id 9954)

- Asks travellers/visitors for feedback concerning the performance
- Informs the travellers/visitors, if necessary, concerning the existing complaints procedures
- Evaluates the guided tour/accompaniment performance with the contractor/customer

SPECIFIC ACTIVITIESGuiding of the visitors- Supply substantive information

§Proposes to the contractor/customer the geographical, historical, natural and cultural characteristics of the programme and adapts the visitor information (Id 16691)

- Presents relevant and current touristic-recreational documentation
- Adapts the information and documentation to the type visitor
- Collects and keeps up to date the necessary knowledge concerning the matter

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Travel Guide (f/m)

§Guides visitors/travellers in an interactive, target (group)specific and qualitative manner

(Additive labour market actors) (co 00353)

- Builds, within the restricted time, a perception experience with the visitor
- Brings within the given period of time an interesting and a coherent tale
- Supplies substantive information
- Starts a dialogue with the visitors
- Applies the most suitable method and uses correctly the didactic material to stimulate interactivity
- Sensitises the visitors concerning the several aspects of sustainability
- Adapts message and language use to the target audience
- Gives concrete and relevant answers on questions

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- Supply practical information/be responsible for practical organisation during the guided tour

§Informs the visitors/travellers concerning the practical aspects of the guided tour *(additive labour market actors) (co 00354)*

- Welcomes the visitors to the activity and concludes the activity in an appropriate manner
- Supplies practical information
- Preserves always a neutral and balanced attitude
- Makes clear agreements concerning the rules of the visit
- Sticks to the postulated timing and plan
- Assists with practical problems and questions
- Gives concrete and relevant answers on questions
- Uses intercultural skills

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2.2 Description competences/activities by means of descriptor elements

2.2.1. Knowledge

Generic

- Basic knowledge of commercial techniques
- Basic knowledge of legislation
- Knowledge of first aid

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PROFESSIONAL QUALIFICATION (BK 0047)**BE****EL****ES****IT****LT****SK****TR*****Travel Guide (f/m)***

- Knowledge of communication techniques
- Knowledge of arts and cultural education
- Knowledge of general and political history
- Knowledge of nature and landscape reading
- Knowledge of security rules for goods and persons
- Thorough knowledge of group co-ordination
- Thorough knowledge of group dynamics

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Specific

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- Basic knowledge of didactics
- Knowledge of typology of clientele
- Knowledge of methodologies for source study
- Knowledge of learning processes
- Knowledge of one or more foreign languages: The guide is able to react fluently and spontaneously so that a normal exchange is possible without bringing extra efforts for one of the parties. He is able to explain a point of view concerning a current question and thereby discusses the advantages and disadvantages of several options.
- Knowledge of modern communication resources
- Thorough substantive knowledge of the own expertise field
- Thorough knowledge of methodologies for guiding

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2.2.2 Skills

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Cognitive skills

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Generic

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- Able to evaluate the guided tour with the contractor/customer
- Able to develop of a network of informative sources, services and organisations
- Able to keep informed of source material and also find and consult it
- Able to follows regular further training and to deepen the own knowledge

Travel Guide (f/m)

- Able to structure information in a clear and coherent tale
- Able to maintain the job knowledge and - skills
- Able to follow up the developments in the field
- Able to apply the new acquired knowledge and insights in the daily functioning
- Able to reflect concerning own approach
- Able to do recommendations according to the wishes of the guests
- Able to act as a representative of the group
- Able to select information according to the aim of the accompaniment performance/guided tour and the characterisations of the target group

- Able to choose the correct mediums to add strength its tale
- Able to establish a realistic time plan
- Able to choose the most suitable methods and didactic material to stimulate interactivity
- Able to situate information in a more wide framework
- Able to give current information, telephonically, by means of e-mail or on the spot.
- Able to provide an information package and to give thereby sufficient explanation
- Able to ask information at the contractor/customer
- Able to use office software (word processing, spreadsheet,...)
- Able to collect personal data of travellers/visitors in accordance with the private legislation
- Able to keep up of data of travellers/visitors, plans, expenditures,...
- Is informed of discount possibilities or special prices
- Able to book, invoice and follow up (groups) reservations
- Able to ask for feedback from travellers/visitors concerning the performance
- Able to, if necessary, inform the travellers/visitors concerning the existing complaints procedures
- Able to use reservation software
- Able to provide touristic-recreational documentation that is relevant and up-to-date
- Able to adapt the information and documentation according to the type of travellers/visitors
- Able to welcome travellers/visitors and conclude the activity in an appropriate manner
- Able to supply practical information
- Able to supply substantive information
- Able to engage in dialogue with the travellers/visitors
- Able to preserve always a neutral and balanced attitude

PROFESSIONAL QUALIFICATION (BK 0047)**BE****EL****ES****IT****LT****SK****TR*****Travel Guide (f/m)***

- Able to apply the most suitable method and correctly use the didactic material to stimulate interactivity
- Able to sensitise the travellers/visitors concerning the several aspects of sustainability
- Able to make clear appointments concerning the rules of travel/guided tour
- Able to stick to the postulated timing and planning
- Able to give a concrete and relevant answer on questions
- Able to adapt the message and language use to the target audience
- Able to use intercultural skills

Specific

- Able to adapt the information and documentation on the type of visitor
- Able to collect and keep up to date the necessary knowledge concerning the matter
- Able to, within the restricted time, build a perception experience together with the visitor
- Able to bring, within the given period of time, an interesting and a coherent tale

Problem solving skillsGeneric

- Able to help with practical problems or questions
- Able to modify the reservations if necessary
- Able to remain calm and negotiate in case of problems
- Able to, if necessary, inform the responsible or the competent agencies
- Able to assist persons in difficulties
- Able to propose solutions in a diplomatic way

Motoric skills

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Travel Guide (f/m)

No purely motoric skills

2.2.3. Context

Surroundings context

- The guide has only a restricted time to carry out the task. This has consequences on the coping with the group: he must able to, in a short period of time, value the group in and bring his story within the provided period of time.
- The guide comes in contact with very diverse visitors/travellers (youth, adults, third age, people with a restriction, foreign speakers,...).
- The guide moves mainly by foot when exercising the activity. He enters very divergent locations.
- The task can be exercised during the weekend, on holidays and with flexible working hours.
- The task can be liable to season picks (school holidays, summer periods,...).
- The guide is always under a certain time pressure since the programme must be rounded up within the provided time scheme and the group must be timely on locations in advance reserved.
- The guide is liable to very divergent weather circumstances.
- Nature and landscape create a constantly changing context.
- The contractor is usually a local service for tourism, a guide association or a museum.

Operation context

- The guide must handle in a flexible way the availability of the sites to visit, the wishes of the customer,...
- The guide is able to react fast and suited to possible calamities (visitor/traveller gets sick, accident, site are unexpectedly closed,...).
- The guide must be able to adapt his message dependent on his public.
- The guide is able to react smoothly and diplomatically on possible complaints of visitors/travellers.

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Travel Guide (f/m)

- The guide must respond to unexpected changing trends within the context of guides (verge mowed, detour, building closed,...).
- The guide acts as a representative of the group.

2.2.4 Autonomy

- is independent in:

- Planning the guided tour
- The substantive interpretation
- The administrative formalities
- The accompaniment of the group
- The evaluation of the guided tour
- Taking decisions for the security and the well-being of the group

- is bound to:

- The wishes of the group, the directives of the booking office or the contractor
- Safety regulations required by the location
- Appointments with colleagues and partners
- A deontological code

- appeals to:

- The employees of the touristic attraction or the visit object

2.2.5 Responsibility

- Creating the guided tour
- The organisational development of the guided tour
- The substantive interpretation of the guided tour
- The accompaniment of the group
- The well-being and the security of the visitors/travellers
- Fine tuning/updated of the guided tour
- Good group dynamics
- Starting up dialogue and interaction
- The perception of experience of the group

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PROFESSIONAL QUALIFICATION (BK 0047)

Travel Guide (f/m)

- A diplomatic complaint treatment
- The administrative succession
- Visitor satisfaction
- Welcome of the visitors/travellers and the ending of the guided tour
- A good cooperation with colleagues and other partners
- Insuring a durable character of the guided tour

2.3 Required certificates

No certificates required.

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Declaration of activity launch (Scia) in the Province. Issuance of membership card to bring with.

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For environmental guide: first aid certificate and activation of an insurance policy for third party damages.

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Profesyonel Turist Rehberi (Seviye 5) Profesyonel Turist Rehberliği Yönetmeliği'nde belirlenen usul ve esaslara uygun olarak rehberlik mesleği ni icra etme yetkisini kazanmış olmalıdır.