

Result 3: European Tour Guide-Tour Leader Definition (Activities) and Competency profile (Required hard skills, soft skills and attitude) as the base of the e-learning structure for also enhancement of awareness and motivation

Jan 2015

Technique of e-Learning infrastructure:

- Avoid "discouraged learner" attitude by differentiating levels in to the awareness and skills (to avoid "quit" - avoid people from quitting our course)
- Categorized feedback from Self Assessment - Initial Potential (Weighted Score --> Survey gaming based)
- Usability difficulty: social media user level

Structural content of e-learning course (curricula):

AWARENESS -->

- Pre-conditions -->
 - Hard Skills --> Basic ICT knowledge (social media user level)
 - Soft Skills --> Social, intuitive, Savoir faire
 - Attitudes --> Control own emotions, enthusiasm,

Prerequisite Hard Skills	Hard Skills to be developed
Basic ICT knowledge (social media user level)	Updated knowledge about ICT and social media
Basic navigation on the internet	Learning how to prepare a tour guide
	Learning how to deal with first aid and security matters
Being able to obtain the necessary information for the local facilities and cultural dimensions and environments from internet, books, libraries, locals, colleagues, professionals etc	Learning to deal and communicate with people and other cultures

"A Leonardo Da Vinci Project"

TATRA – Engrave Talent of Middle Aged Women in TouR Leading Competencies - Improve Access to Labour Market
2013-1-TR1-LEO04-47782 1

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Prerequisite Hard Skills	Hard Skills to be developed
	Being updated on the last information on the tour to guide
	Being updated on innovative guiding techniques (e.g biking tours, accessible tours for people with disabilities, virtual tours, sustainable tours etc.)
	Learning to perform evaluation of the tour guide with different means and actions
	Learning to use marketing tools (e.g. flyers, newsletters etc.)

Prerequisite Soft Skills	Soft Skills to be developed
Self confidence, social, extrovert and assertive as a person	Learning how to communicate in different ways and different target groups (e.g children, seniors, professionals etc.)
Realize that the sense of humor is important in guiding	Organizing and planning skills
	Learning to perform an interactive tour by developing oral and written communicative skills (for instance listening capacity and questioning skills).
Intuitive for identifying the best way to address the audience (e.g. use an appropriate language depending on audience)	Creativity in order to be able to adapt to customers' needs
Being flexible adapting to the situation	Learning how to manage a group (e.g. conflict handling, time management, problem solving etc.)
	Decision making (being able to redefine the tour according to the situation)

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Prerequisite Soft Skills	Soft Skills to be developed
Being aware of the importance of the body language	Learning how to use silent communication (use of body language)
	Developing imaginative and storytelling skills
	Intercultural communication skills
	Learning capacity
	Learning to build long term relationships with customers

Prerequisite Attitudes	Attitudes to be improved
Enthusiasm	Punctuality
Being able to control own emotions	Time management
Being responsible for security of group	Customer oriented approach
Friendliness	Be willing to learn and improve based on customers' evaluations
Proper presence (realizing the importance of dressing code professional manners for guiding)	"Keep words" about all agreements
Being respectful with other people and cultures	
Being neutral and honest in promoting local products (not commercial)	