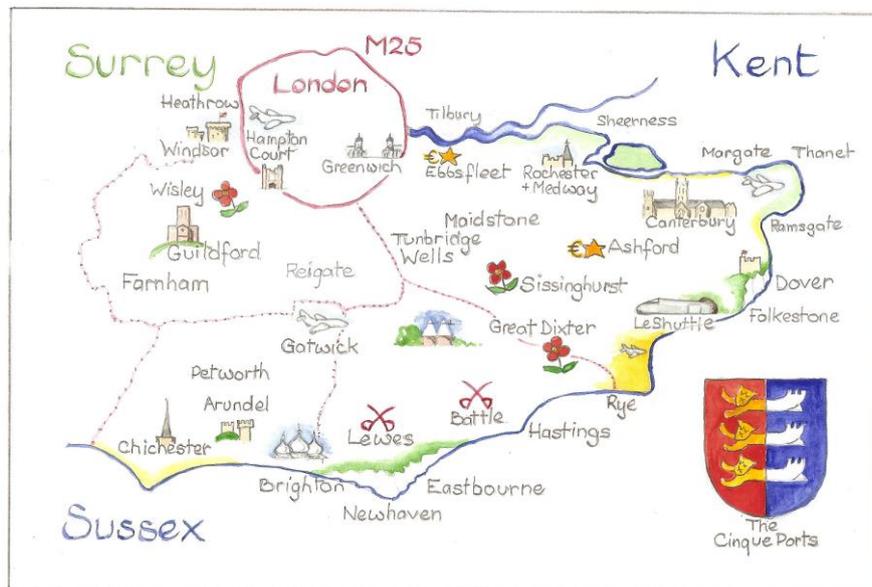


South East England Blue Badge Tourist Guide

Training Programme 2014-2015



Prospectus



The Guild of Registered Tourist Guides
Institute of Tourist Guiding accredited training provider

OBJECTIVE

To prepare students to enter the tourist industry as qualified guides for the South East England area (Kent, E and W Sussex and Surrey). Registered tourist guides are qualified by examinations set and administered by the Institute of Tourist Guiding. Those students who are successful in these examinations will be awarded the '*Blue Badge*' for South East England.

PROGRAMME CONTENT

During the programme students will study the following:

- **Background knowledge** - a wide cultural background to Britain.
- **South East England knowledge** - in-depth regional knowledge.
- **Guiding techniques** - communication and presentation skills for guiding on foot, on site and from a moving vehicle.
- **Business skills** - learning to work as a self-employed guide within the tourist industry.

Subjects covered include: history, geography and geology, agriculture and countryside, law, English literature, visual and performing arts, monarchy, government, tourism, sport, industry and commerce, finance, various galleries and museums in South East, religion, architecture, gardens, current affairs, tour planning and problem solving.

In depth South East: With modules focussing on 1)Medway and Weald 2)Canterbury 3) Brighton

Students will be trained to carry out walks, coach, church and museum/gallery tours within the region.

At all times health and safety, customer care and the widest possible access for all are stressed.

A handbook containing the full syllabus is given to all students at the start of the programme.

Please Note:

It is essential for students to have regular access to a computer, email and a good printer as handouts for lectures and communications regarding changes or additions to the programme are sent out electronically. Prospective students should be aware that research is difficult without a car.

PROGRAMME STRUCTURE

The four components of the programme content form an integrated programme of study. The programme is part-time.

Lectures and Practical training sessions take place on Saturdays and some Wednesdays over three terms. The programme is modular and is based in three centres - Medway/Weald, Canterbury and Brighton.

Private home study: The student should expect to spend several hours each week on private research and learning of material. In addition to this, the holiday breaks are intended as study leave. Over the whole programme students should expect to spend at least 500 hours in self-directed study.

PROGRAMME DATES 2014-2015

Interviews will be held in December 2013 and January 2014.

2014

| | |
|---|---|
| March 15 th and 16 th , | Induction weekend |
| March 22 nd -July 6 th | Module 1 - Weald and Medway |
| July 7 th - Sep 2 nd | <i>Summer Holiday for private study and preparation</i> |
| Sep 3 rd -Dec 6 th | Module 2 - Canterbury |
| Dec 8 th - Jan 7 th | <i>Christmas Holiday for private study</i> |

2015

| | |
|------------------------------------|---------------------|
| Jan 8 th - mid Mar 2105 | Module 3 - Brighton |
|------------------------------------|---------------------|

These dates may be subject to small changes.

Examinations will follow shortly after the end of the programme

PROGRAMME FEE

£2685.00.

This includes all teaching, entrance fees, coach travel as part of the training programme, learning materials and student passes. Also included is a two day communications seminar on practical presentation skills which will take place on two consecutive weekdays.

£1685.00 of the fee will be payable on acceptance of a place and £1000.00 will be payable by Sep 3, 2014.

No refunds will be given if a student withdraws from the programme or any part of it, or for non-use of services provided. The Guild of Registered Tourist Guides reserves the right to cancel and refund all fees paid or to offer the programme at a higher fee if insufficient enrolments are received.

PROGRAMME FEE - FUNDING

The Guild of Registered Tourist Guides is registered with the Skills Funding Agency as a Learning Provider. Subject to meeting certain conditions, it *may* be possible for a Professional Career Development Loan to be granted by the SFA. Full details will be made available if you are accepted for interview. Sponsorship is being actively sought for hardship cases although The Guild of Registered Tourist Guides cannot, of course, guarantee this.

FINAL ASSESSMENT

The Programme Director will submit students for practical and written assessment administered by the Institute of Tourist Guiding. To gain the *Blue Badge* qualification students have to pass **all** the sections.

The examination dates and fees for 2015 (payable to the Institute of Tourist Guiding) have not yet been finalised, so the following is for your guidance only:

| | |
|--|----------------------------|
| Background Knowledge written examination first week in October 2014 | £105.00 |
| Written project to be completed by the beginning of the autumn term | Included in programme cost |
| Four practical examinations (Museum, Walk, Church and Coach) 2 Written examinations for the specified South East Blue Badge | c £700.00 |

There is an additional language test and fee for those wishing to qualify to guide in a language which is not their first. The cost of this test is about £120.00 for each language.

Successful candidates will have their name added to the Institute of Tourist Guiding's Register of Guides and will be issued with the South East England Registered Guide photo card and *Blue Badge*.

WORKING AS A GUIDE

The role and function of a tourist guide is to welcome, organise, inform and entertain. This rewarding work allows great opportunities to meet a wide range of people, to travel and manage his or her own working environment. Tourist guides in Britain are mainly freelance and self-employed. Work is seasonal, often involving unsocial hours, and is usually obtained by direct contact with tour operators and other agencies. In addition, a guide with good marketing skills can successfully establish a strong client base.

Registration with the Institute of Tourist Guiding signifies that a tourist guide has achieved an acceptable level of professional competence. The Institute does not offer work to tourist guides but promotes the *Blue Badge* in general. Tourist guides are listed in its annual directory, which is distributed to users of guide services.

Depending on what type of work is being undertaken, tourist guides will charge a range of fees. For 'mainstream' guiding work in English in 2013 freelance South East England *Blue Badge* guides are negotiating minimum fees in the range of £130-£150 per half day and £210-£240 per full day. Driver guides (guides who use their own vehicles to take visitors on tours) and those with second languages generally charge a higher minimum.

APPLICATION AND SELECTION

1. You may download an application form from the web page.

Application should be made by completing the form in dark ink, (please attach **typed** e-mail address) and posting it with a cheque for £30.00 made payable to **South East England Tourist Guide Training (SEETGT)** to
Programme Director, Bounds End Farm, Goudhurst Road, Staplehurst, Kent, TN12 0HQ

The closing date for receiving applications for the programme is Nov 25th 2013.

2. Applicants will be asked to attend an interview in December 2013 or in January 2014. On arrival for the interview they will be asked to complete a pre-entry test of some 50 questions requiring a few word answers. At interview they will be asked to make a 3 minute presentation on a subject of their choice from a given list.

3. Offers of a place on the programme will be sent out to successful candidates by January 20th 2014

4. Candidates' acceptance letters (together with the first part of the fee ie. £1685.00) should be received by February 21st 2014.

Candidates will need to demonstrate an outgoing personality, smart appearance, physical stamina, good general knowledge, organisational ability, flexibility, a genuine interest and concern for people and the motivation to work as an independent professional in a freelance capacity.

Preference for places on the programme will be given to those who are fluent in a language other than English and to those with a background in the tourism industry.

THE INSTITUTE OF TOURIST GUIDING

The Institute of Tourist Guiding is the standard setting body, not only for Blue Badge guides but for the whole of the tourist guiding sector. It provides examinations and accredits programmes which meet its standards.

PROGRAMME DIRECTOR

Ms Jenny Oulton, MITG

Jenny is a lead international trainer for the World Federation of Tourist Guide Associations and has trained guides around the world. She has previously been Joint Programme Director for the Heart of England Blue Badge Training Programme and ran a special London Blue Badge training programme for existing regional blue badge guides. She was Programme Director for the South East England Blue Badge Guide Training Programme in 2010/11. She was the Examinations Manager when the Institute of Tourist Guiding was founded, organising all examinations for tourist guide programmes accredited by the Institute.

TRAINING PROVIDER

The Guild of Registered Tourist Guides is both a membership organisation and a training provider of guide training programmes in London and other areas of England.

PROGRAMME TUTORS & LECTURERS

All the tutors on the programme work as South East England *Blue Badge* guides. All the lecturers are specialists in their areas and many of them are also Blue Badge guides.

STEERING GROUP

There is a steering group for the programme made up from representatives of the industry. These include the Programme Director, the Chief Examiner, the Chair of the Guild of Registered Tourist Guides, a representative of Visit Kent, an academic, two users of guide services or representatives from sites and the chair of South East England Tourist Guide Association.