

**CEN/TC 329**

Date: 2007-05

**prEN 15565:2007**

CEN/TC 329

Secretariat: DIN

## **Tourism Services — Requirements for the provision of professional tourist guide training and qualification programmes**

*Tourismus-Dienstleistungen — Anforderungen an Ausbildungsdienstleistungen und Qualifikationsprogramme von Fremden-/Gästeführern*

*Élément introductif — Élément central*

ICS:

Descriptors:

Document type: European Standard

Document subtype:

Document stage: Formal Vote

Document language: E

C:\Documents and Settings\usuario\Escritorio\Actualización 19-02-2007\FEG 03-02-2007\CEN\07.2 DOCUMENTO FINAL\EN\_15565\_(E)\_Formal VotePT.doc STD Version 2.2

## Contents

Page

Introduction .....	3
1 Scope .....	3
2 Normative references .....	3
3 Terms and definitions .....	4
4 Competencies .....	4
5 Framework of training programmes .....	5
5.1 General.....	5
5.2 Timeframe.....	5
5.3 Methodology.....	6
6 Common subjects.....	6
6.1 Theoretical knowledge .....	6
6.2 Guiding techniques and skills.....	6
6.2.1 General.....	6
6.2.2 Presentation techniques .....	6
6.2.3 Communications techniques.....	7
6.2.4 Group management.....	7
6.2.5 Guiding for persons with special needs .....	7
6.3 Business knowledge and skills.....	7
7 Area-specific subjects.....	8
7.1 Theoretical knowledge .....	8
7.1.1 General.....	8
7.1.2 Human history.....	8
7.1.3 Environment.....	8
7.1.4 Culture .....	9
7.1.5 Economics.....	9
7.1.6 Contemporary life .....	9
7.2 Working conditions .....	9
8 Practical training.....	10
9 Assessment for qualification.....	10
10 Training providers .....	11
10.1 General.....	11
10.2 Quality assurance.....	11
10.3 Requirements for trainers .....	11
10.3.1 General.....	11
10.3.2 Qualification of trainers for practical training .....	12
10.4 Training facilities .....	12
Annex A (normative) Required language skills to guide visitors .....	13
Annex B (normative) Required language skills to communicate in the area of qualification.....	14
Annex C (informative) A–deviations.....	15
Bibliography.....	16

## Foreword

This document (prEN 15565:2007) has been prepared by Technical Committee CEN/TC 329 "Tourism Services", the secretariat of which is held by DIN.

This document is currently submitted to the Formal Vote.

## Introduction

Tourist Guides are representatives of the cities, regions and countries for which they are qualified. It depends largely on them if visitors feel welcome, want to stay longer or decide to come back. They therefore contribute considerably to the perception of the destination. Tourist Guides are able to help travellers understand the culture of the region visited and the way of life of its inhabitants. They have a particular role on the one hand to promote the cultural and natural heritage whilst on the other hand to help ensure its sustainability by making visitors aware of its importance and vulnerability.

This European Standard supports European Union efforts to facilitate free movement of provision of services within its member states but also emphasises the importance of area-specific tourist guides to high quality provision of tourism services. This will be achieved by a common high standard of qualification for tourist guides in all European countries.

This European Standard gives freedom to countries, regions and cities to decide the level, extent and main areas of their training programmes, providing these programmes meet these minimum standards and requirements for tourist guide training which is a prerequisite for a quality tourist guide service in all member countries.

## 1 Scope

This European Standard specifies minimum requirements for the provision of professional tourist guide training and qualification programmes.

NOTE The requirements on training programmes specified in this European Standard are minima; they do not preclude the provision of additional training or the assessment of additional competencies.

## 2 Normative references

This European Standard incorporates by dated or undated reference, provisions from other publications. These normative references are cited at the appropriate places in the text and the publications are listed hereafter. For dated references, subsequent amendments to or revisions of any of these publications apply to this European Standard only when incorporated in it by amendment or revision. For undated references the latest edition of the publication referred to applies (including amendments).

EN 13809:2003, *Tourism services - Travel agencies and tour operators - Terminology*

### 3 Terms and definitions

For the purposes of this European Standard, the terms and definitions given in EN 13809 and the following apply.

**3.1  
tourist guide**  
person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area, which person normally possesses an area-specific qualification usually issued and/or recognised by the appropriate authority [EN 13809:2003]

**3.2  
demonstration tour**  
organised excursion or journey conducted by a qualified tourist guide where trainees observe in order to acquire the skills and knowledge required by the training programme

**3.3  
field trip**  
organised interactive excursion or journey tutored by qualified tourist guides and/or experts in the field where the trainees practise skills and apply the knowledge acquired

### 4 Competencies

The training programme shall be designed to enable tourist guides within their area of qualification to:

- represent the area (site, city, region and/or country);
- guide groups or individual visitors (including those with special needs) around natural and man-made attractions of an area;
- research and develop information in order to provide accurate and relevant commentaries;
- interpret for visitors the cultural and natural heritage as well as the environment;
- help visitors to experience and understand what they are viewing and/or visiting;
- inform visitors on all the relevant aspects of life in the area;
- create and/or develop guided tours in their area;
- use the appropriate language.

The training programme shall be designed to enable tourist guides to:

- assess their audience;
- adjust to their respective interests and requirements by selecting relevant information;
- present the appropriate information in a comprehensive and communicative way.

The training programme shall be designed to enable tourist guides to be knowledgeable about:

- the tourism industry and the profile of visitors in their area,
- relevant rules and regulations, including health and safety,

- taxation and insurance requirements,
- marketing and running a tourist guide business.

## 5 Framework of training programmes

### 5.1 General

The training programme shall comprise the following elements:

- common subjects in accordance with clause 6,
- area-specific subjects in accordance with clause 7,
- practical training in accordance with clause 8.

### 5.2 Timeframe

The training programme shall comprise a total minimum of 600 training units (TU). Training units are equivalent to 60 min. Training units may include:

- lectures, tutorials,
- e-learning,
- practical training,
- private study and assignments.

**NOTE** This minimum European Standard recognises that in some situations the timeframe specified in this clause will need to be expanded taking into account historic, cultural, geographic and other considerations. In any case the minimum duration of practical training should amount to 40 % of the total duration of the training programme.

The training programme on common subjects in accordance with clause 6 shall comprise a total minimum of 180 TU. The minimum duration of the individual categories shall be as follows:

- |  |         |
|--|---------|
| — theoretical knowledge in accordance with clauses 6.1:        | 54 TU,  |
| — guiding techniques and skills in accordance with clause 6.2: | 108 TU, |
| — business knowledge and skills in accordance with clause 6.3: | 18 TU.  |

The training programme on area-specific subjects in accordance with clause 7 shall comprise a total minimum of 180 TU. The minimum duration of the individual categories shall be as follows:

- |   |         |
|---|---------|
| — theoretical knowledge in accordance with clauses 7.1: | 162 TU, |
| — working conditions in accordance with clause 7.2:     | 18 TU.  |

The training programme on practical training in accordance with clause 8 shall comprise a total minimum of 240 TU.

Within the timeframe above the training programme shall specify the relevant duration of each of the following categories:

- lectures, tutorials,

- e-learning,
- practical training,
- time dedicated to be spent by trainees for private study and assignments.

In the case of assignments and private study, the training programme shall specify the kind of activities to be performed.

### **5.3 Methodology**

The training programme shall be designed such that the knowledge and skills as specified in clause 6 and clause 7 are delivered both theoretically and practically.

## **6 Common subjects**

### **6.1 Theoretical knowledge**

The training programme shall comprise an introduction to the following theoretical subjects, set in a European background and wider intercultural knowledge:

- world history and culture,
- legal and political system of the European Union,
- religions and philosophical movements,

EXAMPLE enlightenment, liberalism, humanism

- history of art and architecture,
- arts (performing and visual) and literature,
- world geography and geology,
- professional ethics.

### **6.2 Guiding techniques and skills**

#### **6.2.1 General**

The training programme shall be designed such that trainees

- are trained in the techniques in accordance with 6.2.2, 6.2.3 and 6.2.4 and
- demonstrate practically the techniques in accordance with 6.2.2, 6.2.3 and 6.2.4 to a group on a coach or another moving vehicle, on site and on walking tours.

#### **6.2.2 Presentation techniques**

The training programme shall comprise the following:

- voice projection, diction, microphone use, breathing techniques,
- eye contact, stance, body language, posture,

- personal appearance and behaviour,
- style and vocabulary.

### **6.2.3 Communications techniques**

The training programme shall comprise the following:

- adaptation to audience requirements and environmental conditions,

EXAMPLE 1 commentary and material

- interpersonal skills,
- selection, structuring and linking of information,
- handling and use of questions,
- stress management,
- time management,

EXAMPLE 2 deliver a commentary concisely within the time allowed

- clear explanation and description of top visual priorities.

### **6.2.4 Group management**

The training programme shall comprise the following:

- positioning of guide and group,
- neutral approach and politeness,
- group dynamics,
- risk assessment,
- crisis and conflict management.

### **6.2.5 Guiding for persons with special needs**

The training programme shall comprise the following:

- awareness of potential special needs of tourists (e.g. accessibility and design for all),
- adaptation of guided tours which allow access for those disabled or aged,
- adaptation of guided tours taking child safety into account.

## **6.3 Business knowledge and skills**

The training programme shall comprise the following:

- fundamentals of economics,

## **prEN 15565:2007 (E)**

- tourism industry worldwide, its importance and development,
- tourist guide profession; the position of the profession in the tourism industry,
- sustainable tourism,
- commercial aspects of the tourist guide profession,

EXAMPLE 1     accounting, marketing, and administration

- legal aspects of the tourist guide profession,

EXAMPLE 2     intellectual property rights, e-commerce and data protection

- research, planning, developing and updating guided tours,
- health and safety regulations, management of emergency situations,
- debriefing and quality control.

EXAMPLE 3     documentation, evaluation, monitoring, customer retention, customer satisfaction

## **7 Area-specific subjects**

### **7.1 Theoretical knowledge**

#### **7.1.1 General**

The training programme shall be designed such to enable the trainee to interpret the heritage of an area and its sustainability. It shall comprise the elements in accordance with 7.1.2 – 7.1.6.

#### **7.1.2 Human history**

The training programme shall comprise the following:

- political, social and economic history,
- archaeology,
- history of art,
- architecture.

#### **7.1.3 Environment**

The training programme shall comprise the following:

- geography and geology,
- natural heritage,

EXAMPLE        ecosystems and protected areas

- flora and fauna,

- ecology,
- environmental impacts of industry and agriculture,
- weather and climate.

#### **7.1.4 Culture**

The training programme shall comprise the following:

- the arts (performing and visual),
- literature and linguistics,
- customs, folklore, traditions and mythology,
- famous historical figures

EXAMPLE      scientists, local heroes.

#### **7.1.5 Economics**

The training programme shall comprise the following:

- agriculture,
- manufacturing,
- services.

#### **7.1.6 Contemporary life**

The training programme shall comprise the following:

- legal and political system,
- social demographics,
- education system,
- social care and health system,
- science,
- intercultural issues,
- leisure, recreation, entertainment and sports,
- food and drinks,
- celebrities.

### **7.2 Working conditions**

The training programme shall comprise the following:

- working conditions related to the tourist guide profession,

NOTE Attention is drawn to civil, trade, labour and tax law and social security

- statutory and private professional organisations related to the tourist guide profession,
- tourism and cultural heritage related legislation.

## **8 Practical training**

The training programme shall comprise demonstration tours and field trips to places and monuments, which includes all the major heritage sites of the area of qualification.

The field trips shall include coach or other moving vehicle, site and walking tours. The field trips shall cover the rural and urban environment of the area of qualification and should include related visits e.g.:

- to museums,
- art galleries,
- historical sites,
- archaeological sites,
- places of architectural and cultural importance, including sacred sites,
- natural heritage areas.

The practical training shall require trainees to practise during field trips the skills and apply the knowledge acquired.

## **9 Assessment for qualification**

**9.1** Independent assessment shall be by the following means:

- written and oral examinations,
- practical demonstration on-site, on foot and on a coach or other moving vehicle during at least one guided tour,
- a balanced range of appropriately qualified examiners.

**9.2** Through assessment of language skills trainees shall demonstrate that they are able to:

- communicate fluently in the language of the visitor's choice;
- create mutual understanding by using appropriate terminology.

Assessment of non-mother tongue language skills to be used in guiding visitors shall be in accordance with annex A.

**9.4** Through assessment of language skills trainees shall demonstrate that they are able to communicate effectively (e.g. in emergencies) in the language of the area of qualification.

Assessment of non-mother tongue language skills to communicate in the area of qualification shall be in accordance with annex B.

**9.5** Evidence of competence shall be provided in respect of the following:

- first aid training.

## **10 Training providers**

### **10.1 General**

The training provider shall implement the following:

- specification of tasks and responsibilities,
- appointment of a person who is responsible for the training programme,
- the content of the training programme takes into account the needs of tourism industry,
- the methodology and didactics of the training programme is up to date,
- the technology used in the training programme is up to date.

The training provider shall verify that trainees have completed education to an appropriate level for the requirements of the training programme before enrolment.

The training provider may recognise documented prior learning of trainees and may give exemptions from specific units of the training programme on an individual basis.

The training provider shall require trainees to undertake to complete the training programme including full participation in practical training. Units exempted for prior learning shall be deemed as completing the applicable units of the training programme.

### **10.2 Quality assurance**

The training provider shall establish and implement internal procedures as to the quality assurance of the training programme delivered including the following:

- content, methodology and didactics,
- facilities, administration, resources and training materials,
- performance of the trainers.

The training provider shall take appropriate action based on the evaluation of each training programme delivered.

### **10.3 Requirements for trainers**

#### **10.3.1 General**

The training provider shall establish objective selection criteria for choice of trainers. These criteria shall specify that:

- a balanced range of trainers are used,

- trainers shall be suitably and appropriately qualified both by qualification and experience for the parts of the training programme they deliver,
- trainers' knowledge and skills are up to date.

#### **10.3.2 Qualification of trainers for practical training**

The selection criteria for trainers conducting practical training shall specify:

- trainers conducting demonstration tours shall be tourist guides,
- trainers delivering other practical training shall be appropriately experienced tourist guides,
- trainers delivering presentations during field trips shall be experts in the field.

#### **10.4 Training facilities**

The training provider shall have access to a suitable learning environment which shall provide trainees with working facilities (e.g. writing surfaces, reference materials, computer, visual or audio training aids) as appropriate.

The training facilities shall be suitable to the activity and shall not pose a danger to health and safety.

## Annex A (normative)

### Required language skills to guide visitors

- **Range:** Has a good command of a broad range of language allowing him/her to express him/herself clearly in an appropriate style on a wide range of general, academic, professional or leisure topics without having to restrict what he/she wants to say.
- **Accuracy:** Consistently maintains a high degree of grammatical accuracy; errors are rare, difficult to spot and generally corrected when they do occur.
- **Fluency:** Can express him/herself fluently and spontaneously, almost effortlessly. Only a conceptually difficult subject can hinder a natural, smooth flow of language.
- **Interaction:** Can select a suitable phrase from a readily available range of discourse functions to preface his/her remarks in order to get or keep the floor and to relate his/her own contributions skillfully to those of other speakers.
- **Coherence:** Can produce clear, smoothly flowing, well-structured speech, showing controlled use of organizational patterns, connectors and cohesive devices.

NOTE 1 In social and travel contexts, users at this level are beyond the stage of having any problems in dealing with many of the routine situations of everyday life, such as those which arise in shops, restaurants, banks and hotels. They can take part in lengthy casual conversations and discuss abstract or cultural topics fluently and with a good range of expression. They can deliver announcements fluently, almost effortlessly, using stress and intonation to convey finer shades of meaning precisely. They can give a clear, well-structured presentation of a complex subject, expanding and supporting points of view at some length. Nuances of meaning and opinion are not beyond their grasp, but there may be difficulties when talking about sensitive or complex issues. With this degree of competence, they can handle the requirements of entertaining socially, or of being entertained as a guest. Users at this level are able to participate quite actively in and enjoy a foreign culture. In workplace, they can understand instructions, articles and reports, as long as, in most of these cases, the topic area is within the learners own field, and no particularly complex concepts and arguments or unusual vocabulary are involved. They can understand most of what takes place in a lecture, presentation or seminar within their own area of work, although unfamiliar accents, cultural allusions and jokes, unfamiliar or complex subject matter and colloquial language may cause difficulties. These skills are in accordance with the Common European Framework of Reference for Languages Scale for Level C1.

NOTE 2 This European Standard does not indicate that tourist guides must be multi-lingual.

## Annex B (normative)

### Required language skills to communicate in the area of qualification

- **Range:** Has a sufficient range of language to be able to give clear descriptions, express viewpoints on most general topics, without much conspicuous searching for words, using some complex sentence forms to do so.
- **Accuracy:** Shows a relatively high degree of grammatical control. Does not make errors which cause misunderstanding and can correct most of his/her mistakes.
- **Fluency:** Can produce stretches of language with a fairly even tempo; although he/she searches for patterns and expressions. There are a few noticeable long pauses.
- **Interaction:** Can initiate discourse, take his/her turn when appropriate and end conversation when he/she needs to, though he/she may not always do this elegantly. Can help the discussion along on familiar ground confirming comprehension, inviting others in, etc.
- **Coherence:** Can use a limited number of cohesive devices to link his/her utterances into clear, coherent discourse, though there may be some “jumpiness” in a long contribution.

NOTE 1 In social and travel contexts, users of this level can deal with most situations that may arise in shops, restaurants and hotels; for example, they can ask for a refund or for faulty goods to be replaced, and express pleasure or displeasure at the services given. Similarly, routine situations at the doctors, in a bank or post office or at an airport or station can be handled. Can understand oral and written instructions in his/her field, including conditions and hazard warnings, signs and notices in public places. Can pass on information reliably and explain a problem which has arisen. They can ask for further explanations and follow-up questions to check that he/she understood what a speaker intended to say and get clarification of ambiguous points. In the workplace, users at this level can give information within a familiar topic area and can take some limited part in a meeting. They can take and pass on messages, although there may be difficulties if these are complex, can carry out simple negotiations. They can ask questions and take part in a seminar or tutorial with some difficulty. They can read simple textbooks and articles, but cannot read quickly enough to cope with an academic course. These skills are in accordance with the Common European Framework of Reference for Languages Scale for Level B2.

NOTE 2 This European Standard does not indicate that tourist guides must be multi-lingual.

## **Annex C** (informative)

### **A–deviations**

A- deviation: National deviation due to regulations, the alteration of which is for the time being outside the competence of the CEN/ CENELEC member.

This European Standard does not fall under any Directive of the EU. In the relevant CEN/ CENELEC countries these A-deviations are valid instead of the provisions of the European Standard until they have been removed.

<b>Clause</b>	<b>Deviation</b>
---------------	------------------

<b>5.2</b>	<b>Greece</b>
------------	---------------

The Decree of the Ministry of Development & the Ministry of Education No. T/7662/2002 (articles 1, 2, 3, 13) defines that the School of Tourist Guides mandatory training curriculum includes 1090 h of theoretical courses (in common and area-specific subjects) and a minimum of 100 full days of practical training in regular field trips to the major heritage sites in the whole country of Greece.

**Spain**

Royal Decree R.D. 2217/1993, published in the Official State Bulletin on 21/02/94. Article 2: The duration and training level course are those established in sub clause 1 of the annex. Annex: Duration on the training course: 1400 h.

**Portugal**

In accordance with the Portuguese Decree of the Ministry of Commerce and Tourism and the Ministry of Education (Portaria nr 26-O/80, 9th January 1980), that regulates the Tourist Guides professional training in Portugal, the minimum duration of the theoretical and practical training courses is established as follows:

Article 28 - National Tourist Guides - 3 years or, approximately, 3.000 hours;  
Article 26 - Regional Tourist Guides - 1,5 years or, approximately, 1.300 hours.

<b>9.2</b>	<b>Greece</b>
------------	---------------

The Decree of the Ministry of Development & the Ministry of Education No. T/7662/2002 (article 10.3) defines that in Greece, the tourist guide language level to be used in guiding visitors is Level C2 as Proficiency Level (in accordance with the Common European Framework of Reference for Languages).

## Bibliography

[1] Council of Europe: Common European Framework of Reference for Languages, [www.ceo.int](http://www.ceo.int)