informatech



PUBLIC RELATIONS | COURSE

Tour Guiding and Visitor Care

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Course content

Why Attend

This course provides an overview of tour guiding techniques and ethical considerations involved in group guiding. Firstly, it covers the skills required for successful site interpretation and group interaction. Secondly, it sheds light on the various technics applied in group management in different contexts. Thirdly, it focuses on the importance of oral communication in the tour-guiding business. Lastly, it examines the ethical responsibilities of tour guides such as respecting cultural and environmental sensitivity.

This interactive course combines different learning approaches, including presentations, video analysis, case studies, discussions, and group exercises.

By the end of the course, participants will be able to:

• Define the role and responsibilities of tour guides in the tourism industry

• Develop interpretation skills to provide engaging and informative tours

• Manage group dynamics and facilitate group interactions

• Develop practical communication skills to convey information clearly to groups

• Recognize and address ethical considerations related to tour guiding, including cultural and environmental sensitivity

Tour guiding and tour escorting companies, local guides bodies, and tour leaders professionals.

• Tour-guiding

• Interpreting patterns and behaviors

• Communication skills

• Maintaining a positive mental attitude

• Ethical behaviors

Course outline

Introduction to tour guiding

• Role of tour guides in the tourism industry



Course content

Course outline

- Needs of different types of groups
- Strategies for managing group dynamics
- Adaptation of speech for different types of audiences

Interpretation techniques

- Engaging and informative tours
- Techniques for storytelling and sites reviving
- Methods to facilitate group interaction and engagement
- Managing logistics and financial reports

Maintaining positive relationships with stakeholders

- The need for building professional relationships with tourism stakeholders
- Maintenance of constructive relationships with the employers
- Maintenance of positive behavior toward local communities
- Building advanced relations with colleagues and bus drivers
- Setting ways to deal with services suppliers

Tour guiding and public speaking

- Non-verbal communication implications in tour guiding business
- Non-verbal communication techniques (kinesics, proxemics, and chronemics)
- Voice management technics (paralinguistic)
- Public speaking apprehension management methods

Tour guiding ethics

- Need of ethics in the tour guiding business



Course content

Course outline

- Review of tour guiding code of conduct
- Strategies to deal with people with special needs
- Strategies to deal with demanding clients
- Best practices to handle unexpected situations



Seminar dates

Available seminar dates

Live dates and pricing for Tour Guiding and Visitor Care generated from the course details page.

Date	Location	Format	Fee
9 - 13 November 2026	Barcelona - Spain	Classroom	**€3,080.-**
14 - 18 December 2026	Paris - France	Classroom	**€3,600.-**
18 - 22 January 2027	Munich - Germany	Classroom	**€3,400.-**
15 - 19 February 2027	Amsterdam - Netherlands	Classroom	**€3,400.-**
15 - 19 March 2027	Geneva - Switzerland	Classroom	**€4,200.-**
19 - 23 April 2027	Istanbul - Turkey	Classroom	**€2,280.-**
17 - 21 May 2027	Vienna - Austria	Classroom	**€3,400.-**
21 - 25 June 2027	Barcelona - Spain	Classroom	**€3,080.-**
19 - 23 July 2027	Cape Town - South Africa	Classroom	**€2,272.-**
16 - 20 August 2027	Munich - Germany	Classroom	**€3,400.-**
20 - 24 September 2027	Amsterdam - Netherlands	Classroom	**€3,400.-**
18 - 22 October 2027	Cape Town - South Africa	Classroom	**€2,272.-**
15 - 19 November 2027	Istanbul - Turkey	Classroom	**€2,280.-**
20 - 24 December 2027	Vienna - Austria	Classroom	**€3,400.-**

Live online option	Online delivery is available at €1,850.-.