



## Aim

City Guides is a European project, in frame of the Leonardo da Vinci program and financially supported by the European Commission, aiming to develop and to design a manual as a support for cultural-historic organisations that aim to organise training for their members and volunteers who want to guide visitors through the local cultural heritage.

## On local level

This means that the local situation, the local history, local artefacts, monuments, buildings, religion are important and leading. The own region, often the same place of birth or living of the guides, has to be presented in a professional way. Local organisations often have to little experience establishing training for local city guides whereas there often is a great need. Well organised city guiding with interested and qualified professional guides has a great influence on the local economy. This often is a results of close cooperation of cultural historic organisations, guilds, city council and local entrepreneurs or organisations. Guides can be seen as ambassadors of the city. The tourist of nowadays is a demanding person, likes quality, good services and a variety of possibilities for entertainment., sometimes several hours which makes city guiding more than a 2-hours walk through the city with explanations!

## Study & research:

Partners from different European countries have participated in this project and discussed the development of City Guiding. Different aspects were talked over:

- development of training programs (from 'learning by doing' towards a full training program, balance of theory, practice and 'field-work' and possibilities for a 'train-the-trainer' program;
- acquiring candidates, cooperation with experts, organisations and colleges (VET: vocational education and training);
- certification, quality control and improves;
- similarities and differences between Tourist Guides and City Guides;
- levels of guiding, vertical follow-up (from VET to Higher Education), experiencing the city, and possibilities for entrepreneurship;
- city marketing: balancing demands and offers;
- legal aspects, licences, responsibilities, first aid, and liabilities;
- development of an on-line support to help organisations to establish their traing program.

## Experience the city

Activities in cities vary nowadays because tourists or visitors want to feel the city and the lifestyle, to taste the atmosphere and to experience. There are the well known city walks with an experienced guide, theatre walks, gps-guides, ipod guides, cycling or moped-tours, trains and pedi-cabs, thematic walks as architecture, archaeology, fortifications, combinations with food- and drinks, etc.



City train in Athens (GR)



pedicab in 's-Hertogenbosch (NL)

## Website

[www.city-guides.nl](http://www.city-guides.nl)

Visit our website for news, information, background and articles.

It is possible that organisations are interested to attend a train the trainer program. Interested organisations can send an e-mail to us for more information.



Cycling group at the synagogue in Breda



GPS application: the nowadays instruments are very precise!



Theatre walk: explaining history and medieval life



Archaeological excavation; Athens



'Bar-hopping' under the leadership of a guide in historical dress; theme 'the life of uncle Bertus, the sailor'

## Some outcomes of the project:

- Cities and sites have the interest of tourists
- Well organised walks, entertainments and varieties are demanded
- Organisations need the support of colleges, entrepreneurs and local government to establish training in order to get qualified guides on different levels and with different specialisations;
- Manual in English
- City guide in Bulgarian language for Veliko Tarnovo;
- Training materials: general modules (techniques of presentation) and special modules for the local situation (in BG: Veliko Tarnovo; GR: Chalkida; NL: 's-Hertogenbosch, Zwolle, Kampen; and in UK: Bath / Norton Radstock).



Modern scooters (by foot): easy for visiting different parts of a city



Cycling: easy for visiting different sectors of a city

## “City Guide training on local level”

(ISBN978-90-812549-1-5, 96p).

### Content:

- Summary
- Introduction
- Structure
- City guides in Europe
- Financial aspects
- Training programs and learning materials
- Practice during training

### Annexes:

Structure of the organisation; Board of advisors; Intake procedure and Letter of information for candidates; Profile of a guide; Code of conduct; First aid; Reader; Assignments; Evaluations; Reserve lectures; Practice and Tutoring; Finance; Guiding as business; Train the trainer program; Electronic coaching of organisations and e-training of city guides; Partners; European organisations involved in Tourist Guiding and City Guiding.

### Partnership

## Partners

The following organisations are partner in the City Guides project

|  |               |  |  |
|--|---------------|--|--|
| Landstede Onderwijsgroep<br>Zwolle,<br>The Netherlands<br>(contractor)                         | <br>Landstede | Fédération Européenne des Associations de Guides Touristiques (FEG)<br>Paris, France |  |
| European Educative Projects BV<br>Vught,<br>The Netherlands<br>(coordinator)                   |               | Kek KRONOS<br>Psahna - Evia,<br>Greece   |  |
| EFVET – European Forum of Technical and Vocational Education and Training<br>Brussels, Belgium |               | NHTV – Breda University of Applied Sciences<br>Breda,<br>The Netherlands             |  |
| St.Cyriel and St.Methodius University<br>Veliko Turnovo,<br>Bulgaria                           |               | VVV Kampen-Zwolle-Overijssels Vechtdal<br>Zwolle,<br>The Netherlands                 |  |
| Intercollege<br>Nicosia, Cyprus  |               | Norton Radstock College<br>Radstock near Bath,<br>United Kingdom                     |  |
| City Guides  |               | Leonardo de Vinci  |  |

### How to order this book:

Send an e-mail with your **full address**, transfer Euro 17,50 (post & package included) to EEP, in Vught, The Netherlands; IBAN: NL27RABO 0144 5357 77 (BIC: RABONL2U) and you will receive a confirmation and the book (+ paid invoice) will arrive within some days.



# CITY GUIDES

## City guide training on local level

- Structure & organisation
- Training, practice, materials
- Examples
- finance

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