

INNOGUIDE

Sustainable Tourist Guiding

Developed by

The INNOGUIDE TOURISM CONSORTIUM

Authors

**Manuel Minne, Greet Huybrechts,
Ilja Kok, Eveline Vos, Miranda Cornelisse**



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1. Blueprint

Module title:	<u>SUSTAINABLE TOURIST GUIDING</u>
Module authors:	<u>Manuel Minne, Greet Huybrechts</u> <u>Ilja Kok, Eveline Vos, Miranda Cornelisse</u>
Module level (of the EQF):	<u>Level 5</u>
Credit rating:	■ <u>Total study load: xx / Contact hours: / xx</u> ■ <u>Number of ECTS credits: xx</u>
Prerequisites:	<u>Knowledge and skills required (e.g.)</u> ■ to be determined
Assessment:	Assessment methodologies to be used for this unit ■ to be determined.

Rationale

Can be taken from the comparative research document

Aim

Short description of the aim of the module



Learning outcomes

On completion of the module, the participant will have acquired the following learning outcomes:

UNIT 1: PEOPLE

LO1: To nurture caring attitudes and facilitate long-term responsible tourist behaviour towards the local culture

LO2: To contribute to the achievement of an appropriate commodification of local culture

LO3: To facilitate positive host-guest encounters and inter-cultural exchange between visitor and visited

UNIT 2: PLANET

LO1: To foster in-depth understanding of environmental resources and conservation issues

LO2: To foster appreciation towards environmental resources and conservation issues through conveying meaning, values and significance

LO3: To nurture caring attitudes and facilitate long-term responsible tourist behaviour towards environmental resources

UNIT 3: PROFIT

LO1: To promote local economic development

LO2: To help develop and project a particular corporate identity or destination brand image

LO3: To be an innovative entrepreneur

UNIT 4: PLEASURE

LO1: To satisfy tourists' basic needs and instill a feeling of comfort and security in visitors

LO2: To be a source of 'state-of-the-art' information on a subject, that is, = to be able to understand and update oneself on any kind of subject or issue necessary

LO3: To exceed tourists' expectations and deliver truly memorable experiences



Teaching methods

e.g. Lectures, workshops, PPP, role-playing, case studies, blended learning, use of ipads or other technology, and guiding practice etc.

Bibliography (Any relevant literature that can be used to draft the module)

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2. Description of the teaching activities

2.1. Unit 1: PEOPLE

Lecturer:	<u>To be determined</u>
Number of teaching hours plus workload plus credits:	<u>To be determined: xx + xx + xx = XX</u>
Teaching activities:	<u>To be determined</u>
Setting:	<u>To be determined</u>
Tools:	<u>To be determined</u>

Corresponding literature : [All specific literature for this unit of the module]

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Learning objectives of the unit

LO1: To nurture caring attitudes and facilitate long-term responsible tourist behaviour towards the local culture

Knowledge: to be knowledgeable about local and EU cultural heritage protection legislation (basic policies, activities/efforts), give examples and make connections between local situations and European policy.

to be knowledgeable about positive and negative socio-cultural impacts of tourism in general and within the specific destination.

to be knowledgeable about codes of conduct and appropriate behavior towards the host cultures

to be knowledgeable about the carrying capacity of communities; as well as the irritation index and other (saturation) monitoring tools of local communities

to have insight into when to visit which area's and when not to

to know about alternative attractions besides the more common ones

(highlights, etc...) (i.e. spots and routes that can draw visitors away from heavily used areas to reduce pressure on those areas, but while still delivering the memorable experiences)

Skills: to be able to interpret this behavioral information (i.e. code of conduct) to facilitate



appropriate behavior on-site and if necessary to modify it
to monitor socio-cultural pressure on the local community and report these to relevant bodies
to act as a responsible gatekeeper/ middle(wo)man between community and industry/employer when designing products

Attitudes: to act in a non-judgmental and respectful way that is adapted to all types of visitors

Ethics: to be able to act as a role model
to be able to critique one's own knowledge, attitudes and behaviour

LO2: To contribute to the achievement of an appropriate commodification of local culture

Knowledge: to be knowledgeable about the positive and negative impacts of commodifying cultural products for the tourist industry
to understand the concepts of staged and real authenticity
to be knowledgeable about how the different members of the local community wish to be represented towards outsiders (i.e. how do local community members see themselves)

Skills: to provide insights into local culture as locals would
to challenge stereotypes/ misconceptions held by visitors, with the intention of creating long-term changes in tourists' values/attitudes/ behavior
to interpret contemporary culture while conserving local cultural values
(you can talk about authenticity in the past, but you show it as it is today)
to build your stories together with local community members

Attitudes: to respect towards local culture
to act as an ambassador

Ethics: to be engaged in facilitating socio-cultural conservation, integrity and continuity and report negative effects to relevant bodies
to act as an honest representative, committed to providing a holistic story (the good and the less good) not mere propaganda,
to represent the voice of all community members not only the elites

LO3: To facilitate positive host-guest encounters and inter-cultural exchanges between visitor and visited

Knowledge: to understand why host-guest encounters are important for the sustainability of the tourism development

Skills, Attitudes, Ethics → SEE Module Intercultural Tourist Guiding, Unit X, Lox to Lox+1



Structure of the different lectures/ teaching activities to be implemented

Introduction

Main part of the teaching activity

Conclusion or follow-up of the teaching activity

Assessment methodology

Indicate what kind of assessment you will implement for this module/ unit. The assessment methodology must be linked to the learning outcomes.



2.2. Unit 2: PLANET

Lecturer:	<u>To be determined</u>
Number of teaching hours plus workload plus credits:	<u>To be determined: xx + xx + xx = XX</u>
Teaching activities:	<u>To be determined</u>
Setting:	<u>To be determined</u>
Tools:	<u>To be determined</u>

Corresponding literature : [All specific literature for this unit of the module]

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Learning objectives of the unit

LO1: To foster in-depth understanding of environmental resources and conservation issues

- Knowledge: to be knowledgeable about local environmental and conservation issues
to know how to make connections between environmental issues and/or economic and socio-cultural issues between local to global levels.
- Skills: to translate knowledge about environmental and conservation topics into stories (design stories),
to be able to relate these stories in an enjoyable way as opposed to a formal lecture.
- Attitudes: to be passionate about what you tell
- Ethics: to be able to remain critical about own knowledge
to represent all relevant voices within a story by organizing stories through polyphonic dialogue
so as to create multi-layered and multi-stakeholder stories thus not to give one-sided views.

LO2: To foster appreciation of environmental resources and conservation issues through conveying meaning, values and significance

- Knowledge: to understand why this is important for the sustainability of tourism development
- Skills, Attitudes, Ethics: SEE Module Experiential Tourist Guiding, Unit 1 Visitor Interpretation, LO2

LO3: To nurture caring attitudes and facilitate long-term responsible tourist behavior



towards environmental resources

Knowledge: - to be knowledgeable about local and EU environmental protection legislation (basic policies, activities/efforts), give examples and make connections between local and European issues.

- to be knowledgeable about positive and negative environmental impacts of tourism in general & within the destination specific
- to be knowledgeable about codes of conduct and appropriate behavior towards environmental resources

Skills: - to be able to interpret this behavioral information (i.e. code of conduct) to facilitate appropriate behavior on-site and

- to modify it if necessary

Attitudes: to do this in a non-judgmental and respectful way which is adapted to all types of customers

Ethics: to be able to act as a role model, to be able to critique own knowledge, attitudes and behavior

Structure of the different lectures/ teaching activities to be implemented

Introduction

Main part of the teaching activity

Conclusion or follow-up of the teaching activity

Assessment methodology

Indicate what kind of assessment you will implement for this module/ unit. The assessment methodology must be linked to the learning outcomes.



2.3. Unit 3: PROFIT

Lecturer:	<u>To be determined</u>
Number of teaching hours plus workload plus credits	<u>To be determined: xx + xx + xx = XX</u>
Teaching activities:	<u>To be determined</u>
Setting:	<u>To be determined</u>
Tools:	<u>To be determined</u>

Corresponding literature : [All specific literature for this unit of the module]

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Learning objectives of the unit

LO1: To promote local economic development

Knowledge: to know and understand positive and negative economic impacts of tourism
to know or be able to identify venues where tourists could potentially contribute to local economies (both in the formal and informal sectors)

Skills: to discern what practices are beneficial, which are not and how to mitigate negative tourism impacts
to stimulate demand for locally produced goods and services
to encourage local community members to produce local products and services that are adapted to tourists' expectations, standards within the limitations of acceptable change as defined by the community members themselves.

Attitude: to be a role model (i.e. when he/she needs to buy something while on tour, make a point about looking at labels and explaining why he/she chooses locally-made items)

Ethics: to avoid negative impacts by making ethical recommendations; communicating information about poor quality products and or souvenirs.



LO2: to help develop and project a particular corporate identity or destination brand image

Knowledge: to understand customer values that your company/the destination sets forth
to be knowledgeable about the position of the tourist guide within the broader tourism system, the value chain & the own company

Skills: to project the values of your company/destination in a consistent way through your actions and behavior.
to inform your employer and or tourism public sector on inconsistencies within the product/service relating to the customer values it wants to project (importance of feedback!)

Attitude: to be professional by evaluating your own actions, those of your colleagues, and the tour itself.

Ethics: to be critical of the own attitude and behaviors and that of your company or government

LO3: to be an innovative entrepreneur

Knowledge: to understand the value of enterprise and innovation in tour development
to be familiar with different tourist markets
to be knowledgeable about current trends in customer demand within these markets and tourism industry supply, (i.e. be aware of local and global economic, political, social and technological changes and their (potential) effect within the industry)

to understand the importance of building a broad-based network and continuously improving own social status

Skills: to develop new tourism tours and/or adapt existing ones in response to specific tourist demands

to be able to see and seize opportunities in order to exceed tourist expectations and achieve high-end tourist satisfaction

to be competent in financial planning, budgeting of tour expenses, planning and managing tours

to build a network and manage one's own public relations.

Attitude: to be creative, innovative and risk-taking, as well as to be able to plan investment in long-term partnerships

Ethics: to be sustainable in their approach to innovation and business development
to focus network building activities towards stakeholders with a sustainable practice (i.e. hotels, transportation companies, restaurants, etc... that use and invest in sustainable technologies)

to be ethical in the choice and use of social media

to be ethical towards competitors



Structure of the different lectures/ teaching activities to be implemented

Introduction

Main part of the teaching activity

Conclusion or follow-up of the teaching activity

Assessment methodology

Indicate what kind of assessment you will implement for this module/ unit. The assessment methodology must be linked to the learning outcomes.



2.4. Unit 4: PLEASURE

Lecturer:	<u>To be determined</u>
Number of teaching hours plus workload plus credits	<u>To be determined: xx + xx + xx = XX</u>
Teaching activities:	<u>To be determined</u>
Setting:	<u>To be determined</u>
Tools:	<u>To be determined</u>

Corresponding literature : [All specific literature for this unit of the module]

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Learning objectives of the unit

LO1: To satisfy tourists' basic needs and instill a feeling of comfort and security in visitors:

Knowledge: To be knowledgeable about all basic info about the tour and the destination (ranging from direction, distance and approximate time for travel, tourist attractions, local facilities, services and specialities, safety messages and so on) & information about alternative attractions in order to tailor or adapt the product to different needs of different customers)

Skills: to be able to interpret this directional information (briefing)
to tailor answers according to customer of where to go, how long to stay, what to see, how to see, what to do and how to deal with locals
to ignite interest & new understanding about the destination
to be able to understand and update oneself (see LO2) on directional information about the destination

Attitude: to be customer-oriented

Ethics: to be honest and trustworthy at all times



**LO2: To be a source of ‘state-of-the-art’ information on a subject
= to be able to understand and update oneself on any kind of subject or
issue necessary**

Knowledge: to know where and how to access relevant information

Skills: to be able to compare and filter relevant information and examine that information from the perspective of different stakeholders

Attitude: to be able to develop the necessary professional curiosity to keep updating oneself

Ethics: to be able to continue being critical about one’s own knowledge
to be engaged in representing all relevant voices within a story by organizing stories through polyphonic dialogue so as to create multi-layered/multi-stakeholder stories, and not to give one-sided views.

LO3: To exceed tourists’ expectations & deliver truly memorable experiences:

Knowledge: to understand why the delivery of truly memorable experiences is important for a long-lasting customer satisfaction and thereby for the sustainability of the tourism development

Skills: }
Attitudes: } SEE Module Experiential Tourist Guiding, Unit 3 Experience
Ethics: }

Structure of the different lectures/ teaching activities to be implemented

Introduction

Main part of the teaching activity

Conclusion or follow-up of the teaching activity

Assessment methodology

Indicate what kind of assessment you will implement for this module/ unit. The assessment methodology must be linked to the learning outcomes.



3. Bibliography

Reader Literature

Unit 1

Unit 2

Unit 3

Unit 4