



**INSTITUTE OF PUBLIC ENTERPRISE**



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Erasmus+ Programme  
of the European Union



**Capacity Building Programme  
on  
Enhancing Knowledge and Skills of Tour Guides towards Sustainable Tourism  
Vocational Programme II  
Organized by  
Institute of Public Enterprise (IPE)  
28 April, 2023**

**Erasmus<sup>+</sup> Certified Trainers**



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JOANNEUM

**Date: 28 April, 2023  
Venue: Institute of Public Enterprise, Osmania University Campus  
Hyderabad – 500 007**

## **Background**

The success of the travel for a tourist depends upon the competence of the tour guide who plays a very important role in giving good experience about the destination. The tourist satisfaction is directly related to the quality of immersion in the local experience. At present there is shortage in the supply of such professionals in both quality and quantity at many tourist destinations.

## **Need for the Programme**

A tourist guide job is both delightful and challenging. The major task of a guide is to make the tourist destination more appealing by explaining intricate stories of history, mythology, culture, nature, cuisine, art, etc., eliciting interest and awe in the visitor about the country. He/she has to uphold the cultural traditions and heritage, of the place being visited and also talk of social customs, heritage, myths and even local folklores. To expand the scope of their work, they must acquire necessary experience of working as interpreters, hone their communication skills and gradually acquire domain knowledge about various tourist destinations.

Understanding this skill gap the present programme as a part of CESTour project endeavor to build the capacities of the stakeholders with whom the visitor is likely to interact desiring that each interaction result in a superior experience for the visitors. As tourism around the world gets competitive, destinations need to differentiate themselves on the basis of their distinct personalities and their ability to create a positive image in the minds of tourists.

The programme is designed for active tourist guides, who want to become good tourist guides in their area of operation. It is suitable for the existing tour guides who would like to improve their skills and gain knowledge in sustainable tourism.

The training sessions combine theoretical input to boost sustainable tourism practice. The content / format includes PowerPoint presentations, interactive exercises, group work reading materials, follow-up work. The content will focus on capacity building on sustainable tourism for tour guides. The programme is designed for one day.



## **The target participants**

The participants would be the following:

- Tourist Guides

## **The Trainers**

The trainers of the vocational training are eminent experts from Academia (including IPE) and policy makers from CESTour partner countries.

## **Topics**

- Sustainable Tourism: Role of Tour guide
- Marketing destinations for Sustainable Tourism
- Communication skills for better customer satisfaction
- Tour guides as Sustainability Coaches: Supporting European customers to become sustainable travelers

## **Outcome of the programme**

After attending the programme, participants will be able to:

- Realize the significance of sustainable tourism and elements for focus
- Identify the relationship among tour guides and tourists
- Evaluate the services provided by tour guides to the tourists
- The contribution of tour guides and tourists towards development of tourism industry

## **Certification**

Participants who attend the programme will be provided with the certificates as part of attending the CESTour project of ERASMUS+ European Union

**Registration Link:** <https://forms.gle/r9rDWMEsgR9JFkrC6>

**Venue:** Institute of Public Enterprise, Osmania University Campus, Hyderabad – 500 007

**Last date for receiving nominations:** on or before 20.04.2023.