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**Turistične storitve - Zahteve za ponudbo usposabljanj za profesionalne turistične vodnike in programe usposabljanj**

Tourism services - Requirements for the provision of professional tourist guide training and qualification programmes

Tourismus-Dienstleistungen - Anforderungen an Ausbildungsdienstleistungen und Qualifikationsprogramme von Gäst-/Fremdenführern

Services touristiques - Exigences relatives aux programmes de formation professionnelle et de qualification des guides touristiques

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EUROPEAN STANDARD  
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**Tourism services - Requirements for the provision of  
professional tourist guide training and qualification programmes**

Services touristiques - Exigences relatives aux  
programmes de formation professionnelle et de  
qualification des guides touristiques

Tourismus-Dienstleistungen - Anforderungen an  
Ausbildungsdienstleistungen und Qualifikationsprogramme  
von Gäst-/Fremdenführern

This European Standard was approved by CEN on 7 February 2008.

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# Contents

Page

Foreword.....	3
Introduction .....	4
1 Scope .....	5
2 Normative references .....	5
3 Terms and definitions .....	5
4 Competencies .....	5
5 Framework of training programmes .....	6
5.1 General.....	6
5.2 Timeframe.....	6
5.3 Methodology.....	7
6 Common subjects .....	7
6.1 Theoretical knowledge .....	7
6.2 Guiding techniques and skills .....	8
6.2.1 General.....	8
6.2.2 Presentation techniques.....	8
6.2.3 Communications techniques.....	8
6.2.4 Group management.....	8
6.2.5 Guiding for persons with special needs .....	9
6.3 Business knowledge and skills.....	9
7 Area-specific subjects.....	9
7.1 Theoretical knowledge .....	9
7.1.1 General.....	9
7.1.2 Human history .....	10
7.1.3 Environment.....	10
7.1.4 Culture .....	10
7.1.5 Economics .....	10
7.1.6 Contemporary life .....	11
7.2 Working conditions .....	11
8 Practical training.....	11
9 Assessment for qualification.....	12
10 Training providers .....	12
10.1 General.....	12
10.2 Quality assurance .....	13
10.3 Requirements for trainers .....	13
10.3.1 General.....	13
10.3.2 Qualification of trainers for practical training .....	13
10.4 Training facilities .....	13
Annex A (normative) Required language skills to guide visitors .....	14
Annex B (normative) Required language skills to communicate in the area of qualification.....	15
Annex C (informative) A–deviations .....	16
Bibliography .....	17

## Foreword

This document (EN 15565:2008) has been prepared by Technical Committee CEN/TC 329 "Tourism Services", the secretariat of which is held by DIN.

This European Standard shall be given the status of a national standard, either by publication of an identical text or by endorsement, at the latest by September 2008, and conflicting national standards shall be withdrawn at the latest by September 2008.

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. CEN [and/or CENELEC] shall not be held responsible for identifying any or all such patent rights.

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## 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.

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## 1 Scope

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

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

## 2 Normative references

The following referenced documents are indispensable for the application of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

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

## 3 Terms and definitions

For the purposes of this document, the terms and definitions given in EN 13809:2003 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, and who 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;

**EN 15565:2008 (E)**

- 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:

- 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.

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## **5 Framework of training programmes**

### **5.1 General**

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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 minimum of 600 training units (TU). A training unit is equivalent to 60 min. Training units may include:

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

**NOTE** This 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 minimum of 180 TU. The minimum duration of the individual categories shall be as follows:

- theoretical knowledge in accordance with subclause 6.1: 54 TU;
- guiding techniques and skills in accordance with subclause 6.2: 108 TU;
- business knowledge and skills in accordance with subclause 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 subclause 7.1: 162 TU;
- working conditions in accordance with subclause 7.2: 18 TU.

The training programme on practical training in accordance with Clause 8 shall comprise a 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 Clauses 6 and 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;