

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

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

EESTI STANDARDI EESSÕNA

NATIONAL FOREWORD

Käesolev Eesti standard EVS-EN 15565:2008 sisaldab Euroopa standardi EN 15565:2008 ingliskeelset teksti.

Standard on kinnitatud Eesti Standardikeskuse 19.05.2008 käskkirjaga ja jõustub sellekohase teate avaldamisel EVS Teatajas.

Euroopa standardimisorganisatsioonide poolt rahvuslikele liikmetele Euroopa standardi teksti kättesaadavaks tegemise kuupäev on 12.03.2008.

Standard on kättesaadav Eesti standardiorganisatsioonist.

This Estonian standard EVS-EN 15565:2008 consists of the English text of the European standard EN 15565:2008.

This standard is ratified with the order of Estonian Centre for Standardisation dated 19.05.2008 and is endorsed with the notification published in the official bulletin of the Estonian national standardisation organisation.

Date of Availability of the European standard text 12.03.2008.

The standard is available from Estonian standardisation organisation.

ICS 03.080.30, 03.100.30

Võtmesõnad:

Standardite reprodutseerimis- ja levitamiseõigus kuulub Eesti Standardikeskusele

Andmete paljundamine, taastekitamine, kopeerimine, salvestamine elektroonilisse süsteemi või edastamine ükskõik millises vormis või millisel teel on keelatud ilma Eesti Standardikeskuse poolt antud kirjaliku loata.

Kui Teil on küsimusi standardite autorikaitse kohta, palun võtke ühendust Eesti Standardikeskusega:
Aru 10 Tallinn 10317 Eesti; www.evs.ee; Telefon: 605 5050; E-post: info@evs.ee

ICS 03.080.30; 03.100.30

English Version

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.

CEN members are bound to comply with the CEN/CENELEC Internal Regulations which stipulate the conditions for giving this European Standard the status of a national standard without any alteration. Up-to-date lists and bibliographical references concerning such national standards may be obtained on application to the CEN Management Centre or to any CEN member.

This European Standard exists in three official versions (English, French, German). A version in any other language made by translation under the responsibility of a CEN member into its own language and notified to the CEN Management Centre has the same status as the official versions.

CEN members are the national standards bodies of Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland and United Kingdom.



EUROPEAN COMMITTEE FOR STANDARDIZATION
COMITÉ EUROPÉEN DE NORMALISATION
EUROPÄISCHES KOMITEE FÜR NORMUNG

Management Centre: rue de Stassart, 36 B-1050 Brussels

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.

According to the CEN/CENELEC Internal Regulations, the national standards organizations of the following countries are bound to implement this European Standard: Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland and the United Kingdom.

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.

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;