



What is the City Guides project?

The project City Guides aims at developing and designing practical training for the profession of city guide, to increase the attention for knowledge, skills, quality of presentation, local history, building styles, religion, local fortifications, attitude, etc. Many city councils and tourist organisations have already done a lot of work to establish a high quality level. A Dutch research report showed that in most interviewed organisations in The Netherlands (!) the City Guide is almost not trained, receives little theoretical background and is frequently an interested retired volunteer. In other European countries we see that the City Guide often is an official employee or a free lancer on full-time or part-time base. The situation between partner countries, cities and vocational training centres differ very much from little training up to fully trained and certified professionals.

The project pays attention to: professional competence profiles, will discuss the difference city guide – tourist guide, stimulate recognition of this profession on European levels, increase quality control (label, management, organisation), establish a European framework and to stimulate co-operation between local government, local vocational training and heritage groups. Labour conditions will be discussed whether or not the city guide is an employee, a freelancer or a volunteer and whether or not official recognised.

The project aims to work out: a needs analysis, educational requirements, training materials (Internet based), advice for certification on European level and a feasibility study to establish a European knowledge centre (advice).

The project stimulates individuals and local groups to work on the presentation of their local cultural heritage. By newsletters, workshops and round table sessions we present the results of the project to public and interest groups. The co-operation with European organisation aims to stimulate implementation of the results in national policy.

The project aims

City Guides aims at developing and designing practical training for the profession of City Guide.

The idea has been presented to tourist experts because there is little professional training for this kind of jobs although many city councils promote their city for tourists. A research report (small scale, NHTV-NL) showed that in most interviewed organisations the City Guide is almost not trained, receives almost no theoretical background and is frequently an interested retired volunteer.

The situations between partner countries, cities and vocational training centres differ very much.

Stimulation of co-operation is aimed between local government, local vocational college and a local organisation for protecting cultural heritage. The city guide is a business card of the city!

There is lack of a clear professional profile / competence profile and also the minimum quality level has not been developed.

A European framework will be established and we research the possibility to establish quality control (a quality label and management).

Acknowledgement of this profession will be studied and primarily initiated by the sector itself. In the project,

discussions with European organisations will be started.

A more professionalized education/training will improve the number of tourists, improve the quality of the guidance, and stimulate touristy business as a whole, including the tourist labour market. This will directly influence the local economic situation.

Stimulation of the local co-operation on the one hand and providing basic training for City Guides on the other hand will be the base for the further development of presentation-, protection-, and improve of local cultural heritage.

The project aims to develop the profession of City Guide and to recognise this profession as a regular profession and to certify the trained guides. In many cities the group of above 55 years (early retired, unemployed, with pension, etc.) takes care for these tasks on a volunteer base, often not paid, and for a few hours per week. In big cities or cities with a very attractive and historical heritage this job can be done as a part-time job and especially in the tourist period as seasonal employment.

We aim to work out: a needs analysis, European framework, educational requirements (professional and competence profile), test of developed training materials, quality criteria, certification on European level (or national), assessment and examinations, and a feasibility study to establish a European knowledge centre for quality maintenance, profession regulations. This stimulates recognition of CG and possibilities of accreditation of the achieves competencies (European Common Principles of informal learning).

Why

First: Education of CG's has in general little attention of vocational education and the tourist sector. The aim of many city councils and local tourist information centres is to improve the tourist sector. They aim to present information about their local cultural heritage. These groups combined with local vocational education can influence the local tourist sector and the local economy in a positive way. There is lack of profiles, quality and organisation. Preconditions are: professionalized guiding, quality management, organisation structure, information (and foreign languages).

Secondly: Development of possibilities for an increasing group of persons to get or to create a job/ second career. It is up to the creativeness of the interested person (CG-students) to establish in one way or another a business in this sector. Recognition of this profession and certification is a need.

Thirdly: Public is interested! Prefers to be guided by a well-trained guide. Local organisations join their power to develop varied programs but also pay attention to

quality, complaint regulation and labour conditions.

Fourthly: Experimental test of Internet based courses because of scattered number of students.

Partnership

[EfVET - European Forum of Technical and Vocational Education and Training; Belgium](#)

Bulgaria:

[Veliko Turnovo University, Bulgary](#)

Cyprus:

[Nicosia, Cyprus. Intercollege, Nicosia, Cyprus](#)

France:

[Fédération Européenne des Associations de Guides Touristiques \(FEG\), Paris, France](#)

Greece:

[KEK KRONOS, Evia, Greece](#)

The Netherlands:

[European Educative Projects BV, Vught, The Netherlands](#)

[Landstede Onderwijsgroep, Zwolle, The Netherlands](#)

[NHTV, Breda, The Netherlands](#)

[VVV Kampen, Zwolle en Overijssels Vechtdal, The Netherlands](#)

United Kingdom:

[Norton Radstock College, Radstock near Bath, United Kingdom](#)

For more information about the City Guides project please go to www.city-guides.nl