

OCCUPATIONAL QUALIFICATION STANDARD

Tourist Guide, EstQF Level 5

An occupational qualification standard is a document which describes the set of skills, knowledge and attitudes, i.e. competence requirements, needed to successfully accomplish duties. Occupational qualification standards are used for compiling curricula and awarding qualifications.

Occupational title	Level of Estonian Qualifications Framework (EstQF)
Tourist Guide, EstQF Level 5	5

Possible specialisation and titles on occupational certificate	
Specialisation	Title on occupational qualification certificate
Guiding excursions in the natural environment	Nature Guide, Level 5
Guiding tours in the cultural environment	Culture Guide, Level 5

Possible partial professional qualifications and titles on occupational qualification certificate	
Title of partial professional qualification	Level of Estonian Qualifications Framework (EstQF)
Tour leader, level 5	5

Part A DESCRIPTION OF WORK

A.1 Description of work <p>A guide leads visitors using the selected language and mediates values related to the culture and nature of the area they specialise in using their region-specific knowledge.</p> <p>The work of a tourist guide is related to customer service, which requires ethical behaviour, good communication skills, respect for cultural differences and an appearance appropriate to the job.</p> <p>A nature guide's work is to introduce and show nature and heritage landscapes and to develop an environmentally conscious world-view during excursions in nature, which do not require physical or professional preparation on the part of the client.</p> <p>The work of a culture guide includes the mediation of the cultural environment.</p> <p>The work of a travel guide is to accompany clients on the way to or from a previously agreed destination; a travel guide is in charge of the itinerary and ensures that the services included in the travel package are provided.</p> <p>There is also an occupational qualification standard for Master Tourist Guide, Level 6.</p>
A.2 Tasks <p>A.2.1 Planning an itinerary</p> <ol style="list-style-type: none"> 1. Customising an itinerary. 2. Composing a risk analysis and plan. 3. Preparing texts for a guide. <p>A.2.2 Preparing a tour</p> <ol style="list-style-type: none"> 1. Identifying the client's needs. 2. Acquainting oneself with materials and gathering information. <p>A.2.3 Leading a trip</p> <ol style="list-style-type: none"> 1. Providing the group with travel information. 2. Cooperation with partners.

3. Taking charge of the group.
4. Ensuring the safety and security of the group.
5. Addressing problems and suggestions.
6. Analysing and improving work.

A.2.4 Guiding an excursion

1. Providing an introduction to the excursion.
2. Providing information (interpretation).
3. Leading the group.
4. Assessing group capacity.

Specialised areas of work

Nature Guide

A.2.5 Guiding excursions in the natural environment

1. Preparing the nature tour.
2. Mediation of natural and cultural heritage landscapes.
3. Guiding a group in natural and cultural heritage landscapes.

Culture Guide

A.2.6 Guiding tours in the cultural environment

1. Preparing the culture tour.
2. Mediation of the cultural environment.

Elective areas of work

A.2.7 Entrepreneurship

1. Drafting a business plan.
2. Choosing a form of business and planning activities.
3. Pricing and budgeting.
4. Planning marketing and compiling sales offers
5. Customer base management.

A.3 Work environment and specific nature of work

A tourist guide may be an entrepreneur or an employee working under an employment contract, e.g. in a museum, travel agency or other tourism company. A tourist guide has an irregular workload and often works in variable situations, both indoors and outdoors.

A.4 Tools

Illustrative aids (e.g. photographs, films, samples, maps and books), magnifying glass and binoculars, orientation equipment, audio sets and first aid kit on nature tours.

A.5 Personal qualities required for work: abilities and characteristics

The work of a tourist guide requires creativity, discipline, decision-making, responsibility and empathy. The work of a tourist guide is related to customer service, which requires a positive attitude and presentation, communication and cooperation skills.

A.6 Professional preparation

The profession of tourist guide can be learned independently, under the guidance of a master tourist guide, in a formal education institution or on vocational training courses. Secondary education is required for the specialisation of a tourist guide.

A.7 Most common occupational titles

Tourist guide, travel guide, nature guide, culture guide, museum guide.

Part B

COMPETENCY REQUIREMENTS

B.1 Structure of occupation
All mandatory competences (B.2.1-B.2.4), one of the specialisation competences (B.2.5 or B.2.6) and recurring competence B.2.8 must be certified when applying for the occupational qualification. When applying for the partial occupational qualification of a travel guide, competence B.2.3 must be certified. In addition, optional competence B.2.7 may also be certified.

B.2 Competences

MANDATORY COMPETENCES

B.2.1 Planning an itinerary	EstQF Level 5
Performance indicators: 1. adjusts the itinerary, taking into account the programme and the client's wishes, their needs, the environment and the principles of sustainable tourism and service design; 2. composes a risk analysis and prepares a risk plan, taking into account environmental conditions and the needs and characteristics of the target group; 3. composes guide texts creatively using fact-based sources.	
B.2.2 Preparing a tour	EstQF Level 5
Performance indicators: 1. identifies the client's wishes, taking into account the expectations and needs of the target group (including nutrition and sensitive topics) and their specific nature; adapts activities, taking into consideration the client's needs, interests, knowledge, age, country of origin, etc.; 2. confirms that the route is accessible by keeping up to date with current events and traffic regulations as well as other administrative acts and regional agreements; gathers background information concerning the itinerary using information channels and exploring the route; keeps abreast of national and regional development plans and takes them into account when preparing excursions.	
B.2.3 Leading a trip	EstQF Level 5
Performance indicators: 1. introduces to the group the travel schedule, programme, themselves as a guide, their colleagues and the security requirements. Provides general information about the objects and (additional) services provided along the route, taking into consideration the expectations and needs of the group; if necessary, translates and interprets the guide's text and conversations on the tour; 2. confirms the itinerary, required stops and timetable with the bus driver and gives timely instructions to the bus driver; cooperates with partners, ensuring that the booked services are obtained (e.g. at accommodation properties, catering sites, airports, ports, railway stations, bus stations, museums and border checkpoints); provides feedback to the client on the quality of the tour and services; 3. establishes a connection with the group, being heard and visible in different environments; creates and maintains a positive mood in the group; ensures that the whole group moves smoothly according to the timetable throughout the trip, and checks that all members of the group remain together; enables group members to ask questions and give feedback; provides feedback on the time spent together and ends the trip on a positive note. 4. draws attention to possible sources of danger; acts in emergency and critical situations promptly in accordance with the risk plan, giving first aid within the limits of their competence and, if necessary, calling for professional assistance; 5. notes and, where possible, resolves problems and complaints arising during the tour; forwards unresolved complaints and suggestions to the employer or partner; 6. analyses their work and makes changes to ensure quality.	
B.2.4 Guiding an excursion	EstQF Level 5
Performance indicators:	

1. introduces the geographical and time-zone context (e.g. cardinal directions, architectural and landscape mapping and time reference line), taking into account the target group and the environment, using appropriate tools; informs the group of common rules of conduct at the beginning of the tour and instructs them on the use of (audio) technical devices;
2. communicates balanced and meaningful information, considering the target group and using innovative methodologies and means related to senses such as hearing, sight, touch and audio and video equipment to illustrate the environment and information presented; introduces the area and objects using information related to historical as well as current issues; monitors customer reactions and makes relevant modifications to the tour content;
3. keeps the clients within their working area, positions themselves and the group appropriately with regard to objects, ensuring comfort and safety; moves with the group (including using audio equipment) observing good practice when moving about (including walking or travelling) and respecting the surrounding environment; refers to and introduces objects, taking into account the location and security of group members;
4. assesses the group's capabilities, considering the length, level of difficulty and weather conditions affecting the itinerary; makes changes to the itinerary as needed.

COMPETENCES RELATED TO SPECIALISATION

One of the specialisation competences (B.2.5 or B.2.6) and recurring competence B.2.8 must be certified when applying for the occupational qualification.

Guiding excursions in the natural environment	
B.2.5 Guiding excursions in the natural environment	EstQF Level 5
Performance indicators: 1. acquaints themselves with the ecosystems, species and landscapes in the area; learns about accessibility, protection regimes, possible restrictions, hunting arrangements and other background information pertaining to the area; takes into account the target group, compiles materials based on comprehensive knowledge of the related fields so as to introduce the natural environment on memorable excursions; checks the condition of the tools and the availability of the required resources; 2. carries out the excursion, taking into account the principles of sustainable tourism and communicating an environmentally friendly lifestyle; presents natural and cultural heritage landscapes using scientific facts and the relevant vocabulary, local history and folklore and landscape memory; 3. uses ICT tools, topographic maps and a compass for orientation; explains to the client relevant issues, taking into account everyman's right to roam and nature protection principles.	

Guiding tours in the cultural environment	
B.2.6 Guiding tours in the cultural environment	EstQF Level 5
Performance indicators: 1. acquaints themselves with the main cultural and historical values of the region (including material, intellectual and spiritual heritage); with regard to the target group, compiles cultural interpretation materials for memorable excursions; 2. carries out the excursion, taking into account the principles of sustainable tourism; interprets local culture (cultural environment) using scientific facts and relevant vocabulary, local history and folklore.	

OPTIONAL COMPETENCES

In addition, optional competence B.2.7 may also be certified.

B.2.7 Entrepreneurship	EstQF Level 5
Performance indicators: 1. drafts a business plan according to the availability and amount of initial capital;	

2. evaluates business opportunities based on the objectives of their operations; selects the most suitable form of enterprise; manages their activities taking into account professional information, legislation and the basics of small enterprise;
3. prices services based on operating costs and the market situation; prepares a budget based on expenses and revenue; adheres to budget implementation; organises the purchasing of the necessary products and consumables;
4. prepares marketing messages and sales offers with consideration to the target group; plans and implements marketing activities using various channels;
5. manages their customer base in compliance with legislation.

RECURRING COMPETENCES

B.2.8 Recurring competences of Tourist Guide	EstQF Level 5
<p>Performance indicators:</p> <ol style="list-style-type: none"> 1. knows the language used on tours at the B2 level and Estonian at the B2 level (see Annex 1); 2. follows the professional ethics of a guide; 3. maintains calm in conflict situations and acts appropriately in stressful and dangerous situations; 4. respects people from different cultural backgrounds and with different world views; 5. complies with legislation related to the profession; 6. uses digital skills in their work: 'Content Creation and Problem Solving' at the Independent User level and 'Information Processing, Communication and Security' at the Beginner level (see Annex 2: Self-assessment grid of digital competences). 	
<p>Assessment method(s):</p> <p>Recurring competences are evaluated as part of the assessment of the other competences listed in the occupational qualification standard.</p>	

Part C GENERAL INFORMATION AND ANNEXES

C.1 Information concerning compilation and certification of occupational qualification standard and reference to classification of occupations	
1. ID of occupational qualification standard in register of occupational qualifications	04-05062019-04/7k
2. Occupational qualification standard compiled by:	Marion Bobkov, Accessible Baltics OÜ Reeli Engelbrecht, Tartu Kutsehariduskeskus Helle Gern, EAS Turismiarenduskeskus Kauri Kivipõld, Eesti Loodusgiidide Ühendus Marika Kose, Eesti Maaülikool Liis Läte, Tallinna Ettevõtlusamet Külliki Pikk, Tartu Giidide Ühing Maaja Silm, Eesti Turismifirmade Liit Monika Sooneste, Eesti Giidide Liit Laura Taul, Tallinna Giidide Ühing
3. Occupational qualification standard approved by:	Service
4. No. of decision of Sectoral Council	19
5. Date of decision of Sectoral Council	05.06.2019
6. Occupational qualification standard valid until	08.04.2024
7. Occupational qualification standard version no.	7
8. Reference to International Standard Classification of Occupations (ISCO 08)	5113 Travel Guides

9. Reference to European Qualifications Framework (EQF)	5
C.2 Occupational title in foreign language	
English:	Tourist Guide, EstQF Level 5
C.3 Annexes	
Lisa 1 Language skills level descriptions	
Lisa 2 Scale of self-assessment in digital competence	