

# OCCUPATIONAL QUALIFICATION STANDARD

## Master Tourist Guide, EstQF Level 6

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)
Master Tourist Guide, EstQF Level 6	6

Possible specialisation and titles on occupational certificate	
Specialisation	Title on occupational qualification certificate
Guiding excursions in the natural environment	Nature Guide, Level 6
Guiding tours in the cultural environment	Culture Guide, Level 6

## Part A DESCRIPTION OF WORK

<b>A.1 Description of work</b>
<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. In addition, the work of a master guide includes passing on their professional skills, mentoring colleagues and developing services.</p> <p>A master tourist guide is expected to continuously develop their skills and to adopt a holistic world view. A master tourist guide specialises in the nature and/or culture guide profession and can provide training and field development. There is also an occupational qualification standard for Tourist Guide, Level 5.</p>
<b>A.2 Tasks</b>
<p><b>A.2.1 Planning an itinerary</b></p> <ol style="list-style-type: none"> <li>1. Designing an itinerary.</li> <li>2. Composing a risk analysis and plan.</li> <li>3. Preparing texts for a guide.</li> </ol> <p><b>A.2.2 Preparing a tour</b></p> <ol style="list-style-type: none"> <li>1. Identifying the client's needs.</li> <li>2. Acquainting oneself with materials and gathering information.</li> </ol> <p><b>A.2.3 Leading a trip</b></p> <ol style="list-style-type: none"> <li>1. Providing the group with travel information.</li> <li>2. Cooperation with partners.</li> <li>3. Taking charge of the group.</li> <li>4. Ensuring the safety and security of the group.</li> <li>5. Addressing problems and suggestions.</li> <li>6. Analysing and improving work.</li> </ol> <p><b>A.2.4 Guiding an excursion</b></p> <ol style="list-style-type: none"> <li>1. Providing an introduction to the excursion.</li> <li>2. Providing information (interpretation).</li> <li>3. Leading the group.</li> <li>4. Assessing group capacity.</li> </ol> <p><b>A.2.5 Offering supervision</b></p>

<ol style="list-style-type: none"> <li>1. Providing advice and consultation.</li> <li>2. Professional mentoring.</li> <li>3. Preparation for tourism services.</li> </ol>
<b>Specialised areas of work</b>
<p>A.2.6 Guiding excursions in the natural environment</p> <ol style="list-style-type: none"> <li>1. Preparing the nature tour.</li> <li>2. Mediation of natural and cultural heritage landscapes.</li> <li>3. Guiding a group in natural and cultural heritage landscapes.</li> </ol> <p>A.2.7 Guiding tours in the cultural environment</p> <ol style="list-style-type: none"> <li>1. Preparing the culture tour.</li> <li>2. Mediation of the cultural environment.</li> </ol>
<b>Elective areas of work</b>
<p>A.2.8 Entrepreneurship</p> <ol style="list-style-type: none"> <li>1. Drafting a business plan.</li> <li>2. Choosing a form of business and planning activities.</li> <li>3. Pricing and budgeting.</li> <li>4. Planning marketing and compiling sales offers.</li> <li>5. Customer base management.</li> </ol> <p>A.2.9 Training</p> <ol style="list-style-type: none"> <li>1. Developing and designing curricula and training courses.</li> <li>2. Compiling training materials.</li> <li>3. Carrying out training courses.</li> <li>4. Grading results and collecting feedback.</li> </ol> <p>A.2.10 Developing the field</p> <ol style="list-style-type: none"> <li>1. Development of the profession.</li> <li>2. Research and development</li> </ol>
<b>A.3 Work environment and specific nature of work</b>
<p>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.</p>
<b>A.4 Tools</b>
<p>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.</p>
<b>A.5 Personal qualities required for work: abilities and characteristics</b>
<p>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.</p>
<b>A.6 Professional preparation</b>
<p>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. A master tourist guide is expected to have higher education.</p>
<b>A.7 Most common occupational titles</b>
<p>Tourist guide, travel guide, nature guide, culture guide, museum guide.</p>

## Part B

### COMPETENCY REQUIREMENTS

#### B.1 Structure of occupation

All mandatory competences (B.2.1-B.2.5), one of the specialisation competences (B.2.6 or B.2.7) and the recurring competence B.2.11 must be certified when applying for the occupational qualification.  
In addition, the optional competences B.2.8-B.2.10 may also be certified.

#### B.2 Competences

#### MANDATORY COMPETENCES

B.2.1 Planning an itinerary	EstQF Level 6
<p>Performance indicators:</p> <ol style="list-style-type: none"> <li>1. designs new itineraries taking into account the client's wishes and needs, the environment and the principles of sustainable tourism and development plans as well as the principles of service design; prepares visual materials using modern ICT and other tools; collects specialised and professional literature to design a new itinerary or upgrade an existing one;</li> <li>2. composes a risk analysis and prepares a risk plan, taking into account environmental conditions and the needs and characteristics of the target group;</li> <li>3. writes guide texts, interpreting historical sources, fiction, research papers, etc., taking into account the target group and using different points of view (e.g. relying on the first person or giving a tour guide's performance).</li> </ol>	
B.2.2 Preparing a tour	EstQF Level 5
<p>Performance indicators:</p> <ol style="list-style-type: none"> <li>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.;</li> <li>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.</li> </ol>	
B.2.3 Leading a trip	EstQF Level 5
<p>Performance indicators:</p> <ol style="list-style-type: none"> <li>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;</li> <li>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;</li> <li>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.</li> <li>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;</li> <li>5. notes and, where possible, resolves problems and complaints arising during the tour; forwards unresolved complaints and suggestions to the employer or partner;</li> <li>6. analyses their work and makes changes to ensure quality.</li> </ol>	

<b>B.2.4 Guiding an excursion</b>	<b>EstQF Level 6</b>
<p>Performance indicators:</p> <ol style="list-style-type: none"> <li>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;</li> <li>2. conceptualises objects and builds links and associations between objects, phenomena and events using personal experience to explain things to and engage the listener, taking into account the client's background and capacity to receive information; communicates balanced and meaningful information, considering the target group and using innovative methods (e.g. guide performances) 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 events as well as current issues; monitors customer reactions and makes relevant modifications to the tour content;</li> <li>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;</li> <li>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.</li> </ol>	
<b>B.2.5 Mentoring</b>	<b>EstQF Level 6</b>
<p>Performance indicators:</p> <ol style="list-style-type: none"> <li>1. advises a mentee on specific needs or questions within their field; organises consultations and development discussions, guides the mentee to practise self-reflection and self-development;</li> <li>2. mentors tourist guides and advises the client methodically on preparation for a tour, considering the target groups and objects and highlighting various options for introducing an itinerary and objects; advises tourist guides on risk identification and risk assessment on the basis of the principles of social, tourism and ecological/environmental capacity;</li> <li>3. analyses the practical situations and problems encountered in the tourism service industry with a mentee while guiding them to adopt positive attitudes; helps the mentee to identify the nature of a conflict situation using empirical methods.</li> </ol>	

## COMPETENCES RELATED TO SPECIALISATION

One of the specialisation competences (B.2.6 or B.2.7) and the recurring competence B.2.11 must be certified when applying for the occupational qualification.

<b>Guiding excursions in the natural environment</b>	
<b>B.2.6 Guiding excursions in the natural environment</b>	<b>EstQF Level 6</b>
<p>Performance indicators:</p> <ol style="list-style-type: none"> <li>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 nature so as to introduce the natural environment on memorable excursions; checks the condition of the tools and the availability of the required resources;</li> <li>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, explaining processes in nature and cause-and-effect relationships;</li> <li>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.</li> </ol>	

## Guiding tours in the cultural environment

<b>B.2.7 Guiding tours in the cultural environment</b>	<b>EstQF Level 6</b>
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 on the basis of comprehensive knowledge of culture and history; 2. carries out the excursion, taking into account the principles of sustainable tourism; interprets local culture (cultural environment) using comprehensive knowledge of the field, scientific facts and relevant vocabulary, local history and folklore.	

## OPTIONAL COMPETENCES

In addition, the optional competences B.2.8-B.2.10 may also be certified.

<b>B.2.8 Entrepreneurship</b>	<b>EstQF Level 5</b>
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.	
<b>B.2.9 Training</b>	<b>EstQF Level 7</b>
Performance indicators: 1. analyses the learning needs of the training group, guided by developments in the field and the theoretical basis for analysing training needs; formulates the aim and learning outcomes of the training and compiles curricula taking into account the scientific principles of teaching and learning needs of the training group; 2. produces training materials based on the chosen training methods, target group and training objectives, drawing on relevant sources; 3. conducts courses, lectures, seminars, workshops, e-learning courses and other training based on the theories and methods of speech and language therapy; develops a mental, social and physical environment that promotes learning; guides the learning process based on the curriculum, the needs of the target group and students' individual learning outcomes; 4. collects feedback on the learning process, analyses learning outcomes and plans further activities.	
<b>B.2.10 Developing the field</b>	<b>EstQF Level 6</b>
Performance indicators: 1. where possible, participates in drafting professional reference documents (e.g. development plans and legislation); cooperates with professional organisations in their home country and abroad; popularises the profession of tourist guide and explains to the public the nature of and need for the profession; 2. participates in creative and/or research activities related to the work of a tourist guide (e.g. collecting and analysing relevant information and participating in scientific and/or professional conferences and projects); develops and creates methods and training materials necessary for the work of a tourist guide.	

## RECURRING COMPETENCES

<b>B.2.11 Recurring competences of Tourist Guide</b>	<b>EstQF Level 5</b>
Performance indicators: 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).
Assessment method(s): Recurring competences are evaluated as part of the assessment of the other competences listed in the occupational qualification standard.

## Part C

### GENERAL INFORMATION AND ANNEXES

<b>C.1 Information concerning compilation and certification of occupational qualification standard and reference to classification of occupations</b>	
1. ID of occupational qualification standard in register of occupational qualifications	04-09042024-2.3/7k
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	38
5. Date of decision of Sectoral Council	09.04.2024
6. Occupational qualification standard valid until	08.04.2027
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)	6
<b>C.2 Occupational title in foreign language</b>	
English:	Master Tourist Guide, EstQF Level 6
<b>C.3 Annexes</b>	
Lisa 1 <a href="#">Language skills level descriptions</a>	
Lisa 2 <a href="#">Scale of self-assessment in digital competence</a>	