Heritage Tour Guide Training and Certification for UNESCO World Heritage Sites

Proposed program model for heritage tour guide training and certification and related issues for discussion

Regional Consultation Meeting
Macao, SAR China, 17 April 2005
This document contains:

1. Program vision

2. Proposed models for heritage tour guide training and certification

3. Key issues

4. Partnership and networking

5. Native and core curriculum components (proposed)
1. Program Vision

The program on heritage tour guiding and certification envisions in each country in the Asia-Pacific region:

1. A select corps of professional tour guides specially trained and qualified to conduct visitor interpretation and tour guiding at cultural and heritage sites, particularly at UNESCO World Heritage Sites.

2. Enhanced experience and learning for visitors (both local and international) to heritage sites determined to learn about the history, culture, significance, and universal value of heritage sites.

3. Greater awareness and learning for visitors and the local community in regard to heritage conservation, respect for local and universal culture, and minimal impact behaviors and attitudes that support heritage sustainability.

4. A path for tour guides to develop professionally and enhance their career prospect, capacity, and occupational prestige by serving both community and visitors based on a rigorous, structured, and internationally recognized training and certification program.
2. Proposed model and roles of partners
“KICK-START” MODEL

CORE AND TIT Module Training (Regional)

NTO and/or local training partner (LTP) selects and nominates participants for training

(2 years of professional tour guiding experience with satisfactory performance evaluation, recommendation OR tourism education diploma-holder with minimum 1 year of professional tour guiding experience)

Core module heritage training
(Delivered by IFT via in-class or combined with distance, web-based self learning module)

Core module assessment (including practical evaluation)

Train-the-trainer course

Assessment and evaluation (Including practical assessment)

UNESCO Certified Heritage Tour Guide Trainer
(Valid for 3 years)

Once certified, CHTG Trainer develops NATIVE module to start program in own country

CHTG Trainer then begins to deliver local training (in respective countries) using the basic program model (see next page)

NOTES AND DETAILS

(1) The primary objective of the kick-start model is to get the program off the ground by introducing an intensive and fast track program to build up a first batch of Certified Heritage Tour Guide TRAINERS.

(2) NTO nominees have to be experienced tour guides or currently non-professional tour guides but INFORMALLY performing heritage tour guiding or instruction.

(3) IFT develops and delivers core module in consultation with UNESCO, NTOs, Asian Academy and APETIT members.

(4) Intensive first core module training can take place at IFT campus, Macao.

(5) Assessment and evaluation for first batch to be carried out by IFT and UNESCO.

(6) This is the second module to be developed and delivered by IFT for the first (and subsequent) batches of certified tour guide trainers.

(7) Assessment and evaluation for first batch to be carried out by IFT and UNESCO.

(8) UNESCO, IFT, NTO grants certification to first batch of CHTG TRAINERS.

(9) Development of native module to be accomplished with the assistance of NTO, local affiliate of Asian Academy, or APETIT Network.

(10) To sustain and assure quality of program delivery, UNESCO and IFT oversees the process regularly.
PROPOSED MODEL FOR HERITAGE TOUR GUIDE TRAINING AND CERTIFICATION

I. PROMOTION, RECRUITMENT AND SELECTION
(a) UNESCO & NTO promote program, enlist support of tour operators and travel organizations
(b) NTO selects applicants

II. PROGRAM LOGISTICS
(a) Local training partner (e.g., APETIT institution or Asian Academy member) provides venue and logistic support for delivery of both native and core modules

III. CURRICULUM DEVELOPMENT & PROGRAM DELIVERY
1) Native Module
   a) Curriculum for native module to be developed by first batch of UNESCO CHTG Trainer (from Kick-Start Program) in consultation with NTO & local training partner
   b) Local training partner responsible for:
      i) Publishing native module material
      ii) Delivery of native module in either English or local language
      iii) Assessment and evaluation of participants
2) Core Module
   a) Curriculum for core module to be developed and training materials published by IFT based on Kick-Start Program (by appointment of UNESCO)
   b) Certified HTG Trainers from Kick Start program will be responsible initially for delivering core module training. Later, other CHTG Trainers from normal program can deliver core module training.
   c) Core module to be delivered in English
   d) Only those that pass the native module assessment are eligible for core module

IV. ASSESSMENT AND EVALUATION
(a) Assessment for core module to be conducted by Certified HTG Trainers, local training partner, UNESCO

V. CERTIFICATION
(a) Certification granted jointly by UNESCO, NTO, IFT & local training partner
(b) Refresher course and review workshop to be developed by UNESCO in cooperation with NTO and local training provider

VI. PROGRAM DIFFUSION
(a) Train-the-trainer (TTT) course to be developed by IFT and conducted in regional training center (IFT Macao, by appointment of UNESCO)
(b) TTT available only to those meeting eligibility criteria and nominated by NTO
(c) Recipients of CHTG TRAINER certification eligible to conduct core HTG module training and assessment locally for and on behalf of the program
(d) IFT conducts refresher course and review workshop

Recruitment, selection, and registration

NTO or Local Tourism Education Partner (e.g., from APETIT network or Asian Academy) or other approved regional training center appointed to carry out native module training

Native module heritage training
(In-class)

Native module assessment (including practical evaluation)

Core module heritage training
(Delivered by IFT via in-class or combined with distance, web-based self learning module)

Core module assessment (including practical evaluation)

UNESCO Certified Heritage Tour Guide
(Valid for 3 years)

2 years of experience as certified heritage tour guide with satisfactory evaluation
Or
Tourism education diploma and 1 year of certified heritage tour guide experience

Train-the-trainer course

Assessment and evaluation (including practical assessment)

UNESCO Certified Heritage Tour Guide Trainer
(Valid for 3 years)
3. Key issues

A. Promotion, Recruitment And Selection

- Who is eligible to undergo training and certification?
- What criteria for eligibility should be adopted?
- Can private tour operators and companies grant leave (or be encouraged to do so) for tour guides to attend training?
- How many participants should be taken?
- Who can be appointed local training partner?
- Are they willing to shoulder cost of venue and logistic support?

B. Curriculum Development And Program Delivery

Native module:

- What courses should be included in the native module for heritage training?
- Can NTO help fund publication of native module materials to be developed by local training partner?
- Should native module be delivered formally or informally?

Core module:

- What courses should be included in the core module for heritage training?

C. Assessment And Evaluation

- How should assessment be made? Combination of theoretical and practical competencies? (Taking into account background of participants.)

D. Certification

- How can certification and recognition be disseminated and recognized?

E. Program Diffusion

- Should fees be levied for certification? Who will shoulder the fees: Employer, tour guide, NTO?
4. Partnership and networking

UNESCO and the Asian Academy:

- Oversee the integrity and regional promotion of the program
- Develop and deliver the core heritage training module
- Publish the core heritage training module materials
- Grants recognition and joint certification
- Set-up and maintain central web-site for program information, newsletter and networking

National tourism organizations and/or heritage management agencies:

- Promotes and publicize the program nationwide
- Enlist the support and encourage private tour operators, travel organizations, visitors to sites to prefer the use of Certified Heritage Guides, thereby enhancing recognition
- Recruits and selects participants for the program
- Nominate Certified Heritage Tour Guides for Train-the-Trainer course
- Grants recognition and joint certification

Local training partner (APETIT network or Asian Academy)

- Develop and deliver the native heritage training module
- Publish the native training module materials
- Provide venue and logistic support for both native and core modules
- Assess and evaluate native module participants
- Grants recognition and joint certification

Private sector (tour operators, travel agencies, PATA members)

- Assist in the promotion of the program
- Influence market preference for employment of Certified HTG for heritage and cultural products
- Encourage members to appoint, employ Certified HTG for heritage and cultural tour products

Local tour guide associations

- Promote and disseminate information about program among members
- Provide program recognition and integrate into existing internal professional development programs
5. Native and core curriculum components (proposed)

A. Native heritage training module components:

- Socio-cultural issues and dimensions in tourism
- Cross-cultural awareness and communication
- Essential knowledge on native:
  a. History
  b. Philosophy and religion
  c. Art
  d. Literature
- Knowledge on native World Heritage Sites
- Customer service and care incorporating protocol, etiquette, and customs (cultural do’s and don’ts)

B. Core heritage training module components:

- Conservation and preservation
- Interpretation skills and interpretative techniques
- World Heritage Convention and concepts of universal value and significance
- Knowledge of world heritage sites
- Cultural and heritage tourism
- Sustainable tourism practices at heritage sites
- Asian civilization and culture
- Western civilization and culture
- Leadership skills
This document also serves as a consultation paper. It may be copied and distributed freely for dissemination and forwarding to others who may want to give feedback on the proposed HTG Training and Certification Program. We welcome your comments and feedback. Please contact:

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