



EUROPEAN FEDERATION OF TOURIST GUIDE ASSOCIATIONS

CULTURAL AWARENESS FOR TOURIST GUIDES

Tourist Guides work with people from all backgrounds. Understanding how we put ourselves in the shoes of our visitors and, similarly, invite them to try on our shoes! It's a seminar to encourage an awareness of cultural sensitivities and differences, and how commonalities can overcome and bridge these.



Who should attend? ... Learning outcomes

This Seminar is for all qualified Tourist Guides, who want to:

- explore what cultural awareness means to them
- explore the tourist guide's role as a bridge in cultural understanding
- gain a better understanding of how to manage visitor expectations and preconceptions
- gain more confidence working with a variety of visitor demographics

Seminar Objectives

This seminar will address aspects of the standard for training programmes EN15565 modules, by looking at selected points of 6.1 and 6.2, where an awareness of cultural diversity and communication techniques are highlighted.

Training Methodology

- Responsive, participative, positive, supportive
- Enabling exchange of experiences
- Utilising techniques such as multiple intelligences to appeal to different learning styles

Seminar Duration: Wednesday 22 November 2017
15.00 to 19.00

Seminar Venue: Hotel Camden Court, Dublin

Number of Participants: Max of 20 participants, min 6 participants

Trainer: **Mary Kemp Clarke**, UK/Scotland, FEG
accredited trainer & WFTGA Lead
International Trainer

Registration Deadline: 3rd September 2017

Seminar Cost: 95 EUR per person

Bank Account Details: FEG-EUROPEAN TOURIST GUIDE FED

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MPIOPTPL

Bookings / Payment bank receipts to be sent to Paulo Cosme on:
paulocosme@feg-touristguides.org
With copy to FEG Secretariat on:
secretariat@feg-touristguides.org

Confirmation upon receipt of payment

List of the participants will be confirmed based on the order of registration date

FEG reserves the right to cancel Seminars if there is insufficient enrolment

A FEG attendance certificate will be issued to participants

**PLACES ARE LIMITED!!!
EARLY BOOKINGS RECOMMENDED!!!**