



PLYMOUTH

BRITAIN'S OCEAN CITY

Green Badge Guide Training Course



PROSPECTUS 2024-2025



PROFESSIONAL
TOURISTGUIDE
TRAINING

Plymouth Britain's Ocean City Green Badge Guide Training Course

Aim

- To prepare candidates to enter the tourist industry as professionally trained guides for Plymouth.
- To provide a progression route towards further study for Blue Badge qualification.

Objectives

- provide an Institute accredited Green Badge qualification for those wishing to offer flexible route tours on foot and on sites.
- develop a range of skills and personal qualities necessary to facilitate optimum visitor experience and effective execution of scheduled and/or pre-booked tours.
- provide a foundation for career development and progression to further guiding qualifications e.g. Devon and Cornwall Modular Blue Badge

The Institute of Tourist Guiding

The Institute of Tourist Guiding (ITG) <https://www.itg.org.uk/> is the standard setting body, for the tourist guiding industry, awarding the Green Badge and Blue Badge.

Working as a Green Badge Tourist Guide involves welcoming visitors, being organised, informative and entertaining. Training for the Green Badge covers city walking tours, site visits including places of worship, communication, presentation, and business skills. Most guides are freelance and self-employed. Work can be seasonal and part time. In addition to work initiated by you as an individual, jobs come from tour operators and agencies or through membership of the British Guild of Tourist Guides <https://britainsbestguides.org/> Good marketing skills are essential for regular work and guides offering a foreign language are in demand.

Examined elements of this Green Badge qualification will be transferrable to the Devon and Cornwall Modular Blue Badge course and other Blue Badge courses run across the SW and elsewhere.

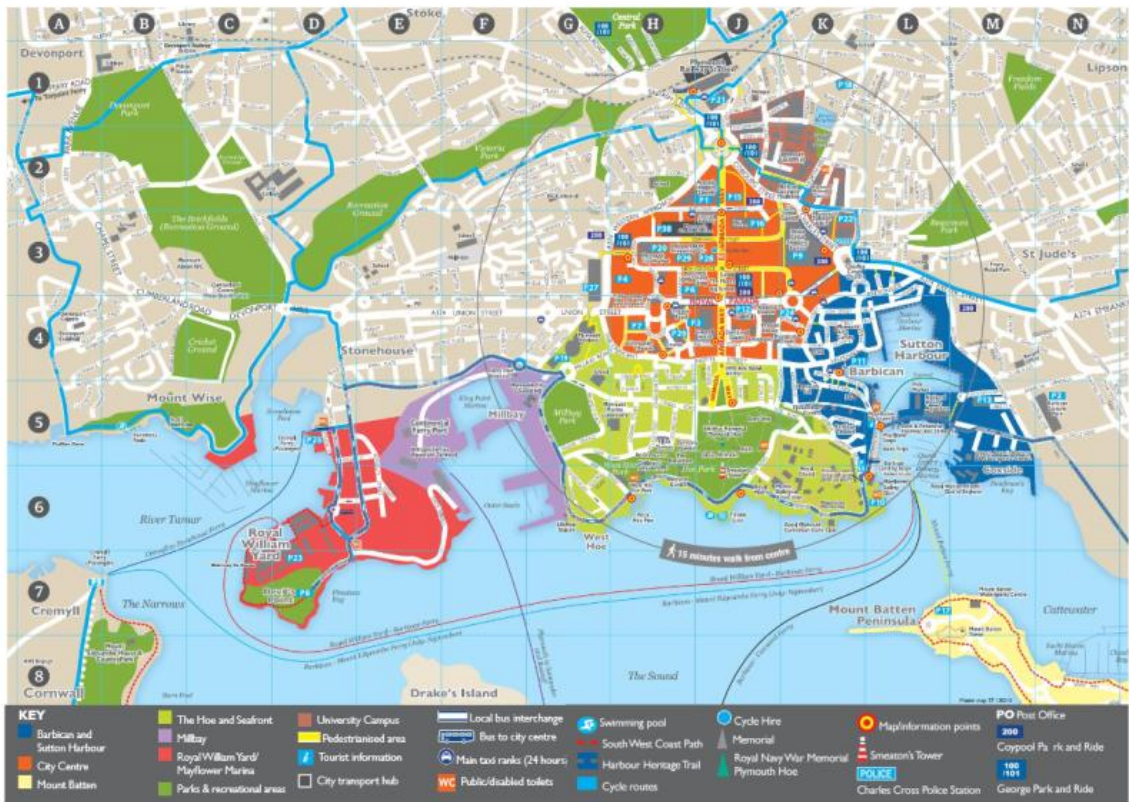
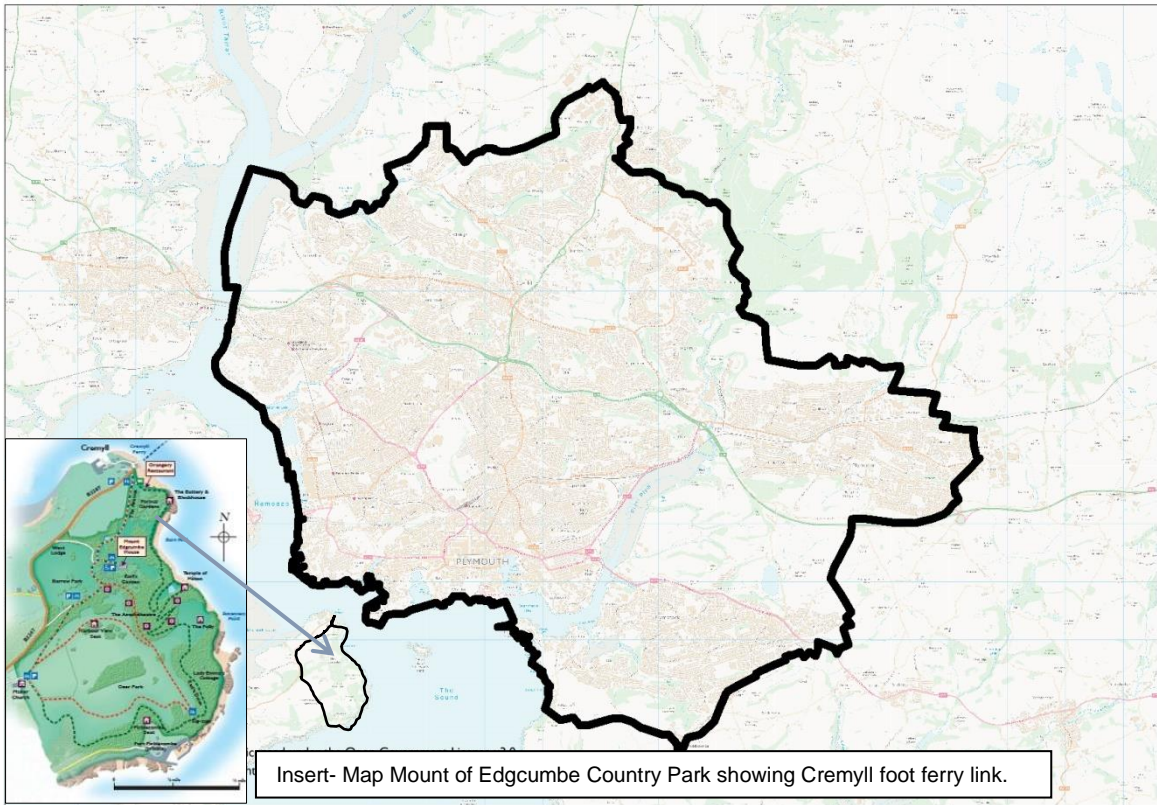
Blue Badge training covers guiding on coaches, on sites, museum and gallery tours, places of worship, urban and countryside walks, and business skills across a regional area. Blue Badge Guides work freelance for tour operators, private groups, families, and individuals travelling in all manner of transport including private hire cars. Some work as driver guides.

No specific qualifications or experience are required to train but candidates must be over 18, be good communicators and able to lead groups of visitors on foot, so physical fitness is essential. Good computer skills are needed both for the course and to work as a guide, so candidates need to have an up-to-date computer operating system and computer software.

Study Area

Plymouth, 'Britain's Ocean City', the largest city in Devon, boasts a rich maritime history and strong links with overseas destinations. It serves as a regional centre, Royal Dockyard, naval base, university city, cruise ship port and host to national and international events.

The study area lies within the Plymouth City boundary including neighborhoods south of the A38, Mount Edgcumbe Country Park, Plymouth's Barbican, Waterfront, and redeveloped city centre. The area offers potential for diverse walks and site visits.



Content

- **Local Knowledge** - A variety of themes and topics will be studied with reference being made to local food and drink, entertainment, sport, and shopping.
 - Location
 - Exploration and Discovery
 - Castles Forts and Battles
 - Settlement
 - The Changing Face of Plymouth
 - Industry Transport, Trade and Leisure
- **Guiding Techniques** - for guiding on foot, on a site such as museums, churches etc.
- **Communications Seminar** - two-day interactive focus on communication and presentation skills.
- **Tour Planning Project** - to demonstrate skills in itinerary and practical planning prepared and submitted by each candidate.
- **Business Skills** - finance, business, marketing, and problem-solving skills required to work as a self-employed guide within the tourist industry.

Teaching and learning sessions will be online and located in Plymouth. Training days will be spread over a period of approximately 16 weeks. There will be a minimum 94 contact hours.

Self-Directed study hours

In addition to the above contact hours, students will be required to undertake independent visits to sites and attractions, observe walking tours and be expected to research and read widely on listed topics to help build knowledge and prepare presentations for delivery in practical sessions. Research for the Tour Planning Project, which forms part of the assessment, will also contribute to your self - directed study hours.

A detailed syllabus will be issued to candidates at the start of the course.

Programme Structure

- March - An introductory day covering study skills, a demonstration-walk, site visit, guiding skills and guidance for research and keeping a Personal Development Journal (PDJ) prior to practical training in October.
- October and November - Three weekend sessions. Two will include lectures on local topics, workshop activities and practical training for walks and site visits. The third weekend will be a two-day Communications Seminar
- December - One weekend session covering practical training for walks and site visits, workshop activities and preparation for the Tour Planning Project.
- December - break for directed self-study and work on the Tour Planning Project
- January and February – three examination practice days (or 6 half days) will be offered during weekends.

Students will be expected to continue with directed self-study between sessions. The last official training session will be in February with examinations planned for February or early March ahead of the main tourist season.

Weekend sessions will be supplemented with evening online lectures at intervals.

Timetable

Introduction - Saturday 23rd March 2024 - Introduction, Guiding & Guiding & Study Skills

Weekend 1 - Saturday 19th October 2024 - Early Settlement, Exploration & Discovery
 Sunday 20th October 2024 - Early Settlement, Exploration & Discovery

Weekend 2 - Saturday 2nd November 2024 - Castles, Forts & Battles
 Sunday 3rd November 2024 - Castles, Forts & Battles

Weekend 3 -Saturday 23rd November 2024 - Communications Seminar
-Sunday 24th November 2024 - Communications Seminar

Weekend 4 -Saturday 7th December 2024 - Industry Transport and Trade
-Sunday 8th December 2024 - Industry Transport and Trade

Monday 9th December - Sunday 5th January 2025 Tour Planning - Self Study Break

Weekend 5 -Saturday 18th January 2025 - Practical Examination Practice
-Sunday 19th January 2025 - Practical Examination Practice

Weekend 6 -Saturday 1st February 2025 - Practical Examination Practice

Weekend 7 -Saturday 8th February 2025 - Practical Examination Practice

Weekend sessions are planned to run between 9am - 5pm on Saturday and Sunday with there being an evening session 6 - 8pm on a Saturday.

Final Assessment

The course will culminate with exams set by the Institute of Tourist Guiding in early Spring 2025. These will be timed in agreement with the Institute of Tourist Guiding and according to their guidelines: To become a Green Badge Guide students must pass the written paper and practical exams. Assessment will consist of:

Written Examination:

- A 2-hr paper of 100 short questions and 3 questions requiring extended answers.

Practical Examinations

- A practical assessment of a walking tour.
- A practical assessment of a site visit

Tour Planning Project (1500 words)

- Candidates will be assessed on their ability to plan a guided walk and visit to a site for a group of people of the candidate's nationality, of mixed ages. The Project will be submitted for external assessment in January 2025

If necessary, retakes of Institute examinations may be possible for an additional fee. Successful candidates' names will be added to the Institute of Tourist Guiding Register. Language assessment for those who wish to guide in a language other than their first language can be undertaken for an extra fee. The Oral Proficiency Interview conducted by Language Testing International (LTI) is the Institute-approved assessment of speaking skills.

The cost of training will be £1,990 per student.

This includes the Institute registration fee, and all tuition and entrance fees during the course. Overnight accommodation is not included if required so you may also want to budget for this as well as transport, buying guidebooks or other learning resources.

The full amount for the training course will be due in two payments.

- 50% of the training fee will be payable within 7 days of accepting the offer of a place after the interview.
- the balance of 50% will be payable within four weeks of the start of the course.
- PTGT can discuss payments by instalments for the balance after the initial 50% is paid on accepting the offer of a place.

In addition, **Examination fees of £638** (ITG estimated Sept 2024-Aug 2025) will be payable directly to the Institute for examinations, approx. 4-6 weeks before examinations are held, by each student who registers for these.

No refunds can be given if a student withdraws from the course or any part of it or for non-use of services provided. For this reason, Insurance is recommended.

Programme Directors

Vivienne Robinson B.Ed. MITG, SW Blue Badge Guide 1998. Past Chair Association West Country Tourist Guides, Director Absolutours, Assessor, Verifier, ITG Examiner and Trainer. SW Blue Badge Course Director 2013-14 & 2017-18 & Modular Devon & Cornwall Blue Badge 2023-26. ITG Committee member

Julia Morris BA Hons. PGCE MITG. SW Blue Badge Guide 1999, Education & Training Officer, Fleet Air Arm Museum, Yeovilton; Director Taste of England Tours, Assessor, Verifier & ITG Trainer; ITG White Badge trainer and SW Blue Badge Course Director, 2013-14 & 2017-18 Course Director Modular Devon & Cornwall Blue Badge 2023- 26. Member Executive Council of the British Guild of Tourist Guides.

Joint Directors and Tutors

Nick Gane MITG. SW Blue Badge Guide 2010, Mayor of Bath's Honorary Guide 2005, Director Sulis Guides Ltd. Financial background in the motor industry, training in Business Management and Dealership Administration for motor dealer business; ITG Trainer. SW Blue Badge Course Director 2013-14 & 2017-18

Maeve Hamilton-Hercod MITG FRGS, SE Blue Badge Guide 1999, SW Blue Badge Guide 2010. Member Executive Council of the British Guild of Tourist Guides, ITG Examiner and Trainer, Director of Sulis Guides, Linguist. SW Blue Badge Course Director.

All are Institute accredited trainers, members of the Institute of Tourist Guiding and Directors of Professional Tourist Guide Training Ltd. (PTGT. Ltd.)
Additional tutors and lecturers will be a Blue Badge Tourist Guide, or others who are specialists in their subject or area or work.

Steering Committee

The Steering committee for the programme is composed of representatives from the tourism industry. Programme Directors, the ITG, Representatives of a Regional Tourist Guide Association, Visitor Information & Tourism Services, Associated British Ports, and a Cruise Shore Ex company.

Application

The Application Form for the Green Badge Guide Training Programme is available online using this link: -

<https://forms.office.com/e/6PEwPqXMSi>

The Application Form can also be accessed using this QR Code

The Prospectus and Application Form. can also be downloaded from the Institute of Tourist Guiding website. <https://www.itg.org.uk/>
All applications will be acknowledged electronically with applicants invited to an online interview when they will be asked to deliver a short presentation on a given topic. Successful candidates will have the offer of a place confirmed shortly afterwards.

Any queries please contact the Training Team by email. training@ptgtraining.co.uk .

Thank you.

January 2024

