



Development of a Caribbean Vocational Qualification (CVQ) for Tour Guides

***Raising the level of professionalism of
Caribbean tour guides***

Bonita Morgan
Director of Resource Mobilization & Development
Caribbean Tourism Organization



Development of a Caribbean Vocational Qualification for Tour Guides - *Raising the level of professionalism of Caribbean tour guides*

- Worked with HEART Trust/NTA in Jamaica
- Developing standardized curriculum for tour guide training:
Level II and Level III programmes
(Certification: Caribbean Vocational Qualification)
- Benchmarked against the Blue Badge Tour Guide certification programme in the U.K.
- Expanding pool of internationally certified tour guide trainers in the region (Regional train-the-trainer programmes in Dominica in 2007, in Jamaica: July 6-17, 2009, and in Barbados in 2010 – 33 highly qualified trainers in the region)- WFTGA Trainer: Iris Barry
- All 33 trainers are now certified internationally as Part II trainers with the World Federation of Tourist Guides Associations (WFTGA)





Development of a Certificate Tour Guide Training Programme - *Raising the level of professionalism of Caribbean tour guides*

- Held standards and curriculum validation workshops in Jamaica and also in Barbados working with the sector itself
- Our group in Barbados met in July 23, 2010 and provided feedback
- Kavita Sandiford – Sunlinc and St. James Travel & Tours
- Kelly Anne Jones – Goddards Shipping and Tours
- Ralph White – Island Safari
- Peggy McGreary – Barbados Museum
- Roxanne Waithe – IICA Barbados
- Sue Springer – BHTA
- Nicole Alleyne – Ministry of Tourism
- Betty Wright – Ministry of Tourism
- Wendy McClean – TVET Council
- Bonita Morgan – CTO



Development of a Caribbean Vocational Qualification for Tour Guides - *Raising the level of professionalism of Caribbean tour guides*

Materials developed:

- **Levels II and III Curriculum**
- **Learner Guides**
- **CD ROM on Tour Guiding**





TOUR GUIDING CURRICULUM

THT20109
LEVEL TWO

Published by

HEART TRUST/NATIONAL TRAINING AGENCY

in collaboration with

THE CARIBBEAN TOURISM ORGANIZATION

Produced by

Learning Management Services Department

Gordon Town Road

Kingston 7

Jamaica W.I.

This material is protected by copyright. Copying this material or any part of it by any means, including digital or in any form is prohibited unless prior written permission is obtained from the HEART Trust/NTA and the Caribbean Tourism Organization

*** 2011 ***



Tour Guide Adventures
An Interactive Training CD on
Presentation & Communication Techniques



Produced by
Caribbean Tourism Organization
& HEART Trust/NTA
© 2013 Version 1

ZION BUS LINE
TRAVEL & TOURS

Development of a Caribbean Vocational Qualification for Tour Guides - *Raising the level of professionalism of Caribbean tour guides*

Core Competencies in the Level II Programme

- **Developing Tourism Industry Knowledge**
- **Promoting Tourism Products and Services**
- **Delivering Quality Customer Service**
- **Providing Arrival and Departure Assistance**
- **Working as a tour guide**
- **Coordinating a tour**
- **Developing Workplace Communication Skills and Techniques**
- **Conducting Tours**
- **Performing Basic Mathematical Computations**
- **Performing Basic Computer Applications**



Development of a Caribbean Vocational Qualification for Tour Guides - *Raising the level of professionalism of Caribbean tour guides*

Elective Competencies in Level II Programme:

- Operate a ride location
- Load and unload a ride
- Guide on-road cycle tours
- Guide rafting trips
- Operate a 4WD tour vehicle
- Use basic expressions (Spanish, French, German, Japanese etc.) in the workplace
- Provide customers with information on animals
- Provide information on plants and their culture
- Conduct a recreation program for people with a disability
- Operate tourism in remote area
- Operate a computerized information service
- Craft personal entrepreneurial strategies
ETC. ETC.



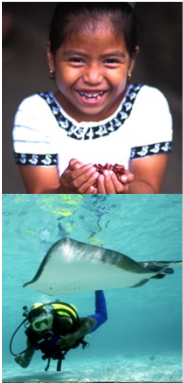
Development of a Caribbean Vocational Qualification for Tour Guides - *Raising the level of professionalism of Caribbean tour guides*

Core Competencies and Electives in the Level III Programme

- Providing Destination Information
- Coordinating and Guiding Client Tours
- Providing Specialized Information (e.g. flora, fauna, landscape, cultural and heritage environments etc.)
- Providing Information on Plants and Animals
- Operating Rides
- Operating a Water-based tour
- Operating remote area tours, campsites and a forward tour vehicle
- Selling Tourism Products and Services
- Managing an Event
- Reading and Writing Workplace Documents in Spanish
- Communicating in French



Development of a Caribbean Vocational Qualification for Tour Guides - *Raising the level of professionalism of Caribbean tour guides*



- ✓ A train-the-trainer workshop was conducted in Jamaica from September 4-6, 2013, with the HEART Trust/NTA, with 19 participants from 8 member countries.



Other Initiatives

- Code of Practice for Tour Guides developed by the CARICOM Regional Organisation for Standards and Quality (CROSQ)
- Encourage the setting up of a national tour guide association
- Forge stronger links with the World Federation of Tourist Guides Association as a resource





THANK YOU!!!

