

# Cultural Tour Guiding – Theory & Practice – Interpretation and Mediation – Skills and competences for guiding, interpretation and mediation in cultural tourism.



VILA REAL (PORTUGAL), 9 – 15 JULY 2017

**Cultural Tour Guiding. Theory & Practice**

*Skills and competences for guiding, interpretation  
and mediation in cultural tourism*



## PRESENTATION

This course is designed to build capacity in fundamental principles and techniques for interpreting cultural and natural heritage and landscape, doing adequate cultural mediation and tour guiding.

It is aimed at entrepreneurs in cultural tourism, tourist guides, public officials responsible for the management and dissemination of cultural and natural heritage, cultural managers, tourism and hospitality professionals, culture passionate and the interested general public.

The course will take place in the Douro Demarcated Wine Region and nearby that part of the Douro that was recognized in 2001

as a World Heritage cultural landscape, and will develop field practices in very different natural and cultural settings: historical centres, museums, archaeological sites, thematic cultural routes, vineyards and wineries, thermal centres, places with a registered designation of origin and gastronomic interest.

In this variety of scenarios principles and techniques of interpretation, guidance and cultural mediation will not only be observed and analysed, but also put into practice before an international audience.

The training team is composed by professors, researchers and experts from European universities and guides with years of experience.

## **GOALS**

- Create a course that demonstrates how you can train guides through personalised learning approaches, collaborative learning and critical thinking, strategic use of ICT, open educational resources (OER), open and flexible learning, and other innovative learning methods.
- Provide youngsters who already possess a higher educational training level with skills and competences for guiding and mediation in cultural tourism.
- Transmit the principles of cultural mediation and heritage interpretation.
- Provide young entrepreneurs active in cultural/religious/thermal tourism the necessary skills to better interpret and present their area (of knowledge) to visitors.
- Promote an exchange of international good example practices.
- Learn how to take the best advantage of the surrounding social and cultural diversity and biodiversity.
- Provide guides with reflection tools for better intercultural communication with visitors.
- Provide guides with scientific knowledge that supports their professional practice.
- Introduce innovative methods and tools for tour guiding.
- Train guides in hospitality and new technologies applied to tourism.

- Enable guides to always handle respecting the principles of sustainability, responsibility and inclusiveness.
- Stimulate the development of entrepreneurial, creative and innovation skills in this intensive non-degree conferring course.
- Let participants take advantage of the results the CULTOUR+ project is obtaining thanks to triangling knowledge (education-research-innovation).

#### **AFTER THIS COURSE YOU WILL**

- Be more conscious of the anthropological fundamentals for cultural mediation, communication and interpretation.
- Have new/more skills and expertise for doing professional tour guiding.
- Know about the latest trends in cultural tourism and tour guiding.
- Have experienced yourself that you can go deeper to get to know a land, its heritage and its people by the hand of good mediators.
- Reinforce your network of international partners.
- Be rewarded with a university certificate and 4 credits ECTS.

#### **TARGET AUDIENCE**

- *Preferably young people with a higher education degree.*
- *Professionals from the public or private sector who work in the area of tourism and/or cultural heritage.*
- *People interested in gaining and/or upgrading skills and competences for guiding, interpretation and mediation in cultural tourism.*
- *Lovers of Portugal aiming to discover more deeply its culture and places.*

#### **Selection criteria**

- *Participants who have a higher education degree or have professional experience in tourism.*
- *Entrepreneurs and leaders of the CULTOUR+ program.*

#### **LANGUAGES**

Although English will be the official language of the course, participants will have the chance to learn or refresh some fundamentals of the Portuguese and Spanish languages and cultures.

## **ECTS**

**4**

## **CONDITIONS OF ATTENDANCE AND EVALUATION**

- Being present at 70% of the total number of contact hours is a mandatory condition.
- The evaluation will be through a final exam under the form of an individual written test or the submission of a paper or a synthesis of scientific articles related with the course content.

## **RESPONSIBLE/SCIENTIFIC COORDINATOR OF THE COURSE**

- **Veronique Joukes** (ECHS/DESG/CETRAD)

## **ORGANIZING COMMITTEE**

1. **Veronique Joukes** – [veronika@utad.pt](mailto:veronika@utad.pt)
2. **Martín Gómez-Ullate** – [mgu@unex.es](mailto:mgu@unex.es)
3. **Catarina Dinis**

## **TEACHERS OF THE PARTICIPATING (EDUCATIONAL) INSTITUTIONS**

1. **António Pirralho** (UTAD)
2. **Aphrodite Kamara** (Time Heritage)
3. **Carlos Fernandes** (IPVC)
4. **Darko Dimitrovski** (Researcher INNOVINE & WINE; UTAD)
5. **Edgar Bernardo** (Researcher DOUROTUR; UTAD)
6. **Gonçalo Daniel Rodrigues Mota** (Researcher DOUROTUR; UTAD)
7. **José Aranha** (UTAD)
8. **Martin Gómez-Ullate** (Universidade Extremadura)
9. **Mila Abreu** (UTAD)
10. **Susana Rachão** (Researcher INNOVINE & WINE; UTAD)
11. **Veronique Joukes** (UTAD)
12. **Cristiana Pires** (experienced guide; Living Chaves)
13. **Julia Kourafa** (experienced freelance guide – Greece)
14. **Marcos Mangut** (experienced freelance guide – Extremadura)
15. **Margarida Fernandes** (experienced guide; Walking Inside Out)
16. **Maria Vitorino** (experienced freelance guide – Vila Real)
17. **Rosa Maria Cramez** (experienced guide; Pastelaria Lapão)

## **PROGRAM**

**<<View>>**

## **DURATION**

- **52 hours** (face-to-face)
- **20 hours** (virtual)

## **REGISTRATION FEES**

**100€ – General public**

50€ – Students of UTAD

## **LOCAL**

Collective nature education sessions in the classroom and for the assessment of trainees. Building of the school of environmental and life sciences (ECVA)-2 Pole UTAD.

## **INSCRIPTIONS**

### **NUMERUS CLAUSUS**

*Vacancies Provided For- 40*

*Minimum – 10*

*Maximum – 40*

### **REGISTRATION**

#### **<<REGISTRATION>>**

*Closing date for entries – 06-07-2017*

#### **REGISTRATION RULES**

*The registration is formalised by completing the online registration form. Alternatively, the candidate can register:*

- In person on the premises of the GFORM Training Office;*
- By mail to UTAD – Training Office; PO box 1013; PT – 5001-801 Vila Real;*
- By e-mail to [xazevedo@utad.pt](mailto:xazevedo@utad.pt);*

*In cases where applicants want to obtain a reduction, they must attach the supporting documents to their e-mail to [xazevedo@utad.pt](mailto:xazevedo@utad.pt). After the application phase the applicants will be contacted to formalize the registration with the respective payment. All have to provide a proof of payment (e.g. bank transfer slip).*

*Those who will have duly completed the form and paid the full amount of the course before 06/07/2017 will be considered as participants. The payment can be made by:*

- Check to the order of Universidade de Trás-os-Montes e Alto Douro*
- National bank transfer to bank account with number: **0007 0000 02837000226 23***
- International bank transfer to bank account with IBAN: **PT50 0007 0000 02837000226 23***