

# 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 a result of the project CULTOUR+, a Strategic Partnership (SP) of universities, local governments, SMEs and NGOs, that following the mainlines of the Higher Education Modernisation Agenda, offers high quality and innovative courses and tools, integrating innovation, international mobility and cross-border cooperation to enhance capacity building in higher education curricula in the fields of cultural tourism and hospitality, cultural management and shared cultural heritage. Participating organizations also share the concern, expertise and experience in proving that cultural management, sustainable tourism and European Cultural

Routes and Heritage can be a source to promote creative, high-quality work for young graduate and postgraduate entrepreneurs.

Being part of the CULTOUR+ “Entrepreneur Coaching and Training Program”, the course will develop skills and competences for guiding and mediation in cultural tourism.

Tourism is growing exponentially, so good tour guides are ever more needed, but there are not many courses to prepare guides for their delicate and important work. This course aims in a very practical way to show and apply techniques and principles for high quality cultural tour guiding. It is also directed to cultural heritage responsables and mediators, to show them how to value and interpret material and immaterial cultural heritage.

### **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 and responsibility.
- 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).

## **RECIPIENTS**

### ***Target audience***

- *Preferably young people with a higher education degree;*
- *Professionals from the public or private sector who work in the area of tourism;*
- *People interested in gaining and/or upgrading skills and competences for guiding, interpretation and mediation in cultural tourism.*

### ***Selection criteria***

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

## **ECTS**

**4**

## **CONDITIONS OF ATTENDANCE AND EVALUATION**

Is mandatory condition the frequency in 70% of the total number of contact hours.

-The evaluation will be carried out through a written test individually or a written work of synthesis of scientific papers on a matter of the choice of forming, this theme chosen with approval of trainers.

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

- **VERONIQUE JOUKES** (ECHS/DESG/CETRAD)

## **FACULTY/TRAINERS**

Teachers of the participating (educational) institutions

**Veronique Joukes** (UTAD)

**Mila Abreu** (UTAD)

**António Pirralho** (UTAD)

**Martin Gómez-Ullate** (Universidade Extremadura)

**Aphrodite Kamara** (Time Heritage)

**Oleg Lazovski** (Universidad de Santiago de Compostela)

**Breixo Martins Rodal** (Universidad de Santiago de Compostela)

**Darko Dimitrovski** (Researcher INNOVINE & WINE)

**Susana Rachão** (Researcher INNOVINE & WINE)

**Edgar Bernardo** (Researcher DOUROTUR)

**Gonçalo Daniel Rodrigues Mota** (Researcher DOUROTUR)

**Marcos Mangut** (experienced guide)

**Margarida Fernandes** (experienced guide)

**Rosa Maria Cramez** (experienced guide)

**Cristiana Pires** (experienced guide)

## **PROGRAM**

<<View>>

## **DURATION**

7 consecutive days (inclusive a weekend); 9 – 15 July 2017.

## **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*

### **<<ONLINE SUBSCRIPTIONS>>**

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

### **REGISTRATION RULES**

The registrations are formalised by completing the online registration form, as follows:

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

In cases where applicants want to obtain a reduction, they must deliver proof sending an e-mail with joined documents 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. Payment can be made by:

- Check to the order of Universidade de Trás-os-Montes e Alto Douro
- Wire transfer-IBAN: **PT50 0007 0000 02837000226 23**