



ENHANCING SILK ROAD INTERPRETATION AND QUALITY GUIDE TRAINING

**Almaty, Kazakhstan
27 September - 10 October 2016**

Introduction

Recognizing the paramount importance that tourist guides play in the tourism sector, the UNWTO Silk Road Programme has been working to improve guide training by delivering agreed guiding skill standards along the Silk Road. The Almaty training is part of the Enhancing Silk Road Interpretation and Quality Guide Training Initiative, launched in 2015 to improve the standards of heritage interpretation and provide visitors with better travelling experiences.

The current course builds on the successful pilot course which took place in autumn 2015 in Khiva, Uzbekistan with participants from five Silk Road countries (China, Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan), resulting in an international pool of Silk Road heritage guides and Silk Road heritage guide trainers.

Organized by the Tourism and foreign affairs department of Almaty city, the UNWTO Silk Road Programme and the World Federation of Tourist Guide Associations (WFTGA) the training will certify and provide specialized know-how on site-interpretation, presentation and management to tourist guides operating across the Silk Road.

The training course aims to develop common capacity building standards and guidelines, which will furthermore:

- Enhance the overall visitor experience to sites with an outstanding cultural and natural heritage;
- Improve the connectivity and accessibility to sites, encouraging the development of specific tourism products and services;
- Spread the dispersal of tourists and encourage increased length of stay and yield;
- Enhance international cooperation and engagement of stakeholders across all levels;
- Present this initiative as a best-practice example to be replicated across the Silk Road.

This specialized training will be conducted by the World Federation of Tourist Guide Associations (WFTGA), a UNWTO Affiliate Member and the leading organization in the training and certification of tourist guides, with the support and input of UNWTO (responsible for the provision of tourism know-how) and UNESCO (responsible for guidelines and tools on heritage management and protection).

For this training initiative, a specific Silk Road Guides Handbook has been developed, which will be used as the main source material and be given to all course participants free of charge.

Training Structure

This training course will be in two parts:

- A Hands on Tourist Guide Training (**HoT**) as an introductory course focused on providing guides who are already local knowledge specialists, with practical guiding skills
- A Train the Trainer (**TtT**) designed for active working Tourist Guides who would like to become Trainers, or Tourist Guide Trainers who would like to improve their training skills and gain WFTGA accreditation to follow an international WFTGA Trainer career

The training will take place in Almaty, Republic of Kazakhstan from 27 September until 10 October 2016 as follows:

- 27 September to 3 October 2016: 7 day **HoT** course
- 4 October 2016: one day of rest
- 5 October to 10 October 2016 : 6 day **TtT** course

This training will be divided into two classes – one in English, one in Russian – with the same content. Each class will be limited to 12 participants. All participants will take part in the 7 day **HoT** course followed by an examination. Participants who fail this exam will continue with the **TtT** course, but final certification as a Silk Road guide will depend upon the completion of further requirements as determined by the WFTGA.

On successful completion of both courses, voluntary adherence to the UNWTO Global Code of Ethics, and signing a WFTGA Code of Conduct, participants will receive an official Trainer Certificate, certifying them as professional internationally recognized Silk Road tourist guides. These candidates will form a pool of experienced national tourist guides. The overall visitor experience will be enhanced through better engagement with visitors, and improved destination attractiveness and heritage quality.

Applicant Requirements

Participants must fulfil the following requirement:

- They must be an active practicing/working tourist guide
- They must have a good command of English and/or Russian, spoken and written
- They must attend the whole course and show an interest in the overarching aims of the project.

Provisional Timetable

Adjustments to times and order of timetable might change

Please arrive at 0845 each day for Registration.

Venue: TBC

	Tuesday 27 September HOT DAY 1	Wednesday 28 September HOT DAY 2	Thursday 29 September HOT DAY 3	Friday 30 September HOT DAY 4	Saturday 1 October HOT DAY 5	Sunday 2 October HOT DAY 6	Monday 3 October HOT DAY 7
0900	Welcome from Alla Peressolova, UNWTO Silk Road Programme and Timur Duisengaliyev, Tourism and foreign affairs department of Almaty city	Communications Seminar	Communications Seminar	Model Tour of a Walk (Town) & Site (Museum)	Model Tour on a Coach	Guiding different types of Tours & Sites	Practical Assessment
1030	BREAK	BREAK	BREAK	BREAK	BREAK	BREAK	BREAK
1100	WFTGA overview Aims & Objectives Role of the TG Ethics & Code of Conduct	Communications Seminar	Communications Seminar	Practical Training on a Walk (Town) & Site (Museum)	Practice Tour on a Coach	Cultural Awareness Q&A	Practical Assessment
1230	LUNCH	LUNCH	LUNCH	LUNCH	LUNCH	END	LUNCH
1330	Observation Exercise Research & Resources	Communications Seminar	Communications Seminar	Guiding Techniques Walk, Site & Coach Itinerary Planning & Time Management	Practical Training on a Walk (Town) & Site (Museum)	Individual Study Time	Written Assessment
1500	BREAK	BREAK	BREAK	BREAK	BREAK		BREAK
1530	Teamwork & value chain Q&A	Communications Seminar	Communications Seminar	Group Psychology & Problem Solving Crisis Management	Practical Training on a Walk (Town) & Site (Museum)		Course Evaluation & Review
1700	END	END	END	END	END	END	END
	Tuesday 4 October	Wednesday 5 October TTT DAY 1	Thursday 6 October TTT DAY 2	Friday 7 October TTT DAY 3	Saturday 8 October TTT DAY 4	Sunday 9 October TTT DAY 5	Monday 10 October TTT DAY 6
0900	Free day	Aims & Objectives Ethos & Progression How Adults Learn?	Criteria for designing a Guide Course	Practical Tutoring on a Coach	Practical tutoring on a Walk & Site	Sustainable Tourism Q&A	Practical Assessment
1030		BREAK	BREAK	BREAK	BREAK	END	BREAK
1100		Practical Coaching Skills	Exercise Designing Site Guide Course	Procedural steps for Training	Practical tutoring on a Walk & Site	Individual Study Time	Practical Assessment
1230		LUNCH	LUNCH	LUNCH	LUNCH		LUNCH
1330		The Power of Feedback	Practical tutoring on a Walk & Site	Assessing, marking and Learning Outcomes	Exercise guiding skills elements		Written Assessment
1500		BREAK	BREAK	BREAK	BREAK	BREAK	BREAK
1530		Facilitating Comms Sem elements and HOT	Practical tutoring on a Walk & Site	Business Plans for Guide courses	Exercise guiding skills elements		Course Evaluation & Review Code of Conduct
1700		END	END	END	END	END	END

Expenses

The following expenses are covered for all course participants:

- The costs of the training course (course materials, trainer's fee, certification, etc.)
- Lunches and breaks
- Transfers and entrances necessary for the training course (visit to sites, etc.)

Any additional expenses incurred in (extra meals, etc.) must be covered by the participants.

Overall Benefits for Participants

By participating in this initiative, destinations will not only strengthen their capacity-building standards and derive value from a pool of professional and certified Silk Road guides, but also gain from the following results:

- Increased value along the two Silk Road heritage corridors
- Increased economic growth, job creation and community satisfaction
- Leading Silk Road destinations in terms of quality guides training, heritage management and trans-border cooperation
- Specialised skills and standards that will be applied throughout the five participating countries and across the Silk Road

Useful Information

Additional information on the training course and on the overall UNESCO/UNWTO Silk Road Heritage Corridors Tourism Strategy can be found here:

Relevant Publications:

- UNWTO Silk Road Action Plan 2016/2017
English and Russian documents available here: <http://silkroad.unwto.org/node/30284>
- The Silk Roads. An ICOMOS Thematic Study, by Tim Williams (Professor, Institute of Archaeology, University College London)
English document can be downloaded here: <http://silkroad.unwto.org/publication/silk-roads-icomos-thematic-study-tim-williams>
- Investment Guide to the Silk Road, a report published by the United Nations Conference on Trade and Development's (UNCTAD)
Investment guide available here: <http://silkroad.unwto.org/publication/investment-guide-silk-road-2014>

Relevant websites:

- UNWTO Silk Road Programme website: <http://silkroad.unwto.org>
- Silk Road training course for heritage guides Khiva, Uzbekistan, 2015 <http://silkroad.unwto.org/project/first-ever-silk-road-training-course-heritage-guides-taking-place-khiva-uzbekistan>
- UNESCO Silk Road Heritage Corridors website: <http://whc.unesco.org/en/activities/826/>
- The World Federation of Tourist Guide Associations (WFTGA) website: <http://www.wftga.org/>