

Working in Tourism

Training paths for working as
a tourist guide

Training opportunities in Germany



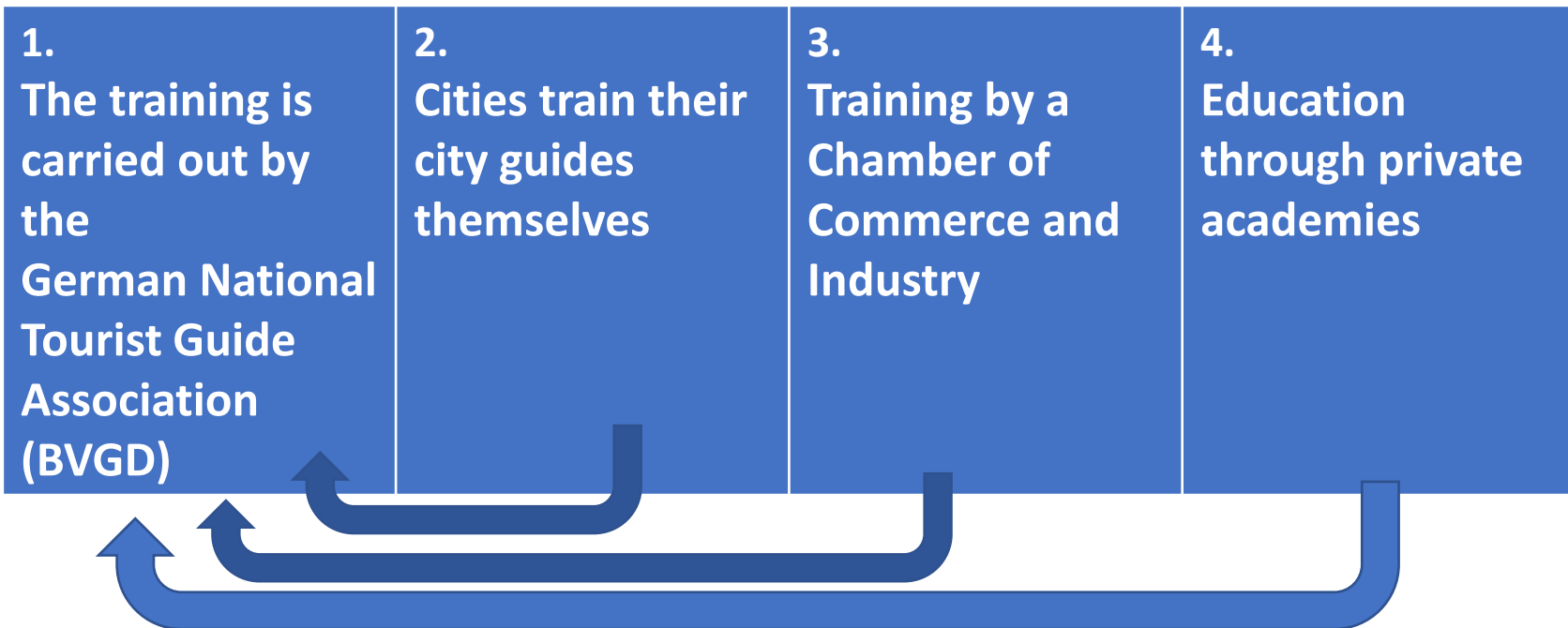
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Working in Tourism – tourist guide



As the profession of a tourist guide is not regulated by the state in Germany, there are different entry requirements, training standards and qualifications.

There are four different training paths for working as a tourist guide:



1. Training as a tourist guide by the German Federal Association of Tourist Guides (BVG D)



To ensure quality throughout Europe at a high level and to comply with the provisions of free movement within the EU, the BVGD has developed a standard for the tourist guide training in Germany.

The BVGD has implemented this standard in its own guidelines. The aim of the association is to continuously qualify its members. The respective qualification level is documented with a certificate and **with one to three stars** on the special ID card.

Nationwide already more than 2,000 of the 7,500 guides organized in the BVGD carry a badge that tells the customer: "This is a highly qualified tourist guide!"

1. Training as a tourist guide by the German Federal Association of Tourist Guides (BVG D)



The BVGD training model – tourist guide >>> Certification according to European standards

At least 600 hours (for **three stars**) of modular training are mandatory (flexible design according to the needs of the tourist region, compact or step-by-step and focus on content)

The training includes:

- Practical training
 - Management technique training
 - Speech training and communication
 - General and area-specific knowledge and expertise
 - Law and Taxes
 - Sustainable tourism
- Test >>>> **Certificate**



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2.

Training as a tourist guide carried out by the cities – for example in Soest

The **city of Soest** and the **Economy and Marketing Ltd** offer their tourist guides a training course via the **Tourist Guide Association Soest und Soester Börde e.V.**, which comprises 64 units and lasts around three quarters of a year.

The practice hours usually take place on Thursdays but also at weekends, with experts such as the master of Cathedral building, the city archeology department, the Association for History Soest e.V. and the Soest City Archive.

At the end there is a three-hour written exam and a real-time city tour in which external examiners from the German National Tourist Guide Association (BVGD) also take part.

The first star of the German Federal Association of Tour Guides is awarded for passing the test.



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2.

Training as a tourist guide carried out by the cities – for example in Soest

Main topics of the training in Soest

- City history
- Urban archeology
- Sightseeing highlights
- Tour organization / practical training



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Zertifikat

über die Teilnahme am Soester Gästeführer-Seminar 2019/2020
Eine Veranstaltung der Wirtschaft & Marketing Soest GmbH und der Volkshochschule
Soest in Zusammenarbeit mit dem Soester Stadtarchiv
und dem Verein für Geschichte und Heimatpflege Soest e.V.

Marcus Hellmann

hat in der Zeit von September 2019 bis Juli 2020 an einem Gästeführer-Seminar für die Stadt
Soest teilgenommen. Folgende Themen wurden behandelt:

Stadtarchiv • Siedlungsgeographie • Stadtgeschichte von der Ur- und Frühgeschichte bis 1100 •
Stadtarchäologie • Bauliche Stadtbekleidung, Quartiere, Besiedlung, Topographie, Mauerbau •
1100 bis 1500: Kommunebildung, politische Geschichte • Soester Fehde • Handel und Handwerk in
Soest im Spätmittelalter und in der frühen Neuzeit • Frühneuzeit bis Dreißigjähriger Krieg •
Reformation • 18./19. Jahrhundert, Abstieg und Anschluss an die Moderne • 20. Jahrhundert,
Weltkriege, Weimar, Nationalsozialismus, Zerstörung und Wiederaufbau, Nachkriegszeit, Gegenwart
• Denkmalpflege • Baustilkunde • Stadtplanung und modernes Soest • Besondere Orte und
Objekte • Museen • Kirchen • Wirtschaft, Politik und Soziales • Wilhelm Morgner • Skulpturen im
öffentlichen Raum • Trainingsseminar „Der perfekte Gästeführer“ • Praxisaustausch und
Übungseinheiten

Das Gästeführer-Seminar 2019/2020 wurde mit einer schriftlichen Prüfung am
28. Februar 2020 und einer Testführung am 13.07.2020 erfolgreich abgeschlossen.


Birgit Moewing
Wirtschaft & Marketing Soest GmbH


Jürgen Fied
Stadtarchiv Soest

3. Training as a tourist guide by a Chamber of Commerce and Industry



With the practical training the course participants are enabled to plan and successfully carry out guided tours professionally and in a way that is appropriate for the target group.

Requirements of the course participants

- good knowledge of foreign languages
- Communication skills
- Good knowledge of the city and state history
- social competence

Topics of the training

- The tour guide as a service provider in the tourism industry
- Legal basis for tourist guides
- The tourist guide as an entrepreneur
- Presentation and communication techniques
- Content and organizational preparation and design of guided tours
- Regional/local-specific aspects (city and state history)
- Practical training



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3. Training as a tourist guide by a Chamber of Commerce and Industry



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Form of teaching	face-to-face
Number of lessons	188
Final test	written + oral (model city tour in German and at least one foreign language)
Degree type	IHK course certificate: Tourist guide (IHK)
Costs	€ 1,450

4.

Training as a tourist guide by private academies

Example: Gästeführer-Campus

The „Gästeführer-Campus“ organizes workshops and seminars for tourist guide training and further education.

It is approved by the Federal Association of Tourist Guides Germany (BVG) for EU certification.

The network team includes experienced coaches and trainers - experts in tourist guide topics who offer various seminars and courses:

- Inspire guests
- Storytelling for guided tours - inspire with heroes and stories
- Nonverbal communication
- Conflict management
- Guided tours for and with children

The courses take place face-to-face or online.



Legal status of a tourist guide

The tourist guide in a city works:

- on a voluntary basis for an expense allowance (during free time)
- full-time as a self-employed person
- full-time as an employee of a (travel -) agency, tour operator or bus company



Everything about a Soest tourist guide

Marcus Hellman

Freelancer



Specialist for thematic tours in historical costumes:

- **Night watchman tour**
- **On the way with the gatekeeper from Osthofentor**
- **Church tour with Brother Sosatus**

Education / Certificates:

- Training to become an IHK-certified tour guide with international recognition (TourGuide International tour guide IHK)
- Training "Church - Art - Annunciation" in the Archdiocese of Paderborn. (Training to become a church leader)
- Training as a tourist guide for the city of Soest
- Further training by the FEG (European federation of tourist guide association) for guided tours at UNESCO World Heritage sites.
- Specialist conference on church leader training: Church buildings as symbols of faith?



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Everything about a Soest tourist guide

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