Tour Guiding and Visitor Experience: Heritage Interpretation, Storytelling and Visitor Care

26 – 30 April 2027
Amsterdam - Zuidas business district hotel



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Ref: 439_14068 **Date:** 26 – 30 April 2027 **Location:** Amsterdam - Zuidas business district hotel **Fees:** 23500 SAR

Introduction:

Tour guiding and visitor experience at heritage sites, museums and attractions often depend on a few gifted individuals, while other guides recite dates, lose groups at busy points and struggle when a visitor complains or falls ill. Visitors leave with facts but no meaning, and sites lack a shared service standard. This Core Concept course builds the practical craft of the guide and the visitor-services team: interpretation, storytelling, tour planning, group leadership, safe and accessible visits, wayfinding and service recovery. Participants produce a Guided Tour Plan and Visitor Care Toolkit for their own site.

Course Objectives:

- Explain the role, duties and professional ethics of the tourist guide with reference to EN 13809 and EN 15565
- Apply Tilden's interpretation principles and the TORE thematic approach to turn site facts into a memorable tour theme
- Plan and deliver a timed guided tour with a route, stops, commentary, storytelling and question handling
- Lead groups of mixed ages, cultures and languages, including visitors with disabilities, and handle difficult behaviour and on-tour incidents calmly
- Map the visitor journey at a site from arrival to departure and improve wayfinding, on-site information and complaint recovery
- Produce a Guided Tour Plan and Visitor Care Toolkit with a satisfaction feedback routine for their own site

Target Audience:

- Guides who lead walking, museum, heritage and attraction tours for individuals and groups
- Front-line staff who welcome, orient and assist visitors at heritage sites, museums and attractions
- Visitor centre and information desk teams who answer enquiries and book guided visits
- Visitor-services supervisors who brief guides and deal with escalated visitor complaints
- Education and interpretation officers who run talks, demonstrations and school or family visits
- Tour operator and ground-handling staff who accompany groups between sites

Course Outline:

Day 1: The Guide's Role, Ethics and the Visitor Experience

- Tourist Guide Versus Tour Leader: EN 13809 Terms and Duties
- Guide Competences and Training Pathways Under EN 15565
- Professional Ethics Code: Accuracy, Neutrality and Respect for Sacred Places
- Guide as Ambassador: WFTGA View of Host Culture Representation
- Visitor Experience Baseline Walk at the Participant's Own Site

Day 2: Heritage Interpretation and Storytelling Methods

- Tilden's Six Principles: Relate, Reveal, Provoke and Wholeness
- Thematic Interpretation With the TORE Model and a One-Sentence Theme
- Story Arc Construction: Character, Conflict and Object Stories
- Personal and Non-Personal Interpretation: Tours, Panels and Audio Guides
- Voice, Body Language and Positioning at Each Tour Stop

Day 3: Planning and Running a Guided Tour

- Tour Route Design: Stop Sequence, Timing Sheet and Rest Points
- Commentary Script With Opening Hook, Transitions and Closing
- Question Handling, Myth Correction and Saying I Do Not Know
- Group Leadership: Headcounts, Meeting Points and Pace Control
- Adapting Content for Children, Families, Experts and School Groups

Day 4: Visitor Care, Safety, Access and Service Recovery

- Visitor First Response: Heat Illness, Falls, Lost Visitors and Escalation
- Accessible Tours: Mobility, Sensory and Hidden Disabilities
- Cross-Cultural Guiding: Etiquette, Interpreters and Plain Language
- Visitor Journey Map and Wayfinding Audit: Signs, Maps and Info Points
- Complaint Handling: Listen, Apologise, Resolve and Follow Up With Difficult Guests

Day 5: Tour Rehearsal Role-Plays and the Tour Plan

- Five-Minute Stop Commentary Role-Play With Peer Scoring Rubric
- Difficult Visitor and On-Tour Incident Role-Plays With Debrief
- Visitor Satisfaction Measurement: Comment Cards, Short Surveys and Review Themes
- Guided Tour Plan and Visitor Care Toolkit Drafting
- Tour Plan Presentation and Peer Walkthrough Feedback

Skills You Will Gain:

- Heritage Interpretation
- Thematic Storytelling
- Tour Route Planning
- Group Leadership on Tour
- Accessible Visitor Service
- Cross-Cultural Communication
- Visitor Service Recovery
- Visitor Feedback Analysis

Why Attend This Course:

- Return with a Guided Tour Plan and Visitor Care Toolkit for a real route at your own site
- Rehearse tour commentary and difficult-visitor situations in role-plays with structured peer feedback before facing them with live groups
- Give guides and front-line staff a shared standard for welcome, information and complaint response
- Exchange guiding practice with peers from museums, heritage sites, attractions and tour operators

Conclusion:

A good tour gives visitors meaning, keeps them safe and leaves them wanting to return. The one week move from the guide's role and ethics, through Tilden's principles and thematic storytelling, to planning and leading tours, caring for diverse visitors, improving wayfinding and recovering service when things go wrong. The final day rehearses commentary and difficult situations in role-plays and closes with a Guided Tour Plan and Visitor Care Toolkit ready to use at the participant's own site.