

Certificate in Advanced Tour Guiding and Tour Management

30

TRAINING HOURS

USD 140

FEE PER CANDIDATE

5

CURRICULUM UNITS

Programme purpose

Lead complex visitor experiences, adapt interpretation to diverse groups and use feedback to improve tour quality.

Who should attend

Practising guides and tour leaders who want to develop specialist interpretation, group leadership and service-improvement skills.

Bring experience of leading tours or equivalent introductory guiding knowledge.

By the end of the programme

- 01** Evaluate sources for a specialist tour theme.
- 02** Create a compelling narrative across a tour.
- 03** Coordinate a complex multi-stop experience.
- 04** Lead diverse groups with professional judgement.
- 05** Evaluate the effects and quality of a guided experience.

Learning and assessment

Tutor-led explanation, guided practice, discussion and realistic scenarios support the published learning outcomes. Knowledge assessment and a practical tour-leadership brief. Confirm assessment arrangements with WTTA. Your ATP confirms the delivery timetable, feedback arrangements and assessment dates.

The fee shown is the WTTA programme fee per candidate. Confirm any separate ATP tuition or local delivery charges before enrolment. Read WTTA learner policies at wtta.co.uk/policies.

Learning in detail

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| 01 | Specialist research and evidence-based interpretation | 6 h |
| | Evaluate sources for a specialist tour theme. Develop balanced interpretation that distinguishes evidence from opinion. | |
| | Topics: Contested narratives; expert sources; research records; authenticity; ethical interpretation. | |
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| 02 | Advanced storytelling and audience engagement | 6 h |
| | Create a compelling narrative across a tour. Use dialogue and varied interpretation to engage different audiences. | |
| | Topics: Story structure; audience participation; difficult questions; multilingual groups. | |
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| 03 | Complex itineraries and operational coordination | 6 h |
| | Coordinate a complex multi-stop experience. Prepare operational alternatives for delays or changed conditions. | |
| | Topics: Supplier briefings; timing dependencies; transport coordination; contingency decisions. | |
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| 04 | Group leadership, accessibility and service recovery | 6 h |
| | Lead diverse groups with professional judgement. Resolve service difficulties while respecting individual needs. | |
| | Topics: Group dynamics; accessible adaptation; conflict de-escalation; welfare and escalation. | |
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| 05 | Responsible destination leadership and quality improvement | 6 h |
| | Evaluate the effects and quality of a guided experience. Propose measurable improvements benefiting visitors and host communities. | |
| | Topics: Visitor feedback; local impacts; performance indicators; improvement plans; reflection. | |
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Applied work and feedback

Prepare and deliver a short guided experience, supported by a route plan, source notes and an inclusion checklist. Use peer and tutor feedback to identify improvements.

Learning resources: ATP learning materials, current official destination or supplier information, WTTA learner policies, and relevant case studies. Use approved training access for reservation-system exercises.

Completion and award requirements are confirmed by WTTA; participation alone does not guarantee certification.