



Find out more!

Help your guides deliver unforgettable experiences

Tour Guide Savvy Award

Great guided tours make lasting impressions. Give your people the skills they need to create engaging and memorable tours for every visitor. This is perfect for employees who lead or plan guided experiences in tourism settings. Skilled tour guides not only keep visitors coming back, they also build your business reputation by showcasing your unique story in a professional and compelling way.

This nationally recognised programme is delivered on the job, at a pace that suits your business. It's practical, flexible, and designed to fit into your daily operations. Resources are provided in print, making it easy for your team to learn while they work.

Programme features – Skills for Success

Your guides will gain the essential skills and knowledge to deliver exceptional visitor experiences. Here's just a brief summary of what they will learn:

- ▶ How to prepare a clear and engaging interpretation plan for visitors.
- ▶ How to demonstrate knowledge of visitor interpretation principles and techniques.
- ▶ How to plan and deliver a professional guided tour.
- ▶ How to gather, interpret and apply visitor feedback to improve future tours.
- ▶ How to tell your business story in a way that connects with visitors.
- ▶ How to apply best practice health, safety, and customer care during tours.
- ▶ How to adapt delivery to suit different audiences and cultural contexts.
- ▶ How to manage time and tour flow for the best visitor experience.

Available in print. Easy to deliver on the job.

Find out more: www.ServiceIQ.org.nz/training/tourism/tourism-programmes

ServiceIQ
Industry Qualifications

We are the workplace training specialist for service sector employers in aviation, hospitality, retail, travel, tourism, and museums. We help our customers succeed by growing their talent.

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