

„Fitting into the Shoe“ –
Empowering Local Guides in Community Based
Tourism with Communication Skills

Marie-Theres Erz

Heinrich-Barth-Institut e.V.

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Local Guides in Community Based Tourism (CBT) – needs assessment

Symptoms of discontent

- No trust of tourist in guidance of local guides (LGs)
- Prejudices prevent tourists from using CBT
- Tourists do not feel safe
- LGs unable to convince tourists of their competence
- Tourist belief they are „naturally“ more knowledgeable
- LGs cannot convey knowledge despite good training
- Tourists tend not to accept instructions
- Tourists tend not to accept advice
- LGs sometimes tend to overtax tourists
- Lack of acknowledgement for the LGs
- Tensions within the team / intra-group of LGs

Local Guides in Community Based Tourism (CBT) – needs assessment

Causes of discontent

- LGs often do not know their responsibility
- LGs often do not dare to take the leading
- LGs often do not have awareness/knowledge of basic structures of communication
- LGs frequently suffer from lack of self esteem
- LGs often do not adapt to capabilities of their clients
- Mutual lack of respect (LG/tourist)
- Unequal communication skills within intra-group

Empowering Local Guides in Community Based Tourism with Communication Skills – outcome of training

Profit for Local Guide

- Self-confident LG
- Empowerment in communication skills
- Reduction of mental stress
- Improvement of harmony in the intra-group
- Improved sense of responsibility

Profit for Client

- Safe and secure guiding
- Satisfied client

Profit for Community

- Tourists will recommend the place
- Tour operators will give preference to the place
- Increased entrepreneurial success

Empowering Local Guides in Community Based Tourism with Communication Skills – The workshop

Aim

- Develop trainees' own resources
- Enable trainees to do good and fulfilling job
- Attain acceptance of clients in all fields of knowledge
- Ensure persistence and growth of organisation

Empowering Local Guides in Community Based Tourism with Communication Skills – The workshop

Method

- Based on the trainees' own resources
- Not dependent on previous training
- No occupation with gaps of knowledge
- The learned is immediately available
- The learned integrates into trainees' behaviour automatically

Empowering Local Guides in Community Based Tourism with Communication Skills – The workshop

Columns of training

- Communication skills (body language, structure of language)
- Modelling (successful examples)
- Individual identity process (convincing charisma)
- Team identity



Thank you!

marietheres.ertz@web.de