XCELERATE TRAINING INSTITUTE

your learning & development partner

TOURISM, EVENTS & SPORTS MANAGEMENT

Tour Guiding and Heritage Interpretation Training Course

Telling the Story of Places, Culture and Heritage to Visitors

DURATION	LANGUAGE	FORMAT	COURSE CODE
3 days	English or Arabic	Classroom / Online	CS-108

Upcoming dates

Dates	Venue	Format	Fee
4 – 6 Jan 2027	Amman	Classroom	€2,600
12 – 14 Apr 2027	Amsterdam	Classroom	€3,200
28 – 30 Jun 2027	Live online	Online (live)	€900
19 – 21 Jul 2027	Barcelona	Classroom	€3,200
25 – 27 Oct 2027	Berlin	Classroom	€3,200
6 – 8 Dec 2027	Live online	Online (live)	€900

Register or ask a question

Online: x8ti.com/course/tour-guiding-and-heritage-interpretation-training-co…

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Tour Guiding and Heritage Interpretation Training Course

Introduction

Tour guides and heritage interpreters bring destinations to life. With growing cultural and heritage tourism in the Gulf, there is strong demand for professional guides who can share history and culture in engaging, accurate and respectful ways.

This course develops guiding and interpretation skills: storytelling, group management, communication, cultural sensitivity, safety and visitor experience.

Learning Objectives

By the end of this course, participants will be able to:

- Understand the role of tour guides and interpreters
- Research and structure tours
- Use storytelling and interpretation techniques
- Manage groups and logistics
- Communicate with diverse international visitors
- Ensure safety and handle difficult situations

Training Methodology

This course combines short expert presentations with practical exercises, case studies from the Gulf and international organisations, group discussions and work with real templates and tools. Participants are encouraged to bring examples from their own work so that the learning can be applied immediately.

Participants plan and deliver short guided tours and receive feedback.

Benefits for Your Organisation

- Memorable visitor experiences
- Professional representation of culture and heritage
- Positive reviews and repeat visitors
- Safe tours

Benefits for You

- Guiding and storytelling skills
- Group management confidence
- Intercultural communication skills
- Career opportunities in tourism

Who Should Attend

This course is designed for:

- Tour guides and trainee guides

- Heritage site and museum staff
- Tour operators
- Destination staff
- Cultural tourism professionals

Course Outline

Day 1: The Guide's Role

- Role and responsibilities of guides
- Heritage and culture of the region
- Researching tour content
- Structuring tours
- Professional ethics

Day 2: Interpretation and Storytelling

- Interpretation principles
- Storytelling techniques
- Engaging different audiences
- Communication and voice
- Practice tours

Day 3: Group Management

- Managing groups and timing
- Safety and emergencies
- Difficult situations
- Visitor feedback
- Final guided tour presentations

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Registration Form

Tour Guiding and Heritage Interpretation Training Course

Preferred dates: ..... Venue or online: .....

Duration: 3 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

Call
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Email this form
info@x8ti.com

Register online
Open the course page