



UNWTO Global Guidelines To Restart Tourism

Include

- Develop segmented and sustainable products focused on nature, rural areas and culture, eco tourism, small group or individual tourism, history
- Introduce storytelling for creating new tourism experiences
- Create personalized and small group tours and packages
- Incentivize domestic tourism, short trips and visits to nearby destinations in the short term.



- Local and Domestic Visits and Road Trips
- Wish to avoid crowds: countryside rather than cities
- Travelling with Friends & Family: Multi-generational groups
- Last minute decisions
- New and Customised Experiences
- Longer Trips – Bucket List Experiences
- Sustainability is becoming even more important



Realities we must face

- International Travel is unlikely to pick up before 2022
- Tour Operators are also suffering financially
- Tour Operator staff may have changed – less experienced
- Tour Groups will be smaller
- Health and safety will be even more important
- Proof of vaccination may be required
- Covid-19 protocols will be essential including use of devices for walking tours

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Covid-19 Protocols for Tourist Guides



Guides are strongly advised to comply with this guidance at all times. Public Liability and Professional Indemnity Insurance requires safety briefings by guides and Covid-19 enhances this requirement and insurance may be invalid if guides do not include a Covid-19 safety briefing in addition to their normal safety briefing.

<https://covid19.touridmi.com/support-centre/business-support-advice/practical-guidance-for-working-safely-during-covid-19/guidance-for-tour-guiding>

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How Can guides adapt?



- Diversify: find your own unique selling point e.g. food tours, genealogy
- What different tours could you offer: how will you market them?
- How can you help potential tour operators and clients?
- Think about virtual tours as a marketing tool and as part of your CV
- You must be visible online: social media etc.
- Contact your clients and operators NOW to let them know you are still around

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Ideas for the Domestic Market



- Bicycle Tours
- Treasure Hunts with Stories and Legends
- Wildlife Detection

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Ideas for the Domestic Market



- Walks with Stories and Legends
- Who Do You Think You Are?
- Whiskey and Food
- Wildlife & Photography Tours
- Garden Visits
- Explore the Hidden Places in Your Own City

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Other Opportunities



- Round Britain Cruises in 2021
- Community Events
- Work With Accommodation Providers
- Social Media Marketing to RUK and ROI
- Mobile Phone Apps
- Virtual Tours

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Resources

WFTGA Virtual Conference 2021: <https://www.youtube.com/watch?v=Pv7EboA93Mk>

TRENDS: <https://www.travelpulse.com/trending/travelpulse-podcast>
<https://trends.google.com/trends/?geo=US>

FOOD TOURISM: <https://worldfoodtravel.org/food-tourism-research/>
<https://worldfoodtravel.org/food-tourism-events/foodtrac-global-summit/>

MOBILE PHONE TECHNOLOGY: <https://guiding-group.guide/>
<https://www.senic.co.uk/>

<https://guiding-group.guide/tour-guide-system/>

VIRTUAL TOURS

<https://www.gguides-academy.com/>

THE STRONG COMEBACK CASE FOR HARD-HIT TOURIST GUIDES

<https://skift.com/2021/03/15/the-strong-comeback-case-for-hard-hit-tourist-guides/?fbclid=IwARIAZbDWnHFLMuZeyYukrdmLDWorFDJant417Hk3wCqK8BFq2pwDEo>

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