

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Certificate in Specialized Tour Guiding

Foundation Level



LAPT — London Academy of Professional Training

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Reference TT-ANT-F • Travel and Tourism Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	TT-ANT-F
AWARD	Certificate
ASSESSMENT	445 marks — 267 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1 Communication Techniques for Tour Guides 4 chapters · 20 classes65 marks	• 1 Principles of Effective Communication in Tourism — 5 classes › 1.1 Understanding the Basics of Effective Communication › 1.2 Identifying Barriers to Communication in Tourism › 1.3 Applying Active Listening Skills with Tourists › 1.4 Utilizing Non-Verbal Cues and Body Language › 1.5 Crafting Engaging and Informative Narratives for Tours • 2 Cultural Sensitivity and Adaptation in Communication — 5 classes › 2.1 Understanding Cultural Diversity in Communication › 2.2 Identifying Cultural Norms and Practices › 2.3 Adapting Language and Tone for Different Cultures › 2.4 Implementing Inclusive Communication Strategies › 2.5 Applying Cultural Sensitivity in Real-World Scenarios • 3 Storytelling Skills for Engaging Tours — 5 classes › 3.1 Understanding the Role of Storytelling in Tours › 3.2 Crafting Compelling Narratives for Different Audiences › 3.3 Using Historical Context to Enhance Tour Stories › 3.4 Developing an Engaging Personal Storytelling Style › 3.5 Integrating Interactive Storytelling Techniques • 4 Managing Difficult Situations and Feedback Effectively — 5 classes › 4.1 Understanding Difficult Situations: Identifying Common Challenges › 4.2 Analyzing Feedback: Differentiating Constructive from Negative Criticism › 4.3 Responding Calmly: Techniques for De-escalating Tense Moments › 4.4 Active Listening: Building Trust and Clarity with Tour Participants › 4.5 Implementing Feedback: Turning Criticism into Growth Opportunities
2 Introduction to Adventure Tourism 4 chapters · 20 classes90 marks	• 1 Understanding the Essentials of Adventure Tourism — 5 classes › 1.1 Defining Adventure Tourism and Its Key Characteristics › 1.2 Identifying Popular Adventure Tourism Destinations › 1.3 Exploring the role of Motivation in Adventure Tourism › 1.4 Understanding Safety Protocols in Adventure Tourism › 1.5 Applying Sustainable Practices in Adventure Tourism • 2 Adventure Tourism Markets and Trends — 5 classes › 2.1 Understanding Key Segments in Adventure Tourism › 2.2 Analyzing Current Trends in Adventure Travel › 2.3 Identifying Emerging Adventure Tourism Markets › 2.4 Evaluating the Impact of Technological Innovations on Adventure Tourism › 2.5 Predicting Future Developments in Adventure Tourism • 3 Safety and Risk Management in Adventure Tourism — 5 classes › 3.1 Understanding the Basics of Risk in Adventure Tourism › 3.2 Identifying Common Hazards in Adventure Activities › 3.3 Analyzing Case Studies of Risk Management in Adventure Tourism › 3.4 Developing Risk Assessment Plans for Adventure Experiences › 3.5 Applying Safety Protocols to Adventure Tourism Scenarios • 4 Sustainable Practices in Adventure Tourism — 5 classes › 4.1 Understanding Sustainability in Adventure Tourism › 4.2 Exploring Environmental Impacts and Mitigation Strategies › 4.3 Implementing Resource Conservation Techniques › 4.4 Promoting Cultural Sensitivity and Community Engagement › 4.5 Evaluating Case Studies in Sustainable Adventure Practices

3

Legal and Ethical Considerations in Tourism

4 chapters · 20 classes

65 marks

• 1 Understanding Legal Frameworks in Tourism — 5 classes

- › 1.1 Exploring Tourism Legislation: A Global Perspective
- › 1.2 Identifying Key UK Laws Impacting Tour Guides
- › 1.3 Understanding Visitor Rights and Tour Operator Responsibilities
- › 1.4 Analyzing Case Studies of Legal Disputes in Tourism
- › 1.5 Applying Ethical Principles in Tour Guiding Practices

• 2 Ethical Considerations and Responsibilities — 5 classes

- › 2.1 Understanding Ethical Principles in Tourism
- › 2.2 Recognizing Common Ethical Dilemmas Faced by Tour Guides
- › 2.3 Exploring the Impact of Ethical Behavior on Tourism
- › 2.4 Analyzing Codes of Conduct for Tour Guiding
- › 2.5 Applying Ethical Decision-Making in Real-World Scenarios

• 3 Managing Risk and Compliance — 5 classes

- › 3.1 Understanding Legal Requirements in Tourism
- › 3.2 Identifying Ethical Considerations for Tour Guides
- › 3.3 Assessing Risk in Tour Operations
- › 3.4 Implementing Compliance Strategies
- › 3.5 Evaluating Risk Management Practices

• 4 Case Studies in Legal and Ethical Tourism Practices — 5 classes

- › 4.1 Understanding Legal Frameworks in Tourism
- › 4.2 Analyzing Ethical Dilemmas in Tourism
- › 4.3 Examining Case Studies of Compliance and Non-compliance
- › 4.4 Applying Ethical Principles to Real-life Scenarios
- › 4.5 Evaluating the Impact of Legal Issues on Tour Operations

4

Niche Tourism Markets

4 chapters · 20 classes

90 marks

• 1 Understanding the Landscape of Niche Tourism — 5 classes

- › 1.1 Exploring the Concept of Niche Tourism
- › 1.2 Identifying Key Niche Tourism Markets
- › 1.3 Analyzing Socioeconomic Impacts of Niche Tourism
- › 1.4 Evaluating Environmental Considerations in Niche Tourism
- › 1.5 Applying Niche Tourism Strategies in Practice

• 2 Identifying Potential in Diverse Niche Markets — 5 classes

- › 2.1 Exploring the Landscape of Niche Tourism Markets
- › 2.2 Understanding Diverse Tourist Preferences and Needs
- › 2.3 Analyzing Emerging Trends in Niche Tourism
- › 2.4 Identifying Untapped Opportunities in Local and Global Markets
- › 2.5 Developing Strategies for Entering Niche Tourism Markets

• 3 Consumer Behavior and Marketing in Niche Tourism — 5 classes

- › 3.1 Understanding Consumer Behavior in Niche Tourism
- › 3.2 Identifying and Analyzing Target Markets
- › 3.3 Developing Marketing Strategies for Niche Tourism
- › 3.4 Leveraging Consumer Trends in Niche Markets
- › 3.5 Evaluating and Adapting Marketing Campaigns

• 4 Developing Sustainable Niche Tourism Experiences — 5 classes

- › 4.1 Understanding Sustainable Niche Tourism
- › 4.2 Identifying Unique Opportunities in Niche Tourism
- › 4.3 Evaluating Environmental and Cultural Impacts
- › 4.4 Designing Eco-Conscious Tourism Experiences
- › 4.5 Implementing and Promoting Sustainable Practices

5

Safety and Risk Management

4 chapters · 20 classes

45 marks

• 1 Understanding Safety and Risk in Adventure Tourism — 5 classes

- › 1.1 Exploring the Fundamentals of Adventure Tourism Safety
- › 1.2 Identifying and Assessing Risks in Adventure Activities
- › 1.3 Implementing Safety Plans and Procedures
- › 1.4 Understanding Legal Responsibilities and Standards
- › 1.5 Evaluating and Improving Safety Practices

• 2 Risk Assessment Techniques for Niche Tourism — 5 classes

- › 2.1 Understanding Risk in Niche Tourism
- › 2.2 Identifying Potential Hazards in Specialized Tours
- › 2.3 Analyzing Risk Factors Specific to Niche Markets
- › 2.4 Evaluating Risk Levels in Tour Planning
- › 2.5 Implementing Risk Mitigation Strategies

• 3 Implementing Safety Measures and Emergency Protocols — 5 classes

- › 3.1 Understanding Safety Measures in Tour Guiding
- › 3.2 Identifying Potential Risks in Tour Environments
- › 3.3 Developing an Emergency Response Plan
- › 3.4 Implementing Emergency Protocols on Tour
- › 3.5 Evaluating and Improving Safety Protocols

• 4 Case Studies and Best Practices in Risk Management — 5 classes

- › 4.1 Understanding Risk Management Fundamentals
- › 4.2 Analyzing Real-World Risk Management Case Studies
- › 4.3 Identifying and Evaluating Potential Hazards
- › 4.4 Implementing Best Practices for Risk Mitigation
- › 4.5 Developing Customized Risk Management Plans

• 1 Understanding Niche Tourism and Adventure Markets — 5 classes

- › 1.1 Exploring the Fundamentals of Niche Tourism
- › 1.2 Identifying Key Segments in Adventure Travel
- › 1.3 Analyzing the Demographics of Adventure Tourists
- › 1.4 Designing Tailored Itineraries for Specialized Markets
- › 1.5 Evaluating Market Trends in Niche and Adventure Tourism

• 2 Essential Components of Effective Tour Design — 5 classes

- › 2.1 Understanding Key Elements of Tour Design
- › 2.2 Analyzing Target Audience Needs in Tours
- › 2.3 Crafting Engaging and Cohesive Itineraries
- › 2.4 Integrating Logistics and Timelines Effectively
- › 2.5 Evaluating Tour Design for Quality Assurance

• 3 Crafting Customized Itineraries — 5 classes

- › 3.1 Understanding Client Needs and Preferences
- › 3.2 Selecting Suitable Destinations and Attractions
- › 3.3 Constructing a Balanced and Engaging Itinerary
- › 3.4 Incorporating Local Experiences and Resources
- › 3.5 Reviewing and Refining Itinerary Plans

• 4 Evaluating and Enhancing Tour Experiences — 5 classes

- › 4.1 Understanding the Core Elements of a Tour Experience
- › 4.2 Analyzing Customer Feedback for Tour Improvement
- › 4.3 Identifying Key Enhancements for Tour Satisfaction
- › 4.4 Designing Custom Itineraries to Enhance Visitor Engagement
- › 4.5 Implementing Changes to Elevate the Tour Experience