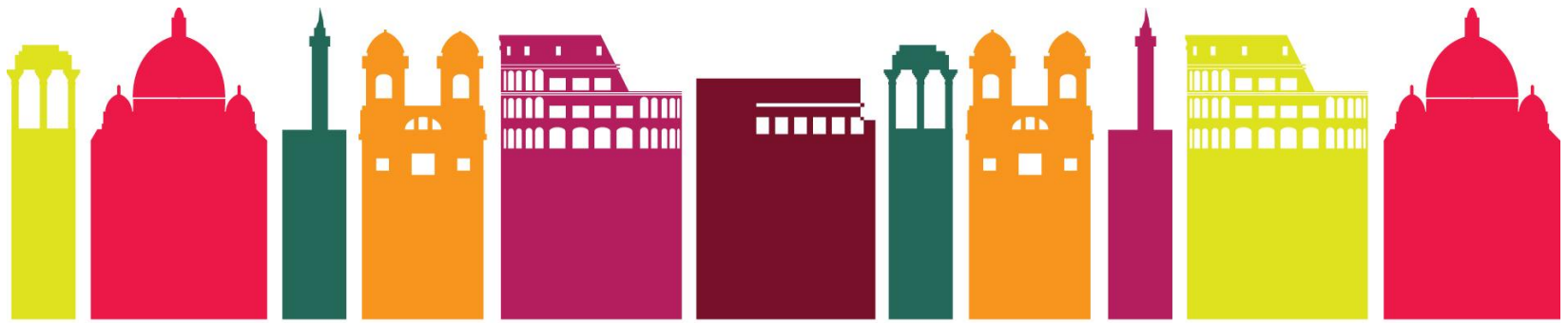




# Flanders

State of the Art



# INNOGUIDE

## *tourism*

**Innoguide: Tourist guides as partners for a sustainable, diverse and exciting Europe!**

By Petra Huyst  
VisitFlanders



# How NOT to...

be a guide

## A (potential) answer

→ The Innoguide e-learning platform for (future) guides, guide trainers and guide organisations

### WHAT?

- Result of a Leonardo Da Vinci Lifelong Learning project (Oct. 2010-Sept. 2013)
- 10 partners from 8 European countries (BE, NL, NO, HU, FR, IT, MT, ES)
- Mix of governmental institutions on tourism, tourism higher education institutions and tourism organisations

# Outputs

- Two major project outputs:
  - 1st phase: Research report
  - 2nd phase: Online e-learning platform Innoguide

# 1st output: Research report

- Comparative study of level and structure of the different guide training programs in the project partner countries (based on EQF)
- To what extent are the following areas represented in program curricula?
  - Sustainability
  - Interculturality
  - Experiential Guiding

Reference: Innoguide: A comparative analysis of guide training programmes in 8 participating countries/regions.

Authors: E. Pereira and R. Mykletun, University of Stavanger, Norway

O. Hoffmann and E. Horvati, Kodolanyi Janos University of Applied Sciences, Hungary

ISBN 978-90-8126-760-1 D/2012/5635/11-4

# Research report: main conclusions

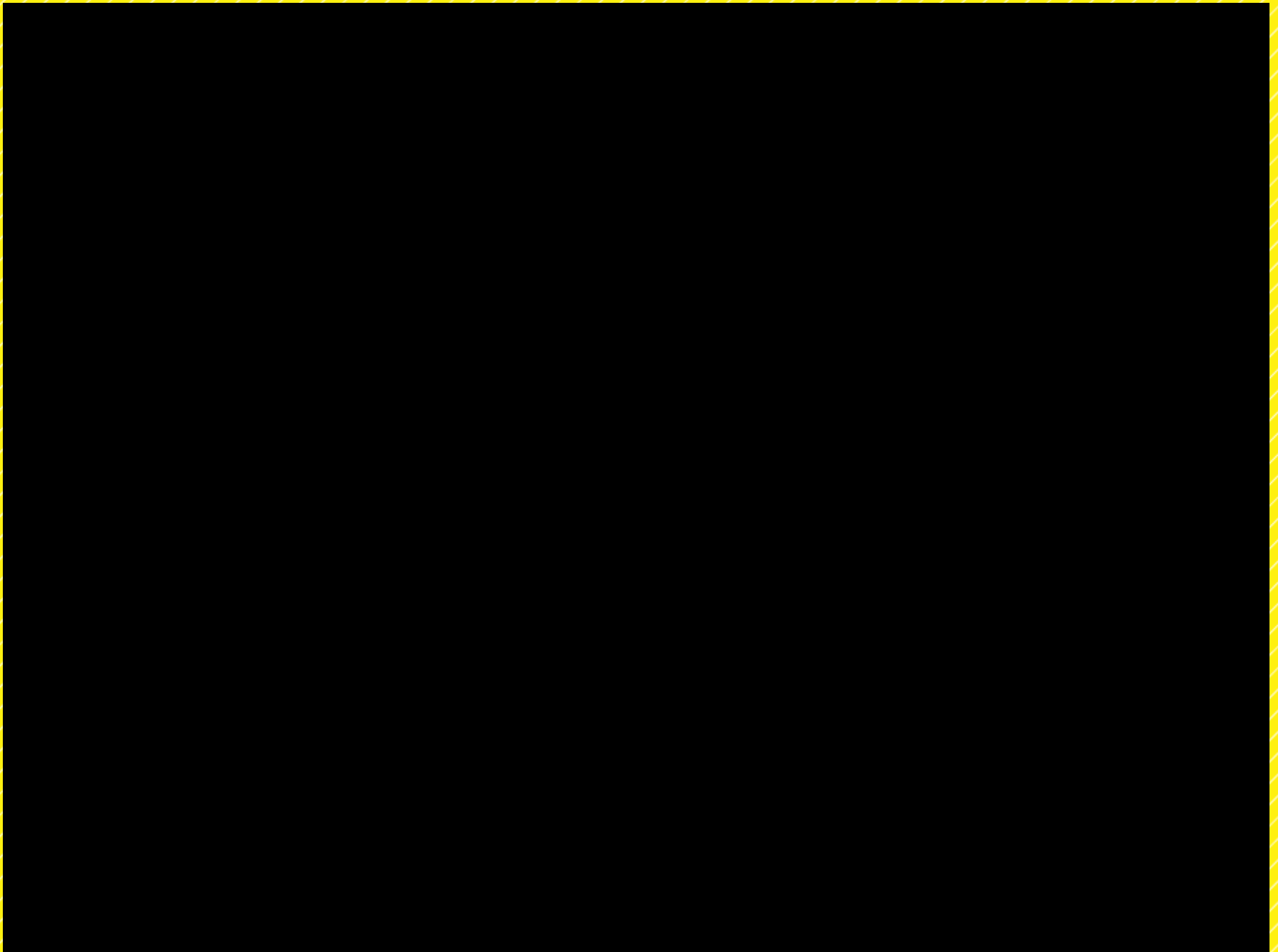
- Guiding is a fragmented, often freelance organised industry
- Guide training is neither standardized nor generally required, and often expensive compared to the guides modest wages
- Sustainability, interculturality and experiential guiding were generally not topics in guide training
- Quality systems are generally not in place (feedback systems, “shadowing” and peer learning / mentoring)
- Guide licensing is not common (and if required, it is not always enforced)

## 2nd output: Innoguide online platform

- Based on the report, there is a clear need for an online teaching platform with teaching materials on the topics interculturality, sustainability and experiential guiding

[Innoguide platform](#)





# Follow-up project Innoguide 2.0

- Erasmus + project (Sept. 2014- Aug. 2016)
- Mix of old and new partners (7 partners from 5 countries)
- 3 major output targets:
  - 1) From moodle to moocs.. Making the platform more interactive
  - 2) Train-the-trainers in different partner countries on each Innoguide topic
  - 3) Development of service design based instruments for guide organisations on the Innoguide topics

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