



## Biosphere Experience – Guide Training

Thank you for showing an interest in our guiding training course.

### Information about the course

Over the last 2 to 3 years Galloway and Southern Ayrshire Biosphere has been working to develop innovative ecotourism initiatives: [Biosphere Experiences](#) which preserve local, natural and cultural assets and generate economic value; and [Scotland's UNESCO Trail](#) which has been developed in partnership with VisitScotland, bringing together 13 UNESCO designations. We see this as a potential opportunity for more guides in the region who can connect visitors to the fantastic natural and cultural offering we have in our Biosphere. A guide could lead individual and group activities whilst providing an enriched local interpretation of the region's natural and cultural highlights and hidden gems.

### How to apply

We have limited places available on the course (maximum 12 places), so we want to make sure that those attending can make a commitment to attend the full 4 days, are passionate about the local area and have a genuine interest in wanting to provide guiding experiences in it, and maybe aspire to develop a guiding business. Priority will be given to those who live in the Biosphere. This will help us to decide who is able to attend if we have too many applicants. The deadline to send in your application is 22<sup>nd</sup> September 2022 at 5pm.

### To apply please tell us:

Your name, address and contact details.

Why you want to attend, your area of interest - what you are passionate about in the local area that you feel you would have potential to be developed into a guided experience (up to side of A4).

Send your response to Marie McNulty email [marie@gsabiosphere.org.uk](mailto:marie@gsabiosphere.org.uk)

## Biosphere Guiding - Course Structure

4 days (October 22<sup>nd</sup> & 23<sup>rd</sup> and October 29<sup>th</sup> & 30<sup>th</sup>) - 9am - 5pm: total of approx. 28 contact hours. Classroom and outdoor settings. (Late night till around 9.30pm on the 29<sup>th</sup> for the Darkness and Stars Experience)

SESSION 1: October 22<sup>nd</sup> & 23<sup>rd</sup> (Saturday/Sunday)

### Day 1 Introduction / Life of a Guide

Morning:

Arrival / Introductions / Aims and Objectives / Learning Outcomes

Overview of the Biosphere including current projects

Overview of Scottish tourism, economic value, trends & challenges; Covid recovery

Roles and Responsibilities of a Guide

Afternoon:

Business set up / agencies / other available courses / insurance  
Life of a Guide (health and safety, accreditations, range of places to work, CPD opportunities, resources etc.)  
Guiding skills on foot / by bike / on the tour bus /

## **Day 2 Leave No Trace / Natural and Cultural Interpretation**

Morning:

Leave No Trace Eco-Training (indoors and outdoors, additional certification)  
Environmental Awareness and Advocacy / Wildlife Watching best practice

Afternoon:

Natural Interpretation Skills  
Arts and Cultural Interpretation in the Scottish Landscape  
Wrap up of Session 1 and what lies ahead. Finish Session 1.

[SESSION 2: October 29<sup>th</sup> & 30<sup>th</sup> \(Saturday/Sunday\) Evening session on the Saturday till 9pm](#)

## **Day 1 Recap / Customer Journey / Sense of Place**

Morning:

Recap of Session 1  
Golden Rules of Guiding  
Customer Personas and Customer Journey Enhancement Strategies

Afternoon:

A Sense of Place - place-based interpretation  
Tailored content linked with participants' interests and backgrounds

Evening:

Dark Skies Guided Experience – Elizabeth Tindall – Freelance Ranger

## **Day 2 Outdoors Day**

Practical interpretation session outdoors: each participant to plan and lead a short (15 minutes) active and/or interpretive session (most likely a walk) to the group on a chosen topic, incorporating their learning from the course and previous experience/knowledge  
Reflection on topics covered and personal journeys / Revisit Aims and Objectives / Course Feedback  
Awarding of certificates.

Finish.