

The tourist information assistant and the destination manager

JOB PROFILE

A Tourist Information Centre (TIC) is an office that supplies information to visitors in an area, for example, advice on the things to do and see, accommodation and booking, local events, museums and art galleries. TICs exist in most cities and towns and in rural areas of interest to tourists and visitors. They can also be found in ports and airports. The main employers of TIC assistants and managers are local authorities, such as city councils.

Postgraduate certification and on-the-job experience in Tourist Information Centres open up career developments for a destination manager. A destination manager is in charge of developing initiatives and tourism products to promote a particular destination.



VIDEO

Watch a video showing a professional situation at a Tourist Information Centre.

Martin is a tourism assistant working at a Tourist Information Centre in Stratford-upon-Avon. He is helping an Italian tourist who has just arrived in Stratford.

1 Complete the table on the right with the missing information about the services provided by Martin.

1 Food and accommodation:	
1	hotel and hotel price
2
3	street directions to reach the hotel
4
5
6
2 Attractions	
1
2
3	lecture about Stratford-upon-Avon's history
4
3 Information material:	
1
2	brochure, flyer

IT'S MY JOB

2 Listen to what Liz and Martin say about their jobs in a Tourism Information Centre.

3 Listen again and write M (Martin) or L (Liz) next to the activities listed below.

- welcomes tourists:
.....
- supplies information:
.....
- devises and develops itineraries and tours:
.....
- plans and writes funding applications:
.....

- writes press releases and newsletters:
.....
- books accommodation:
.....
- develops e-tourism platforms:
.....
- liaises with local operators:
.....
- does market research:
.....
- sells souvenirs:
.....
- gives directions:
.....

REAL-LIFE EXPERIENCES

AIM

Working in teams to promote a location.

Employability Skills

Creative and critical thinking

Team working

Digital competences

Communication and public speaking

Leadership and entrepreneurship

TASK

You work for a tourism destination manager. The destination manager has asked you to develop a plan for the promotion of a location. The final product will be a calendar of events for the HERITAGE OPEN DAYS.

STEP 1

As a class, choose a single location you know well (it could be a town in your region, for example).

STEP 2

- Once you have decided which town you're going to work on, do some research work to establish which resources for tourism the town offers.
- You can use the Internet, for example www.italy.it to gather information, and Google Earth to plan itineraries.

STEP 3

Break up into 4 groups.

- GROUP 1: plan a sightseeing tour of the town's attractions
- GROUP 2: plan a food and wine tour
- GROUP 3: list and describe the town's main museums (with entry fees and timetables)
- GROUP 4: plan a photo/an art exhibition/a local festivity/a history lecture

STEP 4

- Gather the materials and prepare a calendar of events for the HERITAGE OPEN DAYS to be published online and in flyer form to be handed out at the local Tourist Information Centre for English-speaking tourists who visit the town.

Decide:

- how long THE HERITAGE OPEN DAYS will last
- which lecture or talk will be given; by whom (the mayor, a local authority, etc.)
- what sightseeing tours will be especially organised for the event. Who will guide the tours (e.g. a professional from the museum; a student volunteer from the local school; a member of the local council, etc.)
- a list of restaurants that offer traditional cuisine and wines; you can recommend a traditional recipe and a type of wine
- a free visit to the museums (with a brief description of each one)
- an exhibition (find an attractive name) and a description of what it is about

STEP 5

You are a tourist assistant at the Tourist Information Centre of the town you have chosen for your project. You are dealing with an English tourist who needs information about the town's hotels, restaurants, attractions and events. Act out the situation supplying information based on your project.

