

Ensuring a Successful Tour

Presented by:

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Your tour is all planned

- You have an exciting, thorough itinerary
- You have the perfect hotel
- You have a pristine coach and professional driver
- Your tour is sold out

What could go wrong?

- You have an exciting, thorough itinerary
- You have the perfect hotel
- You have a pristine coach and professional driver
- Your tour is sold out



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The Voice of Student & Youth Travel®

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AHHHHHHHHH...

- Roads are closed
- Venue is closed
- Bad weather
- Coach breaks down
- Driver doesn't know the city
- Student or teacher becomes ill

How can you be prepared to address these challenges?

Use a professional local guide

NFTGA

Association of Associations

- Provides a national forum to promote the highest degree of professionalism for guides
- Establishes contacts among associations to share information and reinforce professional ties
- Raises private, public and governmental awareness, locally and nationally, of the tourist guides' role
- Maintains membership in related national tourism industry associations - NTA, SYTA, ABA, AIANTA, IATDG and Tourism Cares



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How can you be prepared to address these problems?

- Austin
- Boston
- Branson
- Charleston*
- Chicago
- Dallas/Ft Worth
- Denver
- Florida
- Houston
- Las Vegas
- Los Angeles
- New Orleans*
- New York*
- Philadelphia
- San Antonio
- San Diego
- San Francisco
- St Louis
- Utah
- Washington DC*
- WFTGA





Washington D.C. | San Francisco | Boston | Vancouver, BC

**Training Leaders to Enrich & Inspire the Human
Perspective Through Travel, Since 1976**

**ITMI Code of Ethics, Cornerstone of Commitment
to our Alumni & Tour Industry Community**

**Approved by the California State
Board of Education**

The Vetting Process

Application

Skype or Phone Interview

Applicants Must Score 90% or Above

- Problem Solving
- Social Skills
- Positive Attitude
- Sense of Humor
- Willing to Learn
- Special Skills
- Education
- Articulate
- Creativity
- Flexibility
- Energy & Enthusiasm
- Sincere
- Common Sense
- Leadership
- Confidence
- Empathy



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The Certification

- 15 days | 164 Hours | 5-days on Motorcoach
- Effective Communication & Storytelling
- Skill Training & Best Practices
- Role Clarification & Relationships
- Safety, Emergencies & Problem Solving
- Meet & Greet | Over the Road | Walking Tours
with Use of Whisper Technology

The Course

Intense Focus on Student Tours

- What Makes a Great Student Tour Guide / Director
- Understanding Student Tours (Performance, Education, College, Environmental, Domestic & International)
- Building Rapport with Students, Tour Leaders & Chaperones
- Psychology of Group Travel
- Transportation & Multi Coach Moves
- Protocol, Safety & Emergencies, Ethics
- Human Trafficking Awareness
- Guest Tour Operator Participation



What Would You Do?

- Scenario - Incident in Washington D.C.
 - Bizarre things happen...Plan for them! Know your exits and route to safety
 - Have Pre-Determined Meeting Point if Group gets Separated
 - Get contact information: Group Leader / Teacher, Company Emergency Number & Driver / What's App
 - Keep your cool, be precise and concise in your directions
 - Contact Company as soon as possible & have accounting of incident ready
 - Have a plan in place to process the trauma that has incurred...create safe space to share and listen to students

Did You Know?

A Child Saved from Trafficking by ITMI Alumni

- Real Case Study – Inauguration 2017
- Build Rapport & Trust with Students, Teachers & Chaperones
- Be aware of Apps that can target Students (cell phones)
- Know your Emergency Contact Numbers
- Contact Company as soon as possible & have accounting of incident ready
- Stay up to date with Human Trafficking Education & Emergency Preparedness at Annual Symposium
- Ask for the Free ITMI Human Trafficking E-Course for your In-House Team, Tour / Travel Directors & Guides



Fighting Human Trafficking: an eCourse for travel and tourism professionals.

START COURSE

DETAILS ▼

Graduation

- Oral & Written Exams
 - General (Safe Body Position, Mic, Rapport, Eye Contact, Poise & Confidence)
 - Delivery (Rate of Speech, Volume, Storytelling, Use of Appropriate Humor)
 - Organization (Content Flow, Knowledge, Technology)
- Signing ITMI Code of Ethics
- Exit Interview
- Resume, Cover Letter & Video

Ongoing Education & Professional Development

- 33rd ITMI Annual Symposium
 - 2018 Tucson (Nov. 2–6)
 - 2019 Save the Date (Nov. 1–5)
- Master Classes
- E-Courses
- Online Community “The Nautilus”
- Lifetime Job Leads
- ITMI Alumni Library



Commitment to ITMI Tour Industry Community

- ITMI Annual Symposium
 - Tour Operator Peer to Peer Networking
 - Tour Director / Guide Networking
 - In-Person Formal Job Interviews
 - Digital Resumes Separated by Region, Language & More
 - Private Tour Operator Education, Lunch & Dinner
 - Destination Knowledge
- Customer Service Driver Training
- Custom Tourism Training (Tour Companies, DMCs, DMOs, Chinese Tour Directors & More)

Commitment to ITMI Tour Industry Community

Tour Companies Can Expect To...

- Gain Access to Our Global Community of Certified, Licensed, Tour Directors / Guides
- Receive Hand Selected Resumes to Match your Needs
- Send Job Leads & Provide Personal References Year Round
- Annual Anonymous Pay Survey (Student & Adult Tours) for Tour Companies to See Trends in Rates, Training Tour Availability, Tour Expenses & Gratuities
- Open Invitation to Participate & Share Wisdom with Students



AMERICAN BUS ASSOCIATION



SYTA

The Voice of Student & Youth Travel®

IMG

International
Motorcoach GroupSM
Setting the Standard



NTA[®]
National Tour Association



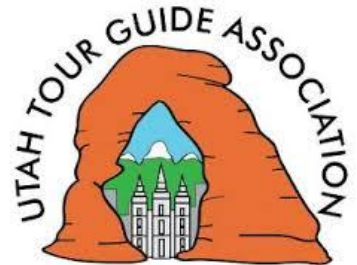
**ITMI
BOSTON**
Alumni Network



Chicago Tour Guide
Professionals Association



SAN FRANCISCO
**TOUR GUIDE
GUILD**



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