



## EUROPEAN FEDERATION OF TOURIST GUIDE ASSOCIATIONS

### HOW CAN GUIDES TAKE ADVANTAGE OF NEW INTERNET TECHNOLOGY?

The appearance of the internet and the rapid development of the social media have made the world a global village. The internet allows tourists a better access to information around the world and direct communication and feedback with other users. Using these new technologies consumers are able to interact directly with tourism service providers, such as tourist guides.

The seminar is aiming to enrich tourist guides' knowledge and internet skills and help attract more clients.

Tourism trends are changing and consumers are moving, from off-the-shelf packaged tours to direct reservations and transactions. It is important for tourist guides to understand the new technologies and adapt them to their benefit.



### Who should attend? ... Learning outcomes

All qualified tourist guides are eligible to attend.

The Seminar will be useful to all those who are interested in using new technologies and media to promote their tours and services.

## Seminar Objectives

- To present an overview of the world wide web and social media.
- To provide suggestions on how to create a successful website
- To provide suggestions on how to use social media to promote tours and services.
- To present websites promoting only professional tourist guides.

## Training Methodology

- Responsive, positive, supportive, interactive

<b>Seminar Duration:</b>	Wednesday 16th November 2016 17.00-20.00
<b>Seminar Venue:</b>	Hotel Slavia, Solnicni st. 17, 60200, Brno Tel. +420 542 321 249
<b>Number of Participants:</b>	Max of 50 participants, min 15 participants
<b>Trainer:</b>	Themis Halvantzis-Stringer, Institute of Tourist Guiding UK accredited examiner and written test compiler
<b>Registration Deadline:</b>	31 <sup>st</sup> August 2016
<b>Seminar Cost:</b>	60 EUR per person
<b>Bank Account Details:</b>	FEG-EUROPEAN TOURIST GUIDE FED

Montepio Geral, NIB 0036 0183 99100 0397 9522  
IBAN PT50 0036 0183 99100 0397 9522  
MPIOPTPL

**Bookings / Payment bank receipts to be sent to Paulo Cosme on:**

[paulocosme@feg-touristguides.org](mailto:paulocosme@feg-touristguides.org)

**With copy to FEG Secretariat on:**

[secretariat@feg-touristguides.org](mailto:secretariat@feg-touristguides.org)

Confirmation upon receipt of payment

List of the participants will be confirmed based on the order of registration date

FEG reserves the right to cancel Seminars if there is insufficient enrolment

A FEG attendance certificate will be issued to participants

**PLACES ARE LIMITED!!!  
EARLY BOOKINGS RECOMMENDED!!!**