

World Heritage Tour Guides

Teachers' Guidance Notes

Learning Objectives

- To research a range of different types of World Heritage Sites, their location, their special features and importance
- To understand about audience types and ways of tailoring information to that audience
- To develop speaking and listening and digital competence skills

Resources

- [UNESCO website](#)
- Tour guide top tips
- Evaluation sheet

Activity Instructions

Learners are set the brief to pitch tour ideas for their favourite World Heritage Sites as if they are running their own tour company. Each company will present their tours to the class and learners will evaluate and pick their favourite tour. To do this they take on the role of 'Mantle of the Expert' and become tour guide experts.



Mantle of the Expert brief explanation:

"Mantle of the Expert does not mean the students are magically endowed with expertise. In the real world they are still children. It is only inside the fiction they work 'as if' they are experts. That is in the sense that they take on the powers and responsibilities of a team of experts, working on important assignments, caring about the things they do, and taking pride in their status." For more information visit: www.mantleoftheexpert.com/what-is-moe/how-does-moe-work/

Starter Activity Ideas:

Discuss: What is a tour guide and what makes a good tour company?



Watch some films promoting World Heritage Sites to get ideas – search for World Heritage Site virtual tours e.g. <https://smartours.com/unesco-world-heritage-sites-virtual-tour/>

Read a tour guide's top tips.

Further Activity Ideas:

- Write an article for a travel blog based on your favourite tour.
- Analyse the data gathered from the evaluation forms and present in a graph or table. What do the results tell you?



Brief for Learners:



- Choose an audience for your tour e.g. families, school children, adults.
- Pick 3 to 5 of your favourite World Heritage Sites. One has to be Pontcysyllte Aqueduct and Canal.
- Develop your tour. The tour should include:
 - special features of each site chosen
 - interesting facts of each site chosen
 - where the sites are and location on the world map
- Choose appropriate visuals to represent your chosen sites.
- Choose a method of delivering your tour e.g. PowerPoint or visual display.
- Choose a name and design a logo for your company.
- Choose a way to market your tour e.g. flyer/web page/short film.
- Present your tour to the rest of the class.
- Evaluate each other's tours using the evaluation sheet and choose a favourite tour.

Tip: If learners work as part of a group each learner could take on a specific role within the company e.g. researcher, designer, marketing manager, tour guide.

Tour Guide Top Tips

Here are some **top tips** given to us by a leading tour guide.
The best type of tour guide is enthusiastic, engaging, knowledgeable and organised.

Content of Your tour

Know your audience:

- Are you speaking to families, school pupils or adults?
- What do you want them to learn?

Content check:

- The best tours are interesting and fun!
- Check your facts
- Are there any stories about real people?
- What images can you use?
- How can you make your tour more interesting?
- Make notes and practise your tour



Communication and body language

- Can everyone hear you?
- Remember not to speak too quickly!
- Can everyone see you?
- Be confident and try not to fidget!










Practicalities checklist


- Have you got your notes?
- Remember to welcome people to the tour
- Smile and have fun – if you enjoy it, your audience will too!


Evaluation Sheet

Use this sheet to evaluate the World Heritage Tour given by each group. A tick (☑) = 1 point.

	 Special features	 Location	 Visuals	 Facts	 Marketing	 Engagement (1 low - 5 high)	Total score out of 10	Extra comments for feedback
1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		
6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		

 **Special features:** Has the tour company highlighted the special features of each site?

 **Location:** Has the tour company explained where the sites are?

 **Visuals:** Has the tour company used effective visuals?



Facts: Has the tour company used more than one interesting fact per site?

Marketing: Has the tour company marketed their tour effectively?

Engagement: How engaging was the tour? (1 not very engaging to 5 very engaging) Think about the method of delivery, visuals used and how clearly the presentation was given