



European
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**WP3 3.3. ACTIVITY:
DEFINITION OF A PROFESSIONAL PROFILE FOR NATURE GUIDES:
JOIN PERSPECTIVE OF GERMANY, LITHUANIA AND POLAND**

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Lead Partner:



Project Partners:



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INTRODUCTION

The Activity 3.3. Definition of a professional profile for Nature Guides presents a joint perspective of three partner countries to a cross-border requirement profile for local guides with every country being able to adapt this joint perspective to its own needs (every country provides its own profile in the reporting period).

METHODOLOGY

The profile is a continuation of Activities 3.1 and 3.2 with further elaboration in grouping according to thematic topics. The profile was elaborated mainly in WP3 working team and was presented to all partners for commenting. Main concepts were made in collaboration with Judith Kuhn and Jolanta Uktveryte. After gathering of the comments, the profile table was modified and discussed again among WP3 working group members.

RESULTS

Profile of a Nature Guide	
Definition of a Nature Guide > Who is a Nature Guide?	<ul style="list-style-type: none"> ➤ Enthusiastic and inspiring person who provides tour offers primarily in nature and presents connections and flagship objects of natural and cultural heritage of a certain area. ➤ A professionally trained mediator who interprets links of ecosystem and human interaction, mainly advocating for deep ecology concepts and bridging his clients towards nature conservation. ➤ A presenter of most attractive nature sights who leads to experience natural sounds, shapes, senses and tastes, and interprets natural heritage in interactive, intriguing and safe way. ➤ A link of nature conservation with local community who promotes sustainable uses of nature.
Field of activity > What a Nature Guide does?	<ul style="list-style-type: none"> ➤ Organizes and leads nature exploration and observation tours, field trips, nature education activities, guides people to the nature and provides in-depth knowledge about the region and its natural wonders ➤ Provides knowledge-specific or more general tours about certain area's natural heritage by bike, foot, car, etc. ➤ Advocates for nature conservation and voluntarily participates in nature conservation actions together with protected areas managers ➤ Guides through established routes and designs new offers ➤ Ensures safety and manages risks during the tours ➤ Manages bookings and administrative side of business ➤ Cares about his status on the market and invests in his visibility ➤ Connects and keeps contact with other nature guides locally and abroad
Area of employment > What are typical working places?	<ul style="list-style-type: none"> ➤ Self-employed in nature tourism, working as a guide / interpreter/ tour leader/ instructor / organizer in nature and outdoor life, nature oriented expedition leader for a travel company or a private group. ➤ Certified official nature guide in certain protected areas and holds a quality label of certain protected areas. ➤ Educator in NGO, private or public institutions, focusing on experiential outdoor and nature education. ➤ Member of networks with other outdoor guides, associations and outdoor guiding providers locally and internationally.
Conditions of training > How to train as a Nature Guide?	<ul style="list-style-type: none"> ➤ The program provides a model of guiding in the nature and is strongly oriented towards a multidisciplinary approach regarding content and methods. ➤ Mixture of theory and practice: a large part of the study program takes place in nature and includes practical exercises and development of experience. <p>Training methods: Learning and teaching strategies are of interpretative scope: practical interactive methods, service-learning, collaborative learning, observations and research in nature, nature photography, learning by doing, group work, workshops, discussions, presentations, practical and methodical work along lectures, analysis of concrete situations, debates, simulations, project work, field trips.</p>

<p>Main course elements > What kind of contents a Nature Guide training provides?</p>	<p><u>I module: Nature/culture/history</u> Basics of ecology and ecosystems, Natural resources and social uses (flora, fauna, fungi, etc), Ecology and Recreational resources, Geographical characteristics and geology, Socioeconomic and natural environment interaction, Cultural landscape, Animal tracing, Wilderness,</p> <p><u>II module: Management/Legislation/Ethics</u> Nature policy, legislation, and ethics, Combination of the role of a nature guide with nature protection, Ecotourism, Protected areas and guiding, Nature tourism, Route planning and trip organizing, Risk prevention and safe guiding, Marketing and Communication, Market target group, Sales management, Psychology and problem solving in group, Field leadership and rhetoric, Accounting and finance management</p> <p><u>III module: Interpretation/didactics/methodology</u> Environmental interpretation and education, Nature photography, Active trips, Nature guide's profile and responsibilities, Interpretive strategies and tools, Didactics and methodology of running tourist groups, Design and evaluation of interpretive routes, Outdoor techniques and tools, Preparing the route and on the route.</p>
<p>Competences and Skills > What is gained during the training?</p>	<ul style="list-style-type: none"> ➤ knowledge of methodology for designing and leading an interpretative route ➤ to organize enjoyable, safe and interesting trips to nature in protected areas and ecologically sensitive places ➤ Knowing sells, communication tools and safety rules in customer service ➤ use of interpretative and improvisational tools for various audiences for good nature experience ➤ use of rhetorical, interactive and group dynamic tools for being a host, mediator and leader in of group ➤ skills to lead various target groups in different outdoors conditions ➤ well-developed oral and written communication and interpretation skills
<p>Requirements > Who could become a Nature guide?</p>	<ul style="list-style-type: none"> ➤ 18 years with secondary school diploma ➤ able to attend minimum 80% of the course ➤ knowing at least one foreign language at least B2 level ➤ having ICT literacy ➤ physically fit for long distances (recommendation) ➤ highly motivated in practicing profession of a nature guide ➤ interested in nature and nature protection ➤ interested in communication, service orientation, interaction with guest and guidance
<p>Benefits > What are the gains being a Nature Guide?</p>	<ul style="list-style-type: none"> ➤ Most of the time being in natural outdoors ➤ Sharing your knowledge to inspire and encourage people to care about the nature ➤ Fun, interesting and challenging activities ➤ Freelancing and time management on your own ➤ Mostly working during warm season (half year free!) ➤ Ability to specialize in what you really like about nature ➤ Earning average officer's week salary per day ➤ Constant learning about people and nature ➤ No monotony and open field for creativity!

CONCLUSIONS

The Definition of a Nature Guide profile sets up a clear foundation toward further development of Nature Guide Training, which will incorporate these elements in national trainings with some adaptations. The profile is a first real approach to a cross-border training program for nature guides in all three countries. Also, the profile is developed in presentation manner to interested persons, as for potential target groups. The profile will be translated into national languages and used for promotion of such job profile.