

Backing Regional Tourism Potential

1st Training for tour guides and animators – Hotel Lirak, Tetovo



Tour scanning

the inputs before developing an itinerary





First step:

- **Inventarization and definition**

inventory of the selected region



01 Gathering data from sources of information

02 Google

03 published information and advertising materials
local historical reviews or analyzes of the biodiversity of the area

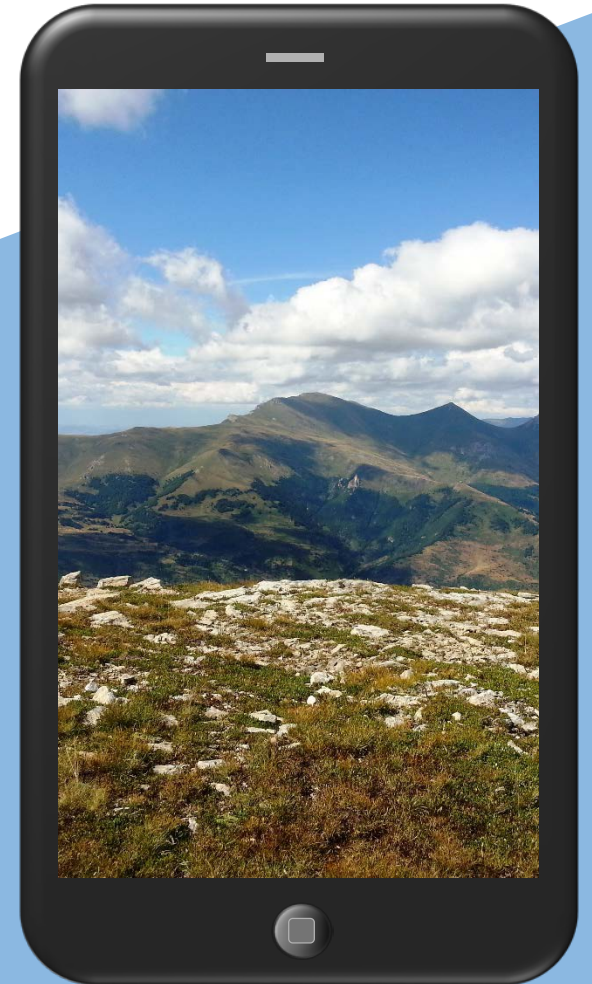
04 meetings with local institutions and people - museums, NGOs, local historians and even your friend's grandmother.

Mobile Style

The point is, as you can search on Google, so can your customers, and they would not travel hundreds of miles to hear things already heard or read by themselves.



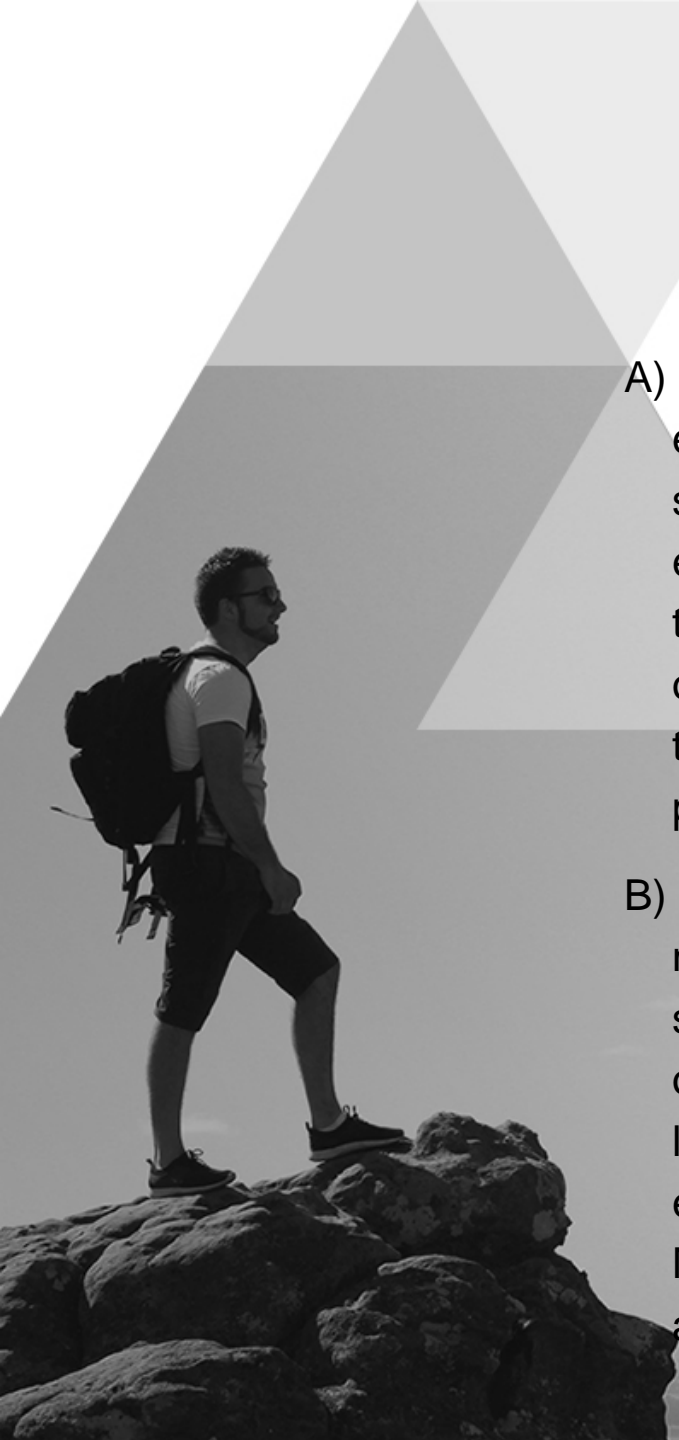
Hence, discovering the true value and attractiveness of your product depends on how serious you are about data collection.



Non-selective and selective inventory ...

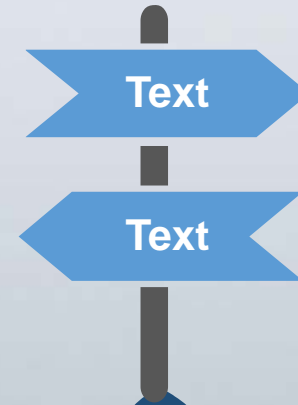
A) Natural resources: Area: mountains, hills, valleys, highlands, gorges, caves, rock formations, especially those related to legends and stories etc .; Waters: lakes, rivers, dams, mineral or karst springs, waterfalls, wells, etc .; Flora: general characteristics of the local flora, especially rare and endemic species, protected species; particular emphasis on so-called "charismatic plants" - those that are more likeable to people than others; Fauna: the same as above; charismatic species are of utmost importance, as well as those that could be found on the trail (the lynx is very interesting to humans, but it is unlikely to show itself to the tourists); Protected territories; Existing natural paths; Existing natural attractions

B) Cultural and historical resources: Archaeological sites: ancient settlements, fortresses, necropolises, monuments etc .; Religious sites: churches and monasteries, mosques and other sanctuaries; Architectural sites: samples of different styles and periods; Folklore: specific features of local songs, dances, costumes, including musical instruments, customs and rituals, stories and legends, etc .; Ethnography: traditional textiles and costumes specific to the region; traditional everyday practices and lifestyle; traditional crafts; Contemporary arts; Calendar of events; Museums, galleries and other exhibitions; Existing cultural and historical trails; Existing cultural and historical attractions, for example



At least one of the following information should be collected for each resource:

- Location (with GPS coordinates);
- Access (with what vehicle / foot and from which starting point, including the time needed to reach the destination);
- General description and special points of interest;
- Management, if applicable: contact persons, opening time (if any), price.



- Once you know what the region has to offer, it's time to focus on what you want to do with its potential.
- First you need to consider what you like and interest you.
- The best guides are those that show real interest and even love for what they are presenting to tourists, and enthusiasm is always infectious.

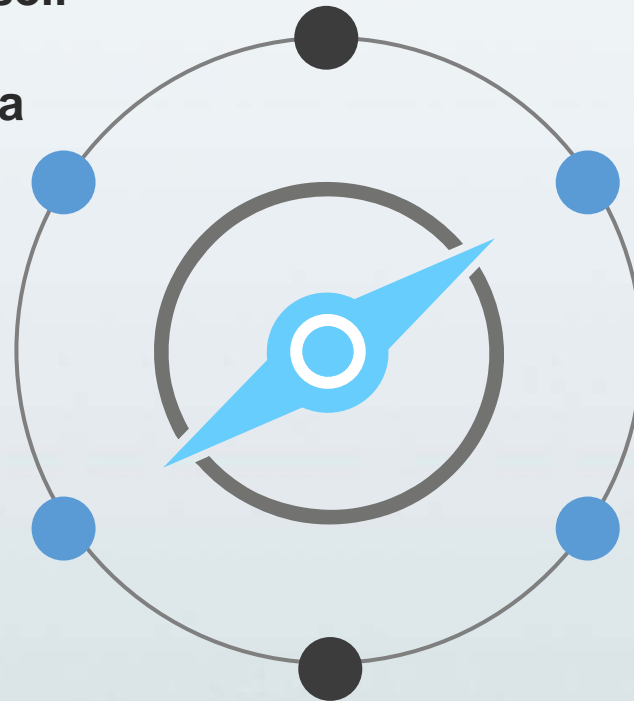
Remember, the only criteria of whether the track is a well developed and attractive product depends on your own planning.



Choosing a theme

QUESTION: Do we create the product so we are looking for somebody we can sell to it, or first see who our potential buyers are, so are we trying to create a product just for them?

Do not worry if your theme seems trivial, like "Orthodox tradition in the churches of the middle 19th century in ... region". You can add real intriguing content on that topic and make an unforgettable path for your customers.



Begin with simple and easy combinations that are obvious and do not pose a challenge to organizing;

Do not go to general topics like "The Historical Landmarks of ... Region". It is true that such a topic is easy to manage because it can cover a lot of content, but it is also very **uninteresting**;

Also, try to avoid too narrow topics that can be interesting only for a smaller scale of people such as "Granite formations in ... landscape".

A good guide is capable of developing such topics in a remarkable product that will be sold, but it takes time and practice to become such a guide;

Who would you like to sell the product to?



- The egg or the hen



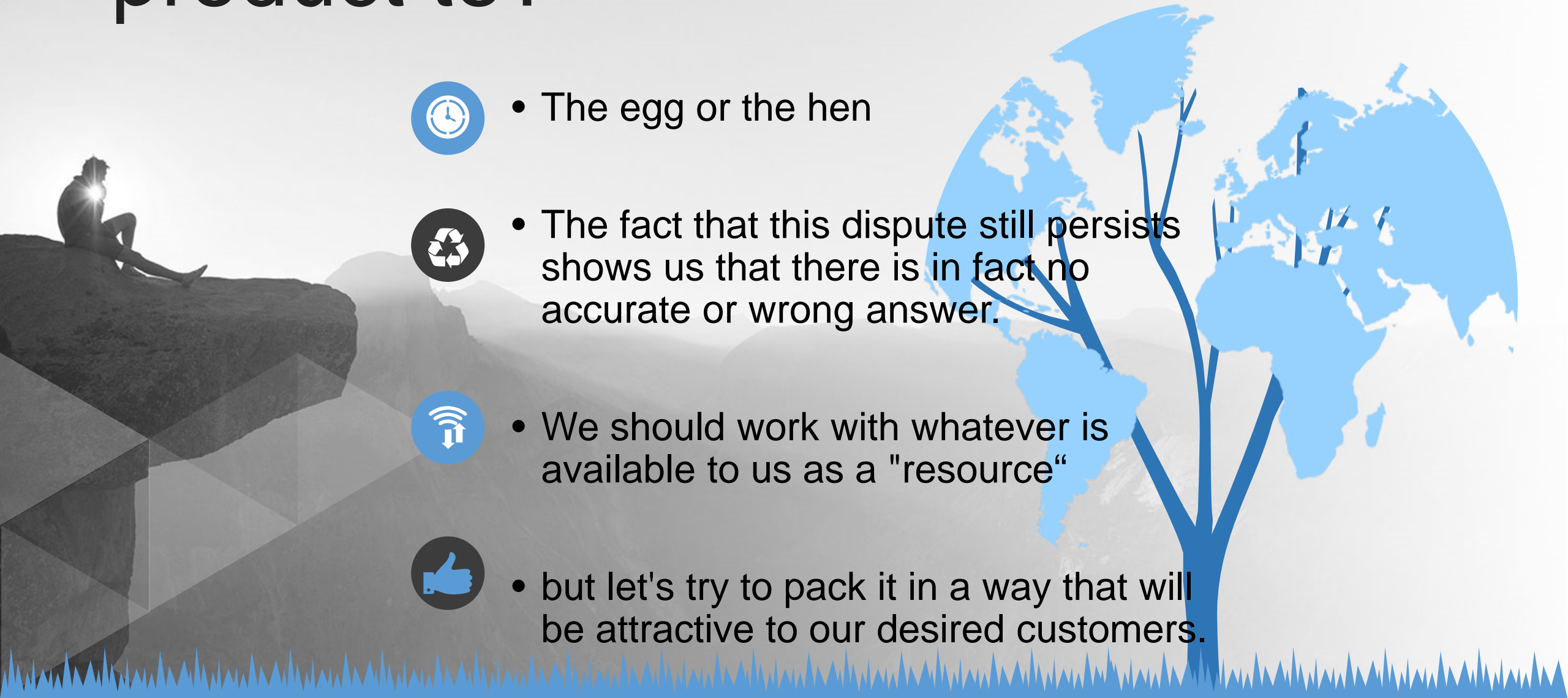
- The fact that this dispute still persists shows us that there is in fact no accurate or wrong answer.



- We should work with whatever is available to us as a "resource"



- but let's try to pack it in a way that will be attractive to our desired customers.



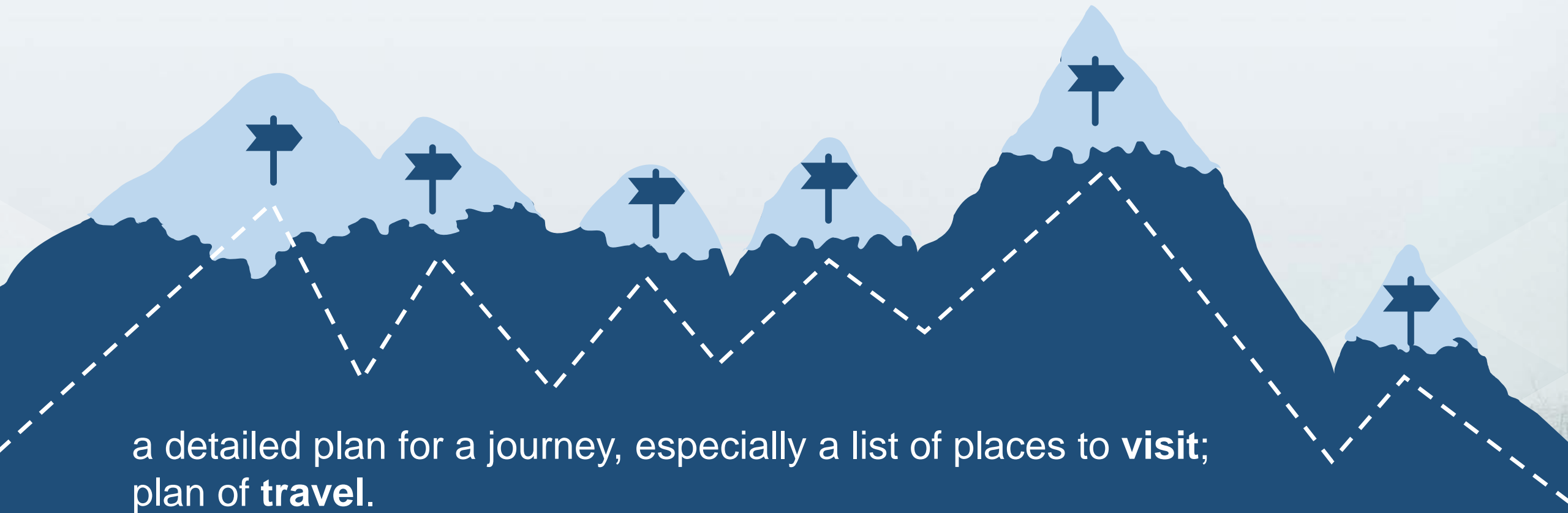


Step two

Definition of an itinerary

Itinerary definition

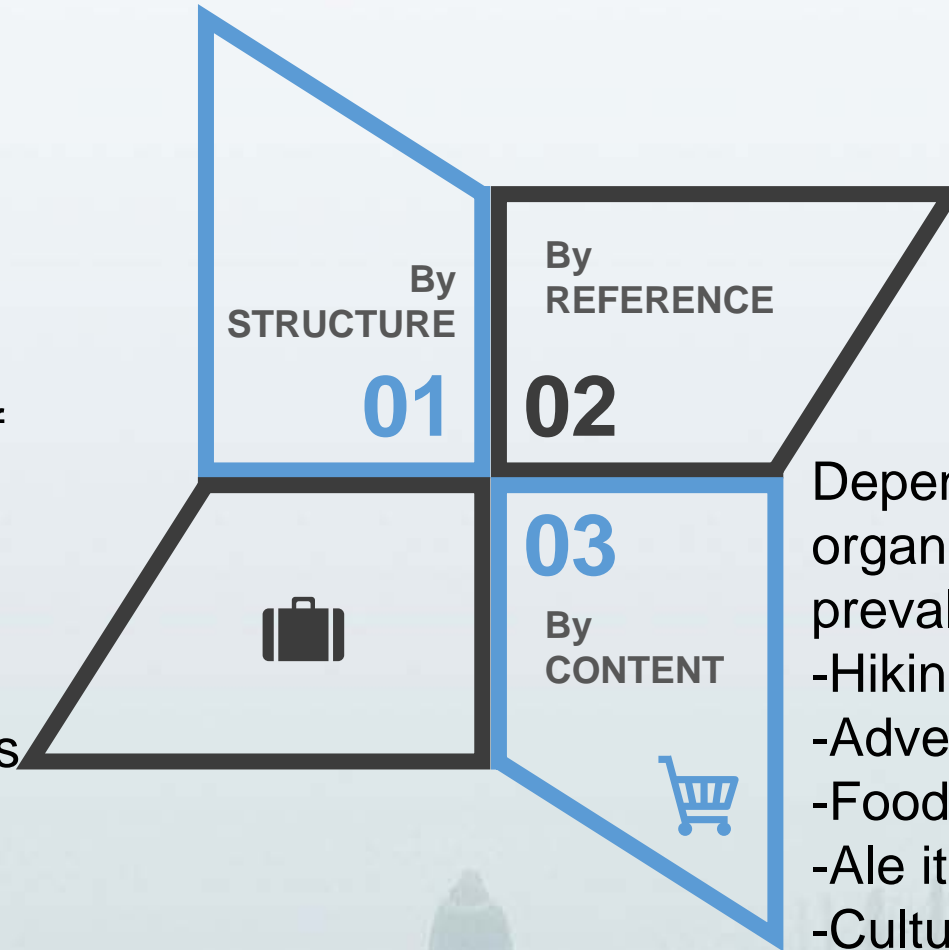
In its broadest form an itinerary is a travel plan that includes every information like the route of travel, distance and time taken to travel to a place, means of transport that will be used, any activities or sightseeing at a particular place for every tourist to follow while on a tour.



a detailed plan for a journey, especially a list of places to **visit**;
plan of **travel**.

Types of itineraries

1. Skeletal - proposed and preliminary schedule of activities.
2. Technical - specifies the details, like the scheduled transportation, arrival and departure schedules, duration of sight seeing, land travel time, type of accommodation.
3. Descriptive - provides a narrative of the planned activities and destinations visited.



1. Tourist itinerary
2. Tour conductor's / Manager's itinerary
3. Tour Escort's itinerary

Depending on the type of tour one can organize the itineraries by their most prevalent type of content, in example:

- Hiking itinerary
- Adventure itinerary
- Food sampling itinerary
- Ale itinerary
- Culture itinerary
- Historical itinerary
- Geographically specific itinerary

The tour guide has to be capable of making an itinerary:



to identify the route according to the characteristics and the expectations of the tourists, to check the possibility for its realization by the plan, to check with the local authorities what should be done in order to conduct it.

Physically scanning the selected route



A
Physical
check and taking
measurements.

B
Checking
the
communication.

C
Google
Check:

D
What you
can not afford
is not to have
an answer.



It is not uncommon for tourists to ask their guide about something they have read before - about the place, history, population, and their habits, customs and the like.

What you can not afford is not to have an answer.

This includes the first and most of all your topic, because you can be forgiven if you do not know something that you do not have absolutely nothing to do but you simply can not show ignorance about the topic that you present to the people you have invited to your tour. Especially when they pay for it.

Also check the information that is incorrect but published online; tourists can come across them and ask for a comment. (macadamia nuts)



Development of the theme in the program of the tour

01 this is actually your product as you are going to be offering on the market

02 What information would you like to interpret to the audience, and how?

03 simultaneously develop the connection, such as reaching point A to point B ...
This connection also applies to the physical terrain of your path and the thematic story, as they are usually intertwined.

04 Introduction, modules and bridges, conclusion and MESSAGE
In the end, read it and conclude an attractive title

A person with a backpack is standing on a grassy hill, looking out over a landscape at sunset. The sky is filled with orange and pink clouds. The entire scene is framed within a large, light gray triangle that points upwards. The person is in the center, facing away from the camera. The text "Thank you" is overlaid in the center of the image.

Thank you

Leonida Penka Bassa Rizaova