

DOI 10.36074/logos-12.08.2022.44

## “THE GREAT EIGHT” AS A COMPETENCY MODEL FOR TOUR GUIDES

ORCID ID: 0000-0002-8883-4135

Marianna Zhumbei

 PhD (Pedagogy), Associate Professor,  
 Department of Foreign Languages and Country Studies, Faculty of Tourism  
*Vasyl Stefanyk Precarpathian National University*
*UKRAINE*

Today the scientists claim that a real tourism expert has to be characterized by high professionalism, thorough knowledge, communicativeness, progressiveness, skilled performance and competitiveness in the labour market.

In the basis of the formation of professional competence, we lay the Universal Competency Framework / “the Great Eight” (Bartram, 2012) as a selection of behaviours at work and the chance of being successful in certain roles and environments. The UCF provides the creation of a much-needed job outline for a tour guide in Ukraine. The profound analysis of the competency framework is aimed at a definite assistance to the potential tour guides at getting into a career choice, understanding and successful performance of duties and responsibilities.

The requirements for the tour guides are “mapped” to a Universal Competency Framework / “the Great Eight” (2012) which is shown in the table below and accompanied by the examples of tour guiding work situations:

*Table 1*

Competency („Great Eight”)	Examples
Leading and Deciding	During the tour, a guide becomes the leader of the group and takes responsibility for every member. He/She is the one who controls the situation and decides on what (subject), where (place) and when (time) to present
Supporting and Cooperating	Building a successful teamwork in a group of tourists is a must. A tour guide should treat tourists respectfully and make every guest feel like the most important person in the group
Interacting and Presenting	A tour guide informs and entertains at the same time. Delivering facts while on tour doesn't have to be a lecture. A guide should be well-informed and willing to share his/her knowledge, take guests on a journey through storytelling which helps bring life to the subject, captivate the audience
Analysing and Interpreting	A tour guide is able to present ideas clearly and effectively in written form; adjust language or terminology to meet the needs of the audience; use correct grammar, organization and structure
Creating and Conceptualising	Guides should consistently have the ability to convey passion, act positively and tell various interactive stories. It is of vital importance to make interactions, encourage clients to participate actively in the communication process
Organizing and Executing	A tour guide's commentary gives guests a sense of what to expect from a tour. A tour guide should: introduce oneself; confirm the tour type and where you'll be heading; note washroom locations; mention the number of stops along the route. Knowledgeable guides are able to explain facts, history, figures, local customs, etc.

*Continuation of table 1*

Competency („Great Eight”)	Examples
Adapting and Coping	Tourists come from various walks of life, age groups, cultures, nationalities, backgrounds or speak different languages. The ability to handle social norms and expectations is key to being an effective tour guide. The best guides are empathetic to cultural differences
Enterprising and Performing	A tour guide should be able to keep up to date with changing times and constant advancements in technology and determine how they affect or enhance the tours. A tour guide aims to facilitate ways to make each tour more distinct and unique

The SHL Universal Competency Framework (UCF) offered by Prof. Bartram is a single underlying construct framework that provides a rational, consecutive and practical basis for understanding people’s behaviours at work and the chance of being successful in certain roles and in certain environments [1]. The framework introduces a model of performance at work that defines the relationships between competency potential, competency requirements and competencies themselves.

The examples of real tour guides’ behaviours are introduced for the better comprehension of the realization of the competencies. We conclude that the Universal Competency Framework efficiently produces a competency model of standard components specifically tailored for tour guides in Ukraine. The introduction of such a frame into the modern educational process is offered.

#### References:

- [1] Bartram, D. (2012). [Electronic Source]. The SHL Universal Competency Framework. White Paper. URL: <https://connectingcredentials.org/wp-content/uploads/2015/02/The-SHL-Universal-Competency-Framework.pdf>. (last access 10.05.2022).