



G - GUIDES

**A Sustainable Tourism Solutions Case Study
Produced by Rooted**

“It is important to support sustainable development and responsible tourism at the same time because of the enormous growth of tourism worldwide.”

Maja Campelj
Co-Founder, G-Guides

G-GUIDES

Established 2010

Located in Slovenia, Belgium, and online

Employs 2 full-time staff members

the story

G-Guides offers in-person and online classes that transform new and experienced tourism professionals from sightseeing providers into creators of authentic experiences, sustainability communicators, and educators. The company provides training for tour guides, directors, and managers who are aware of the responsibility they have in conducting their jobs. With a focus on sustainable and responsible tourism, G-Guides' goal is to share knowledge and ideas that help green, global, and great tourism professionals thrive.

As a private research institute, G-Guides also conducts research related to how tour guides contribute to destinations' sustainable development and the acceleration of responsible tourism. Specifically, the company studies how tourism boards, private tour operators, and countries can use guides as a voice of responsible tourism and ambassadors of sustainable development and responsibility.

This research is folded into the company's guide training program, G-Guides Academy, which provides in-person training sessions in Slovenia and Belgium. It also offers online courses so students can complete classes with a minimal environmental footprint. Course topics include sustainable tour guiding, communication skills, overcoming cultural differences, interpreting cultural heritage, and improving and developing storytelling skills. G-Guides also offers courses in guiding virtual tours and, beginning fall 2020, space tourism.



the mission

Empower tour guides to be cultural brokers, sustainability communicators, and accelerators of local development through engaging education for a better and sustainable future of tourism.

the vision

Connect worlds of different cultures created through meaningful human relations created by thinking traveling people.





the problem

There is a lack of highly skilled tour guides. This is largely due to the fact that professionals can't access facilities with training focused on providing high-quality travel experiences that also support responsible tourism practices and the UN's sustainable development goals.

the solution

G-Guides uses its founders' industry expertise and ongoing research about responsible tourism practices to offer high-quality training with up-to-date, relevant information for new and experienced tour guides. By delivering the courses in person and online, guides can access the material from anywhere in the world.

sustainable development goals



G-Guides' primary goal is to provide high-quality education.

Providing students with a high-quality education leads to work opportunities and personal financial security.



With training focused on responsible tourism practices, students learn how to support sustainable cities and communities through their work.

G-Guides tour guides learn how to keep financial resources within the communities where they work.



Guides are trained to be cultural brokers who support peace and justice through their work.

market differentiation

- G-Guides has a personal training approach. After completing coursework, participants stay connected with trainers and other students to share ideas, knowledge, and work opportunities.
- As a private research institute, G-Guides has access to up-to-date research and knowledge, which is immediately implemented into training sessions.
- The co-founders' connections within the industry allow them to connect students with tourism enterprises in need of highly skilled professionals.
- Trainers' deep knowledge about the tourism industry means students receive theory and practical knowledge.



the challenges

- The tourism industry changes rapidly, and it is difficult to convince tourism professionals that frequent training is necessary to keep up with these market changes.
- Many companies do not initially understand the importance of skill-based training versus destination- and fact-based content. Once they understand the value of learning skills like how to communicate across cultures, react in a crisis situation, and create an experience out of a normal sightseeing tour, they become advocates of the material.
- G-Guides does not offer a licensing system.

“It is the right of every tourist to have a great local experience.”

Tina Hudnik
Co-Founder, G-Guides

lessons from **G-GUIDES**

G-Guides is a small company. Its founders embrace lean, flexible operations that can quickly adjust to changes in the industry and general business environment.

This rapidly changing business environment also requires that front-line tourism professionals remain aware of and respond to industry trends, best practices, and policies. It is important to stay well-connected with other industry practitioners and participate in ongoing, tourism-focused education.

footnotes



G-Guides recognizes tour guides who excel in offering responsible tourism experiences with its annual Green Microphone Award. Travelers who have had an excellent guided experience should nominate their guide for consideration.

Find G-Guides online at:
GGuides-Academy.com
Facebook.com/GreenGuides
YouTube: <https://bit.ly/2S42nDY>





produced by Rooted

Rooted is a solutions storytelling platform at the intersection of sustainable travel, environmental conservation, and community-based advocacy efforts. Founded by JoAnna Haugen, Rooted documents, supports, celebrates, and shares innovative ideas developed out of necessity by the people rooted within their communities.

Join Rooted on a journey of empowerment and amplification, where local people plant the seeds and storytelling helps them grow.

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