



For Tour Guides and Tourist Animators

Manual for Tour Guides and Tourist Animators

Within the project
"Backing Regional
Tourism Potential"

- Challenges and Advantages of New Destinations
- Tour Guides and Tourist Animators - Profile and Features
- Tourism Product Development – A Way to Create Value
- Marketing Mix – Sales and Promotion of Tourism Products
- Realization of the Tour from A to Z
- Tips for Guides and Animators in Tourism

