

Getting Started with Online Training

An Intro for Tour Businesses



Online Tourism Academy



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Online Training for Guides and Tour Businesses

[Let's Get Started](#)



www.onlinetourismacademy.com

Extraordinary Tour Leading for Teams

Online Training for your Team of Guides or Experience Hosts

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What do we want you to walk away with after this session

- Anyone can do this!
- Most of you are already doing it
- Benefits
- Tools and tech
- Next steps to getting started
- Examples of doing it right

What do we mean by online training?

Any form of digital content that can be consumed for the purpose of learning

- Docs, pdfs, excel sheets
- Photos, Pictures, Images
- Videos
- Slideshow presentations
- Live or recorded webinars
- Email
- Social Media
- Blogs & Articles
- Resource sites
- Quizzes, assignments, and surveys
- Performance Evaluation
- And much more...

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Reasons why you should move **some** of your training online

- One Place for all Your Learning Needs
- Train Anywhere. Anytime.
- Learn from the best
- Always be learning
- Easy onboarding
- Consistency & Always on Brand
- Cost effective
- Huge Time Saver
- Always up to date
- Empower your staff
- On-demand learning
- Compliment in-person training

What can and should be trained online

- Processes, Procedures & Best Practices
- Itineraries, Routes & Scripts
- Systems Training
- Company Training Manuals
- FAQs
- Product Descriptions
- Policy and Procedures
- Certification programs
- Facts and Stories
- Hard/Soft skills training
- Anything you want people to be able to revisit

Q: What should you train in-person?

Map out your online training

Step 1: list out the roles at your company

Step 2: Write down required skills, knowledge, and systems needed by each role

Step 3: Highlight what you already have in a digital form

Step 4: Decide which parts of current in person training should be moved online

Step 5: Decide what new content to create that doesn't exist yet

Organize your existing resources online

- Pick a cloud based program
- Organize your content in folders
- Look for gaps by surveying staff

Decide what format to use for your training content

- Video or recording of a person
- Video screen share
- Slide presentations
- Live conference
- PDFs or word documents
- What to keep in person

Creating, editing, hosting, outsourcing your training content

- Your training is a reflection of your company
- Be professional
- Don't get too caught up in the details
- Bring your unique spirit and energy into it
- Host your videos on an LMS
- Outsource
 - If you lack time to build it
 - If you lack the expertise
 - If it saves you money

Examples of Online Training

Extraordinary Tour Leading for Teams



Getting Started with Online Training

How to design, produce, and host your online training

Getting Started with Online Training - Resources for Tour Businesses

Learn how to create effective digital training so you can quickly scale up your operations and save time, energy and money for years to come. In this document we share practical advice on keeping things simple, recommended tools and software, plus important do's and don'ts for rolling out e-training with your staff and tour leaders.

If you are in need of consultation and help building and hosting your online training program, contact us at support@beabetterguide.com.

If you are a tour or hospitality business and you would like a ready made online solution for soft skills training, check out a free demo of our [Extraordinary Tour Leading for Teams program](#).

What can (and should) be trained online

As you consider moving some of your training online, you may be wondering what type of training to keep in person and what type of training to digitize. Almost everything can be trained online but you may prefer to teach some things in person for various reasons. Here is a short list of parts of your training that absolutely should be moved to an online format.

- Processes and procedures
- Tour Scripts
- Systems training
- Training Manuals
- Company history and brand information
- Company roles, terminology, acronyms
- Maps
- FAQs
- Product descriptions
- Policy and Procedures
- Certification programs
- Best Practices
- Information database to learn for your experiences (facts, images, etc)
- Soft skills training
- Anything you want people to be able to revisit

THANK YOU

Q&A Time!

Enjoy this free PDF - "Getting Started with Online Training





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Contact us at info@beabetterguide.com





Be a Better Guide

Delivering a Great Tour

-  Things Teachers & Kids Want to Know- Beginning of the Trip (7:40) [Start](#)
-  Tour Leader Speeches (10:04) [Start](#)
-  Interacting with Suppliers (3:51) [Start](#)
-  Risk Management and Safety (7:49) [Start](#)

Pre-Trip Preparation

-  Pre-Trip Briefing (4:10) [Start](#)
-  Confirmations (4:29) [Start](#)
-  Research Techniques and Destination Manuals (10:52) [Start](#)

Tour Underway

-  Deadlines and Troubleshooting on Trip (3:13) [Start](#)
-  On Trip Protocols (3:00) [Start](#)
-  Trip Accounting and Tour Guide Invoicing (3:25) [Start](#)