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Regularization of Provisional Guides

Belize City, Belize – July 22, 2015 – Today, the Belize Tourism Board (BTB) held a small ceremony to present certificates to the Provisional Guides who have completed their final training, making them eligible to apply for Belize City Community Site Guide license. Present for the certificate handing over was Mr. Rodolfo Burgos, BTB trainer for tour guides.



The BTB, being the organization responsible for the development of the tourism industry, has worked in partnership with stakeholders to ensure their full inclusion in the development of the tourism sector. Since the inception of the Fort George Tourism Zone some 5 years ago, there have been many stakeholders operating in the area without proper licensing. In order to offer an enhanced product to visitors, and raise the quality and standards of the experience fortifying the Belize brand, a training program was developed over the past two years, which would bring the stakeholders to a specific level in order to deliver the Belize City tour product. This was accomplished by offering two training sessions called (1) the Heritage Tour Training and (2) the General Principles of Tour Guiding.

The first training, which was offered in 2014, provided the City Guides with the history of Belize City, information on key aspects of the city and techniques for delivery of this information. After this session, 67 guides were made eligible for provisional licenses.

The second training, General Principles of Tour Guiding, offered in 2015, provided the City Guide with the basics and fundamentals of being a tour guide, along with presentation and delivery techniques. Both sessions were assessed on a written and a practical component, and the final scores were based on a calculation of both.

It is with a great sense of pride that the BTB announces the regularization of 64 Provisional Guide License Holders, who are stakeholders of the Fort George Tourism Zone.

As of the completion of these courses, these guides are now eligible to apply for their Belize City Community Site Guide license. Many have either applied, or are in the process of doing so. This then allows them to fully participate as a licensed guide for Belize City, only. This is important to note since, as of July 31st, 2015, only licensed guides will be permitted in the Fort George Tourism Zone.

The Belize Tourism Board congratulates those who have successfully completed, and those currently pursuing their certification.

For more information on this certification, kindly contact Mr. Valdemar Andrade, Director of Destination Planning and Cruise, at 227-2420.



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About the Belize Tourism Board

The Belize Tourism Board (BTB) is a statutory body within the Belize Ministry of Tourism, Culture and Civil Aviation, and it is governed by a Board of Directors appointed by the Minister of Tourism, Culture and Civil Aviation. The BTB works in conjunction with members of the private sector - including the Belize Hotel Association, Belize Tourism Industry Association and Belize National Tour Operators Association – and is dedicated to building tourism in the most economically and environmentally sustainable manner. As a part of its responsibilities, the BTB promotes Belize as a premier tourism destination to both in-country and international consumers. Among its outreach to the international travel market, the BTB markets the country's unique attractions to travellers, members of the travel trade industry and media outlets in key markets.

The BTB is also dedicated to developing and implementing tourism programs that will help strengthen and grow the Belizean tourism industry; promote good destination stewardship; and instil high quality standards for accommodations and travel experiences. For more information on the BTB and its services, visit www.travelbelize.org.

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