### ****Course Curriculum Training Program for Senior Tour Guides in Almaty****

### ****Project: "Almaty – My Love"****

### ****Course Objective:****

The course aims to train senior citizens as professional tour guides in Almaty. The program is designed to equip participants with the skills necessary for conducting excursions, interacting with tourists, and organizing guided tours.

During the course, participants will:

* Master the theoretical and practical foundations of tour guiding.
* Learn about Almaty’s cultural and historical heritage.
* Study effective methods for working with elderly tourists.
* Acquire ethical and communication skills required for a tour guide.

### ****Duration:****

* **Certificate** – 109 academic hours
* **Micro-qualification (Nano-diploma)** – 160 academic hours

### ****Learning Format:****

* Offline, online, or blended learning using Smart technologies.

### ****Target Audience:****

Senior citizens (retired or pre-retirement age).

### ****Course Modules:****

#### **Module 1. Fundamentals of Tour Guiding**

1.1. Tour guiding as a science. The essence of excursions. Excursion as an activity and a form of communication.  
1.2. Functions and characteristics of excursions. Excursion method of knowledge.  
1.3. Excursion as a pedagogical process. Psychological aspects of excursions.  
1.4. Logic in excursions. Inductive and deductive methods in excursions. Imagination in excursions.  
1.5. Classification of excursions. Topics and content of excursions.

#### **Module 2. Fundamentals of the Tour Guide Profession for Seniors**

2.1. Communication skills and interaction with senior tourists.

* Effective communication techniques with elderly tourists.
* Psychology of aging and interaction specifics.

2.2. Etiquette and professional behavior.

* Etiquette basics when working with senior tourists.
* Service culture development.

2.3. Features of working with senior tourists:

* Physical limitations.
* Medical needs.
* Flexible schedules and rest periods.
* Cultural perception.
* Friendly communication.

#### **Module 3. Excursion Methodology**

3.1. Ways to improve excursion methodology. Requirements for excursion methodology.  
3.2. Technology for preparing a new excursion.

* Defining the goals and objectives of an excursion.
* Selecting a theme.  
  3.3. Developing an excursion route.  
  3.4. Excursion conducting methodology. Excursion techniques.

#### **Module 4. Professional Excellence of a Tour Guide**

4.1. The tour guide as a profession and specialty. The personality of a tour guide. Ways to improve professional skills.  
4.2. Tour guide skills. Guide speech and non-verbal communication. Gesture classification in excursions.  
4.3. Recommendations for senior tourists:

* Preparation.
* Rest periods.
* Assistance and accompaniment.
* Informational materials.

4.4. Medical aspects of working with senior tourists:

* Understanding senior citizens' health characteristics.
* First aid in emergencies:
  + Stroke
  + Heart attack
  + Falls
  + Heatstroke
  + Diabetes
  + Injuries and fractures
  + CPR

#### **Module 5. Introduction to Almaty’s Cultural Heritage**

5.1. **Introduction and Orientation**

* Welcome session and brief history of Almaty’s cultural heritage.

5.2. **Historical Quarters Tour**

* Excursion through historical districts such as "Old Town" and "Panfilov Street."
* Review of architectural monuments and buildings representing Almaty's history.

5.3. **Museum Visits**

* Visiting the Almaty History Museum for an in-depth look at the city's cultural heritage.
* Excursion to the Abai Museum-Estate to understand the poet’s cultural contribution.

5.4. **Exploring National Traditions**

* Visiting national craft and art centers to explore traditional workshops.
* Participating in masterclasses on national handicrafts and cultural traditions.

5.5. **Walks in Parks and Squares**

* Visiting parks and squares preserving cultural elements and monuments.
* Rest sessions and discussions on their cultural significance.

5.6. **Excursions to Theaters and Art Galleries**

* Visits to theaters and art galleries to explore modern cultural creativity.
* Participation in exhibitions and performances.

#### **Module 6. Elective Modules (Based on Additional Study Plans)**

6.1. Almaty’s Historical Heritage.  
6.2. Almaty as an Educational and Scientific Center.  
6.3. Almaty in the Arts.  
6.4. Almaty in Music.  
6.5. Architectural Heritage of Almaty.  
6.6. Almaty in Sports.  
6.7. Surroundings of Almaty.  
6.8. Project Work (Group activities, case studies, essays, final paper preparation).  
6.9. Final Paper Defense.

### ****Course Outcomes and Teaching Methods:****

1. **Discussion-Oriented Flipped Classroom:**

* Instructors provide lecture videos and supplementary materials (e.g., TED Talks, YouTube videos).
* Class time is dedicated to discussions and project activities.

1. **Flipped Teacher Model:**

* Instead of using pre-recorded online resources, learners create their own videos.
* This method allows participants to demonstrate their knowledge by teaching others.
* The goal is for learners to act as teachers, reinforcing their understanding of the subject.