

Procedure for certification of Tartu city guides

1. General rules

- 1.1 To become a certified guide in Tartu city, you need to pass official certification organized by the City of Tartu and the Tartu County Tourism Foundation in cooperation with professional societies of guides. The certification committee consists of representatives of the Tartu County Tourism Foundation, the City of Tartu, the University of Tartu, the Estonian Travel and Tourism Association (ETFL), the Tartu Tourist Guides Association and the Estonian Professional Guides Association.
- 1.2 Certification is open to all applicants who are at least 18 years old and have acquired secondary education. In the case of first-time certification, the candidate must submit the proof of passing at least 20 hours of supervised guide practice, a certificate for completion of professional training or a confirmation from the employer regarding previous guide work.
- 1.3 When registering for the certification exam, the candidate must submit a document photo (in digital form) to the Tartu County Tourism Foundation, which will be used on the guide certificate and on the sub-page of certified guides at www.visittartu.com.
- 1.4 From 2018, the first-time certification takes place in every other year in October. Re-certification and certification of themed tours takes place every year in October. Details of the current year certification are published at least one month before the certification takes place on the website of the Tartu County Tourism Foundation www.visittartu.com.
- 1.5 The first-time certification process consists of a theoretical and a practical guide exam, the re-certification process consists of a practical exam, and the certification of themed tours consists of a prepared route plan, a written mini-test and a practical exam.
- 1.6 The certification is fee-based. The amount of the fee is established by the Tartu County Tourism Foundation and the fees are set out in Section 7 hereto.
- 1.7 Before the certification, the representatives of the certification committee must organize a consultation for the registered applicants. The consultation takes place at least 1 week before the certification and the details of consultation will be published at least 2 weeks before the consultation at www.visittartu.com.
- 1.8 The results of the certification will be recorded in a report. The report will be signed by all members of the committee.
- 1.9 Those who successfully pass the guide exam will receive a guide certificate, which will be valid for up to 5 years. Once the guide certificate expires, re-certification must be passed.
- 1.10 The information and contacts of the certified guides will be added to the database at

www.visittartu.com no later than 2 weeks after the certification. The Tartu County Tourism Foundation will also send the list to hotels and tourism undertakings based in Tartu and Tartu County.

1.11 Those who fail to pass the certification (theoretical or practical exam), re-certification or themed tour certification exams can retake the exam next time when the certification is carried out.

2. Theoretical exam for the first-time certification

2.1. The theoretical exam for the first-time certification is carried out in the form of a written test, which includes questions about Tartu and Estonia and is divided into two parts: multiple choice fact questions and up to 5 open questions. The candidates will have two academic hours to answer the questions.

2.2. The test includes questions about history, culture, statistics, Tartu events calendar, Tartu development trends and entrepreneurship, Tartu's (marketing) approaches to different target groups.

2.3. You can receive a total of 100 points at the theoretical exam. The test questions and the score required for passing is determined by the certification committee. The committee also publishes the preparation questions and the score required for passing at least one week before the theoretical exam is scheduled to take place.

2.4. The answers of the test will be checked and the results with feedback will be sent to the candidate in writing within three working days after taking the exam.

3. Practical exam for the certification

3.1. At the first-time certification, a precondition to qualifying for the practical exam is the successful passing of the theoretical exam, and in the case of themed tour guides, a written route plan of a themed tour approved by the committee, and the successful passing of the mini-test. In the case of re-certification, there are no preconditions to qualifying for the practical exam.

3.2. At the first-time certification, the practical exam consists of a bus tour and a walking tour, where each candidate must speak for a total of approximately twenty minutes. At the re-certification (20 min) and themed tour certification (15 min), the practical exam includes only a walking tour. For more information on re-certification and themed tours certification, see respectively Sections 5 and 6 hereto. The committee reserves the right to ask additional questions and/or extend the tour, if necessary. At the first-time certification and re-certification, the order of presentation is established by drawing lots before the start of the exam; in the case

of themed tours, the order of presentation is established at least 3 days before the exam.

3.3. The routes for the first-time and re-certification tours are set out in the Annex to this document.

3.4. In the practical exam, the committee will assess the following points:

- attitude and service culture (10 p),
- factual knowledge and city presentation skills: completeness, scope of knowledge, accuracy and selection of facts, connection making skills, highlighting the most important, etc. (10 p),
- versatile use of facts in a wider context (20 p),
- language skills: the level of language skills must be very good or good (20 p),
- presentation and communication skills: flow of the text, how interesting the text is, verbal ability, body language, personality, etc. and readiness to communicate, cooperate, serve, etc. (20 p),
- speech technique and, in the case of a bus tour, the ability to work with a microphone: volume and clarity of speech, manner of speech, etc. (10 p),
- ability to lead a group, methodology of conducting a tour: drawing attention to objects at a right time, position of the group in relation to the introduced object, consideration of safe movement of the group, consideration of time limit, etc., in case of a bus tour, ability to give instructions to the bus driver. (10 p)

3.5. You can receive a total of 100 points at the practical exam. The committee has the right not to certify a guide at the first-time certification if the arithmetic mean of the assessment score given by the committee is less than 65 points in both the theoretical and practical exams. If the total score of the assessment is between 65 and 75 points, the guide will be certified for one year and he/she must re-take the practical exam in the following year. The exam is considered passed in full if the candidate receives more than 76 points.

3.6. The results of the certification together with written feedback will be sent to the candidate within a week after the practical exam.

3.7. The members of the committee are impartial in their assessments and base their assessment on the image of Tartu as an attractive tourist destination.

4. Certification language and assessment of language skills

4.1. The theoretical part of the certification (written test) can be done in Estonian, English or Russian. The candidate can choose the language when registering for the exam.

4.2. The practical part of the certification can be done in Estonian, English, Russian, German

or Finnish. In order to take the exam in any another language, it is necessary to agree in advance with the certification committee on the possibilities of assessing the language skills (e.g. involving a relevant language specialist).

4.3. For all languages, an officially certified minimum level of language proficiency B2 (C2 for Estonian for foreigners) is required according to the Council of Europe Framework for Language Learning: <https://www.coe.int/en/web/common-european-framework-reference-languages>. The proof of language proficiency must be submitted at the time of registration for the exam, unless the foreign language is the candidate's native language.

4.4. It is possible to do the practical part in different languages within a single exam, if the candidate has specified the languages at registration and submitted respective proof of the language skills.

5. Re-certification

5.1. Certified guides are required to pass re-certification in every five years to prove their qualifications.

5.2. For re-certification, the guide takes a practical exam in the form of a walking tour.

5.3. The practical exam will be assessed in accordance with Sections 3.4 to 3.7 hereto.

5.4. Certification is fee-based. The amount of the fee is established by the Tartu County Tourism Foundation and the fees are set out in Section 7 hereto.

5.5. Re-certification is carried out in accordance with the general rules as described in Sections 1.3.-1.11. hereto.

5.6. To pass the re-certification, the guide must score in the exam at least 75 out of 100 points.

5.7. The guide has the right to provide the committee with additional information about his/her guide activities (given lectures, references, letters of thanks, recommendations, etc.).

5.8. The committee has the right to ask the guide and his/her clients and partners for additional information about his/her guide activities.

5.9. The certification committee has the right to request the guide to take a practical exam if the committee has received, in writing, negative feedback about the guide's work at least on three occasions.

5.10. All re-certifications will take place only on dates set by the committee.

5.11. If the certification has expired more than 1 year ago, the guide must pass the first-time certification again.

5.12. The certification of guides certified under the certification procedure in force until 2017 is valid until the time indicated on the certificate.

6. Certification of themed tours

6.1. The certification of themed tours in Tartu city and county is open to all applicants who are at least 18 years old and have acquired secondary education.

The certification of themed tours for Tartu city is organized by the City of Tartu and the Tartu County Tourism Foundation in cooperation with professional societies of guides. The committee of themed tours certification consists of representatives of the Tartu County Tourism Foundation and the City of Tartu and at least 2 specialists in the field (a folklore expert, a Pallas Art College representative, an actor, etc.).

6.2. The certification consists of three parts - a written plan of the planned tour submitted at the time of registration for the certification (general introduction + itinerary), a written mini-test, which assesses general knowledge about Tartu, and a practical exam. Certified Tartu city guides do not have to take the written test. Guides whose written plans have been approved by the certification committee and who have successfully passed the written test are eligible for the practical exam.

6.3. The questions of the general mini-test and the score required to pass the exam are determined by the certification committee. The committee also publishes the preparation questions and the score required for passing at least one week before the theoretical exam is scheduled to take place.

6.4. The practical exam is carried out in the form of a walking tour, where each candidate has to speak approximately 15 minutes. The order of speaking will be set at least 3 days before the exam according to the themes submitted for certification.

6.5. The practical exam will be assessed in accordance with Sections 3.4 to 3.7 hereto.

6.6. The certification is fee-based. The amount of the fee is established by the Tartu County Tourism Foundation and the fees are set out in Section 7 hereto.

6.7. The certification of themed tours is carried out in accordance with the general rules as described in Sections 1.3.-1.11. hereto.

6.8. Those who successfully pass the themed tour guide exam will receive a guide certificate, which is valid for up to 5 years. Once the guide certificate expires, the guide has to re-certification the themed tour.

6.9. To maintain the quality of themed tours, the Tartu County Tourism Foundation carries out random inspections. In the case of an inspection, the guide is asked to send his/her schedule of coming tours within one month, so that the inspector can choose the one that suits him/her best. The exact date of the inspection will not be announced in advance.

6.10. In case of serious deficiencies detected during two consecutive inspections, the Tartu County Tourism Foundation has the right to request the guide to pass a re-certification of the respective themed tour.

6.11. If the guide wishes to certify several themed tours, a written plan for each theme has to be submitted. After reviewing the plans, the committee has the right to decide which themed tours or parts of them will be subject to a practical exam.

7. Certification fee

7.1. The certification fee for a first-time certification and re-certification as well as themed tours is specified on the website of the Tartu County Tourism Foundation www.visittartu.com.

7.2. The certification fee must be transferred to the current account of the Tartu County Tourism Foundation EE242200221012304942 before registering for the certification. A copy of the payment order must be attached to the registration application.

7.3. If the person registered for the certification does not appear for the exam or if his/her exam result is insufficient to obtain a guide certificate, the certification fee will not be refunded.

Approved by the Tartu County Tourism and Tartu City Government Public Relations Department. Coordinated at the round table of guides on 28.02.2017. Corrections introduced in August 2021.

Annex 1

Possible routes for the practical exam

Bus tours may include the following spots:

- Vabaduse boulevard and the River Emajõgi
- Riia-Turu crossroad and the shopping centres, including the renovated Market Hall
- Tartu Centre for Creative Industries
- Pargi street
- Tähe street and/or the district of Karlova
- Võru-Kastani corner and local street art
- The Widget Factory, Hektor Design Hostel, St Paul's Church
- The district of Tammelinn

- Puusepa street, Lunini street and the medical campus
- The district of Maarjamõisa (The National Archives, Physicum, Chemicum, Tartu Health Care College, etc.)
- Vaksali street and railway station
- Vanemuise street (Vanemuine theatre buildings, Karl Luik's statue, University of Tartu Natural History Museum, Estonian Literary Museum, University of Tartu Library, Tartu Literature House)
- KGB Cells Museum and Baltic Defence College
- St. Mary's Church, its restoration and connection with the Song Festival
- Vallikraavi street, Kassitoome Park and Toome Hill
- The district of Tähtvere and the streets named after Estonian writers, Taara boulevard and Arnold Matteus' promenade
- Campus of the Estonian University of Life Sciences
- Tartu Song Festival Arena and Tähtvere Dendropark
- A. Le Coq brewery and Beer Museum
- The district of Supilinn
- Tartu New Theatre and University of Tartu Botanical Garden
- University of Tartu Delta Centre and Tartu University's sport facilities
- Jaama street and Tartu Song Festival Museum
- Rooski street, hangars and military airfield
- Estonian National Museum
- Upside Down House
- Raadi Manor and the district of Raadi (incl. adventure park)
- St. Peter's Church and the monument for the first Song Festival
- Jaama street, „China Town” and district of Annelinn
- SPARK, Tartu Science Park and Tartu City Museum
- Tartu bridges, „Snail Tower”, AHHA, Aura Centre
- Student corporations and societies

Walking tours may include the following spots;

The section of the itinerary will be drawn at the beginning of the tour. Using "out of the box" approaches and interesting modern facts is welcome.

- Tartu geodetic zero point / Town Hall Square
- The Leaning House / Tartu Art Museum
- sTARTUp HUB, Tartu startups and sTARTUp Day
- Arch Bridge (Kaarsild) and the model of Kivisild Bridge

- K uuni street and former city wall
- ‘Father and Son’ sculpture
- Tartu city center with its shopping centres and V-SPA
- Vanemuine Theatre
- Sculpture ‘Oscar Wilde and Eduard Vilde’, Vallikraavi street
- Monument to Barclay de Tolly
- Monument to Nikolai Pirogov
- Werner as the first and most prominent coffee shop in Tartu
- Wall paintings on the “Marx Building”
- Lossi street, Gunpowder Cellar, H. Eller Music School
- Tartu Angel’s Bridge (Inglisild)
- Toome Hill
- Tartu Old Observatory and Struve Geodetic Arc
- Statues on Toome Hill
- Old medical buildings (Tartu Old Anatomical Theatre), Estonian Supreme Court
- Tartu Devil’s Bridge (Kuradisild)
- Tartu Dome Church and University of Tartu Museum
- Kissing Hill (Musum agi)
- Old University Church
- Gustav II Adolf statue
- The University of Tartu Main Building
- Former building of Postimees newspaper
- Monument to Jaan T onisson
- St- John’s Church
- Tampere House and Uppsala House
- The 19th Century Citizen's Museum
- Former detention center (Jaani street)
- Lutsu street (St. Anthony's Courtyard and Guild, Tartu Toy Museum, Home of Theatre of Tartu Toy Museum)
- R uutli street
- Tartu coffee shops and restaurants, Taste of Tartu and Tartu Food and Wine Festival
- Hugo Treffner Gymnasium
- Republic of Estonia Ministry of Education and Research
- University of Tartu Botanical Garden
- Tartu Central Library

- Kalevipoeg statue and the Tartu Peace Treaty
- Inland Waters Embassy (Sisevete Saatkond) and Lodi, the river Emajõgi

ANNEX 2

Good practice

The good practice of Tartu city guides is based on the Code of Ethics for Estonian Guides. As a worthy and loyal representative of Estonia and Tartu, a guide shall respect all guests, thus shaping the good reputation of their country and promoting the attractiveness of Estonia as a tourist destination.

Tartu city guides shall be guided in their activities by the following values and conduct:

Reliability

- A Tartu city guide shall be polite, have a respectful appearance, open and friendly attitude.
- The reliability of a guide is primarily verified by a valid assessment and/or professional certificate.
- A guide shall draw attention to activities or omissions that damage the credibility of the tourism industry.
- A guide shall be loyal to the client and refrain from damaging the client's reputation or misusing the information entrusted to them.

Competence

- A guide shall participate for at least 15 academic hours per one calendar year in tourism, history, customer service, language and other in-service training, courses and/or seminars.
- A guide shall be aware of what is happening in his/her work area, as well as the main developments in Estonia and the world.
- A guide shall prepare well for his/her presentation: familiarise with the program and schedule, show up in an agreed place in advance, wear a name tag and clothing that fits the occasion and complies with the good practice.
- When introducing the sights to the guests, a guide shall ask tourists to keep a respectful and caring attitude towards the local population, nature and cultural heritage. The guide also shall make sure that, in the case of objects that require a more sensitive approach, such as memorials, battle and burial sites, shrines, etc., the tourist group behaves in accordance with ethical beliefs and local customs. The guide shall know and take into account the specifics and expectations of the group. He/she shall respect tourists and be

able to establish himself, if necessary, calmly discuss the cause of the problem.

- A guide shall convey information in a versatile and objective way, refraining from prejudices and propaganda and distinguishing between facts, opinions, legends and tales in a way that is understandable to the tourists.
- A guide shall use a versatile vocabulary and express himself/herself fluently.
- A themed tour guide shall have expressive presentation skills and he/she shall be able to convey the theme of his/her tour in an interesting way and from different points of view.

Obedience to the law

- A guide shall comply with generally accepted norms and practices, and protect the honor and dignity of his/her profession.
- A guide shall be familiar with the international, national and local legislation concerning the profession of guide and the terms and conditions of the contract signed with the client.

Impartiality

- A guide shall be able to stay calm and professional in any situation.
- A guide shall treat all target groups equally and fairly.
- A guide refrains from expressing personal opinions on sensitive topics, such as politics, religion, racial or ethnic affiliation, etc., which may cause controversy or misunderstanding.
- A guide shall not enter into contracts with the sites and/or businesses visited for his/her personal gain, which may question his/her independence in performing his/her duties.

Readiness to cooperate

- A guide shall work with all cooperation partners (customers, tourism professionals, municipalities, etc.) with respect and consideration, and expect a respectful attitude from them in return.
- A guide shall respect his/her colleagues and encourage the clients to use the services of certified guides.
- Guides shall share the necessary information and materials, support the development of beginner guides and work together to promote the guide profession.