



TARTU ÜLIKOOL
Pärnu kolledž

Interreg

Estonia – Latvia



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the European Union



How to Guide Tours for People with Access Needs

Project „Forest and Coastal Hiking Trails' accessibility improvement for different social groups”

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23.05.2025



Topics

1. Tour Guide's Handbook
2. Practical
example: tour to
the Tõstamaa
parish to the
Ranniku hiking
trail in December
2024.

Tour Guide's Handbook



Tour Guide's Handbook

Principles and Recommendations

Handbook compilers (2021):

Rita Tammela, Ene Sarapuu, Sirje Vallmann, Monika Sooneste,
Lili Kangsepp-Puun, Kaire Reiljan, Mart Männik, Annereet Paatsi, Heli Kakko

Handbook revisions (2025):

Liina Käär, Tõlv Jõul, Estonian Chamber of People with Disabilities

The revision of the handbook was coordinated by
NGO Estonian Rural Tourism

The handbook is based on a set of guidelines originally compiled in 2021 at the request of Visit Estonia, and it was updated in 2025. The revision of the handbook was supported by the Interreg Estonia-Latvia programme project "Forest and Coastal Hiking Trails' accessibility improvement for different social groups".

2025

Table of contents



I Introduction to Tour Guiding	
• Who is a Tour Guide and Why is Their Work Important?	3
• Tour Guiding and Guest Expectations	4
• Why Do People Travel	5
• Destination Choice and the Traveler's Decision-Making Process	6
• Maslow's Hierarchy of Needs	8
II Guiding Different Social Groups	
• Client Segmentation Criteria	12
• Cultural, Religious, and National Background	13
• Different Social Groups	17
• Special Interest Visitors	21
• Visitors with Special Needs	21
III Guide as a Profession	
• Terms Used in Guiding Work	46
• A Guide is the Living Business Card of Their Country and Region!	47
• Different Types of Guides	49
• Guide as a Service Provider	52
IV Excursions – The Core of Guiding Work	
• Excursion Preparation	68
• Guide text	70
• Storytelling	72
• Route Planning	75
• Tour Stops and Schedule	76
• Creating a Schedule	78
• Backup Plans	79
• Guide's Equipment for the Excursion	80
V Conducting the Excursion	
• Meeting the Group and Introduction to the Excursion	81
• Group Management	82
• Different Modes of Movement on Tours	84
• Ending the Tour	88
• Post-Tour Activities	89
• Guiding in Different Environments	90
VI Risks and Their Assessment	96

About the content

CHAPTER 1: INTRODUCTION TO TOUR GUIDING

- Basis for tour guiding - people
- Motivation of tourist

CHAPTER 2: GUIDING WITH DIFFERENT SOCIAL GROUPS

- Cultural variety
- VIP visitors
- Age and gender
- Special interests
- Special needs: visual and hearing impairments, physical impairment, difficulties with speaking, intellectual disability, mental illnesses, allergies and chronic conditions

About the content:

CHAPTER 3: GUIDE AS A PROFESSION

- Different types of guide
- Becaming a guide
- Different skills and knowledge of guide

CHAPTER 4: EXCURSIONS - THE CORE OF GUIDING

- Planning a tour
- *Schedule and administration*
- *Content*

CHAPTER 5: CONDUCTING A TOUR

- Administration
- Performance
- Conducting a different type of tours
- Working as a rural guide

Summary

- Refreshed version of guidance material of 2021 version
 - It is a living document
- Cooperation with different Estonian guides, NGO Estonian Guides Association and Estonian Chamber of People with Disabilities



Eesti Maaturism

Leia puhkusekoht siit! - Puhka Eestimaal, sest maal on elu!

Leia oma puhkus siit



Minu puhkusekorv (0)

Viimati vaadatud

[Eesti Maaturism](#) ▶ [Projektid](#) ▶ [Projekt - Accessible Hiking Trails](#) ▶ [Tulemused ja materjalid](#)

Projekt - Accessible Hiking Trails

- Uudised
- [Tulemused ja materjalid](#)

Projekt - Sõjaajaloopärand II

- Uudised
- Pressiteated

Projekt - Aiapärlid / Garden Pearls

Projekt - Light in the Dark

- Tulemused, materjalid jm

Projekt BASCIL

Tulemused ja materjalid

Eesti Maaturismi Ühingu eestvedamisel valmis 2025.a. kevadel uuendatud ja täiendatud versioon juhendmaterjalist "**Giidi töö käsiraamat - põhimõtted ja soovitused**" (allalaetav pdf). Käsiraamatus saad tutvuda giiditöö põhimõtete ja soovitustega. Selgitatakse giidi rolli ja tema olulisust Eesti tutvustamisel külalistele. Samuti pakutakse nõuandeid, kuidas leida töös külalistega (erinevate sotsiaalsete sihtrühmadega) paremaid lahendusi.

Käsiraamatu materjali toetavad videod, millest esimene tutvustab pildis ja sõnas giidi töö olulisi tahke töös erivajadusega (intellektipuue) inimestega. Inglise keelsete subtiitritega video leitav Eesti Maaturismi Ühingu YouTube kanalil [SIIN!](#)



Link is here:



<https://www.maaturism.ee/index.php?id=688>

Giidi töö käsiraamat – põhimõtted ja soovitused

Käsiraamatu koostajad (2021):

Rita Tammela, Ene Sarapuu, Sirje Vällmann, Marika Sooneste,
Lili Kängsepp-Puun, Kaire Reijjan, Märt Männik, Annereet Paatsi, Heli Kakko

Käsiraamatu täiendajad (2025):

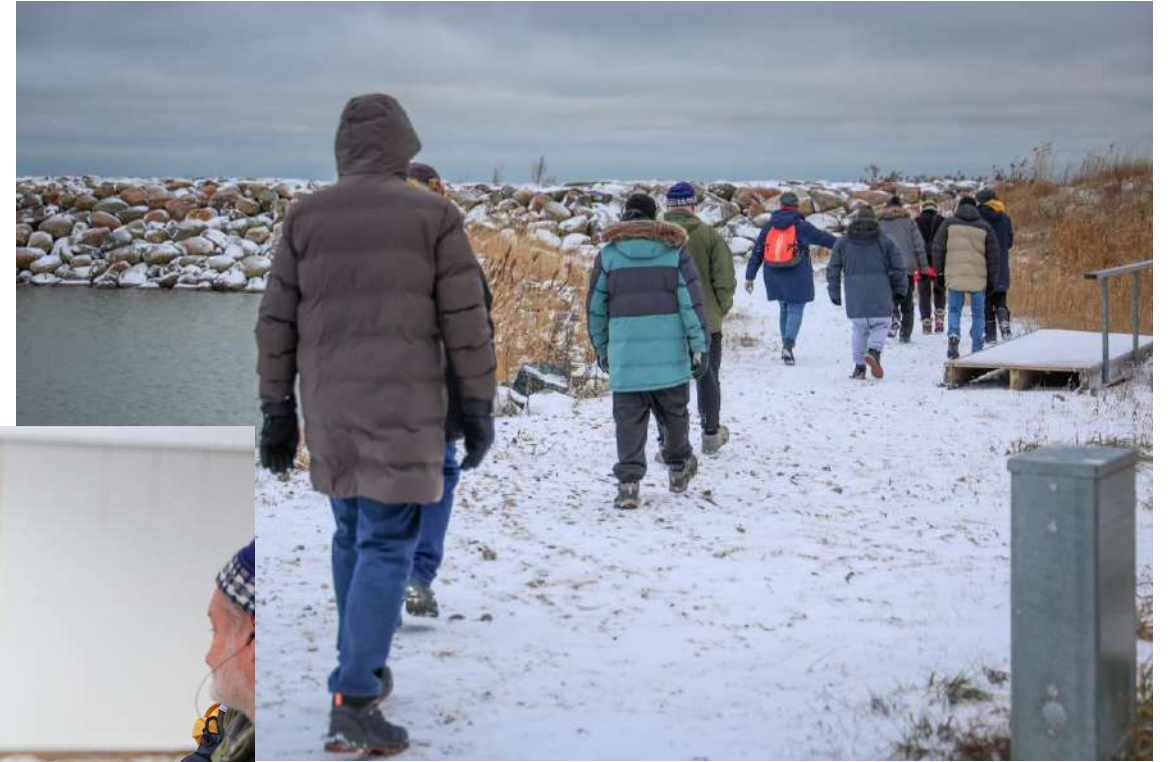
Liina Käär, Tõiv Jõul, Eesti Puuetega Inimeste Koda

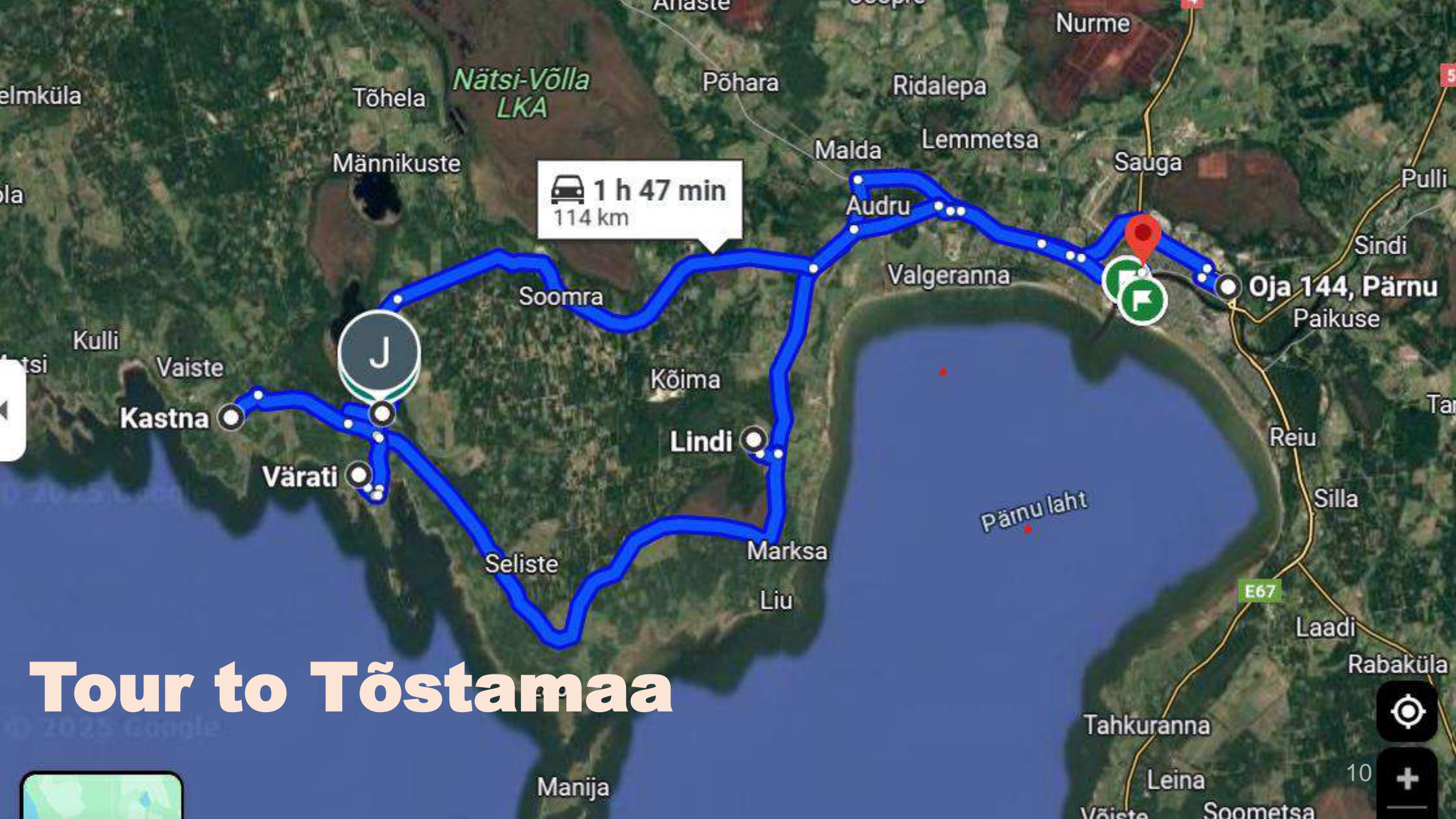
Käsiraamatu täiendamist koordineeris
Eesti Maaturismi Ühing

Käsiraamat põhineb 2021. aastal VisitEstonia tellimisel koostatud juhendmaterjalil, mida on täiendatud 2025. aastal. Käsiraamatu täiendamist toetas Interreg Eesti-Läti programmi projekt "Forest and Coastal Hiking Trails' accessibility improvement for different social groups."

Tour with people with intellectual disability

- Open-minded
- Simple
- Friendly
- Warm
- Prepared
- Flexible





Tour to Tõstamaa



Preparing for a tour

What is intellectual disability?

- 1-2%
- limited in various cognitive abilities
- lacks abstract thinking
- reduced ability to learn
- limited ability to make connections and orient themselves
- reduced social skills such as empathy, self-expression and communication with others
- the world is simple and concrete
- Mild (9-12) and moderate (6-9) disability

Viin teid, koos MTÜ Maaturismiga, 5. detsembril väljasõidule Tõstamaa osavaldale, kus tutvustame Ranniku matkarada. See matkarada kulgeb mööda Läänemere kallast ning on osa Euroopa pikast matkateest. Matkarada algab Nida külast Leedu-Läti piiril ja lõpeb Tallinnas. Eestis kulgeb matkarada 620 kilomeetrit. Meie tutvume 5. detsembril väikese osaga matkarajast Värati ninal ja Kastna poolsaarel.

Värati ja Kastna on väikesed rannakülad, millel mõlemal on pikk ajalugu ja ilus loodus. Ekskursioonil tutvustan teile mõlema rannaküla loodust, ajalugu, natukene matkame ja piknikku peame ka.

Koos bussisõidu ja piknikuga on kogu ekskursiooni pikkus umbes 4,5 tundi.



Fotodel: Vaade Kastna kadastikule ja ühele kapteni tammedest (fotod Liina Käär)

Ekskursioonikava:

10.00 – istume bussi ja algab sõit Pärnust Tõstamaa osavalla suunas: heidame bussiaknast pilgu teele jäävatele vaatamisväärsustele

11.00 – Värati nina: vaatame ringi, ronime muulil, giid tutvustab küla ajalugu ja loodust, väike käeline tegevus

12.00 – Kastna poolsaar: ronime vaatetorni, teeme minimatka, peame piknikku

13.30 – algab tagasitee Pärnusse

Peatse kohtumiseni!

Liina Käär, giid

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Preparatory work

- A length of trip that offers an experience but is not too tiring
- A variety of activities that allow for both active participation and time to relax or be alone
- Group size and accompanying persons
- Sharing information: leaflet of other illustrative information
- Communication, communication ☺

Running the tour:



- all the usual activities of a tour guide: picking people up, driving to the destination, introducing the sights and the area, taking care of the guests' needs...
- at the same time, the target group, people with intellectual disabilities, was taken into account throughout the trip.

Important elements:

- Warm, positive, respectful
- Simple language, easy to understand words and explanations
- Moderate pace with good combination of activities and time to relax
- Readiness to talk on any topics
- Repetition
- Time management: how to fulfil longer bus drive
- Dealing with unexpected situations
- Assistance throughout the tour with various type of activities

Activities during the hiking tour





Freedom to choose



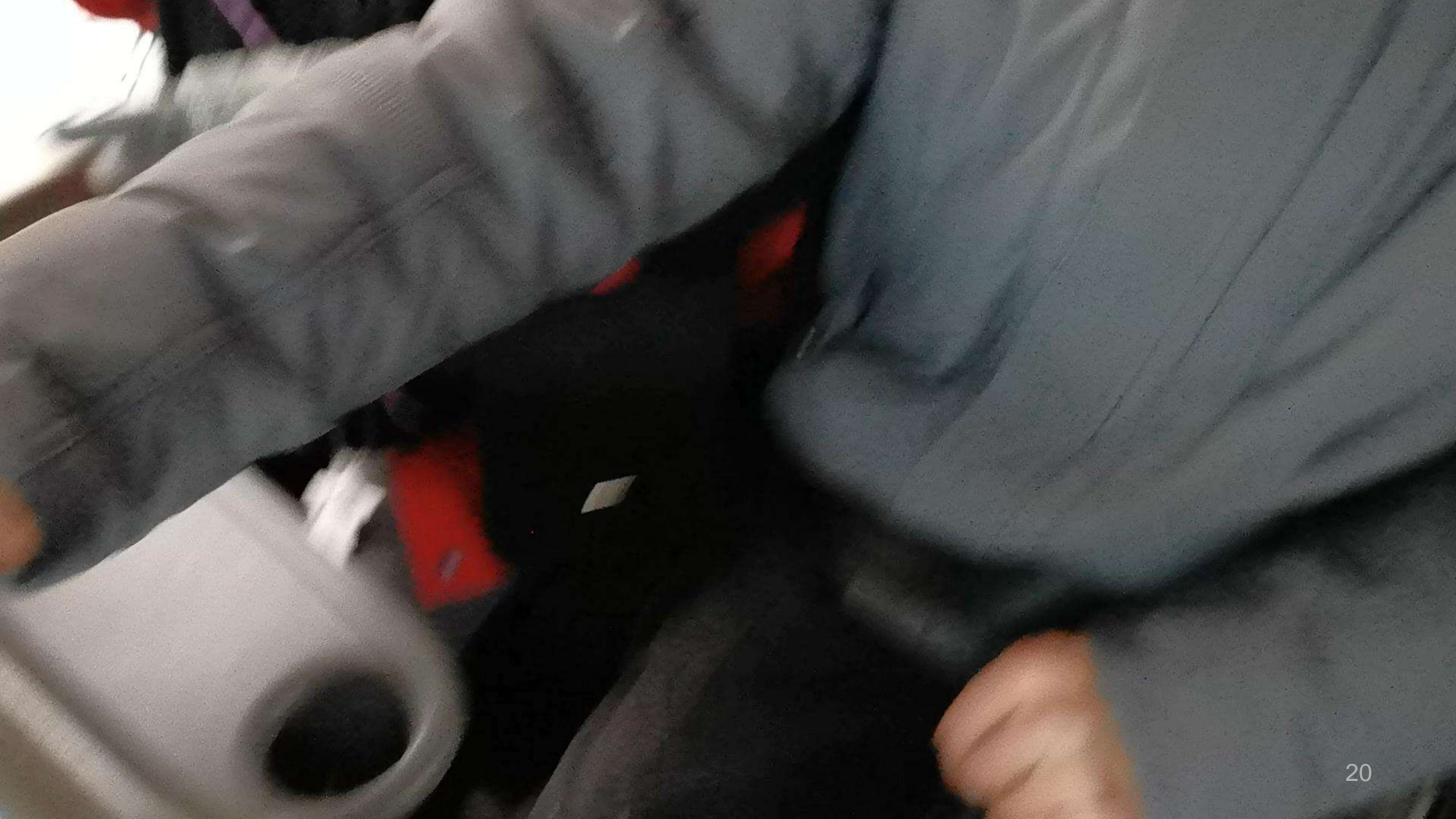
Provide simple but relaxing activities



Completing the tour

New activities and experiences become brighter when they can be shared with others and relived for oneself.

- Summarising the trip: what did we do during the day
- Feedback and sharing the expressions
- Recalling the tour at home. We asked the activity leaders who took part in the tour to collect feedback from people with intellectual disabilities after they had already arrived home.
- Personal „thank you“ and „goodbye “.



Conclusion 1:

People with an intellectual disability are an open and welcoming target group, eager to take part in various excursions and tours. Although they need routine and security in their daily lives, they need new experiences and experiences that enrich their world.

Conclusion 2:



Vernā Myers

DEI Pioneer Keynote Speaker DEI Consultant

“Diversity is being invited to the party.
Inclusion is being asked to dance.”™