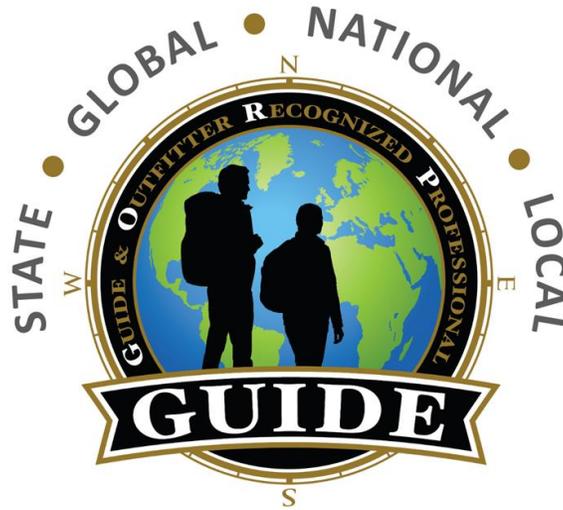


# Welcome Guides and Outfitters!



## GORP GUIDE TRAINING PROGRAM

### Guide and Outfitter Recognized Professional

*Led by Miles Phillips of Oregon Sea Grant Extension, the program content was developed by Oregon Sea Grant/Oregon State University Extension faculty*

The GORP program's focus is to provide a platform to help guides and their businesses thrive! GORP-certified guides, GORP Pros, set themselves above their competitors.

The GORP content and testing system has been designed with input from professional guides, professional educators, and tourism marketing organizations. The GORP program is aligned with industry-identified best practices per the Adventure Travel Trade Association (ATTA). Extension, partners, and industry experts can provide specialized skills training in conjunction with GORP training. The GORP online courses are not designed to produce an expert in a specific activity; it compliments but does not replace existing specialized certification such as first aid or boating skills.

Guides who have completed the GORP Program provided strong testimonials:

***"I would recommend this course to others, for their own development and for strengthening the [guiding] industry."***

***"I found that being able to retake the quiz immediately cut down on time which is highly valuable to me in a busy life running my business."***

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## WHO SHOULD TAKE GORP GUIDE TRAINING PROGRAM?

- For experienced guides and outfitters, GORP will provide both a recognition of your existing knowledge and information on a wide range of topics and industry organizations and international best practices to help raise the value of your guiding services.
- For aspiring guides, the GORP program will give you a great foundation for your future business and provide knowledge on a wide range of topics and industry organizations as well as international best practices and raise the value of your guiding services.

## HOW WILL GORP RECOGNITION BENEFIT YOUR BUSINESS?

The primary benefit is that the participant will gain new knowledge and/or reaffirm existing knowledge useful to a professional guide. Additionally, the participant will be recognized for their knowledge with a certificate for each area course they complete.

- There are marketing benefits, too. The graduate's contact information will appear on our outreach website, [www.gorpguide.org](http://www.gorpguide.org), which is designed for the public to connect with GORP-certified guides. You will also receive your GORP Program Certificate, GORP logo for your website, and invitations to attend ongoing professional development opportunities for the guiding industry.
- GORP Pro Guides are recognized locally and internationally as distinguished professionals by travelers and the tourism industry.

## GORP GUIDE TRAINING IMPROVES ABILITIES:

1. Be knowledgeable about internationally recognized best practices in your industry and how to implement them.
2. Use interpretive communication skills to enhance your client's experience and your value.
3. Tell guests interesting facts about your country, state, and local area, including history, events, and natural features.
4. Understand the major tourism industry organizations, and how to work with them.
5. Develop client appreciation and care for the environment.
6. Know how to provide quality customer service for various types of clients.
7. Adapt your services and marketing to changing client interests.
8. Be knowledgeable about the public natural resource management agency roles and how to work with them.
9. Understand the economics of tourism and be able to share information with journalists and officials.
10. Identify 101 species of local animals and plants.

***GORP PRO GUIDE Comment... "[GORP Guide Training] is an excellent overview of questions often asked by clients...The tidbits were worth remembering. Gives me something to talk about."***

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## **GORP PROGRAM FORMAT**

The GORP Guide Training Program consists of online courses and webinars. In addition, GORP can provide locally led in-person skills training. The online program was developed to allow guides better access on their own schedule as well as reduce costs. These courses can be taken independently, but full certification requires completion of four regional courses.

The four regional courses are:

1. Global
2. National
3. State
4. Local

Training on specialty topics with live or online workshops is offered and is intended to be a component of on-going GORP guide training. GORP is intended to complement and be integrated with any other existing industry or specific skill training offered by university extension programs or other organizations.

### **Global Course**

This content addresses topics important for all guides, anywhere. Global course content includes group management, customer service, sustainability, marketing, personal interpretation skills, basic terrestrial and marine ecology, international guide standards & more.

It is available in English and Spanish, and anyone in the world can take the course. This is 1 of a 4 course program. Anyone can take the course.

### **National Course**

National courses provide national symbols, key economics, agencies, and natural feature information. This course is intended to provide a very limited amount of targeted information as talking points and resources for further learning about the country. This is 1 of a 4 course program. Anyone can take the course.

### **State Course**

These courses provide content specific to individual states/territories/provinces.

State courses provide state symbols, key economics, agencies, and natural feature information. This course is intended to provide a very limited amount of targeted information as talking points and resources for further learning about the state/territory/province. This is 1 of a 4 course program. Anyone can take the course.

### **Local Region Course**

Courses can be developed for specific regions within each state. Local regions are generally defined by tourism region within a state. This course content includes identification of 101 local species of plants

and animals, knowledge of local history, natural resource agencies, natural features, towns, and tourism organizations, etc. This is 1 of a 4 course program. Anyone can take the course.

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## **GORP 4-H YOUTH ENTREPRENEURSHIP PROGRAM**

In addition to the GORP professional program, Cooperative Extension 4-H programs may also use the GORP program. The GORP 4-H Clubs are volunteer-led groups of 9th-12th graders that meet to learn about entrepreneurship as an outdoor adventure guide.

## **FUTURE EXPANSION OF THE GORP PROGRAM**

It is our goal to continue to expand the GORP program offerings. To that end, we will develop continued educational opportunities in response to your input and industry trends, and we are working to expand the program to include other local regions, states, and nations.

In 2021, Hawaii, Wisconsin and South Carolina state courses are being added, along with a local region course for each of those states.

Currently the Global Course is relevant to anyone anywhere. We also have a Spanish language version of the Global Course. The United States Course is relevant to all in the US and those working with US clients.

## **TO SEE CURRENT COURSE OFFERINGS AND LEARN MORE ABOUT GORP**

<https://www.gorpguide.org/>

*This training program has been developed by Oregon Sea Grant Faculty, OSU Extension Faculty and Industry Professionals.*

*Special thanks to:*

*Miles Phillips - OSU Extension/Oregon Sea Grant - Bandon and Coos Bay, Oregon.*  
[miles.phillips@oregonstate.edu](mailto:miles.phillips@oregonstate.edu)

*Frank Burris - OSU Extension/Oregon Sea Grant - Gold Beach, Oregon*

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