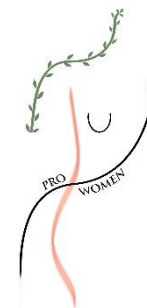




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ProWomen – Up-skilling Itineraries for Women as New Cultural Promoters to Enhance Territorial Heritage

M6: Manage Groups, Organising Events

Get to know the group; Basic rules for group management

[name of presenter]

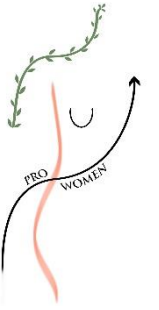
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Objective of this presentation

Understanding how to get to know and manage a group of tourists



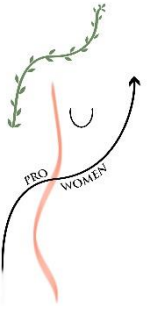


Basic rules for group management

A group

- is a gathering of people who interact with each other on the basis of shared expectations regarding their respective behavior
- encourages creative behavior and associative decision-making
- allows the enhancement of everyone's attitudes and qualities





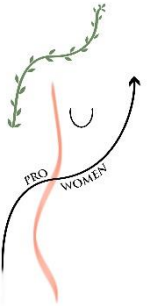
Group sizes

Small groups

- 3 - 15 members
- less emotional and more rational than the individual
- has more ideas but is slower than the individual

Big groups

- from 16 members and up
- mediation is very difficult
- more conflicts can arise



Group Types

Primary Group

- The members are united by blood, ideological, or religious ties, etc.
- relationships are mostly warm and emotional

Secondary group

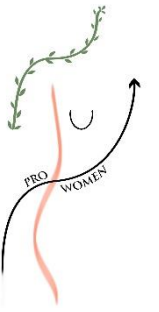
- relationships are structured and institutional
- communication channels are very formalized
- you participate because of what you know how to do
- relationships fall mainly into the following categories: cold, impersonal, contractual, rational



Get to know the group!

When accompanying tourists to an event, you may have to manage:

- a group already formed, for example students from schools and universities as members of educational tours, fellows of various fraternities with common interests, groups of senior citizens, etc.
- newly formed groups consisting, for example, of individual travelers, couples, families, and small groups of friends



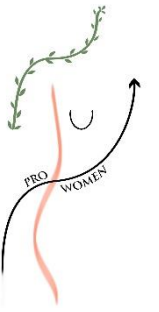
Group management always involves two dimensions:

- define objectives, constraints, and rules
- define times and modalities

The cohesion of the group with reference to what needs to be done

The needs of group members

- take individual needs and problems into account
- Encourage the participation of all group members
- manage any conflicts



Basic rules for group management: Checklist

1. Clarify the objectives of the event:

- Define goals and decide what needs to be achieved.

2. Establish procedures:

- Offer suggestions on how best to proceed; organise the group; agree on the rules to follow.

3. Provide all necessary information

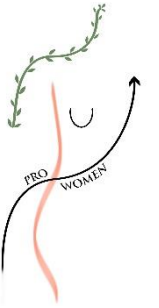
4. Keep the group on topic:

- Help the group to stay focused on the event, the products that will be valorised, etc.



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Reflection

What do you think about the content
presented?

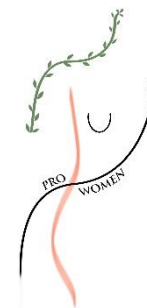
Are there questions?





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