

Welcome Guides and Outfitters!



GORP - Guide and Outfitter Recognized Professional

What is GORP?

GORP is a recognition and training program for guides and outfitters offered by Oregon State University Extension/Oregon Sea Grant. This program consists of 4 online courses which can be completed in a few weeks. The program also includes live workshops on various topics that will be offered on a continuous basis to address current topics. Content has been developed by faculty with input from professional guides. Qualified participants may test-out of each module.

How will GORP recognition benefit your business?

You will receive marketing services with cooperating trade organizations. This includes use of printed and electronic logos for your website, marketing materials, equipment and uniforms.

The content is aligned with the international voluntary best practice standards compiled by guide businesses with the Adventure Travel Trade Association (ATTA). You will be recognized locally and internationally as a distinguished professional by travelers and the tourism industry.

GORP ONLINE PROGRAM Complete List of Topics

LOCAL REGION

GORP Program Overview
Geographic Features
History
Outdoor Recreation & Tourism Industry
Natural Features
Test Your Knowledge

STATE/PROVINCE/TERRITORY

GORP Program Overview
State Guide Licensing
Natural Resource Agencies
Economics of Tourism & Outdoor
Recreation
Key Tourism Organizations
Key Features
Test Your Knowledge

NATIONAL

GORP Program Overview
Natural Resource Agencies
Economic Impact of Tourism
Key Tourism Organizations
Key Features
Test Your Knowledge

GLOBAL

GORP Program Overview
International Adventure Travel Guide
Qualifications & Performance Standard

Technical Competency
Sustainability
Interpretation
Customer Service
Group Management
Resources for Wilderness Medicine & First Aid
Weather Systems
Economics of Travel & Tourism
Constellations
Navigation Skills
Terrestrial Ecology & Management
Marine Ecology & Management
Safety & Risk Management
Business Operations & Planning
Additional Information & Resources
Test Your Knowledge

GORP ONLINE PROGRAM

GORP guides will be able to:

- **Identify 101 Species of local animals and plants.**
- **Tell guests interesting facts about your state and country, including history, events and natural features.**
- **Understand the economics of tourism, major tourism industry organizations, and how to work with them.**
- **Be knowledgeable about the public natural resource management agency roles and how to work with them.**
- **Know how to provide quality customer service for various types of clients.**
- **Use interpretive communication skills to enhance your clients experience and your value.**
- **Adapt your services and marketing to changing client interests.**
- **Participate in marketing campaigns available only to GORP Guides.**
- **Be knowledgeable about internationally recognized best practices and how to implement them.**

The GORP program helps guides and their businesses thrive!

Adventure travel is an extremely diverse and expanding industry; and guiding and outfitting is competitive. Extension's GORP program is designed for all guides from experienced to those just getting started in the field to set themselves apart.

The GORP program is intended to promote guide services and provide a mechanism for guides to be recognized and promoted as professionals. The GORP also provides a means for guides to stay current with industry trends through continuing education opportunities.

The GORP platform is designed to elevate overall skills and help improve business operations. The GORP program is not designed to produce an expert in a specific activity. For example: the GORP online curriculum does not teach someone wanting to be a fishing guide how to fish or operate a boat. Instead it provides knowledge to enhance the ability of a fishing guide to enrich client experience and achieve higher profits. In-person workshops can be offered on specialized fishing or boating skills.

Recognition in the GORP program differentiates professional guides from less-skilled, less trained, non-professionals.

The GORP content and testing system has been designed with input from professional guides, professional educators, and tourism marketing organizations. GORP program is aligned with industry identified best practices per Adventure Travel Trade Association (ATTA). You can download and read the ATTA Guide Standard by clicking the following link.

The five core competencies of the [Adventure Travel Guide Qualification and Performance Standard](#) are:

- Technical Competency
- Wilderness Medicine & First Aid
- Customer Service & Group Management
- Natural & Cultural History Interpretation
- Sustainability

The GORP program does not replace existing specialized certification such as First Aid, or Boating Skills. There are many different skills and other training and certification programs that address specialized activities. The GORP program's focus is to provide a broad platform to help guides and their businesses thrive.

Within the GORP program, Extension will offer specialized training and business development services. These additional in-person workshops are developed in response to your input about important topics and industry trends.

Extension is working with the Oregon Coast Visitor Association and Travel Oregon towards a specialized marketing campaign for guides that complete the GORP program that will result in higher pricing, more bookings, and greater sustainability for your business.

Flexible GORP program format:

The GORP program is completed online and is self-paced to allow flexibility within an overall course schedule. Log in and complete each course, at your convenience. Each course is designed to be completed with a few hours of participation per week. There are four courses in the complete program. Successful completion of all four courses earns you the GORP recognition.

As many of you are skilled experienced guides, the program is designed to allow you to potentially move through the program more quickly by testing out of modules within each course and still receive full credit toward certification. Tests can be retaken until a passing score is achieved.

It is our goal to continue to expand the course offerings. To that end, we will develop continued educational opportunities in response to your input and industry trends. These training programs are offered through online materials and in-person local workshops.

GORP 4-H Youth Program

In addition to the GORP professional program, Oregon State University Extension is supporting GORP 4-H Clubs. The GORP 4-H Clubs are volunteer-led groups of 9th-12th graders that meet after school to learn about entrepreneurship as an outdoor adventure guide. For more information ask your county Extension agent or see <http://tourism.oregonstate.edu>.

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

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GORP Local Region - Oregon Coast Course Modules

1. Introduction to GORP – Local Region

- A. Welcome
- B. Learner's Contact Info

2. Introduction to GORP Program

- A. Program Overview
- B. General Quiz Instructions

3. Geographic Features

- A. Introduction & Learning Goals
- B. General Coastal Information
- C. Coastal Communities
- D. Coastal Counties
- E. Events
- F. Quiz

4. History

- A. Introduction & Learning Goals
- B. Timber Industry
 - i. Advances in Forestry Technology
 - ii. Environmental Effects
 - iii. Timber Today
- C. Farming & Dairy
- D. Fishing
 - i. Labor
- E. Quiz

5. Outdoor Recreation & Tourism Industry

- A. Introduction & Learning Goals
- B. Tourism Organizations & Funding
- C. Economic Impact of Tourism
- D. Quiz

6. Natural Features

- A. Introduction & Learning Goals
- B. Coastal Rivers & Mountains
 - i. Quiz
- C. 101 Species of Flora & Fauna
 - i. Special Quiz Instructions
 - ii. Species Quizzes
 - 1. Birds
 - 2. Fish/Amphibians/Reptiles
 - 3. Invertebrates
 - 4. Mammals
 - 5. Plants
 - 6. Trees
- D. Specialty Topic – Oregon Fisheries Management

7. Region Evaluation

8. Review Your Progress

9. Statement of Completion for Region

