

Tour Guide Checklist

By Alex Strickland

- Do
 - Be flexible.
 - Give a balanced commentary.
 - Be prepared to change route.
 - Be able to provide alternative routes.
 - Link, relate, qualify and develop according to timing.
 - Stress the social history.
 - Allow and handle questions.
 - Always listen carefully.
 - Be honest: say if you do not know the answer.
 - Give time for guests to talk.
 - Limit detail to the important.
 - Explain technical terms and jargon.
 - Be confident.
 - Be imaginative.
 - Use the visitors knowledge; find out if there are any specific interests.
 - Use common sense.
 - Carry appropriate reference books.
 - Present the site or experience in the best possible way.
 - Be positive.
 - Smile.
- Do Not
 - Forget to mark the tour in your diary.
 - Forget to count: group members, restaurant seats, entrance tickets etc.
 - Speak when there is nothing to say.
 - Express personal or negative opinions.
 - Present controversial topics: politics, religion, sex etc.
 - Assume existing knowledge
 - Assume customers to be ignorant
 - Presume to be an expert.
 - Be negative about anything.

- Hurry your guests, comment on lack of time
- Turn your back to the group or turn your head away whilst speaking.
- Start speaking before group is assembled and composed.
- Speak while walking.
- Overtire your guests with too much information.
- Tell lies.
- Offend your visitors.
- Argue - either with the customer or the driver.
- Forget the name of your group, hotel, voucher etc.
- Unfavourably compare guests or persons.