

# 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.