Tour Guide Checklist

Created: 1/2/2012

# Tasks:

☐ **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.**