

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.