CAREER PROFILE

Tour Guide

Overview

A tour guide leads visitors through attractions, destinations, and experiences while sharing information, answering questions, and helping guests enjoy their visit.

Requirements

- □ Excellent communication
- □ Knowledge of the local area
- □ Customer service skills
- □ Confidence speaking to groups
- □ Good organisation
- □ Ability to follow safety procedures

Scan to watch the role in action!

Training

A **Certificate III in Guiding** provides specific training for tour guides. Employers may also provide additional training in local attractions, destinations, safety and tour procedures.

Career Progression

Tour Guide → **Senior Tour Guide** → **Tour Coordinator** → **Tour Operations Manager** → **Tourism Manager**