

Tour guide - profile and skillset

- Have you ever been on a guided tour anywhere?
- Who is the tour guide?
- What qualities does he possess?
- How does he look like?
- What does he wear?
- How does he speak?
- On what language does he speak?
- Is he serious?
- Is he a patriot?
- Is he helpful?



Theory in practice

- By law, a tour guide is a person authorized by the national authorities, which takes the visitors to a specific location or region, while explaining the attractions, points of interest of cultural or natural heritage, and answering visitors' questions related to areas in which he/she is qualified.
- From the tourists' aspect, a tour guide is the person responsible for a well-performed walk, where visitors are impressed by what they have seen, satisfied with the atmosphere of the walk, and at the same time gaining deep knowledge about the culture, history, the characteristics of the visited places, the natural wealth and especially the lifestyle of the local population.
- From the tour guide's aspect, it is very important to love the job and to own and develop a set of skills and characteristics that will make him/her successful.



Excellent memory

- Tour guides need to have wide knowledge and to know many facts.
- When you are with a group, it's almost impossible to use a written reminder
- Whatever you want to tell the tourists you need to know it, to remember it well and to know the subject thoroughly
- You may need to answer questions related to the topic.
- People are more impressed by stories than by dull facts, so remember well all legends and anecdotes related to the places you visit.





Local knowledge

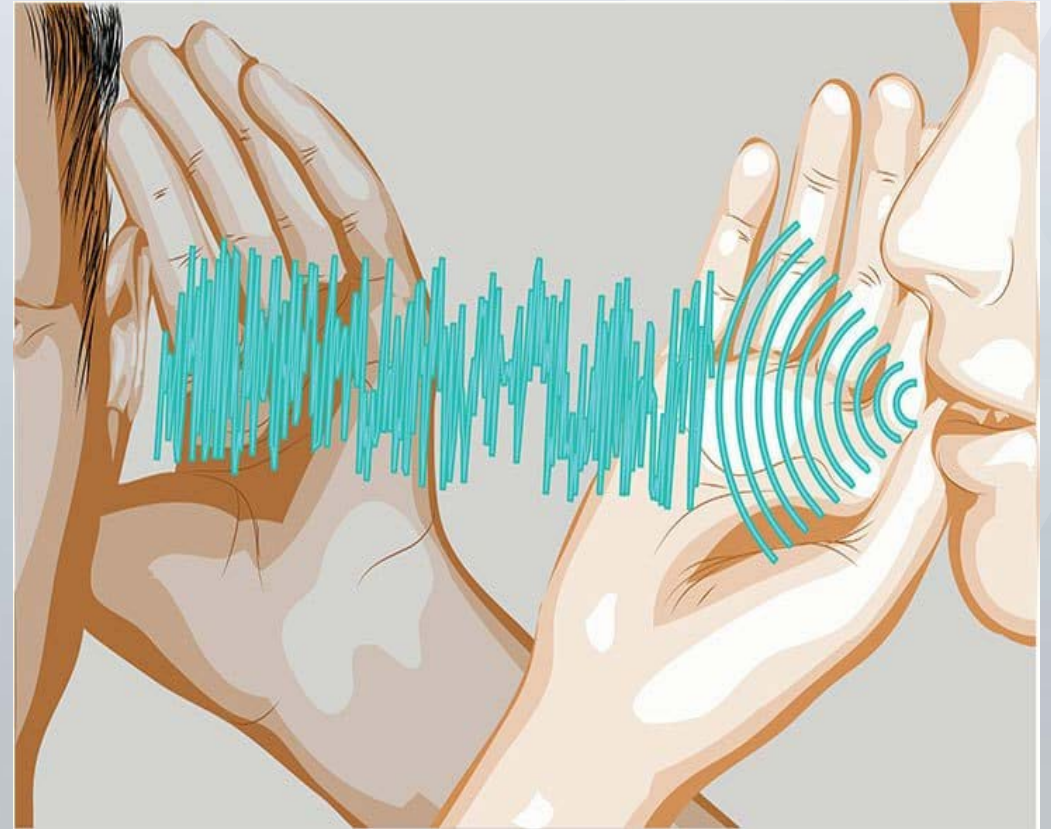
Everyone can remember and recite facts that can be easily searched and found on Google.

If you are a local from the region, you have a prerequisite to spice it up with your local insights, experiences and personal anecdotes.

This can make the tour especially exceptional for guests looking for a real experience besides the typical tourist attractions.

Communication skills

- Being a tour guide means having effective communication skills.
- It's okay if you're an introvert person, but the job requires you to interact with new people on a daily basis, and you should be able to do it well.
- At a basic level, guides need to be excellent in projecting their voices in a group, so they can communicate in a clear, easily understandable manner.
- At the interpersonal level, to know how to interact well with people is a huge advantage.





Humour

Humour can be a perfect tool for reducing tensions, improving the general atmosphere and encouraging friendship. The humour should be moderately dosed, in the right time and absolutely not at the expense of any of the visitors or of their characteristics.



The star of the show



- This skill brings the communication to the next level.
- Guides should not only be able to communicate well, they should be great talkers and open as individuals;
- Be "the star of the show,"
- There is almost always a social discomfort when a new group of foreigners arrives, and the tour guide's task is to come out of this situation quickly and smoothly.
- Turn the atmosphere into a relaxed and comfortable one for all.



Enough enthusiasm

- Guiding a tour is a constant exchanging energy, which if it is not positive - it is negative.
- If you are excessively positive, it can seem fake and repulsive.
- The Tour guide must believe and have a positive attitude to what he says.
- It is okay to be passionate about certain topics, but not at the cost of entering into conflict with any of the tourists.




Good improviser

- improvise just to adjust the conditions and boost the energy of the group
- Tourists are likely to have additional questions or claims that have nothing to do with the tour
- It is important to answer the questions and to help them with solutions, just as it is important to follow the set agenda
- find the ideal balance between devoting attention to individuals with questions and problems and using group time in group activities
- If you adhere too much to the prepared scenario, you could make your guests feel like there is no room to say anything at all.



Developed orientation skill

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- You need to know where you are going.
 - You need to be able to give precise instructions and directions
 - Lost and disoriented tourists are a prerequisite for discontent.

Punctuality

- Tour guides are the ones who often set the place and time for meeting or for a particular activity.
- If the guide is not on time at the specific place at the specific time, the visitors will have an impression of unprofessionalism, and there will be confusion and frustration.
- It eventually results in unhappy tourists.



Passion for the location



You need to awaken your love for the region and to transfer it to tourists, free from everyday discontent and daily political events. Tourists have come to see what is good, and not what is bad in your country, and therefore keep the complaining and whining for your friends.

A person with a backpack is silhouetted against a sunset sky, standing on a dark hill. The entire scene is framed within a large, light-colored triangle that points upwards. The sky is filled with soft, orange and pink clouds. The person is facing away from the camera, looking towards the horizon.

Anything else?

You are your jobs main resource