

Tourist Guide

Tourist guides show visitors around places of interest like cities, historic buildings and art galleries both in the UK and abroad.

ANNUAL SALARY

£18,000 to £30,000

Average UK salary in 2019 was £29,588
(source Office for National Statistics)

WORKING HOURS

28 to 30 seasonal

You could work: freelance / self-employed; flexibly

-1%

FUTURE EMPLOYMENT

There will be 1% fewer Tourist guide jobs in 2024.
In your local area



What's it all about?

What you'll do

Day to day tasks

Your day-to-day tasks may include:

- working in one place like a castle or historic house
- escorting groups around a site, giving information about its history, purpose and architecture
- accompanying groups on day tours to a number of interesting places, cities or sites

Working environment

You could work at monuments and castles, in a museum, at an art gallery or interesting areas or cities.

Your working environment may be outdoors some of the time and you'll travel often.

Skills and Knowledge

You'll need:

- patience and the ability to remain calm in stressful situations

- customer service skills
- the ability to work well with others
- the ability to accept criticism and work well under pressure
- to be flexible and open to change
- sensitivity and understanding
- excellent verbal communication skills
- a good level of the English language (1-2 additional languages would be advisable)
- to be able to carry out basic tasks on a computer or hand-held device

Entry requirements

You can get into this job through:

- an apprenticeship
- specialist courses run by private training organisations
- degree courses

Apprenticeship

You could do an intermediate or advanced apprenticeship in cultural heritage operations before applying to become a tour guide.

Entry requirements

You'll usually need:

- 5 GCSEs at grades 9 to 4 (A* to C), or equivalent, including English and maths, for an advanced apprenticeship
- some GCSEs, usually including English and maths, or equivalent, for an intermediate apprenticeship

For more information

- [equivalent entry requirements](#)
- [guide to apprenticeships](#)

Other routes

You can do 3 levels of training to get a tour guide badge:

- level 2 - white badge
- level 3 - green badge
- level 4 - blue badge

You can apply to local tourist guide associations for training, or major tourist attractions that run their own schemes.

Guide London offers blue badge training, which usually takes around 18 months, and some heritage organisations, like York Minster, have their own training courses.

Degree level courses - A levels required

Further information

You can find out more about becoming a guide from the Institute of Tourist Guiding.

Employment by region

Region	Jobs
East of England	2,605
Scotland	2,615
North East	1,055
East Midlands	2,594
London	4,733
Yorkshire and the Humber	2,021
South West	2,459
Wales	1,284
West Midlands	2,339
South East	4,438
North West	3,150

Career path and progression

With experience you could work for a tour operator as a regional tour supervisor or manager, in resort operations and hospitality. If you have a degree related qualification, the opportunities are more variable, as well as direct entry supervisory and management opportunities.

Other useful information

You can find out more about becoming a guide from the Institute of Tourist Guiding.