

Certificate in Professional Tour Guiding

30

TRAINING HOURS

USD 140

FEE PER CANDIDATE

5

CURRICULUM UNITS

Programme purpose

Plan and deliver engaging, well-organised guided experiences that respond to visitor needs and respect local communities.

Who should attend

New and aspiring tour guides, visitor hosts and tourism customer-facing staff.

No formal prerequisite is specified. Learners should be able to participate in the language of delivery; discuss support needs with your ATP before training.

By the end of the programme

- 01** Explain the responsibilities and limits of the professional guide.
- 02** Research a destination using reliable sources.
- 03** Build a realistic guided-tour itinerary.
- 04** Deliver a clear and inclusive tour commentary.
- 05** Apply responsible-tourism principles during a tour.

Learning and assessment

Tutor-led explanation, guided practice, discussion and realistic scenarios support the published learning outcomes. Knowledge assessment and a practical guided-tour demonstration. Confirm assessment arrangements with WTTA. Your ATP confirms the delivery timetable, feedback arrangements and assessment dates.

The fee shown is the WTTA programme fee per candidate. Confirm any separate ATP tuition or local delivery charges before enrolment. Read WTTA learner policies at wtta.co.uk/policies.

Learning in detail

Certificate in Professional Tour Guiding

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| 01 | The role of a professional guide and visitor care | 5 h |
| | Explain the responsibilities and limits of the professional guide. Prepare a visitor welcome and establish group expectations.
Topics: Professional conduct; visitor needs; duty boundaries; briefings; respectful service. | |
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| 02 | Destination research and accurate interpretation | 6 h |
| | Research a destination using reliable sources. Turn verified facts into an accurate and engaging interpretation plan.
Topics: Source evaluation; local history and culture; place-based stories; avoiding stereotypes. | |
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| 03 | Tour planning, timings and group logistics | 7 h |
| | Build a realistic guided-tour itinerary. Check timings, access, meeting points and contingency options.
Topics: Route planning; transport links; supplier coordination; headcounts; time buffers. | |
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| 04 | Communication, storytelling and inclusive guiding | 7 h |
| | Deliver a clear and inclusive tour commentary. Adapt pace, language and presentation to the group.
Topics: Voice and body language; questioning; storytelling; access needs; feedback. | |
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| 05 | Responsible practice and handling routine incidents | 5 h |
| | Apply responsible-tourism principles during a tour. Respond calmly to a routine incident and escalate beyond your competence.
Topics: Local community respect; site rules; visitor behaviour; basic incident reporting. | |
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Applied work and feedback

Prepare and deliver a short guided experience, supported by a route plan, source notes and an inclusion checklist. Use peer and tutor feedback to identify improvements.

Learning resources: ATP learning materials, current official destination or supplier information, WTTA learner policies, and relevant case studies. Use approved training access for reservation-system exercises.

Completion and award requirements are confirmed by WTTA; participation alone does not guarantee certification.