Introduction

Tour guides lead groups and individual visitors around tourist attractions and places of interest such as historic towns and cities, sites of archaeological or religious significance, museums, art galleries, battlefields, castles, cathedrals and stately homes. Tour guides often specialise in certain types of tour, such as walking, car, bus, boat or helicopter, and guides provide expert commentary on the history and background of the sites they visit.

Demand for guided tours is subject to considerable seasonal variation. The majority of tour guides are self employed and run private tours for individuals, small groups or families. Tour guides often secure bookings through specialist booking agencies, regional tourist boards and local tour guide membership organisations, as well as carrying out tours under contract for tour operators and heritage organisations.

It is possible to operate as a tour guide without formal training, but most professional guides hold the Blue Badge qualification, and some major tourist sites will allow only Blue Badge holders to conduct tours.

This profile provides information about starting up and operating as a tour guide. It describes the skills required, the training available, the current market trends and some of the key trading issues. It also identifies some of the main legislation that must be complied with and provides sources of further information.

What qualifications and skills are required?

While there are no mandatory qualifications required to operate as a tour guide, an in-depth knowledge of the background and history of popular tourist locations is essential, as are excellent communication, presentation and interpersonal skills. The ability to speak one or more foreign languages is a particular advantage and may be expected by some tour operators.

The Institute of Tourist Guiding (ITG) is the Government-approved standard-setting body for tour guiding in England and Wales. It accredits courses for qualifications including the widely-recognised Blue Badge course, which allows guides to conduct tours in a specific region, including London and 15 other British regions (www.itg.org.uk/training.aspx).

Some prestigious visitor attractions, such as York Minster, Edinburgh Castle and the Houses of Parliament, allow only guides who hold the Blue Badge qualification to conduct tours.

The following courses are suitable for anyone intending to start up as a tour guide:

- The Blue Badge: Background Knowledge Module provided by the ITG, which is available on CD and is for individuals intending to undertake the Blue Badge course and examination. The CD costs £40 and the Background Knowledge examination costs £105. Go to
The training course for the Level 4 Blue Badge qualification for London, which is provided by the Guild of Registered Tourist Guides (GRTG). The course covers background knowledge of the UK, in-depth knowledge of London and the South East, tour planning and structure. It runs on a part-time basis over two years and costs £5,200 (www.britainsbestguides.org/training-introduction/).

Level 4 Blue Badge courses for regions outside London, which are typically run by local universities and colleges where there is sufficient demand, although there can be up to five years between courses. The regions for which Blue Badge courses are available are: Cumbria, East of England, East Midlands, Heart of England, Isle of Man, Jersey, North East, North West, Northern Ireland, Scotland (see the following point for more information), South East, South West (West Country), Southern, Wales and Yorkshire.

In Scotland, the Scottish Tourist Guides Association (STGA) is responsible for the training and accreditation of guides in partnership with the University of Edinburgh. The Level 4 Blue Badge training course at the University is part time and usually runs every two years. Applicants for the course are required to provide evidence of an in-depth interest in Scotland as well as IT skills and either fluency in a foreign language, relevant work experience or an outdoor activity qualification. Applicants for accreditation as tour guides must also take an introductory course costing around £260. The cost of the two-year Blue Badge course itself is around £6,000, plus exam fees of around £330. Candidates are also expected to join the STGA for an annual fee of £125. Go to www.stga.co.uk/About-STGA/Guide-Training/Blue-Badge-Training for more information on training as a tour guide in Scotland.

In Northern Ireland, members of the Northern Ireland Tourist Guide Association (NITGA, www.nitga.co.uk/membership/member-training) must hold a Level 4 Blue Badge qualification or be an Irish National Tour Guide who has been trained and accredited by Failte Ireland (the national tourism authority for the Republic of Ireland, www.failteireland.ie/Training-Workshops/Tourist-guide-training.aspx).

Other ITG-accredited qualifications for tour guides include:

- The Level 2 (Yellow Badge) qualification, which is for tour guides who intend to conduct tours along a fixed route only. This includes specified sites, such as museums, galleries or stately homes, or fixed routes on an open-top tour bus or boat. Go to www.itg.org.uk/training.aspx for information.

- The Level 3 (Green Badge) qualification, which allows guides to offer flexible route tours in a city, town borough or defined area of the countryside (www.itg.org.uk/training.aspx).

Other training options for tour guides include:

- Cactus language courses, which are delivered at learning centres across England, Scotland and Wales. Intensive weekend and one-week courses are available, as well as five- and ten-week courses. Prices range from £115 to £250. Go to www.languagecoursesuk.co.uk for details.

- The Welcome to Excellence Scheme, which provides a range of one-day customer service courses that are recommended by various tourist organisations. Courses include Welcome International, which covers issues such as communicating effectively with
overseas visitors and identifying cultural expectations. Prices range from £60 to £105. Go to www.welcometoexcellence.co.uk and www.welcometoexcellenceni.com for more information.

- The Advanced Public Speaking course, which is run by the College of Public Speaking and takes place regularly in Holborn, London. The course covers understanding an audience, speaking techniques and body language, and using humour. The one-day course costs £250 (excluding VAT). Go to www.collegeofpublicspeaking.co.uk/courses/advanced-public-speaking(outline) for more information.

Driver-guides may also benefit from training, which is often required under private hire licensing conditions stipulated by some local authorities (see the trading issues section of this profile for more information). Courses include:

- The BTEC Level 2 Certificate, 'Introduction to the Role of the Professional Taxi and Private Hire Driver', which is accredited by various examining bodies including City & Guilds and Edexcel, and is required by many local authorities as a condition of a private hire driver’s licence (www.edexcel.com/quals/Specialist/taxi-ph-driver-lvl2/Pages/default.aspx). The course covers topics such as health and safety, road safety and professional customer service. Costs and training providers vary depending on location.

- One-to-one training for drivers, provided by ATC Driver Training (www.driver-training.co.uk/TrainingSolutions/DriverTrainingCourses.htm). Most courses are held over three days and cover topics such as road safety, night driving and manoeuvring.

Anyone starting up in business as a tour guide will benefit from training in general business and enterprise skills. Suitable courses include:

- HM Revenue & Customs (HMRC) provides free webinars on topics including business expenses, self assessment online, VAT, self employment and becoming an employer. Go to www.hmrc.gov.uk/webinars/topics.htm for more information.

- Marketing Tom Media runs a one-day Social Media Marketing workshop covering topics including the principles of social media, using LinkedIn, Twitter and Facebook for business, and business blogging. Workshops take place in London and Cardiff and cost around £200 (excluding VAT). Go to www.marketingtom.co.uk/training/social-media-marketing for more information.

**Sector awareness and continuing professional development (CPD)**

Tour guides can keep up to date with news and developments in their sector and improve their awareness of trends by attending sector events and reading trade journals and resources. Some professional associations require members to provide evidence that they have carried out a minimum level of CPD activity. Opportunities for CPD and developing sector awareness include:

- CPD courses provided by the STGA (www.stga.co.uk/About-STGA/CPD). For example, past CPD events for Blue Badge guides run by the STGA have covered subjects such as food and drink, whisky and first aid.

- 'The Guide' (www.britainsbestguides.org/publications/), which is a quarterly trade journal published by the GRTG, covering history and culture, news and features by sector experts.

- Travel GBI (http://travelgbi.com), which is an online resource covering domestic travel and tourism in the UK.
• ‘Travel Weekly’ (www.travelweekly.co.uk), which is a trade journal for the travel and tourism industry, providing information about visitor trends, sector news and updates.

• National tourism organisations VisitEngland (www.visitengland.org), Visit Wales (www.visitwales.co.uk), VisitScotland (www.visitscotland.org) and the Northern Ireland Tourist Board (www.nitb.com), which all provide useful information about local attractions and events.

What are the key market issues and trends?

Some of the current market issues affecting tour guides include:

• There were nearly 33 million overseas visitors to the UK in 2013, up 6% on 2012 and the highest number on record, according to the Office for National Statistics (ONS). Tourists spent a total of £21 billion, a 13% increase on 2012. Visitors from European Union (EU) member states increased by 15% over this period, but there was significant growth in the numbers of tourists from China and South Korea. Go to http://media.visitbritain.com/News-Releases/BEST-INBOUND-TOURISM-YEAR-IN-HISTORY-106ed.aspx for more information.

• According to a VisitBritain report published in September 2013, London is the most popular holiday destination for inbound tourists with two thirds of international visitors staying there, followed by the South East, North West and South West of England. 10% of inbound tourists stay in Scotland and 3% in Wales. A quarter of overseas tourists take an organised tour when they visit the UK, rising to 36% among visitors to Scotland (www.visitbritain.org/Images/Regional%20Activities%20report%20FINAL%20COMPRESSED_tcm29-38415.pdf, page 8).

• According to 2013 survey by VisitBritain, almost 30% of trips to Britain involved a trip to a heritage site, such as a castle or stately home. The tourists most likely to visit a historic site in the UK are people from Brazil, followed by visitors from Russia and China. The survey also found that women were more likely to visit a palace or stately home than men (www.breakingtravelnews.com/news/article/britains-heritage-is-top-priority-for-tourists).

• According to the Association of Leading Visitor Attractions (ALVA), the top five tourist attractions by visitor numbers in 2012 were the British Museum, Tate Modern, the National Gallery, National History Museum and the V&A. Go to www.alva.org.uk/details.cfm?p=423 for more information.

• A 2013 survey by Travelodge has indicated that the ‘staycation’ trend, which emerged following the 2008 economic downturn, is set to continue for the next few years, with 65% of respondents planning to take their main holiday in the UK, up from 41% in 2012 (www.travelodge.co.uk/press_releases/press_release.php?id=511). The most popular domestic holiday destinations were London, Edinburgh, the Lake District and Cornwall.

• Many tour guides specialise in tours such as helicopter or boat tours, often targeting the corporate entertainment or wedding markets. London Helicopters (www.london-helicopters.co.uk) is an example of a specialist helicopter sightseeing tour for corporate groups. In addition, London RIB Voyages runs high-speed inflatable boat tours with actors and stand-up comedians as tour guides (www.londonribvoyages.com/about_us_guides.php).

• There is growing demand for ‘pay-what-you-want’ tours, which are informal arrangements under which participants meet a guide at an advertised time, usually without booking, for a
walking tour of a site or attraction and decide how much they want to pay the guide at the end of the tour ([www.theguardian.com/travel/2013/jun/12/free-pay-you-want-city-tours](http://www.theguardian.com/travel/2013/jun/12/free-pay-you-want-city-tours)). Go to [www.bowlofchalk.net](http://www.bowlofchalk.net) and [www.alternativeldn.co.uk/walking_tours.php](http://www.alternativeldn.co.uk/walking_tours.php) for examples of pay-what-you-want tour guides in London.

- Demand for tour guides is subject to considerable seasonal variation. According to the September 2013 VisitBritain report, three in five holiday visits to the UK take place between April and September, with January to March seeing the lowest visitor numbers.

- The Institute of Tourist Guiding (ITG) represents 2,000 guides operating in England and Wales, with half of these based in London. There are around 500 tour guides registered with the Scottish Tourist Guides Association (STGA). The Northern Ireland Tourist Guide Association (NITGA) represents around 100 guides.

### What are the main trading issues?

Some of the main trading issues faced by tour guides include:

**Licensing for driver-guides**

Depending on where in the UK they are based, driver-guides may need to be licensed by their local authority to provide private hire services.

Under the Local Government (Miscellaneous Provisions) Act 1976, all private hire services in England and Wales, including driver-guide services, must obtain a licence from their local authority, except in London, where private hire services are licensed by Transport for London (TfL) under the Private Hire Vehicles (London) Act 1998.

In Scotland, under the Civic Government (Scotland) Act 1982, private hire services must obtain a licence from their local authority.

According to guidance from the Driver-Guides Association (DGA), driver-guides in Northern Ireland do not need to be licensed, and in Scotland licences are not required if no more than one driver-guiding assignment is undertaken per day. Go to [www.driver-guides.org.uk/phv-licensing.html](http://www.driver-guides.org.uk/phv-licensing.html) for information.

There are three types of licence required by driver-guides:

- A private hire vehicle driver’s licence. Applicants must usually meet minimum age and qualification requirements and undergo a criminal record check and medical examination confirming their fitness to drive.

- An operator’s licence. It is usually possible for self-employed drivers to hold both a driver’s and an operator’s licence. A designated operating centre must be specified on the licence application, and many driver-guides use their home for this purpose.

- A vehicle licence. Licensing conditions often include requirements regarding the age and type of vehicle that can be used for private hire services such as those offered by driver-guides.

Licensing fees vary according to location. Typical criminal record disclosure and application fees are around £100, while driver and vehicle licences cost around £110 and £175 respectively. Operator licences cost around £750 for five years, but some licensing authorities allow them to be
taken out for shorter periods. Driver-guide services typically undergo annual inspections by the licensing authority before a licence is issued or renewed.

Driver-guide vehicles must usually display internal and external plate stickers or badges and, in most cases, drivers must wear a badge to prove that they are licensed.

**Securing bookings through agencies**

Many tour guides register with booking agencies, which promote tours on the guide’s behalf and act as an intermediary between the guide and the client booking the tour. Examples include Tour Guides ([www.tourguides.co.uk](http://www.tourguides.co.uk)), Viator ([http://tourguides.viator.com](http://tourguides.viator.com)) and Tours By Locals ([www.toursbylocals.com](http://www.toursbylocals.com)). The Scottish Tour Guides Association (STGA) also provides a booking agency service ([www.stga.co.uk/Terms-and-Conditions/](http://www.stga.co.uk/Terms-and-Conditions/)).

These organisations do not accept any liability for bookings they make, as they only act as agents for the guides. Guides who are registered with agencies are self-employed and the booking contract and terms are made between the guide and the client.

Under the Competition Act 1998, guides who are members of tourist guide associations or registered with agencies are prohibited from agreeing collectively to minimum recommended guiding rates. Similarly, booking agencies and associations cannot set rates for their self-employed members otherwise they will be in breach of the Act.

Agencies usually charge a fixed fee to the client who is booking the tour through the agency website (this usually ranges from £12 to £30). Alternatively, the guide is paid directly by the client and the guide pays commission to the agency (usually around 20% of the fee that the guide charges for the tour).

**Pricing, booking terms and VAT**

Tour guides typically agree the price of the tour with the client at the time of booking, and fees vary depending on the location of the tour, whether the tour will be delivered in another language and the distance travelled during the tour. Guides usually charge by the half day or full day, but some charge per person, per hour.

Typical fees charged range from £140 to £180 for a half-day tour, to £200 or £260 for a full-day tour. Go to [www.guidelondon.org.uk/about-guide-london/fees/tourist-guide-fees/guide-fees-2013-14](http://www.guidelondon.org.uk/about-guide-london/fees/tourist-guide-fees/guide-fees-2013-14) and [www.cumbriotouristguides.org/feeandpolicyinformation](http://www.cumbriotouristguides.org/feeandpolicyinformation) for examples of tour guide fees and terms.

As best practice, tour guides should have a cancellation policy in place, which they should make clear to the client at the time of booking. Often tour guides are also covered by the booking agency or membership organisation’s cancellation policy. For example, the STGA’s cancellation policy allows tour guides to charge 50% of the tour fee if clients give less than seven days’ notice of a cancellation or, if given less than one working day’s notice, guides often charge the client the full agreed tour fee.

Tour guides do not usually include the price of admission to sites such as museums and art galleries in the price of the tour, and often require clients to pay for their own ticket on the day of the tour or charge them for tickets in advance. Tour guides should make their policy for admission to sites clear to the client at the time of booking.
Often tour guides also work under contract for tour operators or heritage organisations. If this is a regular arrangement, contracting organisations will typically expect to be invoiced by tour guides monthly in arrears, and normally pay by cheque or BACS.

The services provided by tour guides are standard rated for VAT and guides must register for VAT once their turnover reaches the mandatory threshold. Go to [www.hmrc.gov.uk/vat/forms-rates/rates/goods-services.htm](http://www.hmrc.gov.uk/vat/forms-rates/rates/goods-services.htm) for more information about VAT rates and the current VAT registration threshold.

**Tax and IR35**

Rules introduced by HMRC, called IR35, are intended to prevent avoidance of National Insurance (NI) Class 1 Contributions and tax payments by freelancers and contracting organisations. If a tour guide conducts tours under contract for only one tour operator, for example, it can be difficult to prove to HMRC that they are genuinely self employed. This can lead to an increased tax and NI liability for both the guide and the organisation they are contracting with.

It is important for tour guides to ensure that they meet HMRC’s employment status criteria. HMRC provides an employment status indicator (ESI) tool on their website at [www.hmrc.gov.uk/calcs/esi.htm](http://www.hmrc.gov.uk/calcs/esi.htm).

**Health and safety**

Under the Management of Health and Safety at Work Regulations 1999, all employers, including those who are self employed, are required to undertake a risk assessment at each site where tours take place. The Health and Safety Executive (HSE) publishes a guide to carrying out a risk assessment at [www.hse.gov.uk/risk/fivesteps.htm](http://www.hse.gov.uk/risk/fivesteps.htm).

The HSE recommends that as best practice, the first aid requirements of non-employees such as tour groups and individuals should also be included in risk assessments. Go to [www.hse.gov.uk/firstaid/legislation.htm](http://www.hse.gov.uk/firstaid/legislation.htm) for details.

Tour guides should also consider health and safety issues such as ensuring that groups have regular opportunities to buy refreshments and access toilet facilities throughout the tour.

According to the HSE, the most common health and safety risks for driver-guides include road traffic accidents, back and neck problems caused by poor seating position and driving posture, and tiredness. Go to [www.hse.gov.uk/roadsafety/index.htm](http://www.hse.gov.uk/roadsafety/index.htm) for a guide to work-related road safety.

The HSE recommends that driver-guides are trained in routine safety checks, adjusting seatbelts and head rests, safety procedures in the event of a vehicle breakdown, route planning and managing adverse weather conditions.

**Trade associations**

Membership of a trade association can provide a wide range of individual and business benefits. Relevant associations include:

- The Institute of Tourist Guiding (ITG), which is a trade body representing qualified tour guides in England and Wales. Membership benefits include permission to use the letters MITG (Member of the ITG) after their name, listing in the ITG’s members’ directory, and
access to industry events. The annual membership fee is £85. Go to www.itg.org.uk/joining/membership.aspx for more information.

- The Guild of Registered Tourist Guides (GRTG), which is a membership organisation representing Blue Badge-holding tour guides in the UK. Members benefit from a monthly newsletter, access to CPD opportunities, networking opportunities and listing in the GRTG members’ directory. The annual membership fee is £222 for London-based guides and £115 for those based in other regions. Go to www.britainsbestguides.org/why-join-the-guild/ for more information.

- The Scottish Tourist Guides Association (STGA), which represents qualified tour guides in Scotland. Membership benefits include listing in the members' directory, training opportunities and discounts on public liability insurance. Membership fees are available on request from the STGA. Go to www.stga.co.uk for more information.

- The Northern Ireland Tourist Guide Association (NITGA), which represents qualified tour guides in Northern Ireland. Benefits of membership include access to CPD opportunities, free marketing and a listing in the NITGA's member directory. Membership fees are available on request from the NITGA. Go to www.nitga.co.uk for more information.

- The Driver-Guides Association, which is a membership organisation representing driver-guides who hold a Blue Badge and have full insurance and relevant private hire licences. Members are listed in the Association's directory of driver-guides in the UK. Go to www.driver-guides.org.uk for more information.

**Codes of conduct**

The ITG requires its members to adhere to two codes of conduct; the Use of Guide Badge Code, which applies to Blue Badge and Green Badge holders, and the Code of Professional Conduct.

The Use of Guide Badge Code stipulates that badge holders must:

- Wear their badge at all times when on duty.

- Not allow any other person to wear their badge.

- Observe all health and safety and insurance regulations.

- Not offer to undertake tour guiding work requiring the use of languages other than their mother-tongue or languages in which they have passed the ITG’s language test (which is part of their Badge qualification).

To read the full Code, go to www.itg.org.uk/media/11014/use_of_guide_badge_code.pdf.

The Code of Professional Conduct requires tour guides to:

- Behave courteously and professionally, and dress smartly and appropriately.

- Strive to expand their knowledge through CPD.

- Make both contracting organisations and private clients aware of sustainability and conservation issues.

- Submit invoices promptly with clear information about fees due.

Go to www.itg.org.uk/media/11017/professional_code_of_conduct.pdf to read the full Code.
Promotion

Opportunities for promoting a tour guide service include:

- Registering with booking agencies that act as intermediaries between guides and clients. Examples of tour guide booking agencies include Tour Guides (www.tourguides.co.uk), Viator (http://tourguides.viator.com) and Tours By Locals (www.toursbylocals.com).

- Approaching tour operators and coach holiday firms to discuss opportunities to run tours under contract. The Coach Tourism Council, which is a trade association representing coach tour operators, has a directory of members around the UK on its website at www.coachtourismcouncil.co.uk.

- Promoting tour guide services to organisations such as The National Trust (www.nationaltrust.org.uk) and English Heritage (www.english-heritage.org.uk), which sometimes recruit tour guides on a seasonal basis.

- Registering with local and regional tourist boards such as Cumbria Tourism (www.golakes.co.uk) and Visit Bristol (http://visitbristol.co.uk). Each tourist board has a directory of Blue Badge tour guides registered in that area.

- Joining a guild of local tour guides that promote tour guide services in their local area. There is a list of county-based and city-based tour guide guilds at www.britainsbestguides.org/tourist-regions/.


- Joining tour guide membership organisations, which advertise tours to potential clients. Examples include Cumbria Tourist Guides (www.cumbriatouristguides.org), North Wales Tourist Guiding Association (www.northwalestouristguides.com) and the Association of West Country Blue Badge Tourist Guides (www.luxsoft.demon.co.uk/awctg).

- Advertising at local tourist information centres and local visitor attractions using posters and leaflets.

- Creating a five-minute video sample of a tour, uploading it onto online video sharing websites such as YouTube and including a link back to the guide’s website. Go to www.youtube.co.uk and enter ‘blue badge London tour guide’ in the search box for examples of other guides doing this.

- Uploading images of local landmarks and tour groups (with their permission) to photo-sharing websites such as Flickr (www.flickr.com), Tumblr (www.tumblr.com) and Pinterest (www.pinterest.com). Go to www.flickr.com and enter ‘London tours’ in the search box for examples of other tour guides doing this.

- Participating in professional networks such as LinkedIn (www.linkedin.com) to gain introductions and referrals. There are several groups for tour guides on LinkedIn that may provide networking opportunities such as Blue Badge Tourist Guides and Global Tour Guides.
• Creating a Facebook business page to encourage client referrals. Facebook pages can be customised with the tour guide’s name, logo, and other information, and regularly updated with photos, articles and special offers. Go to www.facebook.com/london.england.travel and www.facebook.com/GreatBritishTours for examples of tour guides with a Facebook business page.

• Advertising in the hard copy and online versions of local business directories such as Yellow Pages (www.yell.com) and Thomson (www.thomsonlocal.com). Google Places (www.google.com/lbc) also provides free listings for services such as tour guides by location.

Insurance

A tour guide requires a number of insurance policies, including:

• Public liability insurance, which covers a guide against claims from clients, suppliers and members of the public injured or adversely affected as a result of its activities.

• Professional indemnity insurance, which covers a tour guide against claims of negligence, loss of documents or data, and breach of confidentiality or conduct.

• Contract dispute insurance, which covers a guide against claims arising from contractual disputes or disputes with commercial customers, such as tour operators or heritage organisations, or third parties such as booking agencies.

• Cover for use of any vehicles for business purposes, which must include a minimum of third party cover.

Specialist insurance for tour guides is available from insurers and brokers such as Blackfriars Group (www.blackfriarsgroup.com/business/tourguidesinsurance.html) and Towergate Chapman Insurance (www.towergatechapmanstevens.co.uk/tour-operators-insurance.aspx).

Legislation

This section is intended as a starting point only. It provides an introduction to some of the key legislation that regulates the activities of a tour guide. Professional legal advice about the possible impact of legislation should always be obtained before making any business decisions. Relevant legislation includes:


• The Management of Health and Safety at Work Regulations 1999 require all employers and self-employed people to carry out risk assessments at each site where tours take place. In Northern Ireland, the Management of Health and Safety at Work Regulations (Northern Ireland) 2000 apply.

• The Supply of Goods and Services Act 1982 stipulates that it is an implied term of any contract for services that they must be carried out with reasonable skill and care, within a reasonable time and at a reasonable charge. Some provisions of the Act have been
introduced in Scotland through the Sale and Supply of Goods Act 1994. However, common law in Scotland has a similar effect to the Act.

- The Competition Act 1998 prohibits guides who are members of tourist guide associations or registered with agencies from agreeing collectively to minimum recommended guiding fees.
- The Business Protection from Misleading Marketing Regulations 2008 aim to protect businesses by prohibiting misleading advertising. If a tour guide publishes misleading advertising that deceives another organisation (for example as to their professional qualifications or experience) they will have committed a criminal offence.

**Further information**

To access hundreds of practical factsheets, market reports and small business guides, go to:
Website: [www.scavenger.net](http://www.scavenger.net)

**UK Market Synopsis 66 UK Holidays and Tourism**

BOP 66 Bed and Breakfast (B&B)
BOP 78 Touring Caravan Site
BOP 247 Travel Agent
BOP 360 Holiday Cottage Rental
BOP 407 Tour Operator
BOP 408 Guest House

**Useful contacts**

The Institute of Tourist Guiding (ITG)
Tel: (020) 7953 8397
Website: [www.itg.org.uk](http://www.itg.org.uk)

The Guild of Registered Tourist Guides (GRTG)
Tel: (020) 7403 1115
Website: [www.britainsbestguides.org](http://www.britainsbestguides.org)

The Driver-Guides Association
Tel: (020) 7993 6901
Website: [www.driver-guides.org.uk](http://www.driver-guides.org.uk)

The Scottish Tourist Guides Association (STGA)
Tel: (01786) 447784
Website: [www.stga.co.uk](http://www.stga.co.uk)

The Northern Ireland Tourist Guide Association (NITGA)
Website: [www.nitga.co.uk](http://www.nitga.co.uk)

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