

BENEFITS OF BEING AN AFFILIATE OF THE INSTITUTE OF TOURIST GUIDING

- To be part of a nationally recognised professional Institute working for excellence in the sector
- To protect your qualification.
- To be part of an accepted career structure with opportunities to build on your qualification.
- To be able to use the words 'Affiliate of the Institute of Tourist Guiding' discreetly on personal business stationery. (This should be used in full and may not be abbreviated.)
- To receive information from time to time about the tourist guiding sector.
- To receive a substantial reduction on the retail price of Institute publications.
- To take advantage of exclusive opportunities offered by the Institute in collaboration with sponsors.
- To further your career by attending keynote lectures organised by the Institute.
- To receive discounts from time to time on travel/heritage books published in the UK.

As an Affiliate you help protect your future by being part of the Institute. You can also further your career and stay up to date in a changing profession. And you can save money by taking advantage of the benefits being an Affiliate brings. Just buy one copy of the Institute's Background Knowledge on Core Subjects and you save £80 on the full price!

The Importance of the Institute of Tourist Guiding

'I welcome the creation of the Institute of Tourist Guiding. I am sure that its status will raise the profile of tourist guiding, give the profession a much higher standing and raise standards of tourist guide training across the country.' Dr Kim Howells, Minister for Tourism, April 2002

'High quality guiding is an absolutely vital ingredient of world-class tourism. The creation of this Institute will encourage greater professionalism throughout the tourism community, spreading best practice and greatly improving levels of customer service.' Alan Britten, Chairman of the English Tourism Council, April 2002

The key objects of The Institute of Tourist Guiding:

'to promote for the benefit of the public the discipline and practice of tourist guiding, to establish and monitor a code of professional conduct for tourist guides and others registered and/or certified by the Charity, to institute uniform tourist guide and related qualifications and to set standards of competence for tourist guides and/or for persons engaged in heritage interpretation and/or related skills, to endorse and/or accredit the training of persons desirous of obtaining qualifications in tourist guiding, heritage interpretation or related skills and to provide and/or accredit for their examination and/or assessment, and to provide for the registration of holders of qualifications in tourist guiding, heritage interpretation and related skills', Memorandum of The Institute.