



February 2019

Dear Tourism Partner,

INTRODUCTION OF PHOTO CARDS

I am writing to inform you that the Institute of Tourist Guiding (ITG) has introduced **photo cards** to identify bona fide, trained and qualified Blue and Green badge guides who are accredited by the ITG, the officially recognised body for setting standards and awarding qualifications for tourist guiding in England, Northern Ireland and Jersey. This is in response to increasing reports to the ITG of untrained and unqualified guides, often wearing facsimile copies of the well-known and widely recognised Blue and Green metal badges that our members wear.

The **photo card** is designed to reinforce our professionalism and help sites recognise and support properly trained and accredited guides. It follows consultation with leading sites and practical experience gained in the two year 'soft launch' period. The ITG hopes that the initiative has proved its potential value to sites to enable staff to recognise an individual qualified guide quickly and easily, record relevant information if desired, apply any site-specific guiding rules, and enhance the overall experience, safety and security of all visitors.

From 1 April 2019, all current ITG members are requested to wear the photo card when guiding, with or without the metal badges with which you will already be familiar. ITG student members are requested to wear their photo card when in training. The accompanying sheet explains the information carried on the cards.

The Institute hopes that sites will consider incorporating a **check of the photo card** in their tourist guide admission procedures. We appreciate that each site must make its own rules regarding admitting tourist guides, but we expect the photo card to help recognise and strengthen best guiding practice. The aim is that the **photo card** will become more prominent and its use developed further over the foreseeable future. We look forward to hearing from you about how these photo cards may help to meet your own objectives.

There are many national and regional associations of tourist guides who have appointed members as their Site Liaison representatives. This provides a simple and effective communication channel regarding the use of the **photo cards** and any breach of site regulations for which the ITG has a fair, yet robust, complaint procedure in place.

Regards,

Marilyn Collis MITG
President
Institute of Tourist Guiding