

Tour and Travel Guides

SOC: 39-7010 • Career Profile Report

■ Key Facts

\$36,660

Median Salary

55,800

Employment

+8.0%

Growth Rate

■ Requirements & Salary Range

Education: High school diploma

■ Automation Risk Assessment

Medium Risk - 32.0% probability of being automated in the next 10-20 years.

This job has some routine elements but still requires human judgment and interaction.

■ Work-Life Balance

6.3/10 - Good work-life balance

■ Personality Fit (RIASEC)

Higher scores indicate better personality fit for this career type.

Realistic	5.6/10	Investigative	4.6/10
Artistic	6.6/10	Social	8.8/10
Enterprising	5.6/10	Conventional	5.4/10

■ Top Skills Required

Adaptability, Customer-service skills, Detail oriented, Interpersonal skills, Speaking and listening skills

✓ Strengths

- High Demand
- Flexible Work
- Continuous Learning

■ Challenges

- Burnout Risk
- Rapid Technological Change

■ What They Do

Tour and Travel Guides lead individuals or groups on sightseeing and recreational trips **while providing information about locations, history, culture, and attractions**. They ensure an engaging and educational experience for travelers. Their work is critical in tourism, cultural education, and hospitality industries.

This career is well suited for individuals who enjoy public speaking, history, culture, and interacting with people.

What Do Tour and Travel Guides Do?

These guides plan and conduct tours, share information, and manage group activities.

Common responsibilities include:

- Planning and organizing tour itineraries
- Leading groups through historical, cultural, or recreational sites
- Providing engaging commentary and educational information
- Ensuring the safety and comfort of tour participants
- Answering questions and addressing traveler needs
- Coordinating with transportation, accommodations, and attractions
- Maintaining records of tour activities and feedback

Key Areas of Tour and Travel Guiding

Guides may focus on specific types of tours or regions:

- Historical and Cultural Tours: Educating participants about local history and landmarks
- Outdoor and Adventure Tours: Leading hikes, nature excursions, or recreational activities
- City and Sightseeing Tours: Providing orientation and commentary for urban attractions
- Special Interest Tours: Focusing on themes like food, art, or wildlife
- Tour Planning and Coordination: Organizing schedules, tickets, and logistics

Skills and Abilities Needed

Tour guides combine communication, organizational, and interpersonal skills.

Core Professional Skills

Personal Qualities That Matter

Education and Career Pathway

This role typically requires a combination of education, training, and experience:

- High School Diploma (minimum): Basic knowledge of geography, history, and communication skills
- Training or Certification: Courses or certifications in tour guiding or hospitality (optional but beneficial)
- On-the-Job Experience: Learning tour routes, commentary, and logistics through practical experience
- Continuous Learning: Staying updated on attractions, history, and customer service practices

Where Do Tour and Travel Guides Work?

They are employed in tourism, recreation, and cultural organizations:

- Travel Agencies and Tour Companies
- Museums and Historical Sites
- National Parks and Recreational Areas
- City and Cultural Attractions
- Cruise Lines and Resorts

Work environments may include outdoor locations, transportation vehicles, museums, or visitor centers.

Is This Career Difficult?

This career requires strong communication, organizational, and interpersonal skills. Guides must engage diverse audiences, manage groups, and adapt to changing schedules and conditions.

Who Should Consider This Career?

This career may be a strong fit if you:

- Enjoy sharing knowledge about history, culture, or nature
- Are outgoing and comfortable speaking to groups
- Can handle logistical planning and problem-solving
- Are adaptable, patient, and enthusiastic
- Want a career in tourism, recreation, or cultural education

How to Prepare Early

- Take courses in history, geography, foreign languages, or tourism
- Volunteer or intern at museums, parks, or travel organizations
- Develop public speaking and customer service skills
- Learn about local attractions, culture, and travel logistics
- Gain experience leading small groups or conducting presentations

Tour and travel guides provide memorable and educational experiences for travelers, combining knowledge, communication, and organizational skills to showcase destinations and culture.