

## Tourism Officer

### What is it?

Tourism Officers (or Tourist Guides) promote tourism in a local area by helping visitors enjoy and understand places of interest such as historical buildings, museums, parks, and cultural sites. They may organise tours, create promotional materials, and work with local businesses to boost tourism and the local economy.

### Qualifications/Experience Required:

Tourism Officers have a degree or college course in **tourism management, marketing, history, or hospitality**. You can also enter the field through volunteering at local visitor centres, museums, or heritage sites. Specialist training is available through organisations like the **Institute of Tourist Guiding**, which offers recognised qualifications. Experience in customer service, public speaking, or event planning is highly beneficial

### What the Work Involves:

- Guiding individuals or groups around cultural and historical sites.
- Sharing stories and facts about local history and landmarks.
- Answering visitor questions and offering travel advice.
- Organising themed tours and events.
- Promoting local attractions through brochures, websites, and social media.

### Future Prospects – Labour Market Information:

Tourism is a key part of the UK economy, and while some roles are seasonal, there is steady demand in popular destinations. Employment in this area is expected to grow by **1.4% by 2029**. With experience, you could become a **Tour Manager, Visitor Attraction Manager**, or move into **marketing, event planning, or heritage management**.

**Typical weekly hours – 16 to 30 hours per week.**

*Hours can include **weekends, evenings, and holidays**, and many roles are **freelance or self-employed***

### Type of person who may be suited to this job:

- Outgoing and confident communicator.
- Passionate about local history and culture.
- Good at storytelling and engaging an audience.
- Flexible and able to adapt to different groups.
- Physically fit and comfortable working outdoors.

### Money/Wage Guide:

- **Starting Salary: £19,000**
- **Experienced Salary: Up to £25,000**
- **Average UK Salary (2024): £37,430 (across all jobs)**

### Related Opportunities:

- **Events Coordinator**
- **Marketing Officer**
- **Heritage Officer**
- **Visitor Attraction Manager**

### Further Information:

- [Careerpilot – Tourist Guide](#)
- [Institute of Tourist Guiding](#)