



SAN FRANCISCO TOUR GUIDE — GUILD —

Founded 1984



A Nonprofit Corporation



Our Purpose

The San Francisco Tour Guide Guild (SFTGG) is a nonprofit association of professional individuals dedicated to promoting and maintaining a high degree of excellence, integrity and professionalism within the tour and travel industry.

The Guild sets forth in its by-laws a code of ethics and professional standards that are required of its tour-guide members.

We strive to support the growth of the tour industry, assure quality service for the consumer and provide a forum for the tour industry community to exchange ideas on relevant issues.

Our Members

We enjoy a member base of over 275 professional tour guides, travel directors, transportation specialists and business and individual Friends of the Guild.

Member guides are individuals with varied educational backgrounds and experiences, including teachers, business professionals, lawyers, film directors and individuals working in the commercial airline industry.

Friends of the Guild include destination management companies, tour operators, meeting and event planners, motorcoach and limousine companies, cruise and sail charters and representatives from restaurants, attractions and tourist publications.

Proud of our past.

Our Programs

Certification

We offer a widely recognized and respected Certification Program for professional tour guides. A guide may join the Guild as an Associate Member, attend meetings and participate in Guild programs. After a one-year membership, a guide may advance to Certified Guide upon documentation and completion of 94 required tours in and around the Bay Area, a required number of hours in other areas in the Hospitality industry such as airport Meet & Greet work and Hospitality Desk. Passage of a comprehensive written and oral exam is also required for Certification. A Certified Guide is eligible to be called for job referral opportunities.

Education

The Guild offers a rich and varied program of speakers and training tours designed to encourage depth of knowledge, accurate and interesting commentary and professional presentation.

Topics offered range from the varied ethnic neighborhoods of our city and early California history to public art, natural history and the development of transportation in San Francisco.

Practical skills training such as CPR and motorcoach safety are also offered.



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Benefits of Membership

- Membership List
- Networking opportunities with guides and potential employers
- Educational programs, training and FAM tours
- Special events and industry discounts
- Industry updates
- Access to on-line communication sites
- Certification Program
- Job referral opportunities for Certified Guides

For membership information, please go to
www.sftgg.org

Guide Referrals

Concierges, tour operators and event/meeting planners from throughout the United States and abroad contact the San Francisco Tour Guide Guild for referrals to qualified guides.

We are pleased to provide guides that speak over 20 different languages.

Our list of Certified Members and a suggested rate schedule is available upon request.

Prepared for the future.

Tour Opportunities

Our experienced professional Certified Guides provide the following tours and services to meet all the needs for corporate groups, associations, organizations, incentive travel, clubs, individuals and families that travel to the San Francisco Bay Area, including:

- San Francisco City Tours
- Muir Woods/Sausalito
- Sonoma and Napa Wine Country
- Alcatraz
- Yosemite Valley
- Monterey/Carmel/Pebble Beach
- Custom designed tours for sites of special interest
- Airport Meet & Greet - SFO, SJC, OAK
- Special Event and Sporting Event Staff
- Transportation Coordinators
- Registration Staff
- We can accommodate all the needs of small and large groups

Founded 1984

In March 1984, a small group of visionary guides formed the San Francisco Tour Guide Guild. Their initial purpose was to safeguard employment opportunities. A minimum standard of knowledge and experience for guides in the Bay Area was established. The Guild developed a test for certification, and gradually tourism-related businesses and organizations recognized the importance of the Guild's efforts. Now, well into its fourth decade, the Guild is proud to have the organization's standards, both locally and nationally, replicated by other guide groups.

Join Us and Get Involved.





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San Francisco Tour Guide Guild

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Please check our website for more information

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A proud member of

