



## **Certification Policy**

### **Certified Tour Guide – San Francisco (CTG-SF Vehicle-Based Tours)**

Certification recognizes experienced members of the San Francisco Tour Guide Guild who have demonstrated proficiency and excellence as local tour guides. The Certification program is a key way in which the organization achieves its mission to foster a standard of quality, ethics and professionalism among our members.

Certified guides are justifiably proud of this career achievement, and other tour guides look to the Certified guides as models of excellence. Tour operators and others in the tourism industry can be confident that Guild-Certified guides are very well qualified to deliver excellent tours.

#### **➤ Requirements**

To achieve Certified status, a candidate must:

- Be a current Associate Tour Guide member of SFTGG for at least one year.
- Agree to abide by the Guild's Code of Ethics and Professional Standards.
- Demonstrate an embrace professional development by documenting at least five continuing education activities in which they have participated. At least two of these must have been Guild-sponsored educational programs. The others can be lectures or tours sponsored by City Guides, the San Francisco Historical Society, etc.
- Document completion of a minimum number of qualifying tours, as outlined in the Tour Experience Section.
- Pass the Certification Test.

Candidates must document these requirements using the Certification Checklist and Motor Vehicle Tour Experience forms. See examples of these forms on pages three and four of this policy.

#### **➤ Certification Components**

##### ***Tour Experience***

Candidates in the vehicle-based tour category must have completed a minimum of 25 tours. At least 20 of these must have been conducted in San Francisco on a vehicle (bus, van, SUV, etc.) and be considered a "general city tour," "highlights tour," or similar.

These tours must have included at least some diversity of routes, stops, lengths, and start/end locations. The Certification Committee will review the candidate's tour reporting form and advise the candidate if they believe that the list of tours may need further clarification or demonstrate more diversity of routing. Candidates may request a discussion for clarification with the Certification Committee if they are not clear as to what may need to be done to complete the requirements subsequent to their discussion with the Experience Evaluator.

##### ***Examination***

The core certification test will include two parts: approximately 150 questions drawn from a question bank covering topics of San Francisco history and culture, and a narrative/commentary presentation section.



The test questions will be provided in advance in the form of open-book practice/study tests. The actual certification test will be closed book. The passing grade will be 80% correct. Candidates may take the test twice per year until a passing grade is achieved.

All Certified Guides must have general knowledge of the various areas and aspects of the city, even if they specialize in only certain areas; thus, all candidates must take and pass the core test.

#### ***Narrative Section***

The Narrative section will consist of ten San Francisco city tour routes, which will be posted for candidate perusal and study. The candidate must give a detailed, accurate, commentary for four of those routes for three minutes each, as though they were conducting a tour on a moving vehicle. Those routes that the candidate must comment on will be chosen by a panel of evaluators composed of three Certified Tour Guides. This panel of evaluators must agree the commentary provided is a "pass" for a minimum of three of the four routes. Candidates may take the narrative test twice per year until a passing grade is achieved.

#### ***Routing Knowledge Section***

An additional test, covering City Tour Routing, will be required for candidates in the vehicle-based tours category. The candidate must correctly give directions between various commonly visited points in San Francisco. The directions must use the streets correctly (e.g., demonstrating knowledge of restricted or too-steep streets) and be accurate two out of three times.

Revision Number: \_\_1\_\_ Revision Date(s): 07 March 2024

Date of Policy Creation & Board of Trustees Approval: November 13, 2023



# SAN FRANCISCO TOUR GUIDE GUILD

## Certification Checklist - CTG-SF Designation

When all items on the checklist are completed, email a copy of the completed form to the Certification Committee ([certification@sftgg.org](mailto:certification@sftgg.org)) and confirm date(s) for upcoming Certification exams.

Name of Certification Candidate:		
Date joined SFTGG as Associate member:		
Date notified Certification Chair of intention to participate in Certification process:		
Date reviewed the Certification Policy:		<a href="#">Click Here</a> for link to download Certification Policy PDF.
Date reviewed SFTGG Code of Ethics and Professional Standards:		<a href="#">Click Here</a> for link to download Code of Ethics and Professional Standards PDF.
<b>Professional Development Activities. Document participation in at least five continuing education activities. At least two must be Guild educational programs; the others can be lectures or tours sponsored by other professional organizations such as City Guides, SF Historical Society, SF Travel, etc.</b>		
Activity	Date	Education activity provided by?
Date the Tour Experience Form completed and sent to the Certification Committee:		Document a minimum of 25 tours, with at least 20 having been conducted in San Francisco on a vehicle and able to be considered general city tours / city highlights type of tours. These tours must have included some diversity of routing, stops, lengths and start/end locations.
Certification_Checklist_CTG-SF_AND_Motor_Vehicle_form_CTG-SF_-_03-07-2024.xlsx   07 March 2024		



Tour Experience	
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*A minimum of 25 tours must be documented. At least 20 must have been conducted in San Francisco on a vehicle and able to be considered general city tours / city highlights type of tours. The tours must include some diversity of routing, stops, lengths and start/end locations.*

Date this Tour Experience form completed and sent to the Certification Committee:

[illegible]