



Scottish Tourist Guides Association

Norie's House, 18b Broad Street, Stirling FK8 1EF

Scottish Tourist Guides Association (STGA)

About the STGA

Founded over 60 years ago, the STGA is both a member organisation and accreditation body for professional tourist guides in Scotland. We have over 500 members who provide a wide range of guiding services, and we provide training and accreditation for those seeking to become professional tourist guides (www.stga.co.uk).

We pride ourselves on providing Scotland's tourism industry with the highest quality of guides, trained to professional Standards of Performance, examined both throughout and at the end of their courses, and bound by a professional Code of Conduct.

Our two main training courses are:

- the Blue Badge course, which covers the whole of Scotland
- the Green Badge course – which covers a specific area only

Once trained and qualified, guides can join the STGA as full or regional members and are entitled to wear the coveted STGA Blue Badge or Green Badge as appropriate. Although self-employed, members benefit from being featured on our website and having full professional insurance cover. We offer a free “find-a-guide” service that allows agents and individuals seeking to book a guide to customise their search and contact and book their guide directly. We also have a scheme for Continuous Professional Development (CPD) that recognises guides' on-going commitment to developing and improving their knowledge and skills.

Organisational structure

The STGA is run by the National Executive, a board of volunteer directors who are either nominated by our local branches or elected at the Annual General Meeting.

The Board is assisted by a small group of staff comprising the:

Business Improvement Manager (FT) – responsible for supporting the Board and a wide range of duties including managing and improving our systems and procedures: our use of IT: the effectiveness of the website; promotional activity; member services; and communications

Training Manager (PT) – responsible for all aspects of training including the overview of all courses; the application of standards; training trainers; the delivery of all courses except the Blue Badge course; all final examinations (including for the Blue Badge course); language examinations; review and development

Course Director (PT) – responsible for all aspects of the delivery of the 18 month-long, part-time Blue Badge course.

Administrator (PT) – responsible for providing all administrative support, mainly to the Course Director and Training Manager but also to the Board and its committees.

All staff are based in our office in Stirling, although the nature of the work done by the Course Director and the Training Manager means that they will often work from other locations and not on the same fixed days each week.