



THE PHILADELPHIA MASTER GUIDE CERTIFICATION PROGRAM

The Association of Philadelphia Tour Guides

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THE PHILADELPHIA MASTER GUIDE

The Association of Philadelphia Tour Guides

The Association of Philadelphia Tour Guides has established a program to identify and certify Master Tour Guides. These are veteran guides who have progressed well beyond the level of basic competence. They can be depended upon to meet and even exceed client expectations under any circumstances.

Philadelphia Master Guides have achieved superior levels of proficiency in four areas:

1. Mastery of Information

Master Guides have both an extensive and in-depth repertory of knowledge about Philadelphia's sites and visitor attractions which they have shaped to enlighten and entertain their clients. They can tailor that information to fit the visitors' interests and readiness, whether students, seniors, or groups with special concerns. They are able to answer most impromptu questions satisfactorily.

2. Guiding Techniques

Master Guides ensure that their presentations are clear, well-organized and readily engage their clients. They know how to make the best use of the tour site as they come upon them to enhance the visitor experience.

3. Hospitality Skills

Master Guides are adept at making their clients feel welcome, comfortable, secure, and positively disposed to enjoy the city.

4. Tour Logistics and Management

Master Guides come well-prepared to address any special conditions and needs for each of their tours. They have checked tour routes, where possible, to note site schedules, traffic obstacles, and the other vicissitudes of tour management. They are also prepared to deal with emergencies and safety issues.

THE MASTER GUIDE APPLICATION PROCESS

The Association of Philadelphia Tour Guides

APT's Philadelphia Master Guide Certification Program is a four step process. Applicants have three years from the initial application to complete the program and satisfy all the requirements. The Program is administered by a 3 person Philadelphia Master Guide (PMG) Panel.

HOW DO I APPLY?

STEP I - Eligibility

1. Carefully read "Step 1 - Eligibility" on Page 4 to determine whether you meet all the requirements to qualify for the Program.
2. If you feel you meet the requirements, print out the application form on Page 5, fill it out and return it to Chair Ed Mauger in person. Alternately, you may fill it out electronically and email it to Mr. Mauger at philaonfoot@gmail.com.
3. Pay the \$50 application fee either with a check made out to APT, or via the APTStore on our website.
4. The PMG Panel will notify you that your application has been received and that they are satisfied that you've met the eligibility requirements. Your name will be listed on the APT website as being enrolled in the PMG Program.

After the initial application process, you will work closely with the 3 member PMG Panel. They will answer your questions, provide more details at each step and guide you through the rest of the program.

CONTINUING THE CERTIFICATION PROCESS

STEP II - Professional Achievement and Service

5. You must then satisfy the PMG Panel that you've met the requirements described in Step 2 by earning 200 Professional Achievement and Service Points from the areas described on page 4. Many experienced guides who have been guiding for many years will have earned many or all of these points already, newer guides may need more time to satisfy these requirements.

6. List all the achievements you've already earned and keep track of new ones using the **Activities Report** on page 6. Make as many copies of the report page as you need. When you feel you have earned 200 points, submit the Report to the PMG Panel. Be prepared to document and defend your activities and the number of points you request.

7. The PMG Panel will notify you when they are satisfied that you've met the point requirement.

STEP III - The Written Examination

8. When you feel ready, arrange a meeting with the PMG Panel to set a time to take the PMG Written Examination. Every Examination will be tailored to the individual applicant. You will have three hours to complete the exam.

9. Pay the \$50 exam fee.

10. The PMG Panel will grade the exam and let you know whether you've passed or failed. If you've failed, you can arrange to retake it at a future date. If you pass, you may continue the program.

STEP IV - Field Review

11. Arrange a time for a Field Review with the PGM Panel, as described in Step IV. Two members of the Panel, plus another tourism industry professional will observe you while giving a tour and grade you.

12. Pay the \$50 Field Review Fee.

Upon fulfilling all the requirements of the program, you will receive a certificate, a Philadelphia Master Guide certification pin and your name will be listed as a Philadelphia Certified Master Guide on the APT website.

THE FOUR STEP MASTER GUIDE CERTIFICATION PROGRAM

The Association of Philadelphia Tour Guides

Step I – Eligibility – The applicant must:

- Be a member of the Association of Philadelphia Tour Guides (APT).
- Agree to abide by Tour Guide's Code of Ethics.
- Achieve a grade of at least 100 out of 120 on Basic Certification Exam
- Have completed a minimum of 100 hours conducting tours.
- Have completed at least three years of guiding experience.
- Once the application is received, the candidate has a maximum of three years to complete the full process.
- Complete the application form and pay the \$50 fee.

Step II – Professional Achievement & Service

- The applicant must earn or have earned at least 200 points through relevant educational experiences, achievements and / or service to the profession in the Greater Philadelphia region (*See page 2*).
- These accomplishments and requested points will be submitted to the Philadelphia Master Guides (PMG) Panel, and subject to review and approval.
- The applicant will be listed on the APT website as a PMG candidate.

Step III – Successful Completion of the PMG Written Examination

- The applicant must successfully complete a thorough written examination designed by the PMG Panel. This Exam will test the candidate's mastery of tour subject(s) as well as an understanding of tour guiding techniques and tour organization. The exam will feature comprehensive essay questions and must be completed in 3 hours. It will be graded by the PMG Panel.
- The fee for the examination is \$50

Step IV – Successful Completion of the Field Review

- The applicant will be reviewed on tour by two members of the PMG Panel and one industry representative from outside APT.
- This field review will be scheduled in consultation with the candidate.
- The fee for the field review is \$50.

PROFESSIONAL ACHIEVEMENT & SERVICE POINTS

The candidate must earn at least 200 points from activities listed below – all related to guiding in Philadelphia. A minimum of 50 points each from categories A and B is necessary. No more than 20 points can be awarded for a single activity. There may be other activities not on this list which could qualify for consideration. The PMG Panel has the authority to evaluate each activity, to require additional documentation from the candidate, and to adjust points as it deems fitting.

A. CONTINUING PROFESSIONAL ACHIEVEMENT

<u>Activity:</u>	<u>Points:</u>
Attendance at APT Meeting	1 per meeting
Attendance at a relevant lecture / workshop	3 per lecture
Attendance at Day-length / in-depth program	5
Attendance at formal docent training series	7
Awarded special honors / recognition for guiding	5 - 10
Written report on a book covering relevant Phila topics	5 - 10
Written report on research to develop a tour	5 - 15
Documented success in organizing or reorganizing tours to meet special conditions or unforeseen emergencies	10 - 20
Completion of APT Lecture Series or comparable series	20
Documented skill in relevant performance art: e.g.: dance, music, costumed interpretation	10 - 20
Documented guiding in foreign language (incl ASL)	10 - 20
Testimonials from supervisors, clients and other guides who are eligible for the program	10 – 20

B. SERVICE TO PROFESSIONAL FIELD

<u>Activity:</u>	<u>Points:</u>
Leadership in APT	5 - 15
A public presentation on relevant topic	5 - 15
Author / editor of article, pamphlet, etc.	10 - 15
Service on tourism-related board / working committee	5 - 15
Designer of special tour, e.g. on a unique theme, employs digital technology, etc.	10 - 20
Service as consultant / curator for museum or tour program	10 - 20
Developer of training program for docents, guides, etc.	10 - 20
Author/editor of book, article, blog or other public communication	5 - 20



PHILADELPHIA MASTER GUIDE CERTIFICATION PROGRAM APPLICATION

The Association of Philadelphia Tour Guides

Name: _____

Address: _____

_____ **Zip:** _____

E-mail: _____

Phone(s): _____

I attest that:

1. I am a member of the Association of Philadelphia Tour Guides.
2. I have read and agree to abide by the Tour Guide's Code of Ethics.
3. I have achieved a grade of at least 100 on the Basic Certification Exam.
4. I have completed a minimum of 100 hours guiding. My guiding experience includes:

5. I have been guiding for at least 3 years, beginning _____

6. I enclose or have already paid the \$50 application fee.

Signature

Date

PMG STEP II ACTIVITIES REPORT

Duplicate this form for your use as often as needed. Please be as specific as possible as you describe and date your reported accomplishments and activities. List the points you are requesting and be prepared to defend that request. The PMG Panel may require further documentation and make its own determination of points awarded.

Activity: _____

Timeline: _____ *Points:* _____

Activity: _____

Timeline: _____ *Points:* _____

Activity: _____

Timeline: _____ *Points:* _____

Activity: _____

Timeline: _____ *Points:* _____

NAME: _____ **DATE SUBMITTED:** _____