

Visitor Services Adviser

A visitor services adviser provides information of all kinds about the local area and finds and books accommodation, events and attractions for visitors.

The Work

You could be:

- based in a VisitScotland Information Centre (iCentre) answering enquiries over the counter, on the phone or by email
- travelling to different events and attractions to provide the public with tourist information
- giving out free leaflets, timetables and local maps
- suggesting places of interest to visit, providing directions, prices and opening times
- finding and booking suitable accommodation on the phone or online
- making sure that the information you give reflects the customer's needs
- booking tickets for tourists to, for example, theatre performances or concerts, or for coach travel or sightseeing tours
- liaising with other iCentres and keeping information up to date
- selling maps, souvenirs, local foods and guide books, handling money and keeping display stands stocked with leaflets and goods.

Pay

The figures below are only a guide. Actual pay rates may vary, depending on:

- where you work
- the size of the company or organisation you work for
- the demand for the job.

Visitor service adviser salaries can start at around £18,000 a year. As a centre assistant manager you would earn between £20,000 to £25,000 a year, and as a centre manager you could earn around £35,000 a year.

Conditions

- You will work in a public office with a shop area, or be mobile, travelling to different places in the VisitScotland vans.
- If mobile, you might spend nights away from home.
- You might work shifts covering evenings and weekends, including public holidays.
- Work can be busy and stressful - there might be a queue of people wanting accommodation and a shortage of spaces.
- In winter the centre may have shorter opening hours.
- Many jobs can be seasonal, such as March to October.
- Overtime is common during busy periods, as is part time or seasonal work.
- During quiet periods you might visit tourist attractions so that you have first-hand knowledge.

Getting In

- Although there are no formal entry requirements for this work, a good general education is useful.
- Personal skills, qualities and a good knowledge of the local area can be more important than academic qualifications.
- Fluency in one or more foreign languages is useful. Sign language is also useful.
- You must have clear, fluent English.
- IT skills are important.
- You usually need to have experience of working with the public.
- You may need to have sales and cash handling skills.
- Some entrants do an HNC (SCQF Level 7) or HND (SCQF Level 8) or a degree (SCQF Level 9-10) in tourism. For entry to an HNC or HND you usually need 1-2 Highers and for a degree you need 4-5 Highers.
- For the mobile jobs that involve driving, you must be aged 25 or over.

Scotland's national tourist board, VisitScotland, has around 26 Information Centres (iCentres) in towns, cities and rural areas throughout Scotland. You can find a list of these on the [VisitScotland website](#).

What Does It Take

You need:

- clear speech and a good telephone manner
- a smart appearance
- a helpful attitude and good listening skills
- good number skills
- patience and perseverance
- to be able to communicate with a wide range of people
- research and IT skills
- an interest in and knowledge of the local area and wider Scotland
- the ability to work under pressure.

Training

- New staff usually do in-house training including customer service, administrative duties, how to research information, handling cash and credit cards and dealing with enquiries.
- You will need to regularly keep your knowledge and information skills up to date.

Getting On

- If you are a seasonal worker you might move on to be permanent staff.
- If you are on the permanent staff you could move into management at branch level and from there into the different levels of management within the tourist board.
- You could also transfer into other areas of work such as retail, hospitality or the travel industry.

Contacts

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VisitScotland

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Website: www.visitscotland.com

X: @VisitScotland

Facebook: www.facebook.com/visitscotland

Statistics

Employment Status UK %

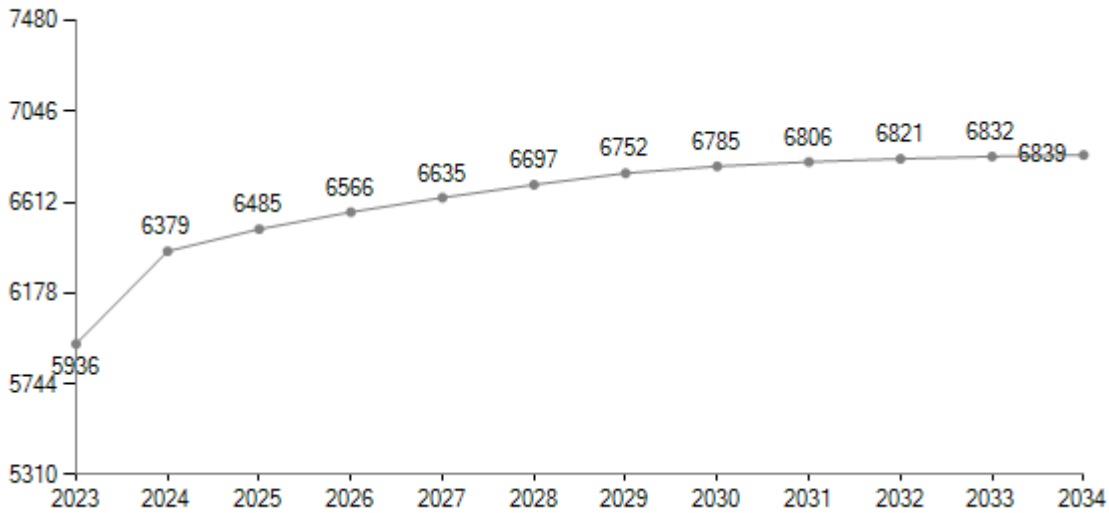


Past Unemployment - Scotland

No Claimant statistics available for Scotland.

LMI data powered by [LMI for All](#)

Predicted Employment in Scotland



LMI data powered by [Lightcast](#)