

Apprentice Program

The Charleston Tours Association (CTA) recognizes the effort that our member companies undertake in their recruiting and training programs. The Palmetto Guild was created to recognize and support the continuation of high standards of quality and achievement among tour guides. The requirement for each guide to achieve and renew certification status is the fundamental principal differentiating our member guides in the Charleston Tourism marketplace.

Numerous member companies have practices wherein they employ noncertified individuals with the understanding and intention that certification will eventually be achieved by the new employee. On the job training often involves interaction in leading tours as well as eventual “regular employee” status on a work schedule.

The CTA has adopted as its policy the recognition of tour guide candidates who are training and studying for their certification test as “apprentices”. These “apprentice guides” are recognized as full members of the tourism community and provisional members of the Palmetto Guild. While in this status these individuals will continue to be recognized when they undertake all their training activities, including offering tour leadership. Likewise, the member company will continue to enjoy all privileges of their respective CTA membership and status.

The Apprentice Program recognizes that individuals in this status are in a temporary phase of their professional development and that their intention is to eventually attain their certification and be recognized as regular Palmetto Guild members. The period for Apprentice Status is six months.