

Isla Mackenzie

Junior Tour Guide



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Tourism Management BSc graduate from Edinburgh Napier University with two seasons of guiding experience. Delivered over 180 guided tours at Edinburgh Castle and on city walking tours, with an average TripAdvisor rating of 4.8 out of 5 from 92 reviews. Fluent in French (B2) and experienced in delivering tours in both English and French.

■ EXPERIENCE

Seasonal Tour Guide, Mercat Tours, Edinburgh

Apr 2025 – Present

Leading walking tours of Edinburgh's Old Town, underground vaults, and ghost tours for a leading Edinburgh tour operator.

- Delivered **95 walking tours** over the spring and summer season, with group sizes of 8 to 45 people
- Achieved a **4.8/5 TripAdvisor rating** from 92 guest reviews, with 14 reviews specifically praising storytelling and historical accuracy
- Delivered **12 tours in French** for visiting school groups from Lyon and Paris, receiving a 100% rebooking rate from the group leaders
- Managed **tour logistics** including meeting point setup, headset distribution for groups over 20, and route adjustments for weather and construction works

Heritage Guide (Seasonal), Historic Environment Scotland – Edinburgh Castle, Edinburgh

Jun 2024 – Sep 2024

Guided visitors through Edinburgh Castle during the peak summer season.

- Delivered **85 guided presentations** at key points including the Great Hall, St Margaret's Chapel, and the Honours of Scotland exhibition
- Engaged with an average of **350 visitors per day** across guided talks and informal Q&A sessions
- Answered queries in English and French, covering **castle history from the 12th century to present**

■ EDUCATION

BSc (Hons) in Tourism Management, Edinburgh Napier University, Edinburgh

Sep 2022 – Jun 2025

Upper Second Class Honours (2:1). Modules included Heritage Tourism, Visitor Experience Management, Sustainable Tourism, and Events Management.

- Dissertation: "**The Impact of TripAdvisor Reviews on Walking Tour Demand in Edinburgh's Old Town**" — analysed 1,200 reviews across 8 operators and found that tours with average ratings above 4.7 received 3.4 times more bookings

SQA Highers in English (A), French (A), History (B), Geography (B), Boroughmuir High School, Edinburgh

Sep 2020 – Jun 2022

Achieved AABB. Advanced Higher in English (A).

■ SKILLS

Guided Tour Delivery (Walking, Site, Coach) • Public Speaking & Storytelling • Group Management (Up to 45 People) • Historical Research & Interpretation • TripAdvisor & Google Review Management • Tour Logistics & Route Planning • Headset & Audio Equipment Operation • Customer Service & Complaint Handling • First Aid Awareness • Microsoft Office & Social Media

■ CERTIFICATIONS

Emergency First Aid at Work, British Red Cross

May 2024 – May 2027

Enhanced DBS Check (Adults & Children), Disclosure Scotland (PVG Scheme)

May 2024

■ LANGUAGES

English (native) • French (B2 – tour delivery level)

■ PROJECTS

University Project – Self-Guided Audio Tour of Leith

Sep 2024 – Mar 2025

Created a self-guided audio tour of Leith's maritime heritage as a final year project.

- Wrote and recorded **12 audio stops** covering 2.4 km of the Leith waterfront, from the Royal Yacht Britannia to the Shore
- Tested with **18 volunteer walkers** and revised based on feedback, improving average completion rate from 65% to 88%

■ EXTRA CURRICULAR ACTIVITY

Edinburgh University French Society – Associate Member

Sep 2023

Attend weekly French conversation evenings at a café in Stockbridge. Participated in a 2 week language exchange in Toulouse during the 2024 summer break.