

Tour Guiding Ethics

According to the Tour Guide Code of 1987 promulgated by the Department of Tourism, a tour guide is an individual who is licensed by the local government and accredited by the Department of Tourism to guide tourists, both foreign and domestic, for a fee, commission, or any other form of lawful remuneration.

Types of Guides

- a. **Urban Guides** – are those who take pleasure in telling the story of a city or region.
- b. **Government Guides** – states, local and national governments employ guides to show their most important historic, cultural, political and scenic facilities to visitors.
- c. **Driver Guides** – conduct tours driving motor coaches, vans, or cars.
- d. **Business or Industry Guides** – several corporations, large or small, hire guides to conduct tours of their facilities to educate visitors, promote their business or industry and uplift the image of their company.
- e. **Adventure Guides** – include mountaineering guides, bicycle guides, fishing, and rafting guides.
- f. **Tour Managers** – one who administers and regulates a tour. He is the one responsible for the smooth operation of the group tour.
- g. **Interpreters** – translator of foreign languages and one who communicates by sign language.
- h. **Escort Interpreters** – is one who accompanies foreign visitors who are officially invited by the government.
- i. **Docents or Volunteer Guide** – They are found in most every city and town, at visitor centers, museums, historic houses, churches, and other places that people usually visit.

Qualities or Ethics of a Tour Guide

- Shall be welcoming and demonstrate an enthusiasm.
- Shall at all times show willingness to provide optimum support and quality service to all tourists, and will give tourists an opportunity to enjoy or visit a desired destination.
- Shall in no way discriminate in rendering service to any tourist on any basis, e.g. colour, gender, ethnicity, nationality, physical challenge, age, etc.
- Shall be impartial, unbiased and positive, and represent South his/her country objectively.
- Shall be suitably dressed and presentable at all times.
- Shall be punctual, reliable, honest, conscientious and tactful at all times.
- Shall be a responsible driver, when driving as a guide.
- Shall carry out the programme/itinerary of a tour to his/her best abilities and be loyal to the company/organization that he/she is representing.
- Shall deal with conflict in a sensitive and responsible manner.
- Shall report any incident of injury or death to a nearby tourist authority or police station.
- Shall be knowledgeable and shall assist tourists and not provide them with misleading information.
- Shall in the event of not being familiar with, or being unable to provide information requested by a tourist, consult with the appropriate authorities for assistance.

- Shall at no time be under the influence of alcohol or a narcotic substance while on duty and shall refrain from administering any medication to a client without proper medical consultation.
- Shall never solicit for clients or gratuities.
- Shall be concerned at all times for the safety of the tourist.
- Shall wear the appropriate tourist guide badge and will carry his/her registration card.
- Shall treat all people, cultures and the environment with respect.