

INTERNATIONAL CODE OF GUIDING PRACTICE

as recommended by the

WORLD FEDERATION OF TOURIST GUIDE ASSOCIATIONS



and

Guiding Organisations Australia



- Provide a professional service to visitors – in care, commitment and providing an objective understanding of the place visited, free from prejudice or propaganda.
- Ensure that every effort is made to present true and accurate facts and make a clear distinction between truth, stories, legends, traditions or opinions.
- Act honestly, fairly and professionally in all dealings with those who engage the services of Guides, and with colleagues working in all aspects of tourism.
- Ensure that guided groups treat the natural, cultural and heritage environments with respect, and minimise impacts on these at all times.
- As a representative of Western Australia, welcome visitors and act in such a way as to bring credit to the State and promote it as a tourist destination.
- Regularly update and upgrade guiding skills and knowledge through training and professional development activities.
- Declare to customers any relevant personal commercial interests, including commissions, never force visitor purchases or solicit tips.
- Be mindful at all times of Duty of Care and other health and safety issues
- Provide all goods and services as presented in the tour itinerary and promotional material.
- Abide by all National, State or Territory legislation governing the operation and conduct of tours, tour operators and tour guides.
- Demonstrate this Code of Guiding Practice in all actions, and encourage its implementation across the industry through interactions with tourism businesses, organisations and other Tour Guides.