

## The Tourist Guide Code of Conduct and Ethics

A Professional Tourist Guide SHALL:

- ~ uphold the principles of the South African Constitution, especially chapters one and two.
- ~ 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.
- ~ in no way discriminate in rendering service to any tourist on any basis, e.g. colour, gender, ethnicity, nationality, physical challenge, age, etc.
- ~ be impartial, unbiased and positive, and represent South Africa objectively.
- ~ be suitably dressed and presentable at all times.
- ~ be punctual, reliable, honest, conscientious and tactful at all times.
- ~ be a responsible driver, when driving as a guide.
- ~ carry out the programme / itinerary of a tour to his / her best abilities and be loyal to the company / organisation that he / she is representing.
- ~ deal with conflict in a sensitive and responsible manner.
- ~ report any incident of injury or death to a nearby tourist authority or police station.
- ~ be knowledgeable and shall assist tourists and not provide them with misleading information.
- ~ 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.
- ~ 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.
- ~ never solicit for clients or gratuities.
- ~ be concerned at all times for the safety of the tourist.
- ~ wear the appropriate tourist guide badge and will carry his/her registration card.
- ~ treat all people, cultures and the environment with respect.

I, \_\_\_\_\_, understand and agree that contravention of the above code of conduct and ethics is an offence for which I may be liable for prosecution in terms of the Tourism Second Amendment Act, No. 70 of 2000.

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Date*