



CODE OF CONDUCT

As a holder of an Institute of Tourist Guiding awarded badge, I agree to:

1. **Standards:** Uphold the standards of quality and professionalism inherent within the Institute of Tourist Guiding [“Institute”] qualifications for heritage interpretation, presentation skills, environmental concerns, sustainable tourism and duty of care to clients.
2. **Conduct:** Always be courteous, professional, ethical, flexible and collaborative towards clients, visitors, colleagues, site staff, drivers, etc. and never at any time undermine the profession to the detriment of any colleague/s nor bring into disrepute the reputation of the Institute.
3. **Qualification:** Only promote myself to guide in those areas and in those languages for which I hold Institute accredited qualifications/endorsements.
4. **Use of Institute Photo Card and Guide Badge:**
 - a. Wear the Institute photo card, with or without the guide badge, when on duty
 - b. Not allow, under any circumstance, any other person to use the Institute photo card or guide badge, which remain the property of the Institute at all times.
5. **Continuing Professional Development [“CPD”]:** Improve the standard of my own work and take the opportunity to expand and update my range of knowledge and skills wherever possible. I will record my CPD appropriately.
6. **Compliance:** Observe all health, safety and insurance requirements, hold current Public Liability Insurance, abide by current site guiding rules and recognise that it is a privilege and not an automatic right to guide at any particular site.

Breaches of this Code of Conduct:

In the event of a written complaint to the Institute about a member being upheld as a result of due investigation, one or more of the following sanctions [as per Institute Bye-Laws] will be applied:

- a. Admonishment
- b. Suspension for any period not exceeding one year without refund of subscription
- c. Expulsion without refund of subscription
- d. Withdrawal of Institute photo card and guide badge

Note 1: This Code of Conduct is to be read in conjunction with the published Institute Bye-Laws, and has been drafted in conjunction with both the British Guild of Tourist Guides and the Association of Professional Tourist Guides.

Note 2: The Institute, whilst maintaining the Register of Members and Associates, does not act as an agency for guiding work and cannot accept responsibility for any loss or injury however sustained by a Member, Associate or by their clients.

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