



Responsible Tourism Policies

As a Tourist Guides Association, we are committed to upholding environmental integrity, cultural respect, professional excellence, community benefit, safety, inclusivity, and ethical conduct.

We also recognise the importance of the wellbeing, empowerment, and ongoing development of our members.

Promote standards & ethical guiding

1. Accurate and honest information

Guides must provide information that is truthful, accurate, and responsible, without exaggeration, false narratives, or misleading claims.

2. Respect cultural, historical, and environmental sensitivities

Guides must present local cultures, heritage, and environments with respect and care, and avoid promoting stereotypes or insensitive interpretations.

3. Promotion of registered guiding

We encourage travellers to make use of legally registered tourist guides in order to uphold professionalism and protect the integrity of the industry.

4. Fair and responsible business practice

Guides are expected to conduct business ethically and transparently. This includes:

- No price-fixing
- No acceptance of illegal commissions
- Honest and transparent dealings with travellers, operators, and partners



5. Low-impact guiding practices

Guides should promote environmentally responsible tourism by:

- Sticking to designated paths and routes
- Avoiding disturbance to wildlife
- Following leave-no-trace principles
- Encouraging water-saving practices
- Respecting fragile ecosystems

Respect for communities and traditions

Guides must show respect for local communities, cultural customs, traditions, and ways of life.

6. Support for local economies

Where appropriate, guides should recommend local vendors, artisans, and community-based tourism enterprises in order to contribute to local economic development.

7. Protect of vulnerable cultural heritage

Guides must avoid taking visitors to restricted, sacred, or sensitive sites where tourism may cause harm or disrespect.

8. Visitor safety

Guides must conduct risk assessments and follow safety protocols.

9. Reporting unsafe or illegal activity

Guides are encouraged to report:

- Unsafe tour operators
- Illegal guiding activities
- Exploitative or unethical tourism practices



Maintaining valid certifications and registrations

10. Guides must ensure that all required certifications and registrations remain valid and up to date, including:

- First aid certificates
- Permits
- Professional registrations

11. Promote of inclusive tourism

We support tourism experiences that are accessible and welcoming to:

- People with disabilities
- Elderly travellers
- People from diverse cultural backgrounds

12. Non-discriminatory practice

We maintain zero tolerance for discrimination of any kind, including discrimination based on race, gender, nationality, disability, or religion.

Supporting Fair, Transparent, and Ethical Business Practice

13. Fair pricing guidelines

We discourage undercutting and exploitative pricing practices, and support fair, sustainable pricing within the guiding industry.

Promotion of employment and mentorship

We support opportunities for new guides through mentorship, development, and fair access to work opportunities.

14. Support local businesses

Guides are encouraged to recommend and support:

- Local eateries
- Local experiences
- Community-owned attractions and enterprises



Guide Wellness & Support

We believe that responsible tourism also includes caring for the people who make it possible. Our wellness and support initiatives are aimed at assisting and empowering our members.

15. Mental health and wellbeing policy

We encourage a healthy work-life balance and support peer connection through initiatives such as monthly members' meetings and support networks.

16. Anti-harassment and anti-abuse protocols

We are committed to protecting guides from:

- Abuse by operators
- Harassment by tourists
- Unsafe working conditions

17. Encouraging reporting and accountability

Guides are encouraged to report:

- Unethical practices
- Illegal guiding
- Discrimination
- Safety risks

Closing Statement

Through this Responsible Tourism Policy, we reaffirm our commitment to ethical guiding, cultural respect, environmental care, community upliftment, and the wellbeing of our members.

We believe that responsible tourism is essential to protecting our heritage, strengthening our industry, and creating meaningful, safe, and inclusive experiences for all.

By upholding these principles, we aim to contribute positively to the tourism sector while supporting guides in delivering professional and sustainable services.