

Be **Early** for every assignment in order to begin the tour on time.

Do Not smoke, consume alcoholic beverages, or gamble while conducting tours.

Be **Polite** and avoid making any disrespectful or discriminatory remarks during the tour or any work interactions.

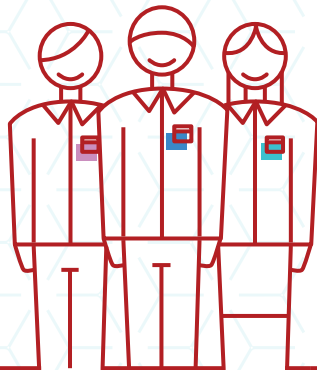


PROFESSIONAL CONDUCT

APPEARANCE

Ensure **Appropriate** attire to the nature of the assignment, Good Personal Hygiene, **Neat** and **Smart** appearance at all times befitting the image of a professional.

Display the **Tourist Guide Badge** prominently to instil confidence in the tourist(s) that they are receiving quality guiding services from a licensed professional.



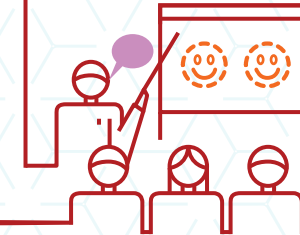
TOURIST GUIDE

CODE OF CONDUCT AND ETHICS



PROFESSIONALISM

SERVICE QUALITY AND KNOWLEDGE ACQUISITION



Uphold high service standards through **Training** and **Professional Development**.

Conduct yourself in a **Warm** and **Friendly** manner befitting the guiding profession and image as tourism ambassadors of Singapore.

Honour the work assignments with hiring parties as agreed.

Seek **Consent** of the tourist(s) and the hiring party to alter the itinerary in the event of emergencies and special circumstances.

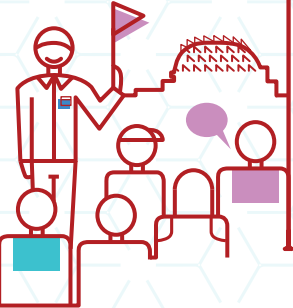


SPIRIT OF CO-OPERATION

INTERACTION WITH TOURIST(S)

Take **Pride** in being a tourist guide and deliver quality travel experiences that meet the needs of the tourist(s).

Take pride in sharing Singapore's myriad of tourism offerings and unique local experiences with tourist(s) so as to create **Memorable Experiences** and to encourage repeat visits.



Establish rapport and **Build Trust** with tourist(s).

Exercise **Care** for the well-being of tourist(s) in terms of safety and security.



Address any **Sensitive Topics/Issues** (eg. politics, religion, culture, race) objectively and ensure that the information presented is factual.



Advise and Remind tourist(s) to treat the environment, sights, monuments, local customs and Singapore laws with respect and sensitivity.

Highlight to tourist(s) when you are providing **Non-factual** information based on personal opinions, beliefs, myths or legends to prevent any misunderstanding or misinformation.



PERSONAL OPINIONS

INTEGRITY

Maintain the **Highest Degree of Integrity** and practise discretion when dealing with all parties during work interactions.



Act **Honestly, Fairly** and **Professionally** in all dealings with those who engage the services of the tourist guides and with any other parties.



Respect the confidentiality of tourist(s) personal information and data, and seek permission from the party concerned before disclosure of such information. This also applies to social media content (eg. videos, photographs, personal messages, etc).



Familiarise and adhere to the **Rules and Regulations** of the places of interest and advise/highlight to the tourist(s) to abide by it.

