

Code of Conduct

Introduction

Our members are ambassadors for New Zealand and its attractions, as employees, as contractors for tour operators or as tour operators / guides.

They have to have sensitivity to cultural protocols and customs, adhere to local laws and awareness of conservation values and restrictions. .

Qualities of ProGuides Members

- Comprehensive knowledge of the area they are to work in and acceptable behaviour in particular places;
- Fluency or very good knowledge of the language of their clients. Familiarity with idiomatic expressions and their meanings in appropriate situations;
- Wide general knowledge and a good educational background;
- A current first aid certificate;
- Self-confidence and a positive attitude;
- A high level of empathy towards others as well as the ability to make decisions and, when necessary, to be assertive;
- Qualities of leadership including awareness of group dynamic processes;
- Excellent organisational and communication skills.

The guide should ensure that visitors have a pleasant and memorable experience. Clients expect smooth organisation, leadership, fairness, advice on optional activities, shopping etc. They want to be entertained and informed, and to have someone to whom they can address their concerns and complaints.

The demands placed on a guide are very high. The guide must be a person who has to be of service to the clients without showing fatigue, stress or physical strain. The guide has to lead by good example, and put his / her needs last.

For the first impression a smart appearance is imperative. There is not always a requirement to wear a uniform. If so, the guide can choose a smart, clean, tidy outfit suitable for the activities of the particular tour e.g. walking tour, coach tour, cruise ship. At the same time the guide is also the representative of the employer, and should adopt a professional appearance with other service providers e.g. hotel staff.

Conduct of ProGuides members

- * Uphold all rules, statutes and legal requirements of New Zealand e.g. land transport, conservation, occupational safety and health etc.
- * Conduct themselves as representatives of the company for which they work or to which they are contracted
- * Keep up to date with country specific knowledge and changes
- * Provide relevant feedback to the tour operator about the standard of service provided by other suppliers
- * Be polite, punctual, reliable and honest
- * Meet their obligations towards their own and their visitors' health and safety
- * Be service orientated and be of service to the clients
- * A smile goes a long way
- * Be of smart appearance
- * Treat all visitors with courtesy, respect and fairness
- * Actively support sustainable tourism practices and conservation of the environment
- * Smoking and the consumption of alcohol to be kept to a reasonable amount while on duty
- * Be helpful and supportive towards other colleagues

There is a complaint procedure in place providing the possibility to report non-compliance with the above mentioned code of conduct.