

Ethics and Standards

A professional guide has a wide range of knowledge of the city, including its history and architecture, cultural and political life, and local lore. It is the guide's job to ensure that all information presented is factual and make a clear distinction between what is true and what are stories, legends, and opinions. A professional guide does not knowingly give out misinformation.

A professional guide is expected to follow the rules and regulations set for by the City of Charleston in reference to tourism and act according at all sites and facilities where they take visitors.

A professional guide maintains good personal hygiene and uses proper judgement in dressing appropriately for all tours.

A professional guide keeps current on new exhibits, seasonal events, and other changes throughout the city.

A professional guide is knowledgeable about the best routes for all tours. This includes familiarity with the traffic laws as well as the idiosyncrasies of Charleston driving.

A professional guide informs the driver of the route in a calm, polite, and timely fashion.

A professional guide is prepared for each tour when the itinerary is furnished in advance.

A professional guide knows and follows the policies of the company for whom the guide is working at the time. A guide does not accept or solicit a job from a client of the company that has hired them without the consent of the company nor should a guide attempt to divert to another person or company business from the company that has hired them. All business-related communication with the client should be made through the company. It is the guide's responsibility to inquire of the tour company regarding continued service with a repeat client. Loyalty for and to the tour company should be practiced during the entire tour.

A professional guide accepts each tour as a serious commitment and cancels only when necessary and provides as much notice as possible.

A professional guide assumes responsibility for reporting on time and for meeting appointments and all schedules within the guide's control.

A professional guide does not solicit gratuities.

A professional guide does not initiate or encourage patronage of souvenir shops and other places that give commissions to the guide and/or drivers.

A professional guide does not abuse complimentary meal privileges offered by food establishments.

A professional guide cooperates with other tour guides/ groups and always maintains ethical and professional conduct, cultivating a positive relationship with all colleagues.

A professional guide respects the research and intellectual property (copyrighted material) of other guides by not recording or quoting it without permission; they do not plagiarize, or take as one's own, another guide's commentary or individual presentation technique.

A professional guide does not practice discrimination based on race, gender, age, national origin, religion, sexual orientation, or gender identity.

A professional guide is sensitive to the interests and values of the tour group and does not share their personal views on controversial subjects such as sex, religion, and politics.

A professional guide provides skilled presentation of knowledge, interprets and highlights surroundings, informs and maintains objectivity and enthusiasm in an engaging manner.