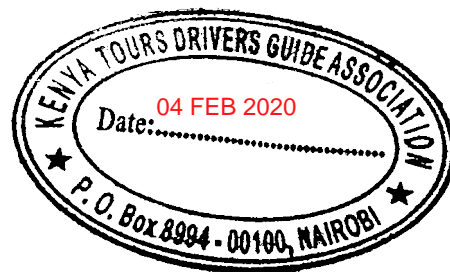


KENYA TOURS DRIVERS GUIDE ASSOCIATION

KENYA TOUR DRIVER GUIDES ASSOCIATION

CODE OF CONDUCT 2015

**A supplement schedule to the Kenya Tours Drivers Guide Association
Constitution 2015.**



*Prepared by the KTDGA standing National Executive Committee 2015 with blessings
from the KTDGA members.*

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KTDGA CHAIRMAN'S STATEMENT.

The Code of Conduct 2015 reflects the mission, values and principles of the Association to be practiced by either guide/driver guide working as a freelance, employed, or working in the Tourism industry in any capacity in Kenya. It sets out the values KTDGA members hold and cherish and the standards of behavior expected of them.

While this Code does not and cannot address every issue of conduct or ethics that may arise, in many cases its principles should apply in solving any ethical and professional dispute related to it, not in isolation but complemented with the other relevant KTDGA regulations, Tourism Sector laws, the Kenyan Constitution 2010 and any other related law.

Executive Officials, Members, contractors, interns, and anyone else affiliated to KTDGA can be subject to a high degree of public scrutiny. Accordingly, we must remember that the individual manner in which we conduct ourselves can have a major bearing on KTDGA's reputation and long-term viability the Kenyan Tourism at large.

We operate in a complex environment with various political, legal, commercial and geographic imperatives that do not always align. While this can present challenges, it is simply part and parcel of marketing Kenya within and abroad. Given the associated complexities, this Code is essential so that we have a clear and definitive set of standards for conduct for our members.

We must continue to demonstrate to our stakeholders that we as KTDGA members manage ourselves and our business dealings efficiently and exhibit integrity, transparency and professionalism at all times.

Our desire to strive for excellence means we set a high standard for ourselves and the people we work with. With this in mind, I request all members to sign at the end of this code of conduct as a sign of agreement with it and undertaking to adhere to it.

Nicholas W. Kiritu.

National Chairperson

Kenya Tours Drivers Guides Association.

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PREAMBLE:

The philosophy of the KTDGA is to provide a “wow experience to every visitor that is served by member driver guides, whether local or foreign”. This shall be achieved by providing exemplary services to a visitor exercising the highest form of professionalism and integrity.

KTDGA as an association shall uphold the Kenya constitution 2010, the Tourism Act 2011, the KTDGA constitution and all other interrelated laws, rules and regulations governing the profession. In seeking to accomplish this, KTDGA members shall be guided by the values that the association believes in and are listed in this code of conduct that is member generated and accepted.

The code of conduct is intended to establish standards of ethical conduct and behavior for all tour guides that are members of the KTDGA and also provide a platform for all other tour guides across the world to benchmark with and borrow from.

The code of conduct contains rules of conduct and ethics to be observed by member tour guides so as to maintain the integrity and impartiality of the service they offer. The code of conduct does not in any way replace any regulation governing the conduct of a tour guide in his or her daily operations. Guides must also obey all those other government regulations and any other applicable law.

The guides shall adhere to this code of conduct and ethics with intent not to bring their conduct and service to disrepute.

INTRODUCTION

The National Executive Committee of the KTDGA has under the Kenya Tour Driver Guides Association constitution 2014 developed the Code of Conduct therein referred to which shall come into effect on.....with the endorsement of the National Executive Committee and the agreement by the KTDGA members.

All members of the Association shall be expected to have in possession a personal copy, signed by the chairperson of the association and the member at the end. The members conduct and behavior on and off operations shall be guided by the code of conduct and ethics developed.

Any member that contravenes the code of conduct shall be liable for a disciplinary action by the National executive Committee as shall be guided by the outlines of this code of conduct and ethics.

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OBJECTIVES OF THE CODE:

The Tourism industry is one of the Key Economic Pillars towards a developed Kenya in the country's vision 2030 blue print. The objectives of this Code of Conduct are:

1. To ensure that tourist guides possess correct documentations and qualifications concerning their service, and ethics in order to provide the highest standard of service for visitors;
2. To encourage the continuing education and self-development of tourist guides;
3. To cultivate an earnest, responsible working attitude of tourist guides; and
4. To uphold the reputation of Kenya's tourism sector and tourist guides and to ensure sustained prosperity of the industry.

PRINCIPLES OF THE CODE:

1. Tourist guides shall strive to provide the highest standard of service in an honest and fair manner.
2. Tourist guides shall familiarize themselves with and act according to the provisions and spirit of this Code, all regulatory requirements of the Kenya Tour Driver Guides Association applicable to their work as guides and the conditions of issue of their KTDGA certificate of membership.
3. Guides shall understand their duties and be ready to contribute to the development of Kenya's tourism industry and develop their own selves professionally and economically.

VALUES OF KTDGA COMPLIANCE WITH THE FIVE FUNDAMENTAL PRINCIPLES OF ETHICS:

- Integrity.
- Objectivity.
- Professional Competence and Due Care.
- Confidentiality.
- Professional behaviour and honesty.

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GUIDES' PROFESSIONAL ETHICS

1. PROVISION OF HIGHEST STANDARD OF SERVICE

- a.** Guides shall strive to provide visitors with the highest standard of service in accordance with the provisions of the travel service contract and the itinerary. The itinerary shall not be altered without the consent of the visitors and the travel agent concerned. If alteration is necessary because of emergencies or special circumstances, guides shall seek approval from their travel agent and clearly explain the reasons for such alteration to the visitors.
- b.** A guide shall prepare for each tour or tourist activity as soon as an itinerary is so furnished to him/ her, if any itinerary is so furnished and provided the itinerary has been furnished sufficiently in advance.

2. PROMOTING A SPIRIT OF CO-OPERATION

Guides shall maintain a good and incorruptible working relationship with partners such as tour escorts and tour leaders, and the staff of all service providers such as attractions, hotels, restaurants and tour companies, and travel agencies to ensure that the services specified in contracts are provided at the highest level.

3. ABIDING BY THE LAW

Guides shall abide by, and help visitors to understand and abide by, the laws of Kenya, relevant counties municipalities and attraction sites.

4. COMPLIANCE OF PROFESSIONAL ETHICS

Guides shall adhere to professional ethics. When receiving visitors they shall:

- a.** Be dutiful, sincere, courteous and attentive;
- b.** Speak and act cautiously, discreetly, and be objective in their attitude;
- c.** Be knowledgeable about Kenya its cities, geography, history and the specific attraction sites on the itinerary;
- d.** Provide visitors with accurate information;
- e.** Respect the religious belief, customs and habits of visitors;

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- f.** Re punctual in performing duties;
- g.** Not abandon visitors in case of a misunderstanding between him / her and the visitors or the Travel Agency or Tour Company.
- h.** Not smoke in front of visitors and drink alcohol during work;
- i.** Not gamble during work;
- j.** Not sell illicit items to visitors or recommend them to buy such items; and
- k.** Not seize or take away or attempt to seize or take away the travel documents of visitors unless such an act is made on proper grounds and lasts for a reasonable time.
- l.** Be sensitive to the interests and values of the tour group and shall not share his/her personal views on controversial subjects such as religion, politics and sex.

5. APPEARANCE AND CONDUCT

- a.** . Guides shall dress properly to enhance their professional image. When performing their duties, they shall wear appropriately and in line with the profession.
- b.** Guides shall be punctual, reliable, honest, conscientious and tactful at all times

6. PROMOTION OF THE TOURISM INDUSTRY

Guides shall ensure sustained development of the industry by:

- a.** Always having regard first and foremost for the interests of visitors and the reputation of the Kenya tourism sector;
- b.** Encouraging visitors to assist in protecting such tourism resources of Kenya such as Parks and reserves, cultural and heritage sites, the natural environment and tourist attractions, and maintaining public hygiene and public order; and above all to promote green/eco tourism.
- c.** Acting as Kenya tourism ambassadors and actively promoting tourism as well as other local industries for the benefits of Kenya economy.

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7. PRINCIPLES ON THE ACCEPTANCE OF GRATUITIES

- a.** To maintain a professional image, guides shall not collect gratuities by any coercive means, nor shall they exhibit dissatisfaction, provide sub-standard service or refuse to provide service because few or no gratuities are given.
- b.** Guides shall follow their travel agents' policies concerning gratuities and shall not make use of any fraudulent acts to collect them.

8. PRINCIPLES GOVERNING SELF-PAY ACTIVITIES.

- a.** Guides shall only arrange self-pay activities for visitors which are approved by their travel agent and / or the visitors in case of direct engagements.
- b.** Guides shall not compel visitors to join self-pay activities (including by such means as exerting group pressure or leaving visitors with no other choice), and shall allow visitors to choose freely whether to join such activities or not.
- c.** Prior to arranging any self-pay activities, guides shall explain clearly to visitors the content, fees, safety and responsibility issues.
- d.** Guides shall make appropriate arrangements according to the instructions of their travel agent for those visitors who choose not to join self-pay activities.
- e.** When discharging their duties, guides shall not engage in any activities other than those approved by their travel agent and the visitor.
- f.** A guide shall not engage in selling any goods to or buying any goods from a visitor or seek to make any profit from a visitor.

9. PRINCIPLES GOVERNING SHOPPING ACTIVITIES

- a.** Tourist guides shall ensure that visitors understand their consumer rights, which include:
 - The right to make or not to make purchases,
 - The right to obtain information on products and services, and
 - The freedom to choose products and services.

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- b.** Guides shall not in any way compel or attempt to compel visitors to make purchases, or mislead or attempt to mislead them into doing so.
- c.** Tourist guides shall allow visitors to freely leave or enter registered shops, and shall not force them to remain inside the shops.
- d.** If visitors are feeling unwell, guides shall immediately arrange for the visitors in accordance with their wishes to leave the shops or take a rest at other suitable places. If there is a need, tourist guides shall arrange for the visitors to see a doctor or call the ambulance service as soon as possible.
- e.** Guides shall not allow their service attitude to be affected nor shall they refuse to perform their duties because of visitors' unwillingness to purchase or the value of their purchases.

10. TOUR-DEPARTURE AND OTHER ADDITIONAL CHARGES

- a.** Guides shall not in any way collect or attempt to collect any additional charges from visitors on any ground except for the fees necessitated by the participation in self-pay activities by the visitors.

11. SAFETY OF VISITORS

- a.** Guides shall always attach top priority to the safety of visitors and remind them to be aware of their personal safety.
- b.** In case of any accidents or visitors feeling unwell, Guides shall help arrange immediate treatment for the visitors and seek assistance from their travel agent without delay. They shall report the case to the police if necessary.
- c.** Guides shall not disclose any confidential information to anybody without authorization from their travel agents or the visitor.
- d.** Guides who have access to or control of the above information shall at all times ensure its security and prevent any abuse or misuse of the information.

12. INTERPRETATION, ENFORCEMENT AND PENALTY.

This Code is promulgated by the KTDGA and shall be observed by all its members. Enforcement and decisions on violations of this Code are made in accordance with interpretations by the National Executive Committee of KTDGA. The Committee has

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the power to penalize persons found in breach of this Code and reserves the right to amend any provisions of this code with.

13. PRINCIPLES GOVERNING SELF DEVELOPMENT

- a. A guide shall from time to time, be required by the Association to attend courses, seminars or other informative activities organized by the association, any person or institute acting for the purpose of continued professional development in the tour guiding industry

14. MEMBERSHIP PLEDGE.

- a. I hereby acknowledge receipt of the KTGA Code of Conduct 2015.
- b. I hereby confirm that I have read the KTGA Code of conduct 2015 and I will retain a copy for my files.
- c. I hereby agree to accept the terms of the KTDGA Code of Conduct 2015 and I agree to be bound by the Code of Conduct.
- d. I have completed the membership form and I understand that KTDGA reserves the right to make reference to any agency including the Kenyan security agencies to verify information given by the membership form. This form will be held securely by KTDGA.
- e. I will advise KTDGA of all convictions, disciplinary and related court proceedings incurred by me after completion of this form forthwith.
- f. I hereby agree to abide by any decision made by KTDGA, should disciplinary action (as provided for under section 12 of this code) be taken against me on any matter contained within this Code of Conduct or within the jurisdiction of KTDGA.

ATTESTATION:

All employees are required to sign an attestation annually that they have read the Code of Conduct and Ethics and understood their obligations to comply with the principles, policies and laws outlined in the Code.