



Zavod za turizem Maribor
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ETHICAL CODE AND SUSTAINABILITY GUIDELINES FOR LOCAL TOURIST GUIDES OF THE MARIBOR TOURIST DESTINATION

Local tourist guides, through their work, make a significant contribution to the development of the tourist destination and are key actors in advancing sustainable tourism and promoting the destination's sustainability efforts. Through their work, they raise visitors' awareness of the importance of sustainability and help them create more sustainable experiences.

With this code, we provide local tourist guides with guidelines on how to align their work with the principles of sustainable development, thereby helping to improve the quality of local tourist guiding.

1. Local tourist guides are aware of their responsibility towards visitors, the local community, and the environment. In their work, they comply with applicable legislation and professional ethics.
2. Local tourist guides are qualified for their work and perform it responsibly and in accordance with their competencies. They regularly update and upgrade their knowledge and experience.
3. Local tourist guides handle confidential information provided by visitors or other stakeholders with the utmost care and ethical responsibility.
4. Local tourist guides regularly communicate with the group leader, ensuring that the guiding is adapted to the characteristics of the group, their prior knowledge, and their interests.
5. Local tourist guides take cultural differences into account in their work and respect the religious, cultural, and political dignity of all participants.
6. Local tourist guides always provide only impartial, accurate, relevant, and up-to-date information.
7. Local tourist guides act as communicators and promoters of the destination. Through their work and behavior, they create a positive image of the destination and encourage visitors to return.
8. Through their professional conduct and behavior, local tourist guides represent the Maribor tourist destination.



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9. Local tourist guides are aware of the importance of sustainable tourism. Through their work, they encourage visitors to behave sustainably and help limit the negative impacts of tourism on the environment.

10. Local tourist guides act as a link between visitors and the local community. Through their work, they contribute to better understanding and mutual respect between both groups.

11. Local tourist guides always prioritize authentic experiences. Through their work, they contribute to the preservation and promotion of natural and cultural heritage.

12. Through their conduct, they uphold the reputation of their profession.

13. Local tourist guides address complaints in accordance with their abilities and responsibilities.

Prepared by: Members of the Green Team Maribor (Slovenian Green Scheme of Tourism)