



Dear Tourist Guides,

First of all, we would like to thank you for your continuous efforts to ensure our visitors receive an exceptional Singapore experience. As the tourism landscape continues to evolve, and visitors become more discerning with higher expectations, there was ground feedback that it may be useful and timely for our TG profession to have a formalised code of practice to project a positive image to both locals and tourists, and show the guides' commitment to maintain a high standard of professional conduct.

A Workgroup consisting of representatives from the Society of Tourist Guides (Singapore) (STGS), NTUC Tour Guide Chapter (TGC) and Singapore Tourism Board (STB) was formed last year to develop such a code of practice. To reflect the intent of the code, it is thus named as the Code of Conduct and Ethics (CCE), and benchmarked against various tourist guides code of conduct and ethics from countries such as Australia, Hong Kong, Scotland, World Federation of Tourist Guide Associations, etc. No penalties will be attached to this CCE.

As the views of the TGs are important in creating a relevant CCE for the TG profession, the draft CCE was shared with all TGs for feedback before it was validated at the focus group discussions (FGD) with TGs, travel agents, attractions and hotels. Positive feedback was received from TGs and other participants of the FGDs.

All agreed that the CCE is a good step forward for the TG profession to uphold the professionalism and image of the TGs. We are pleased to share with you the enclosed copy of the CCE for your reference and retention. All newly licensed TGs will also receive a copy of the CCE and the softcopy is available on the Guides Online website.

We hope the CCE would serve as a guide for TGs to ensure that the quality of guiding in Singapore is of a high standard and garner the confidence of tourists on the professionalism and quality of our TGs. Thank you again for bringing our Singapore stories alive.

Best regards

Members of the Tourist Guide Code of Conduct & Ethics Workgroup

