



KEY TO PHOTO ID OF ACCREDITED GUIDES

The Institute of Tourist Guiding is responsible for guides' qualifications and maintaining high standards of professionalism. They wear photo ID designed to help partners at tourist attractions to safeguard their security and provide the best quality experience for all visitors.

All BLUE BADGE and GREEN BADGE Accredited Guides who are members of the professional Institute of Tourist Guiding carry the photo card and may also wear their traditional metal Blue/Green Badge.

Photo card front checking ID and validity:



Easy to spot holographic validity sticker. Different colour each year:
Silver 2021/2022 (valid until 31 August 2022)
Gold 2022/2023 (valid until 31 August 2023)
Silver 2023/2024 (valid until 31 August 2024)

Photo card reverse checking area and language qualification:



Features of the photo cards

1. Plastic and credit card sized; accredited guides wear the photo cards on site. The cards are three colours: Blue - Members; Green - Associate members; Grey – Students (on site for research purposes, not guiding).
2. Accredited guide's current name on left hand side under Institute badge. Accredited guides must permit site representatives to examine the photo card.
3. Recognisable photograph.
 - i. Current date sticker indicating the accredited guide is an ITG member and agreed to the Code of Conduct overleaf.

- ii. A guide wearing just the metal badge may not be a current member of the Institute but may still be an accredited guide.
 - iii. A guide wearing neither photo card nor metal badge is unlikely to be an accredited guide or member of the Institute.
4. Bar code representing member's number and name (feature under development)
 5. Region/s in which accredited guide is qualified to guide.
 6. Language/s accredited guide is qualified to guide.
 7. Contact address of Institute e.g. if a photo card is found. T: 020 7680 7146; office@itg.org.uk
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Institute of Tourist Guiding

PROFESSIONAL CODE OF CONDUCT¹

As a holder of an Institute of Tourist Guiding awarded badge, I agree to:

1. **Standards:** Uphold the standards of quality and professionalism inherent within the Institute of Tourist Guiding ["Institute"]² qualifications for heritage interpretation, presentation skills, environmental concerns, sustainable tourism and duty of care to clients.
2. **Conduct:** Always be courteous, professional, ethical, flexible and collaborative towards clients, visitors, colleagues, site staff, drivers, etc. and never at any time undermine the profession to the detriment of any colleague/s nor bring into disrepute the reputation of the Institute.
3. **Qualification:** Only promote myself to guide in those areas and in those languages for which I hold Institute accredited qualifications/endorsements.
4. **Use of Institute Photo Card and Guide Badge:**
 - a. Wear the Institute photo card, with or without the guide badge, when on duty
 - b. Not allow, under any circumstance, any other person to use the Institute photo card or guide badge, which remain the property of the Institute at all times.
5. **Continuing Professional Development ["CPD"]:** Improve the standard of my own work and take the opportunity to expand and update my range of knowledge and skills wherever possible. I will record my CPD appropriately.
6. **Compliance:** Observe all health, safety and insurance requirements, hold current Public Liability Insurance, abide by current site guiding rules and recognise that it is a privilege and not an automatic right to guide at any particular site.

Breaches of this Code of Conduct:

In the event of a written complaint to the Institute about a holder of an Institute awarded badge, the complaint will be referred to the Professional Conduct Committee (PCC). The rules and procedures of the PPC are annexed to the Bye-Laws of the Institute and are published on the Institute's web site.

¹ This Code of Conduct is to be read in conjunction with the published Institute Bye-Laws. and has been drafted in conjunction with both the Guild of British Tourist Guides and the Association of Professional Tourist Guides.

² The Institute, whilst maintaining the Register of Members and Associates, does not act as an agency for guiding work and cannot accept responsibility for any loss or injury however sustained by a Member, Associate, Affiliate or by their clients.