

## Quality Charter

As tourist guiding professionals qualified in heritage interpretation FEG Members provide a warm welcome to visitors.

The quality of our service derives from our belief in two fundamental principles : respect for our visitors as representatives of their own particular cultural traditions, and respect for our specific part of the common European cultural heritage.

Our objective is the aim to inform enthusiastically and entertainingly as we share the riches of our natural and cultural heritage.

Our undertaking is a constant striving towards ongoing development of our expertise, ever greater adaptability and approachability and appropriate behaviour.

Our professionalism is assured through established standards and best practice recommendations covering the following issues:

- Welcome - A warm welcome is assured by courteous, smiling, appropriately dressed and punctual guides who are ever conscious of the well-being of the visitor. Communication - Our success in customer satisfaction is based on the provision of correct, up to date information combined with interpersonal and communications skills.
- Knowledge - Although bringing key qualities and previous qualifications, we qualify as tourist guides through thorough academic and vocational training. We prepare each assignment with regard to relevant and specific criteria giving varied, selected presentations.
- Continuing Professional Development - We constantly seek to improve our professional performance, taking the opportunity to expand our range of knowledge by following further courses and re-assessing our skills wherever possible, particularly in the field of languages and enthusiastic and lively communication.
- Organisation - The focus here is on keeping to time, fulfilling the itinerary and ability to cope with the unexpected without losing sight of principle objectives.
- Competence - Only those engagements that are within our personal expertise are accepted. This relates not only to our area of qualification, but also to other relevant competences such as languages, additional qualifications, etc.
- Confidentiality - The principles of professional integrity and discretion are applied without fail within the framework of all engagements.
- Ethics - Local and national regulations are always respected along with exercising a collaborative spirit towards colleagues and site staff, presenting overall a positive image of our profession.

Ratified at the fifth European Tourist Guide Convention in Syracuse, Sicily, 2004

FEG was founded in 1986 and comprises 23 national associations representing 60,000 guides.