



CODE OF ETHICS

for Tourist Guides in Ljubljana

Tourist guides often represent the **first point of contact** between visitors and the destination. You play a key role in **shaping a positive visitor experience** and serve as important promoters and ambassadors of Ljubljana. Through your professional knowledge, hospitality, and responsible conduct, you **contribute to the identity** of the destination and importantly **shape the visitor experience**.

The Code of Ethics for Tourist Guides, Agencies, Travel Organisers, and Business Entities in the Old Town Centre of the City of Ljubljana represents a common framework of **values and principles** that unite us in our efforts to:



conduct tours professionally, responsibly, and hospitably;



respect the local community and its daily life;



protect the city's cultural and natural heritage;



promote sustainable visitation and cooperation with local providers.

By adhering to this Code, tourist guides make an important contribution to a high-quality, inclusive, and sustainable experience in Ljubljana – for both visitors and residents.



PROFESSIONALISM AND EXPERTISE

I conduct guided tours at a high level of quality, responsibly, and professionally. I regularly pursue education and I obtain and renew licences for conducting guided tours in the destination.

I keep abreast of applicable legislation and comply with any amendments thereto.



CONDUCTING GUIDED TOURS

I lead larger groups using headset guiding systems.

I avoid conducting tours over a loudspeaker.

In cooperation with the organiser, I ensure manageable group sizes, not exceeding 25 people.



SUSTAINABLE RESPONSIBILITY AND RELATIONSHIP WITH THE ENVIRONMENT

During guided tours, I emphasise sustainable responsibility towards the destination and its relationship with the environment.

I encourage the use of drinking fountains and reusable bottles.

I work with and recommend business partners who offer Slovenian and locally produced goods and food.



RELATIONSHIP WITH THE LOCAL COMMUNITY AND CULTURAL HERITAGE

I respect and adapt to the customs of the local population.

I avoid prolonged stops at the most frequented locations in the city, and exercise careful stewardship of cultural heritage.



RELATIONSHIP WITH VISITORS

I welcome visitors with openness and kindness. I protect the dignity of visitors and respect different nationalities, religious beliefs, and cultural differences.

I adapt the conduct of guided tours to the needs and interests of the group.

I respect the wishes of the group, provided they do not conflict with the planned programme or the ethical, professional, and sustainable principles of the destination.



THE GUIDE AS MEDIATOR

I resolve any complaints regarding the service amicably and impartially, and protect the interests of all parties involved.

In the event of an accident or other safety risk, I act promptly and effectively.

You can find the entire document [here](#).