

I FEEL
SLOVENIA

CODE OF ETHICS AND SUSTAINABILITY GUIDELINES FOR LOCAL TOURIST GUIDES IN SLOVENIAN ISTRIA



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Dear Local Tourist Guides of Slovenian Istria,

For many years, we have been striving to act sustainably and responsibly towards our beautiful green nature and the rich local cultural heritage of Slovenian Istria, and we want to set an example for others to follow.

Thanks to your help, exploring Slovenian Istria becomes more interesting for tourists. With your dedication, knowledge and experience, you show our guests every corner of Slovenian Istria, even the most hidden ones. From the well-kept beaches surrounded by the Adriatic Sea to the rugged scenic routes through the fertile hills of the countryside. From the high-end promenades to the romantic streets basking in the rich history. From the authentic tradition of local customs to the modern urban pulse. You help us create the perfect experience with a touch of authenticity and local flair.

Local Tourist Guides are the first or sometimes even the only contact that tourists and visitors have with the local people and the tourism economy, and thus have a strong influence on the image and perception of a destination. It is therefore very important that you carry out your work with full awareness of your responsibilities towards the local community, local tourism providers, tourists and visitors and, last but not least, towards the other inhabitants of the area, who can also benefit from the sustainable orientation that the Local Tourist Guide promotes and implements through his/her actions.

The Code of Ethics and Sustainability Guidelines for Local Tourist Guides in Slovenian Istria follows European standards, the legislation of the Republic of Slovenia, the National Code for Tourist Guides and guidelines in the field of sustainable tourism. It is designed to establish basic standards for local tourist guides, whose activities contribute significantly to the sustainable perception and sustainable development of the Slovenian Istria destination, as well as to the implementation of the vision of Slovenia as a green destination.

Portorož Tourist Board, e. i. h.



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- 1 I act in accordance with applicable law and professional ethics.** I am familiar with the current regulations on local tourist guiding and the national legislation in my field of activity, and I keep up to date with the changes. I provide tourist guiding in the area of Slovenian Istria, for which I have been issued a licence as a local tourist guide. I observe professional ethics and thus contribute to the development of tourism and the welfare of the destination of Slovenian Istria.
 - 2 I work competently and responsibly.** In order to ensure the highest quality of my tourist guiding services, I educate myself in the professional field as well as in the fields of rhetoric, foreign languages, psychology and trends in tourism, especially in terms of sustainability. I also consult other tour guides about my work and exchange experiences and advice with them.
 - 3 I treat confidential information carefully and ethically.** I treat the trade secrets entrusted to me as a guide with care and do not disclose them to competitors or other companies. Nor do I use the confidential information I have obtained for my own benefit.
 - 4 I am aware of cultural differences and respect personal freedom.** I am aware of cultural differences and respect other people's culture, beliefs and convictions. I present the local customs and special features of the destination in a way that they can be understood and respected, thus providing an enjoyable experience for the local population, tourists and visitors.
 - 5 I am providing accurate, up-to-date and objective information.** I always provide accurate, up-to-date and impartial information, which requires a good knowledge of the destination, current events, news and local tourism providers. I tailor the information I provide to the interests of tourists and visitors.
 - 6 I promote the destination Slovenian Istria.** I am aware that my work represents and promotes the destination as a whole, and that the impression I leave on tourists and visitors is often generalised to the population as a whole. I have a good knowledge of the local offer in the destination and am happy to share it.



- 7** I promote sustainable behaviour at the destination and reduce the negative impacts of tourism. I encourage tourists and visitors to consume sustainable products and services, thus reducing the negative impact of tourism on the local environment. I advise them not to buy plastic water bottles and allow them to refill their own bottles with drinking water during the guided tour.
- 8** I contribute to the preservation of natural and cultural heritage. I am aware of my responsibility in presenting and preserving the natural and cultural heritage of Slovenian Istria. I inform tourists and visitors about the importance of preserving the rich tangible and intangible cultural heritage of Slovenian Istria and inform them in a friendly way about the restrictions that apply in the natural environment in order to preserve it.
- 9** I raise awareness on proper waste management. I kindly inform tourists and visitors about the rules on waste management and waste separation. If waste is not disposed of properly, I remind visitors of the importance of maintaining a clean environment.
- 10** I promote local products, local souvenirs and local cuisine. I encourage tourists and visitors to the Slovenian Istria destination to buy local products and local souvenirs, especially products and souvenirs that are wrapped in sustainable packaging. I encourage tourists and visitors to learn about local cuisine.
- 11** I monitor the sustainability of local providers. I follow the sustainable business of local tourism providers and am happy to share examples of good practice with visitors and other tourist guides.
- 12** I resolve visitor complaints and disputes calmly and quickly. I give the necessary attention to complaints from tourists and visitors, acting quickly and within my powers. In the event of a dispute, I have a calming influence on the participants and undertake to protect the interests of all partners involved.