

# ITMI Code of Ethics

*The ITMI Code of Ethics was created to establish general guidelines for those stepping into the role of a Professional Tour Director or Guide. We ask each ITMI graduate to follow these “rules of the road” while they journey across the globe as Ambassadors of Goodwill.\**

**Pursue** excellence in all areas of the tour directing and guiding profession.

**Help** to enhance the image of tour directors and guides through exemplary personal comportment, integrity, honesty, and professionalism.

**Familiarize** myself with the policies and procedures of tour companies for which I work and agree to adhere to those guidelines to the best of my abilities.

**Respect** the proprietary relationship of tour companies with their clients by not making contact with a company’s clients before or after an assignment or soliciting them for any business purpose except as permitted by that company.

**Endeavor** to present companies for which I work in the best possible light to tour clients, suppliers and the general public.

**Agree** not to cancel any guaranteed tour assignments except in the cases of illness or emergency unless given a release by the company providing the work. If cancellation of services is necessary, I will give the company as much notice as possible and will offer assistance in finding a suitable replacement for myself.

**Assist** other tour directors and guides in the field who request my help even if they are not ITMI graduates.

**Show** professional courtesy to other tour directors and guides by refraining from making negative comments about them or their tour companies to clients, suppliers and the general public.

**Discuss** with colleagues any breach of conduct by another Tour Director or suppliers in a tactful, diplomatic manner.

**Guard** against prejudice and always present a fair and balanced picture.

**Strive** to be an Ambassador of Good Will by helping tour clients to better understand the history, cultures, history, customs and values of people around the world.

**Assist** ITMI in creating awareness within the tour industry and the general public of this Code of Ethics for Tour Directors and Guides.

## ITMI Pins

Wearing the ITMI pins symbolizes the graduate commitment to this Code of Ethics.  
The ITMI pins are given to all students upon graduation.

\*The ITMI Code of Ethics is an assimilation of various ethical principles taught throughout the ITMI Training Program. These principles were agreed upon by the Tour Operators and Tour Directors at the first ITMI Symposium in San Francisco January 1986.