



**STANDARD OPERATING PROCEDURES AND  
GUIDELINES FOR TOUR GUIDES SERVICES**

**QUALITY ASSURANCE DEPARTMENT-UTB**

## **PART I –PRELIMINARY**

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The Uganda Tourism Board (UTB) is a Government agency under Section 3 of the Uganda Tourism Act No. 25 of 2008 mandated to promote and market Uganda as the preferred tourism destination domestically and internationally and to regulate the tourism sector in Uganda. This entails participating in the developing of regulations, standards and guidelines that are necessary to ensure an all-round quality service delivery in the tourism sector. The board is also tasked with the registration, inspection of all tourist services and facilities and issuing of tourist operating licences in order to ensure conformity with international standards. In this UTB works with other government agencies and the private business operators in the tourism sector.

Standards and guide lines developed ensure that the service provided by all the tourism establishments in the country is of quality and meets the minimum expectations of the tourist. It also forms the basis for quality control in the sector.

## **1. Scope**

This standard prescribes minimum requirements for all Tour Guiding Services in Uganda. The standard provides for statutory obligations, requirements for premises, operations and general services.

## **2. Definition of Terms**

**In Bound Tour** – means a tour for non-residents of Uganda who come into the country for tourism purposes.

**Out Bound Tour** - means a tour of residents from Uganda to another country for tourism purposes.

**Tourism** – means the activity of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

**Tourist** – means a person who travels to and stays in a place outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

**Tour operator**- means any entity which may either be single proprietorship, partnership or corporation engaged in business of extending to individuals or groups, such services pertaining to arrangements of booking for transport and/or accommodation, handling and/or conduct inbound tours whether or not for a fee, commission or any other compensation.

**Travel Agency**- means an enterprise engaged in the business of providing services such as reservations/Bookings, documentation for travel papers, sales/issuance of tickets and selling of outbound tours for a fee, commission or any form of remuneration.

**Travel and Tour Agency**- means an enterprise engaged in both tour operations and travel agency services.

**Tour Guide** – means an individual, who leads a tour party, provides general information, interprets, indicates and informs on the items of interest along the way to or at tourist attraction.

**Tourism enterprises**- means a tourism related business venture that is involved in activities such as accommodation, entertainment, transport and other tour operator services.

**Service providers**- means an organizations or businesses that offer services in tourism and travel related activities such as accommodation and transport.

### **3.0 Tour guides shall;**

1. Be duly registered and licensed by the Uganda Tourism Board
2. Be professionally trained and certified by recognized tourism training institutions offering tour guides training program that include both theoretical and practical knowledge and skills relevant to the tour guide profession
3. Abide by all national laws, rules and regulations governing protected and conservation areas including National Parks, Reserves and Sanctuaries
4. Be smartly dressed while on duty and wear proper identification at all times
5. Be medically and physically fit and able to perform under strenuous conditions while on duty
6. Always be professional, honest to clients not be under influence of alcohol or any intoxicating substances prior to and /or during the tour
7. Ensure that the tourist observe the approved guidelines for interacting with the natural and cultural heritage environment so as to minimize negative impact at all times
8. Regularly, update and upgrade their guiding skills and knowledge on tourism, cultural and environmental matters through continuous training and professional development activities
9. Respect the cultural differences and individual views and beliefs of the tourist;

10. Ensure that as far as possible what is presented as fact is true and that a clear distinction is made between facts, stories, legends, traditions and opinions of the guide;
11. Not solicit for tips from tourist;
12. Have a contingency plan for dealing with unexpected events such as sickness, lost items and adverse weather conditions;
13. Speak, clearly and audibly and avoid use of slang or local expressions unless their meaning is explained in the language of the tourist;
14. Always ensure that members of the tour group are present and accounted for during the entire itinerary;
15. Give accurate feedback including positive and negative highlights of the tour as well as problems, complaints and actions taken to resolve them;
16. Exercise patriotism and promote the country as a tourist destination.
17. Adhere to the set code of conduct and professional ethics.

**3.1 All driver-guides of Tourist Service Vehicles shall: -**

1. Have a valid driver's license for that category of vehicle.
2. Have a valid license issued by the Uganda Tourism Board.
3. Wear appropriate uniform with name tags which should always be clean, tidy and in good condition.
4. Be equipped with a mobile phone or any communication device.
5. Not carry in the tourist vehicle more than the licensed number of passengers.

6. Always be in an alert state when driving passengers, free from fatigue and the influence of alcohol or any other drugs that may impair their driving ability.
7. Advise passengers to wear seat belts and not to drive the tourist vehicle unless all front seat passengers are wearing seatbelts.
8. Not seat children under the age of 12 years on the front seat.
9. Not carry tourists in jump seats or folding seats.
10. Ensure luggage, wheelchairs and walking aids are properly secured in the tourist vehicle wherever applicable.
11. Not place glass tints, stickers and advertisements on the front and back windscreen of the vehicles.
12. Avoid routes that may threaten the safety of passengers.
13. Not use the mobile phone whilst the vehicle is in motion.
14. Not operate a tourist vehicle for more than 10 consecutive hours.
15. Abide by all rules and regulations governing protected areas.