



Swiss Tourist Guide Association  
Association Suisse des Guides Touristiques  
Associazione Svizzera delle Guide Turistiche  
Verein Schweizerischer Reiseleiter und Stadtführer



# ASGT Image



- **Management & Organisation**
- **Finances**
- **Information & Communication**
- **Profession & Education**
- **Quality**
- **Services**
- **Members**
- **Collaboration**

Valid from 01.12.2011



## The STGA Image

The STGA is a vocational association for all tour guides e.g. city guides, travel escorts, museum guides etc. who work in Swiss tourism. All people who actively work in these professions are welcomed to join the association. It is the essential aim of the association to establish protection and recognition of the tour guide/local guide profession in tourism by the Federal State Secretariat for Education, Research and Innovation (SBFI).

The association renders assistance to its members accompanying and supporting them in their professional and social development and improving their reputation and recognition within their profession.

As a member of the Swiss Tourism Association (STV), the over-all organization of Swiss Tourism, the STGA will ensure that its members will offer only the highest quality standards of guest services. The STGA is also interested in joining in new partnerships with other organizations interested in Swiss Tourism.

### Our target groups

Our members and all potential STGA members as well as our members' employers are our most important target groups. Furthermore also all organizations interested in Swiss Tourism, i.e.

- the Swiss Tourism Association (STV), Berne
- organizations co-operating with us in the field of professional education and standard testing
- all local tourism and travelling organizations in Switzerland
- incoming tour operators, hotel and event managers
- and all public interested in topics of tourism

### Our means of communication

We demand and support direct communication between our members.

We give open and objective information within and outside our association and where ever important we prefer written communication. We actively seek and support engaging discussions with guests, members, providers and partners. Through the STGA website [www.swisstourguide.com](http://www.swisstourguide.com) we aim to communicate with all target groups.

We publicize our positions and opinions of important questions related to tourism in newspapers and/or the technical press.

### Our members

All persons who actively work as tourist guides in Switzerland i.e. city guides, travel escorts, museum guides etc. can apply for STGA membership. Persons interested in becoming a member should contact one of the board members or a member of the association directly.



The association offers also the possibility of a passive membership. This particular membership is reserved for people who have completely stopped working as tour guide/city guide. There is a special membership for all individuals or legal entities and organisations wishing to join the STGA as patrons.

## **Our Organization**

Based on our set of regulations the general assembly elects the president as well as the members of the board. The board is responsible for the management of the STGA according to the lead of the association.

## **Our Services**

All our activities are aligned with the requirements and advantages of our members. With “the Market Place for City Guides/Travel Escorts” we offer a virtual platform where clients can find and subsequently contact qualified guides attached to our active members’ pool.

Clients will find the link to the mentioned platform on [www.swisstourguide.com](http://www.swisstourguide.com). Handling is easy and suitable for the selection of appropriate tour guides. All active STGA members are listed according to their language skills, region and/or city availability. Clients are enabled to directly contact the selected guide by using the name, telephone and e-mail listed and/or find the guide’s particular website.

## **Education and quality improvement**

Active as well as attractive training is a MUST for each STGA member. The training courses offered will improve the standard of quality as well as the member’s professional and social competence.

## **Free-lance member support by**

- Information regarding regular professional fees for different requests
- Consulting and supporting our members in case of job-related problems
- Information regarding client/ordering party with bad payment standards

## **Information regarding sales commission**

Information regarding organisations which pay a sales commission to STGA members are passed on to our members on the internal news sheet or electronically.

## **Information regarding special conditions for STGA members**

The members of the board work on obtaining special rates for all STGA members with different tourist organisations like air, land and water transport businesses, hotels, restaurants, museums, art galleries, outfitters etc.

Accepted by the General Assembly 2011