



Tour Guides: Hawai'i's Ambassadors of Aloha

For many visitors – our guests – the joy of Hawai'i and the memories carried home often come from the moments they spend with our people.

The conversations, stories, advice and goodwill offered to Hawai'i's guests are treasured, shared and recalled with friends, families and colleagues. It's the power of aloha!

Probably no group of tourism industry employees has more personal interaction with Hawai'i's visitors – or more influence on the memories they carry home with them – than our tour guides. They are Hawai'i's ambassadors of aloha.

Here are ten tips every tour guide should keep in mind to bring joy to Hawai'i's visitors.

1. **Think Safety First.** The safety of your guests is always your top priority. Never compromise. Never cut corners. If you're not being safe, careful and responsible, you're not doing right by your guests.
2. **Look Sharp!** It's all but guaranteed you will be immortalized in selfies and vacation photo albums. Always look your best, dress professionally and offer a warm smile.
3. **Show Aloha.** Everyone wants to experience Hawai'i's aloha spirit. Always show visitors its true meaning – the same care and kindness you give to friends and family.
4. **Share Your Hawai'i.** Visitors want to embrace Hawai'i – our history, culture, stories and diversity. Feed their curiosity. Share your knowledge. Let them see Hawai'i from your eyes.
5. **Love Our 'Āina.** Educate guests on the value of preserving Hawai'i's natural environment and respecting its connection to Hawaiian culture. They will appreciate your insight.
6. **Never Stop Learning.** Always expand your knowledge of Hawai'i's history, culture and daily life. Understand the varying needs of our visitors around the world. Constantly challenge yourself to be an informed source. Your career path will benefit.
7. **Be Flexible.** Everything doesn't always go as planned or stay on time – and that's okay. Changes happen. Stay cool, smile and make the best of every situation. Your guests will understand.
8. **Be Diplomatic.** Always be respectful of your guests' customs and opinions. Remember, they're not in Hawai'i to argue or debate. Avoid controversy. Keep the mood positive.
9. **Talk Story.** A good, from-the-heart conversation is always more effective than reciting scripted speeches. Be a storyteller. Converse *with* your guests. Listen to them. Tell them about the Hawai'i they've traveled far to see and experience. Hear what they say.
10. **Always Be Ethical:** Good ethics are not assumed – they are earned. People respect someone who is trustworthy, honorable and believable. Visitors want to like their tour guides and show their appreciation. Don't let bad ethical behavior cloud their perspective.

** Hawai'i Tourism Authority developed these professional standards for Kapi'olani Community College's Certification of Tour Guide Program in February 2016.*