

CODE OF PRACTICE



1. **Business Ethics:** Accredited businesses will eliminate any practices that could be damaging to customers or to the dignity and integrity of the tourism industry.
2. **Advertising and the provision of information:** All advertising and promotional activities shall accurately reflect the activities of the business.
3. **Disclosure:** Customers will be informed of all the terms and conditions of the contract.
4. **Receiving Payments:** The business will ensure that all monies received from the customer, either as a deposit for goods or services to be supplied in the future, or on the completion of the service transaction, will be received by the business and an authentic copy supplied to the customer.
5. **Delivery of the service:** The business acknowledges its responsibilities to meet (or exceed) the expectations of all customers to the best of its ability. The business will present its goods and services so as to ensure an excellent customer experience.
6. **Health and Safety:** The business will exercise its duty of care to address customer and staff safety and comfort. The business will also identify potential hazards and risks that exist within the business and assess methods of preventing and minimising them on a regular basis.
7. **Discrimination:** The business shall treat all customers fairly and equitably.
8. **Customer Confidentiality:** Unless required by law, the business will not provide information concerning an individual customer to another entity without the customer's permission. The collection and analysis of customer information is necessary to improve tourism industry products and services for the benefit of both businesses and consumers. It is not intended that this should constrain the provision of such information, but rather that no information will be divulged which breaches a customer's right to privacy.
9. **Complaints and Disputes:** All customer concerns and queries will be fairly and amicably dealt with as soon as practicable. The business will provide a system that facilitates effective communication with customers, in the event of a customer concern or complaint. In the event of a dispute between businesses an accredited business will follow appropriate dispute resolution procedures.
10. **Tourist Information:** Accredited businesses shall provide their customers with information concerning tours, transportation, accommodation or other tourist services available.