

# **BENDIGO TOURISM BOARD OF MANAGEMENT PARTNERS CODE OF ETHICS**

## **Code of Ethics**

Bendigo Tourism exists to serve its partners by providing high quality, value for money benefits and services, which contribute to the growth, profitability and professionalism of each tourism enterprise.

The Bendigo Tourism Board is committed to ensuring best practice within the industry with standards of service which enrich the visitor experience.

Partners are entitled to the use of Bendigo Tourism Board of Management partnership logo in accordance with the logo policy. The partnership logo may be displayed at their place of business, on brochures, letterheads and websites. This privilege carries with it responsibilities.

For this reason, Bendigo Tourism Board of Management has established a Code of Ethics that encompasses competence, professionalism and integrity by which all partners should operate.

## **1.0 Competence**

- 1.1 Partners shall obtain and maintain all relevant licences and/or permits required to operate a tourism business.
- 1.2 Partners shall abide by all laws and regulations applicable to the tourism industry and support the enforcement of these laws.
- 1.3 Partners shall continually develop professional skills and competence by keeping abreast of new information and developments.

## **2.0 Professionalism**

- 2.1 Partners shall provide services with utmost regard to the health, safety and welfare of their staff and customers.
- 2.2 Partners shall empower staff by ensuring they are sufficiently trained, informed and motivated to be able to offer consistent, high levels of service at all times.
- 2.3 Partners shall minimize operational and client environmental impacts by sustainable practices, offering information, leading by example and taking corrective action.
- 2.4 Partners shall, in accordance with the relevant statutory requirements, not discriminate against customers nor misrepresent other service providers on the grounds of race, gender, cultural, sexual preferences or disability issues.
- 2.5 Partners shall avoid false, misleading or deceptive advertising and marketing practices.
- 2.6 Partners should encourage and promote membership of their industry Association so that the entire tourism industry and public benefit from the training, experience and high standards of operators.

## **3.0 Integrity**

- 3.1 Partners shall follow the best traditions of salesmanship and fair dealing by according fair, objective and impartial representation of other service providers that they may from time to time represent.
- 3.2 Partners shall provide all components as stated in their brochure or written confirmation, or provide alternative services of equal or greater value or provide appropriate compensation.
- 3.3 Partners shall be prompt and courteous with all clients concerns and possible sources of complaint including early advice of cancellation or of any changes in itinerary, services, features or prices.
- 3.4 Partners shall endeavour to eliminate any practices that could be damaging to trade or consumers or to the dignity and integrity of the tourist industry.