Tourism Industry Aotearoa Incorporated
Code of Ethics
September 2020

The TIA Code of Ethics sets out the conduct required of members of Tourism Industry Aotearoa. The Code of Ethics consists of three parts: 1) Standards of Conduct; 2) Tourism Sustainability Commitment; and 3) the Values.

1. Standards of Conduct
Members of Tourism Industry Aotearoa are expected to operate according to the following standards:

- Abide by all relevant laws and regulations

- Maintain high standards and fair practice in all business transactions

- Price goods and services fairly and unambiguously

- Ensure that advertising is accurate and truthful and free of anything which could mislead or otherwise be contrary to the public interest

- Establish and maintain procedures for the prompt handling of complaints

- Have stringent Health and Safety plans which comply with or exceed regulations

- Treat customers and staff with respect regardless of nationality, gender, race or religion.

2. Tourism Sustainability Commitment
Members of Tourism Industry Aotearoa agree to adopt the [Tourism Sustainability Commitment](#) (TSC). Businesses commit to:

- Focusing on economic sustainability and resilience

- Striving to meet or exceed visitors' expectations

- Being quality employers providing positive benefits to communities

- Enhancing our natural environment.

The requirements of the TSC are to:
- ✓ Have a sustainability plan with goals for all 12 Commitments
- ✓ Make measurable progress towards these goals
- ✓ Embed sustainability into business systems, processes and plans
- ✓ Provide an annual update on progress (by responding to a TIA survey)
- ✓ Communicate with communities and visitors about sustainability efforts

3. Values
Members of Tourism Industry Aotearoa agree to embrace the values of:

- **Kaitiakitanga** – Guarding and protecting our natural, built and cultural resources for the benefit of current and future generations.

- **Manaakitanga** - Showing respect, hospitality, generosity and care for others.

- **Whanaungatanga** – Family and belonging, relationships built on shared experiences and working together.