

Tourism Industry Aotearoa Incorporated

Code of Ethics

March 2026

As members of Tourism Industry Aotearoa (TIA), we recognise our shared responsibility to uphold the highest standards of ethical conduct in the tourism sector and to abide by laws and regulations relevant to your business and trading environment.

All members commit to fostering a thriving, sustainable, and inclusive tourism industry that delivers strongly and positively for Aotearoa New Zealand, our people, our economy and our environment.

All members are responsible for ensuring that their employees, contractors, and representatives also uphold this Code of Ethics when conducting business on behalf of the member organisation.

1. Member Standards of Conduct

Members of Tourism Industry Aotearoa are expected to operate according to the following standards:

- Maintain high standards and fair practice in all business transactions.
- Have stringent Health and Safety plans which comply with or exceed regulations.
- 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.
- Treat customers, staff, and communities with respect regardless of nationality, gender, race, religion, or background.
- Use artificial intelligence in a way that is fair, transparent, accountable, respects privacy, and prioritises human well-being while avoiding harm or bias.
- Ensure staff and representatives are trained and supported to engage respectfully and professionally with customers, staff and communities.
- Disclose and responsibly manage any conflicts of interest or any perceptions of a conflict of interest.
- Promote diversity, equity, and inclusion in all aspects of business.

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.

To meet the requirements of the TSC, members must:

- Have a sustainability plan with goals for all 12 Commitments.
- Make measurable progress towards these goals.
- Embed sustainability into business systems, processes, and plans.
- Complete the annual declaration on progress (by submitting your annual TSC return to TIA).
- Communicate with communities and visitors about sustainability efforts.
- Ensure staff are aware of and actively contribute to sustainability goals and practices.
- Deliver a great customer experience.

3. Values

Members of Tourism Industry Aotearoa agree to embrace the following values and ensure these are reflected in the conduct of their staff and representatives:

- **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.