

## **CAPE TOWN TOURISM CODE OF CONDUCT**

Cape Town Tourism is a professional organisation dedicated to working with and providing destination marketing, visitor & membership services for Cape Town. We are proud to represent businesses that adhere to a high standard of service and professionalism.

As a member of Cape Town Tourism I will adhere to the following code of conduct in my dealings with my clients, my employees, the public, fellow members, and Cape Town Tourism, its staff, Board and representatives.

### **I will act (with):**

#### **HONESTY**

I will ensure that all my advertising, marketing, collateral produced and website content are a true reflection of my product or service and will never be deceptive, misleading or exaggerated.

#### **TRANSPARENCY**

I will not deal in an underhand way either by offering higher than contractually agreed commissions or bribes to Cape Town Tourism, its employees or management to ensure more business or to solicit business.

#### **INTEGRITY**

I will be steadfast in upholding the principles of this code of conduct.

#### **RESPONSIBILITY**

I will endeavour to uphold the principles of Responsible Tourism – protecting the environment and working ethically within my community, with visitors and Cape Town Tourism.

#### **MORALITY**

I will not directly or indirectly have any dealings with either individuals or groups which can be construed as endangering, exploiting or diminishing the standing of women, children or vulnerable people.

#### **RESPECT**

I will ensure that all claims and statements (whether verbal or published via social media, advertising or marketing channels) are not exaggerated, false and do not damage or slander Cape Town Tourism, Cape Town Tourism's products/services, its members, management or employees.

#### **LAWFULLY**

I will comply with all laws of the Republic of South Africa (and in particular also with the Consumer Protection Act) and ensure all contracts and terms of business are lawful, clear, concise and honoured, and guarantee all transactions are fair, just and reasonable.

#### **INSPIRATIONALLY**

I will be an ambassador for tourism in Cape Town and help encourage community understanding of the importance of tourism as a contributor to Cape Town's economy and positioning Cape Town as a place of inspiration and one of the top cities to live, visit, invest, study and work in.

#### **ACCOUNTABILITY**

I accept liability for timeous payment of membership fees as well as commissions from reservations and referrals received from Cape Town Tourism.