

## **CODE OF ETHICS**

### **RULES OF PROFESSIONAL AND ETHICAL CONDUCT OF MEMBERS of the Croatian Association of Independent Travel Agents (CAITA)**

With the aim of ensuring and providing consumers with the best quality tourism and other services within the framework of its activity, nurturing good collegial relations with CAITA members and maintaining correct business relations with suppliers of tourism services, the representative of the travel agency accepts the following rules by signing in his/her own hand:

#### **1. CUSTOMER RELATIONS**

- 1.1. In advertisements and other forms of promotion of products and services, CAITA members shall truthfully describe the type, quality and scope of travel services and other tourism packages, avoiding all words which could be improperly interpreted by the consumer. CAITA members shall also be obliged to use the CAITA trademark in all advertisements and printed materials.
- 1.2. CAITA members shall ensure that their employees in sales are well acquainted with the Agency offers, so as to give accurate information to customers.
- 1.3. Brochures, catalogues, flyers and other materials offering tourism packages must contain all elements of the offer, including: total package price, price of facultative services, precise itinerary, scope and standard services, type of transport and information about possible night rides, total number of days and overnights in the package, date, time and place of departure and arrival, registration terms and travel cancellation terms.
- 1.4. CAITA members shall attempt to protect their customers from any possible problems, inconveniences, activities and improper interpretations by any supplier.
- 1.5. In the case of a customer complaint against agency services, the agency shall consider the complaint and give the customer a response at the soonest possible time. With consideration of the professional assessment of the character, severity and credibility of the complaint, the agency shall offer the customer appropriate compensation. In the case of a conflict, the agency may request the assistance of CAITA arbiters.
- 1.6. The member advertising its tourist offers at special low prices are required to secure 10% of the total package at that price for potential customers.
- 1.7. Travel agencies that are members of CAITA are obliged to keep all information learned about passengers confidential, and may not disclose the customer's address, place and time of stay, paid price or name of co-travellers without the customer's approval.

#### **2. RELATIONS WITH OTHER CAITA MEMBERS**

- 2.1. In its advertisements and other forms of promotion, members shall in no way tarnish the reputation and good name of other members, and the same shall be true for public appearances and activities.
- 2.2. Members of CAITA shall not in any way influence customers to terminate a previous agreement with another agency, especially with regard to contracted obligations from book packages.

- 2.3. Members of CAITA shall not use confidential information of a commercial character, nor persuade customers that a new employee could bring unauthorised from previous employment.
- 2.4. Members of CAITA shall, within the frame of their business interests, stimulate cooperation with other Association members with the approval of the regular commission, especially with regard to the realisation of sold packages (operative execution) or meeting obligations towards suppliers (transport or accommodation providers).

### **3. RELATIONS WITH SUPPLIERS**

- 3.1. Members of CAITA shall, in their business relations with suppliers (air carriers and other transport companies, hotels and other tourism economy entities) and in meeting their own business interests, support the common interests of tourist agencies and establish cooperation on correct business relations.
- 3.2. Members of CAITA are obliged to properly train staff on all relevant conditions of cooperation, i.e. both technical/operative and commercial conditions, with suppliers.
- 3.3. In the case of a customer complaint to a service of a supplier, the CAITA member shall immediately inform the supplier so that the supplier can consider the complaint and take measures to improve its services.
- 3.4. In its brochures and other sales materials, CAITA members shall provide customers with accurate information as to the category and standard service of suppliers, and avoiding any descriptions that could arouse unrealistic expectations for customers.
- 3.5. CAITA members shall restrain from double booking procedures or the use of names of non-existent customers. Unused accommodation and transport capacities shall be cancelled by CAITA members in a timely manner or returned to the supplier, or agree to last minute sales.
- 3.6. CAITA members shall settle all financial claims of suppliers in line with the obligations taken on.
- 3.7. CAITA members shall, within the frame of their promotional activities and in the spirit of mutual interest of tourism and the profession, promote and represent both its suppliers and the tourism region with which it cooperates.