



Positive Impact Tourism Code of Conduct

Introduction

Goal

The goal of this Code of Conduct is to provide clarity when it comes to the values and norms that Positive Impact Tourism (PIT) requires from partners, in order to be eligible for collaboration with and for certification to, the Positive Impact Tourism Standard. Partners need to be up to speed on the Code of Conduct and act accordingly.

Together with the Positive Impact Tourism Standard, the Code of Conduct provides for a systems change to realise the shared goal of PIT, our partners and our guests: to make tourism more directly beneficial to local communities and nature around the world and to engage in regenerative tourism. In other words, to make the world a little better through tourism.

Scope

This Code of Conduct applies to all those working for partners that have signed the Code of Conduct, including all subcontractors (in whatever form), among which but not limited to, solo (tour)guides, chauffeurs and cooks. Hereinafter, these persons will be referred to as 'employees'.

This Code of Conduct also applies to guests who book a Positive Impact Experience (PIE) with one of our partners.

In case a PIE is part of/a building block within/an add-on to a tailor-made our package that also includes other activities, the articles in this Code of Conduct apply to the whole tour package that our partner has offered to the booking guests.

Code of Conduct

Article 1 **General**

Respect, inclusivity and the safety of all is highly valued by PIT.

- 1.1 Partners and employees conduct themselves in a friendly and respectful manner towards all guests who enquire about or book an experience. Making guests, the local communities and ourselves smile throughout our interactions together that are rooted in equality and genuine connection is our joined goal.
- 1.2 PIEs are available to guests from all ages. However, partners will not allow any guests under the age of 18 to book or go on a PIE unaccompanied. The accompanying party needs to be at least one adult of 18 years or older and this party needs to accompany the minor for the whole duration of the PIE.

- 1.3 We, our partners and their employees do not display any form of aggression, (sexual) intimidation (including but not limited to the unsolicited display of sexual content) or discrimination towards guests, colleagues and local communities on the basis of race, gender, sexual preference, religious beliefs or ethnicity. PIT and our partners also do not refuse to serve any guests on the basis of the aforementioned grounds.
- 1.4 In case an expression of the abovementioned unwanted behaviour, regardless of whether a (formal) complaint has been made, is perceived by the partner, the partner will handle this in a timely fashion and according to its company policy.
- 1.5 Of course, we, our partners, their employees, our guests and local hosts are respectful of other people's property. This also means that theft or intentional damage to another's property during a PIE will not be tolerated by the partner. In such a case, the partner will handle this in a timely and adequate fashion, according to the company policy.
- 1.6 The welfare of animals and the preservation of the natural environment are at the core of what we as PIT and our partners and guests strive for. Therefore:
 - 1.6.1 We, our partners and our guests are conscious of our impact on nature. We strive to minimize any negative effects of our PIEs and to maximize the benefits of our PIEs. In case we, our partners or our guests are in a position to improve the wellbeing of nature, we will strive to do so.
 - 1.6.2 We, our partners and our guests adhere to any and all local rules and regulations concerning the preservation of the natural environment (including paying entrance fees to national parks) as well as practices that minimize the impact of the experiences offered (for instance by providing re-usable water bottles or bio-degradable soaps, not leaving trash behind and educating guests on how they can minimize the negative impact of their travels).
 - 1.6.3 This also means that we, our partners and our guests do not engage in any activities that constitute harming animals for entertainment purposes (such as elephant rides). If a guest requests such an activity in exchange for money or goods to either an employee of our partner or a local community member, the employee is obliged to report the incident to the partner. The partner will handle this in a timely manner within the policy of the company.
 - 1.6.4 In case a guest causes unnecessary harm to an animal during the PIE of their own accord even after being asked not to do so, the employee will report the incident to the partner and the partner will determine the appropriate action to take against the guest, which may include termination of the PIE without the possibility of a partial refund for any PIE days left.
 - 1.6.5 Notwithstanding the above provisions, our partners may offer fishing and hunting activities together with local communities. In this case, these activities will constitute participating in the regular daily life of the community at that time (that would take place irrespective of the presence of our guests) *and* are regulated by the community authorities *and* take into account all applicable local rules and regulations (for instance with regards to seasonal activities). Also, any activities that constitute helping to minimize the impact of invasive non-native species, as determined by the local authorities may be offered by our partners.

Article 2 Sexual safety

Guests need to be able to travel safely, partner employees need to be able to safely do their jobs and children and youth around the world are to be protected from harm. One of the most important elements of safety, is one's sexual safety. That is why we have set forth the following articles specifically on sexual safety.

- 2.1 Our partners and their employees conduct themselves in a friendly and respectful manner towards all guests who enquire about or book a PIE. Making guests, the local communities and ourselves smile throughout our interactions together that are rooted in equality and genuine connection is our joined goal.
- 2.2 PIEs are available to guests from all ages. However, partners will not allow any guests under the age of 18 to book or go on a PIE unaccompanied. The accompanying party needs to be at least one adult of 18 years or older and this party needs to accompany the minor for the whole duration of the PIE.
- 2.3 We, our partners and our guest do our utmost to ensure the sexual safety of everyone involved in our PIEs, with special emphasis on children and women. In case of any suspicious behaviours, we take appropriate action to make sure everyone's safety is secured. This may include alerting local authorities and/or the termination of the PIE without the rights to a refund for the guest for any PIE days left.
- 2.4 Our partners and their employees do not engage in (solicited or unsolicited) sexual relations with guests or their travel companions under the age of 21 during PIEs. Also, our guests do not engage in (solicited or unsolicited) sexual relations with employees, their family members or members of the local community under the age of 21 during PIEs. Any violation of this article, regardless of whether a (formal) complaint has been made, will be handled in a timely and adequate manner by the partner according to its previously determined and published company policy.
- 2.5 Sexual safety goes beyond just physical activities. This means, that we, our partners and their employees also do not engage in any form of sexual intimidation towards guests. For guests over the age of 21, this can include the unwanted (persistent) expression of sexually oriented remarks. For guests under the age of 21, we, our partners and their employees do not engage in making any sexually oriented remarks, regardless of whether this constitutes (persistent) intimidation. If a partner notices any sexual intimidation from any of the employees towards a guest, the partner will take appropriate action.
- 2.6 Our guests also do not engage in soliciting in any way for sexual activities (such as in exchange for goods, money, discounts or services) from an employee, a family member of an employee or a member of the local community visited, regardless of the age of the involved party. When a client persists with the solicitation of sexual acts after being informed of the consequences thereof, the experience will be terminated immediately and the employee will notify the partner and the booking agency or intermediary (if applicable).
- 2.7 Children are most at risk from abuse or exploitation and this means it is important to be aware and take action against the prevalence of it. We, our partners, their employees and our guests strive to prevent child abuse and exploitation at all times. For this reason:
 - 2.7.1 Any interaction with children under the age of 18 years that takes place in the context of a PIE is supervised by an employee of our partner at all times.
 - 2.7.2 Our PIEs do not constitute activities in or visits to orphanages or children's residential care settings as this may lead to adverse effects of exploitation.
 - 2.7.3 Together, we aim to spread awareness when we have an opportunity to do so.

- 2.7.4 In case of any suspicions that a guest or an employee is engaged in the preparation to commit, or has already committed, sexual acts with a child under the age of 18 years, our partner will alert their local authorities immediately.
- 2.8 If the country or region where the activities take place has strict laws on sexuality that may be unbeknownst to guests and may lead to a guest accidentally breaking the law, the partner is responsible for informing the guest about these laws before the activities take place.

Article 3 Guest behaviour

All parties involved in tourism have a part to play in making the world a little better and that includes our guests. PIT and our partners expect our guests to behave in a friendly manner towards their hosts while they are enjoying their PIEs.

- 3.1. Our partners share a responsibility when it comes to how our guests behave during our PIEs. This applies both to behaviour directed at people as well as the natural environment. Our partners therefore engage in efforts to educate guests on the local culture, traditions and nature and inform them about the do's and don'ts to make sure guests don't accidentally infringe on local customs or harm any wildlife or nature.
- 3.2. In case a guest deliberately and continuously infringes on local customs after being asked not to and/or is continuously disrespectful to employees, other guests or members of the local community, the partner will terminate the PIE with no rights for the guest to a refund for any additional PIE days remaining. In this instance, our partner also informs PIT.
- 3.3. Where applicable, our partners publish any specifics as to the desired behaviour of their guests, on their websites so that guests can read them and consent to them before booking an experience.
- 3.4. Our partners rate their guests after each PIE. We do this because we are building a community of engaged guests who agree with our missions and vision. PIT and our partners therefore also reserve the right to refuse bookings from guests who have previously received low ratings from our partners.

Article 4 Social media and wifi use

- 4.1 A specific form of safety concerns one's privacy. We, our partners, their employees and our guests are aware of the importance of privacy in our lives and we do our utmost not to infringe on each other's privacy, including the privacy of the communities we visit.
- 4.2 This means that we, our partners, their employees and our guests, strive to always get consent prior to publishing and spreading of images, audio recordings and/or videos of anyone involved in our PIEs. In case of a complaint against the publication of an image, audio or video by the therein depicted party, we, our partner or our guest will immediately take the image, audio or video down.
- 4.3 Our partners and their employees inform guests of any do's and don'ts concerning taking pictures of the people and places they visit. This includes for instance (government or religious) buildings and heritage sites.
- 4.4 Nowadays, we all want to be connected to the internet at all times and our partners may offer wifi to our guests during the PIEs. In this case, guests are informed beforehand of the extra costs of this so they can decide whether or not to make use of the partners wifi offer during the PIE. The partner makes sure that any employee who purchases (additional) data during the PIE at the request of the guests, will be reimbursed for these purchases.

Article 5 Professionalism

- 5.1 PIT and our partners strive for the highest quality of our services to our guests. This means that our partners only carry out tourist services for which they are qualified and licenced. This also means that the partner exclusively works with demonstrably certified (tour)guides who are certified by a local authorised body as published on the partner's website (to the degree that this is applicable to the country in which they operate). Our partner is responsible for guaranteeing the validity of the certifications from their employees.
- 5.2 Their employees are representatives of our partners in everything that they do. They are responsible for delivering the quality of service advocated by our partner and our partners are responsible for equipping their employees with all they need in order to adequately perform their work for our partner.

Article 6 Good employers

Fair wages and good employer behaviour is very important to PIT and our partners. Therefore:

- 6.1 Our partners act as good employers. This means, among others, that our partners pay a salary to their employees that is at least above the minimum wage as determined by the local government. For those in employment under contract, our partners arrange the local compulsory payments (such as a pension and/or health insurance plan) and will continue to pay monthly wages in case of illness, as set forth in the company's employment contract and/or according to local employment laws and regulations.
- 6.2 Our partners make sure that their employees maintain the necessary competences (knowledge, skills and attitude) and certifications (if applicable) required to carry out their services and determine a yearly training policy for this, which includes culture and nature preservation, sustainability, greening and regenerative tourism. Our partners pay for any obligatory trainings or certification fees their employees need to obtain/maintain.
- 6.3 Our partners charge cancellation fees for bookings according to a scheme that is published on their website and/or social media and that is at least at the level of what is commonplace in the country where the partner is active. This scheme demonstrably takes into account expenditures made prior to the PIE and/or the possible losses of income to employees or third parties due to the cancellation (for instance when the service can no longer be sold to another guest).
- 6.4 When guests have additional preferences for the adjustment of regular services, which lead to higher costs, these costs will be passed on to the guests by our partner with a previously established calculation. The calculation takes into account any expenditure that was made prior to the PIE and/or any possible losses of revenue due to the adjustment, including revenue for partnership organisations (such as hotels). Our partner makes sure that the guest is clearly informed of the additional costs and gives their explicit consent before the service is carried out. Our partner also makes sure that any necessary additional means and/or materials are provided to the employees or that employees are reimbursed for them afterwards.

Article 7 Updating

- 7.1 PIT regularly evaluates this Code of Conduct and welcomes feedback from our partners to make improvements where necessary. Feedback can be given at any time via the dashboard for partners or per e-mail.
- 7.2 PIT reserves the right to adjust this Code of Conduct at all times and without previous notification. Partners that are certified to the Positive Impact Tourism Standard must implement adjustments to the Code of Conduct directly after publication in order to keep

up to date with the requirements of the Positive Impact Tourism Standards. Partners that are not certified but who have signed the Code of Conduct must inform PIT within one (1) month after publication of a new version of the Code of Conduct whether they wish to keep adhering to the Code of Conduct and continue their partnership with PIT.

Article 8 Signing

- 8.1 By signing the Partnership Contract and entering into a partnership with PIT, our partners declare to have read and understood the above mentioned articles and that our partner and all its employees will adhere to them in the execution of their PIE services.