



**PLEDGE & CODE OF ETHICS
OF ATOAI
(ADVENTURE TOUR OPERATORS ASSOCIATION OF INDIA)
TO HELP CONDUCT AND PROMOTE ADVENTURE TRAVEL BUSINESS**

We, _____, as a members of ATOAI, hereby pledge to follow the below given code of ethics & thereby, be a partner in conducting responsible & sustainable tourism with minimal impact on the physical, cultural & social environment of the area.

1. ACCURACY

To maintain transparency in:

- projecting the organization's capabilities to handle/ execute the said particular activity
- declaring staff's qualification and experience on the website
- projecting technical accuracy of the published programs

2. HEALTHY COMPETITION

- Promote healthy competition – respect & appreciate your competitor goodwill and products
- Share information, office systems, R & D and resources with industry colleagues

3. DISCLOSURE

- Commitment to achieve the minimum certification to operate any said adventure activity
- Provide information to the clients at their request with complete details with the cost, restrictions, cancellation policy etc.

4. FEEDBACK

- Value client's feedback & quickly address the issues / concerns if any
- To attend to client's complaints and find solutions at the earliest.
- To remit any undisputed funds under your control within specified time limit. If there is a delay, to keep the clients informed.



5. HUMAN RESOURCES & STAFF

- Never to use unfair means to source confidential information & data from newly inducted employee's former it's former employer.
- To appoint staff from your competitor's organization strictly after getting NOC
- NOC to the leaving employee should not be held unnecessarily
- Constantly upgrade training, knowledge & annual courses etc for your staff so as to set international level standards

6. CONFIDENTIALITY & PRIVACY:

- Do not disclose client information without their permission unless it is required by the law
- Respect & safeguard client data

7. COMPLIANCE:

- To abide by central/state and local laws and regulations in every respect.

8. RESPONSIBILITY:

- To use highest quality of equipment to operate your business
- Commitment and Welfare of the Local Community
- Do not give over commitment to the clients which you cannot fulfill.
- Use maximum local resources and give back to the area where you are doing business
- Respect religion and local community sentiments
- Follow and practice Environmental Pledge of the Association.

9. GENERAL BUSINESS ETHICS:

- Avoid unfair means to be used for obtaining confidential information & data of competitors.



CODE OF CONDUCT

At **ATOAI of India**, we follow the Himalayan Code of Conduct adopted by Union International Alpine Association (U.I.A.A.) which entails the practicing the following guidelines:-

1. Protect the Natural Environment
2. Campsite: Remember another party will be using the same campsite after you have vacated it. Therefore, leave the campsite cleaner than found it.
3. Limit Deforestation:
 - a. Make no open fires and discourage others from doing so.
 - b. Where water is heated by scarce firewood, use as little as possible.
 - c. When possible choose accommodation that uses kerosene or fuel-efficient fire-wood stoves.
 - d. You will help the case greatly by taking with you some sapling and planting these on your trail.
4. Burn dry paper & packets in a safe place: Bury other waste paper and biodegradable materials including food. Carry back all non-biodegradable if you come across other people's rubbish, remove their rubbish as well.
5. Keep local water clean:
 - a. Avoid using pollutants such as detergents in streams or springs.
 - b. If no toilet facilities are available, make sure you are at least 30 meters away source and bury or cover wastes.
 - c. Do not allow the cooks or porters to throw garbage in nearby stream or river.
6. Plants should be left to flourish in their natural environment: Taking cutting, seeds, and roots is illegal in Himalayas.
7. Help your guides and porters to follow conservation measures.
8. Respect local traditions, protect local culture, maintain local pride:
 - a. When taking photographs, respect privacy. Ask permission and use restraint.
 - b. Respect Holy places: Preserve what you have come to see, never touch or remove religious objects and remove shoes when visiting temples.

Pledged & Signatures with company seal

Name	
Designation	
Company	
Date	
Place	