**CODE OF CONDUCT**

**Promoting the Culture of Tuyên Quang City**

**“Civilized - Friendly - Clean and Beautiful” at the Tuyên Quang Festival 2024**

**1. Concerning tourists *“Civilized - Friendly – Responsible”***

\* Adhere to regulations, rules, and guidelines at destinations or when using public transportation; follow directions at tourist areas and sites.

\* Exhibit civilized and friendly behavior, maintain order in public places, and engage in wholesome recreation

**2. With regard to organizations and individuals engaged in the tourism business *“Professionalism - Quality”***

\* Comply with the laws and local regulations pertaining to the tourism business.

\* Display service prices publicly and sell at the stated rates, ensuring that prices are not charged above those posted.

\* Exhibit proper, friendly, and responsible behavior while showing respect for customers.

**3. For travel agencies** ***“Reputation – Quality”***

\* Ensure the provision of services in accordance with the travel program as committed and sold to tourists.

\* Develop a brand and high-quality tourism products and services to serve customers.

\* Do not exploit or derive illegal profits from tourists.

**4. With regard to tour guides “*Warm - Enthusiastic – Friendly”***

\* Uphold the professional ethics of tour guides in relation to both tourists and destinations.

\* Provide services to clients in accordance with the travel program that the tour company has committed to with the tourists.

\* Be friendly, responsible, and enthusiastic while guiding tourists.

**5. With regard to accommodation facilities** “***Clean - Polite - Professional”***

\* Utilize safe, high-quality products and services with clear provenance to provide to tourists.

\* Staff should wear attire that is polite, neat, and clean, appropriate to their roles.

\* Publicly display prices and services

**6. With regard to transportation service providers for tourists** ***'Safety - Friendliness - Professionalism”***

\* Provide services that ensure safety, civility, and friendliness towards tourists.

\* Treat tourists with care and friendliness.

\* Ensure that the vehicle remains clean and presentable throughout the service to customers.

**7. For restaurants and establishments providing dining services** ***"Cleanliness and Safety - Civility - Friendliness - Professionalism"***

\* Strictly adhere to food safety hygiene procedures in the storage and preparation of food and beverages.

\* Post the menu and prices publicly and do not charge more than the listed prices.

\* Provide customers with attentive, thorough, professional, and courteous service.

**8. For retail locations serving tourists** ***"Reputation - Quality - Friendliness"***

\* Post prices publicly and ensure that no charges exceed the listed prices.

\* Provide honest and accurate information about products to tourists.

\* Prioritize the sale of locally produced goods and environmentally friendly products.

**9. For tourist attractions and destinations** ***"Cleanliness - Attractiveness - Identity - Friendliness"***

\* Ensure a clean, beautiful, and friendly environment.

\* Behave appropriately, friendly, and respectfully towards tourists.

\* Receive and promptly address tourist feedback.

\* Be responsible towards the environment and society.

**10. Regarding the local community *"Hospitality - Civility - Friendliness"***

\* Be polite, use kind words, display pleasant gestures, and be friendly towards tourists

\* Be enthusiastic in guiding and assisting tourists when requested.

\* Preserve the cultural identity of the community.

\* Maintain a courteous and polite attitude when resolving issues with tourists.