**CODE OF CONDUCT**

**Promoting the Culture of Tuyên Quang City**

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

**I. General Code of Conduct**

1. Compliance with Vietnamese Law.

2. Adhere to regulations, operational rules, signage, and directions at tourist areas and attractions, as well as the rules of tourism service facilities; and when using public transportation services.

3. Respect local culture, customs, traditions, religions, and beliefs.

4. Protect the landscape, environment, and cultural and historical values at tourist sites and attractions. Maintain general cleanliness, security, and order in public places.

5. Support organizations and individuals engaged in tourism activities that are responsible and environmentally and socially friendly.

6. Assist and prioritize vulnerable members of society during tourism activities, such as the elderly, individuals with disabilities, children, and pregnant women.

7. Do not buy or use products made from wild animals, plants, or species requiring protection. Refrain from purchasing or selling counterfeit goods, items of unclear provenance, or prohibited merchandise.

8. Establish a hotline system to assist tourists as needed. Display signage providing the hotline numbers of local communes and wards at tourist sites so that visitors can promptly report any issues or seek assistance when necessary.

**II. Concerning tourists**

***Message: “Civilized - Friendly - Respectful – Responsible”***

1. Adhere to regulations, operational rules, signage, and guidance from management at destinations or when using public transportation services; observe and comply with directional signs at tourist areas and attractions.

2. Queue in an orderly fashion when using services or participating in activities in public places; prioritize assisting the elderly, individuals with disabilities, children, and women.

3. Adhere to schedules and respect fellow members of the group when participating in organized group travel.

4. Wear appropriate and respectful attire while traveling; dress conservatively when visiting sacred places of worship, war memorials, and traditional festivals.

5. Respect the culture, religion, beliefs, customs, traditions, and ethnic heritage of the local community at the destination.

6. Exhibit civilized and friendly behavior, maintain order in public places, and engage in wholesome recreation.

7. Take only an appropriate amount of food and beverages when dining at restaurants or hotels; exercise control over the consumption of alcohol and other intoxicating beverages while traveling.

8. Be mindful of environmental protection and energy conservation; preserve and protect cultural and architectural heritage, as well as scenic landscapes while traveling.

9. Support organizations and individuals engaged in responsible and environmentally and socially friendly tourism activities at the destination; purchase locally produced products and souvenirs.

10. Refrain from pushing, shoving, causing disturbances, or engaging in violent behavior while traveling.

11. Do not litter, spit, defecate in inappropriate places, or smoke in prohibited areas.

12. Do not carve or draw on walls, statues, stone monuments, trees, or architectural structures; refrain from picking flowers, breaking branches, trampling on grass, or disturbing animals at tourist sites and public places.

13. Do not use products made from wild animals, plants, or species that are protected.

14. Do not deliberately film or take photographs in areas where it is prohibited; avoid adopting inappropriate poses when photographing in sacred or solemn locations.

15. Do not take goods, products, or belongings that do not belong to you.

16. Do not engage in the buying or selling of goods with unclear origins or prohibited items while traveling.

17. Do not travel to locations that do not ensure security and safety, or to areas affected by outbreaks of disease or natural disasters *(if applicable).*

18. Do not violate the law while traveling.

**III. With regard to organizations and individuals engaged in the tourism business**

***Message: “Professionalism - Quality”***

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

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

3. Provide honest and comprehensive advice regarding the products and services offered to tourists.

4. Provide goods and services that meet the specified quantity and quality for tourists.

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

6. Engage in fair competition while maintaining integrity in relationships with customers and partners.

7. Demonstrate responsibility towards the environment and society in tourism business operations.

8. Provide comprehensive information on legal regulations, destination-specific rules, and the procedures for using services; offer details about local culture, customs, beliefs, and ethnic heritage at the destination; and display rules, guidelines, and warnings to inform tourists about tourism activities at the destination.

9. Be prepared and proactive in assisting tourists in the event of accidents or risks related to responsibilities, and respond promptly to requests for support.

10. Do not provide products or services that are of dubious quality or unclear origin.

11. Do not coerce, harass, or pressure tourists.

12. Do not engage in discriminatory behavior or attitudes towards tourists.

13. Do not exploit peak times to inflate prices, coerce pricing, or provide substandard services to tourists.

14. Do not discharge waste or use materials that have adverse effects on the environment.

15. Do not use the trademarks of other tourism organizations or individuals to promote your own products.

**IV. For travel agencies**

***Message: 'Reputation - Quality - Professionalism”***

1. Comply with the laws governing travel business and related regulations.

2. Provide complete and truthful information regarding travel programs and services offered to tourists.

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

4. Utilize reputable, high-quality, and safe services to serve customers.

5. Engage in fair competition while maintaining integrity in relationships with customers and partners.

6. Provide assistance to tourists in the event of accidents or risks while traveling.

7. Explain, guide, and remind tourists about environmental considerations, cultural practices, customs, and legal regulations before and during their travel.

8. Employ guides who possess valid guide licenses and have relevant experience to serve customers.

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

10. Support community-based tourism and responsible tourism activities, contributing to the local economy.

11. Do not organize tours to locations that do not ensure security and safety for guests, or to areas affected by natural disasters or outbreaks of disease, (if applicable*).*

12. Prevent foreign individuals from exploiting the guise of legitimate travel operations for illegal activities.

13. Do not use the trademarks, products, or images of other travel agencies to advertise your own products.

14. Do not abandon or be neglectful of tourists.

15. Do not exploit or derive illegal profits from tourists.

16. Do not exhibit discriminatory attitudes or behavior towards tourists.

**V. With regard to tour guides**

***Message: 'Friendly - Passionate - Professional”***

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

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

3. Be friendly, responsible, and enthusiastic while guiding tourists.

4. Consistently demonstrate respectful attitudes and behavior towards tourists.

5. Proactively assist tourists in the event of accidents or risks during travel, within the scope of your capabilities and responsibilities.

6. Wear appropriate and courteous attire while serving tourists.

7. Regularly remind and advise tourists about cultural practices, customs, and legal regulations during the course of serving them.

8. Do not provide incomplete information or be dishonest with clients.

9. Do not take clients to locations that do not ensure security and safety.

10. Do not collude with drivers, shopping venues, or service providers to exploit tourists for personal gain.

11. Do not abandon or neglect to serve clients in the event of an incident.

12. Do not propagate or promote distorted information about the policies and guidelines of the Party, State, Tuyen Quang Province, and Tuyen Quang City concerning the culture, nation, and people of Vietnam, as well as the people of Tuyen Quang.

13. Do not exhibit discriminatory attitudes or behaviors towards tourists.

**VI. With regard to accommodation facilities**

***Message: 'Clean - Friendly - Consistent - Professional”***

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

2. Provide the full quantity and meet the quality standards of the services advertised and sold to customers.

3. Staff should wear attire that is polite, neat, and clean, appropriate to their roles; have specific uniforms for each department; and be encouraged to wear traditional ethnic clothing.

4. Maintain personal hygiene, cleanliness in the workplace, and environmental sanitation both inside and outside the accommodation facility.

5. Exhibit proper behavior, respect for customers, professionalism, attentiveness, thoroughness, friendliness, and dedication while serving tourists.

6. Be open-minded, listen to customer feedback, and be sincere in serving clients.

7. Publicly display prices and services.

8. Use environmentally friendly materials or locally produced items to serve tourists.

9. Be responsible towards the local community.

10. Do not exhibit discriminatory attitudes or behaviors towards tourists.

11. Do not use another entity's brand or misrepresent the type or star rating to advertise your own services.

12. Do not discharge waste that adversely affects the environment or landscape.

13. Do not use equipment that does not meet safety standards to serve tourists.

14. Do not exploit peak times to overcharge or provide substandard services to customers.

**VII. With regard to transportation service providers for tourists**

***Message: 'Safety - Friendliness - Professionalism”***

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

2. Provide thorough instructions to customers on using the services and safety equipment on the vehicle, including rescue and emergency evacuation devices; and guide them on emergency procedures and escape skills in the event of an incident on the vehicle.

3. Inspect the safety conditions of the transportation vehicle before departure.

4. Employ drivers who are in good health, possess the necessary licenses, and have the experience and skills required for transporting tourists.

5. Treat tourists with care and friendliness.

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

7. Utilize the vehicle in a manner that is responsible towards the environment and society.

8. Do not put into use any vehicle that does not meet technical safety standards or has not been registered or inspected for transporting tourists.

9. Do not use vehicles that lack safety and rescue equipment, or use rescue and emergency equipment that does not meet quality standards, to serve tourists.

10. Do not transport tourists to prohibited areas or areas where weather conditions or terrain do not ensure safety for visitors.

11. Do not compete for customers, engage in pushing, or obstruct the way while participating in traffic.

12. Do not transport more passengers than the number permitted by regulations on the vehicle.

**VIII. For restaurants and establishments providing dining services**

***Message: "Cleanliness and Safety - Civility - Friendliness - Professionalism"***

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

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

3. Provide customers with attentive, thorough, professional, and courteous service.

4. Prioritize using locally sourced ingredients for food preparation.

5. Demonstrate a sense of responsibility towards the environment and society.

6. Do not use ingredients that are of questionable quality or unclear origin in the preparation of food for customers.

7. Do not use additives or ingredients that are harmful to human health.

8. Do not use protected wild animal and plant species, or those at risk of extinction, in food preparation.

9. Do not take advantage of peak times to inflate prices or provide substandard service to customers.

**IX. For retail locations serving tourists**

***Message: "Reputation - Quality - Friendliness"***

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

2. Provide honest and accurate information about products to tourists.

3. Exhibit a friendly, enthusiastic, and welcoming attitude when serving tourists.

4. Actively assist tourists with the storage, packaging, and transportation of goods, as well as with departure and entry procedures (if applicable)*.*

5. Engage in fair competition and maintain a good reputation with customers and partners.

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

7. Do not sell counterfeit, substandard, or untraceable goods to tourists.

8. Do not pressure, harass, or coerce tourists into purchasing goods.

9. Do not engage in price gouging or charge tourists prices that are significantly higher than the actual value of the goods.

10. Do not collude with guides, drivers, or intermediaries to unlawfully profit from tourists.

**X. For tourist attractions and destinations**

***Message: "Cleanliness - Attractiveness - Identity - Friendliness"***

1. Ensure a clean, beautiful, and friendly environment.

2. Arrange clean restrooms and place trash bins in convenient locations that are environmentally friendly.

3. Behave appropriately, friendly, and respectfully towards tourists.

4. Install signs, travel guides, regulations, and warning boards to ensure the security and safety of tourists.

5. Place information desks and signs in easily visible and accessible locations for the convenience of tourists.

6. Provide convenient services for tourists, such as Wi-Fi and information lookup.

7. Receive and promptly address tourist feedback.

8. Be responsible towards the environment and society.

9. Do not provide services that do not meet quality standards.

10. Do not increase service or admission prices unexpectedly without prior planning and notification.

11. Do not exhibit discriminatory attitudes towards tourists.

12. Do not allow the environment to become "messy" or permit littering.

13. Do not allow begging, theft, or aggressive solicitation of tourists at tourist sites.

14. Do not encourage tourists to give money to beggars or children.

15. Do not make guests wait excessively during incidents. Always be ready with friendly phrases such as "Hello," "Sorry," "Please," "Thank you," and "Hello and we look forward to seeing you again”.

**XI. Regarding the local community**

***Message: "Hospitality - Civility - Friendliness"***

1. Be polite, use kind words, display pleasant gestures, and be friendly towards tourists

2. Be enthusiastic in guiding and assisting tourists when requested.

3. Queue in an orderly manner and avoid pushing or shoving when using services or participating in activities in public places.

4. Respect, assist, prioritize, and give way to tourists.

5. Wear polite and appropriate attire.

6. Be conscious and responsible for protecting the landscape and environment; maintain cleanliness in accommodation and public areas; and support social movements aimed at environmental protection.

7. Adhere to regulations, signs, and warnings at tourist areas and sites.

8. Preserve the cultural identity of the community.

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

10. Do not aggressively solicit or follow tourists.

11. Avoid using rude language, inappropriate gestures, or actions, and refrain from teasing or behaving disrespectfully towards tourists..

12. Do not exhibit discriminatory or prejudiced behavior or gestures towards tourists.

13. Do not engage in disputes or conflicts with tourists.

14. Do not litter, spit, urinate inappropriately, or smoke in prohibited areas.

15. Do not carve or draw on walls, statues, stone monuments, trees, or architectural structures; do not pick flowers, break branches, trample on grass, or tease animals at tourist sites and public areas.

16. Do not sell products made from wildlife or plants that need to be conserved to tourists.