



TRIBES CODE

“We will be the best responsible tour operator in the world. We will organise holidays which travellers find inspiring, and work in ways which show that tourism can make a positive difference to the world”.

OUR CLIENTS

We will do all within our power to provide our clients with the best possible holiday that they could hope for, whilst minimizing any possible harm and maximizing any potential benefit to our world.

We will provide our clients with good advice about the social and environmental aspects of their holiday, and strive to direct travellers towards ethical and responsible services and experiences.

We will not sell services which we know to be exploiting or causing harm to the environment, wildlife or local community. Our service standards should always be of the highest quality – professional, friendly, polite, helpful and knowledgeable.

The information we provide will be as accurate and clear as possible, be well-presented, and be delivered promptly and with impartiality.

OUR PEOPLE

We value everyone who works with us. We respect their individuality, knowledge, expertise and hard work. Our work should be overall fulfilling, challenging and enjoyable.

We expect that managers should be competent, fair, responsible and supportive.

We should all be encouraged to offer suggestions and free to make complaints.

Working conditions should be suitable, safe and clean.

We believe in equal opportunity and in training.

OUR SUPPLIERS

Our suppliers should be able to make a fair profit through working with us.

We strive to encourage small, even community-owned suppliers to be able to work with us and benefit from tourism income.

We should accurately represent and promote our suppliers’ hotels and other services.

We will encourage and promote the social and environmental responsibility of our suppliers, including social development, and wildlife and habitat conservation.

OUR WORLD

We all take our fair share of responsibility towards the world in which we live and make our living.

We will do all we can to reduce consumption of natural resources.

We aim to improve the lot of under-privileged communities in the destinations we promote.

We will help protect and conserve our environments and the flora and fauna within.

OUR BUSINESS

Lastly, we must run a stable, well-respected business which brings in a profit.

We believe that following this code is the best way to run this company successfully.

We will keep good financial control of the business so that it is able to cope with bad times.

We will work within the wider tourism industry to innovate and encourage best responsible tourism practice.

We should not be afraid of innovation – new ideas, new products, new systems. We should not fall behind the market, but keep ahead.

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