



Code of Ethics

The Southeast Tourism Society (STS) mission is dedicated to improving the economic vitality of the Southeast by uniting all segments of the Travel and Tourism Industry; promoting tourism within our member states, fostering cooperation, sharing resources and providing continuing education.

The STS Code of Ethics is established to help guide members in their relationships to one another and in their relationships with staff, boards, suppliers, community and other stakeholders in the travel and tourism industry.

Members of STS commit to:

- strive for excellence in all aspects of travel and tourism management
- long-term financial and operational success of all stakeholders
- respect for all persons
- conduct, in all travel and tourism activities, in a legal and ethical manner

Ethical Principles and Guidelines

STS ethical principles represent the shared values that are the foundation for all that we do in the travel and tourism industry. These ethical principles are:

- Treat all individuals with DIGNITY and RESPECT.
 - An STS member shall conduct its/his/her dealings in a civil, courteous and professional manner.
 - No STS Member shall commercially disparage the business activities of any participant in the travel and tourism industry without good and just cause.
 - No STS Member shall ever use the misfortune of any participant in the travel and tourism industry for their commercial benefit.

- Act with the highest level of HONESTY and INTEGRITY.
 - An STS member shall obey all laws and regulations and shall avoid any conduct or activity which would cause unjust harm to others.
 - An STS member shall not engage in any act or omission of a dishonest, deceitful or fraudulent nature in the conduct of business activities.
 - An STS member will not plagiarize programs, materials or products.
 - Informative materials, agreements, documents, information (print, electronic media, television, radio or otherwise) produced and/or utilized by an STS member shall not contain false, misleading or incomplete information.

- Create and foster an environment of FAIRNESS.
 - An STS member will avoid conflicts of interest.
 - An STS member will neither arbitrarily abuse power nor take advantage of another's mistakes or difficulties.
 - An STS member will be responsible, transparent and accountable for all their actions.

- Promote positive LEADERSHIP and lead by example.
 - An STS member should be informed on the financial benefit and economic impact of the travel and tourism industry.
 - An STS member should maintain and strive to improve its/his/her professional knowledge, skills and competence.
 - An STS member should be informed on the operational matters that are essential to the success of travel and tourism in their community.
 - An STS member should support the development, improvement and enforcement of such regulations and codes that foster competence and ethical conduct on the part of all STS members and benefit the public.

- Maintain LOYALTY to the tourism industry that employs me, and pursue its objectives in ways that are consistent with the public interest.
 - An STS member should promote public confidence in STS and the travel and tourism industry.
 - An STS member shall use the STS 's logo as an emblem of the highest standards of professional conduct.
 - An STS member shall assist in maintaining the integrity of STS 's Code of Ethics by reporting promptly to STS any information concerning a violation of STS 's Code of Ethics and upon request, shall disclose any information concerning any alleged violation thereof to STS to facilitate an investigation of any such alleged violation.