



## Code Of Ethics

- 1 Maintain high standards and fair practice in all business transactions.
- 2 Recognise the right of the guest to courteous and honest service at all times.
- 3 Acquaint themselves with and respect visitors and guests and find out about their lifestyles, tastes and expectations.
- 4 Provide guests with objective and honest information on their places of destination, accommodation, travel and hospitality.
- 5 Take a positive and proactive approach to dealing with queries from the general public whether they are their own customers or not.
- 6 Respect employees by providing appropriate training and development where required or beneficial, and by establishing a culture of honesty and trust amongst all staff.
- 7 All activities should be conducted with respect for the artistic, historic and cultural heritage of Ireland.
- 8 All activities and developments should, where possible, integrate with and benefit the local community and environment.
- 9 Maintain the highest standards of cleanliness throughout all parts of the business.
- 10 Uphold the interests and reputation of Ireland as a high quality destination for guests from home and overseas.