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# **DRAFT EAST AFRICAN STANDARD**

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**Code of ethics for tourism development and operations**

**EAST AFRICAN COMMUNITY**

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## Foreword

Development of the East African Standards has been necessitated by the need for harmonizing requirements governing quality of products and services in the East African Community. It is envisaged that through harmonized standardization, trade barriers that are encountered when goods and services are exchanged within the Community will be removed.

The Community has established an East African Standards Committee (EASC) mandated to develop and issue East African Standards (EAS). The Committee is composed of representatives of the National Standards Bodies in Partner States, together with the representatives from the public and private sector organizations in the community.

East African Standards are developed through Technical Committees that are representative of key stakeholders including government, academia, consumer groups, private sector and other interested parties. Draft East African Standards are circulated to stakeholders through the National Standards Bodies in the Partner States. The comments received are discussed and incorporated before finalization of standards, in accordance with the Principles and procedures for development of East African Standards.

East African Standards are subject to review, to keep pace with technological advances. Users of the East African Standards are therefore expected to ensure that they always have the latest versions of the standards they are implementing.

The committee responsible for this document is Technical Committee EASC/TC 076, *Services*.

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# Code of ethics for tourism development and operations

## 1 Scope

This Draft East African Standard establishes principles that aim to promote responsible, sustainable and universally acceptable and accessible tourism framework for the tourism development and operation.

## 2 Normative references

There are no normative references in this document.

## 3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

ISO and IEC maintain terminological databases for use in standardization at the following addresses:

- IEC Electropedia: available at <http://www.electropedia.org/>
- ISO Online browsing platform: available at <http://www.iso.org/obp>

### 3.1 tourism

activities of persons who travel to and staying in places outside their usual environment for leisure, business and other purposes. Such activities are not remunerated for from within the destination visited and destinations are not visited for more than one consecutive year

### 3.2 code of ethics

set of guiding principles dealing with accepted standards of conduct by, within, and among stakeholders

### 3.3 tourist

person who travel to and staying in places outside their usual environment for at least one night whose main purpose of visit may be leisure and holidays, business and professional, and/or other tourism purposes

### 3.4 visitor

traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited.

#### 4.0 Principles of the Code of Ethics for Tourism

##### 4.1 Contribution to mutual understanding and respect between people and societies

To promote mutual understanding between people and societies the stakeholders should: -

- a) understand and promote ethical values common to humanity, with an attitude of tolerance and respect for the diversity of religious, philosophical and moral beliefs;
- b) observe the social and cultural traditions and practices of all people, including those of minorities and indigenous people and to recognize their worth;
- c) conduct tourism activities in harmony with the attributes and traditions of the host regions and countries and in respect for their laws, practices, customs and values;
- d) acquaint themselves with lifestyle, taste and expectations of the local community as well as the tourist who visit them.
- e) ensure that protection for tourists, visitors and their belongings is provided by relevant authorities;
- f) Ensure that tourists and visitors:
  - i. Do not engage in any criminal act or any act considered criminal by the laws of the country visited.
  - ii. abstain from any conduct felt to be offensive or injurious by the local populations, or likely to damage the local environment;
  - iii. refrain from trafficking illicit drugs, arms, antiques, protected species and products and substances that are dangerous or prohibited by national regulations;
  - iv. acquaint themselves, before their departure, with the characteristics of the countries preparing to visit;
  - v. Are aware of the health and security risks inherent in any travel outside their usual environment.

##### 4.2 Tourism as a vehicle for individual and collective fulfilment

**4.2.1** Tourism, the activity most frequently associated with rest and relaxation, sport and access to culture and nature, should be planned and practiced as a privileged means of individual and collective fulfilment; when practiced with a sufficiently open mind, it is an irreplaceable factor of self-education, mutual tolerance and for learning about the legitimate differences between people and cultures and their diversity.

**4.2.2** Tourism activities should respect the principle of gender equity, inclusivity and diversity and promote human rights and, more particularly, the individual rights of the most vulnerable groups, notably children, the elderly, the handicapped, ethnic minorities and indigenous people.

**4.2.3** Exploitation of human beings in any form, particularly sexual, especially when applied to children, should be energetically combatted with the cooperation of all the States concerned and penalized without concession by the national legislation of both the countries visited and the countries of the perpetrators of these acts, even when they are carried out abroad.

**4.2.4** Travel for purposes of religion, medical, education and cultural or linguistic exchanges should be encouraged.

- 4.2.5 The introduction into curricula of education about the value of tourist exchanges, their economic, social and cultural benefits, and also their risks, should be encouraged.

**4.3 Tourism, a factor of sustainable development**

- 4.3.1 All the stakeholders in tourism development should safeguard the natural environment with a view to achieving sound, continuous and sustainable economic growth geared to satisfying equitably the needs and aspirations of present and future generations.
- 4.3.2 All forms of tourism development that are conducive to saving rare and precious resources, in particular water and energy, as well as avoiding so far as possible waste production, should be given priority and encouraged by relevant authorities.
- 4.3.3 The staggering in time and space of tourist and visitor flows, particularly those resulting from paid leave and school holidays, and a more even distribution of holidays should be sought so as to reduce the pressure of tourism activity on the environment and enhance its beneficial impact on the tourism industry and the local economy.
- 4.3.4 Tourism infrastructure should be designed and tourism activities programmed in such a way as to protect the natural heritage composed of ecosystems and biodiversity and to preserve endangered species of wildlife; the stakeholders in tourism development, and especially professionals, should agree to the imposition of limitations or constraints on their activities when these are exercised in particularly sensitive areas: desert, polar or high mountain regions, coastal areas, tropical forests or wetlands, propitious to the creation of nature reserves or protected areas;
- 4.3.5 Nature tourism and ecotourism are recognized as being particularly conducive to enriching and enhancing the standing of tourism, they should therefore respect the natural heritage and local populations and are in keeping with the carrying capacity of the sites.

**4.4 Tourism, a user of the cultural heritage of mankind and a contributor to its enhancement**

- 4.4.1 Tourism resources belong to the common heritage of mankind; the communities in whose territories they are situated should have particular rights and obligations to them.
- 4.4.2 Tourism policies and activities should:
- a) be conducted with respect to the artistic, archaeological and cultural heritage.
  - b) preserve and upgrade monuments, shrines and museums as well as archaeological and historic sites which must be widely open to tourist visits and
  - c) encourage public access to privately-owned cultural property, religious buildings and monuments, with respect to the rights of their owners, without prejudice.
- 4.4.3 Financial resources derived from visits to cultural sites and monuments should, at least in part, be used for the upkeep, safeguard, development and embellishment of this heritage;
- 4.4.4 Tourism activity should be planned in such a way as to allow traditional cultural products, crafts and folklore to survive and flourish, rather than causing them to degenerate and become standardized.

**4.5 Tourism, a beneficial activity for host countries and communities**

- 4.5.1 Local communities should be associated with tourism activities and given equitable share in the economic, social and cultural benefits and particularly creation of job opportunities.

- 4.5.2** Tourism policies should be applied in such a way as to help raise living standards of the local communities; the planning and architectural approach to and operation of tourism resorts and accommodation should aim to integrate them, where skills are equal, priority should be given to local manpower.
- 4.5.3** Special attention should be given to the specific vulnerable areas or regions, where tourism often presents a rare opportunity for development in the face of the decline of traditional economic activities.
- 4.5.4** Tourism professionals, particularly investors, governed by the regulations laid down by the public authorities, should carry out studies of the impact of their development projects on the environment and natural surroundings.
- 4.5.5** Tourism professionals should also deliver, with the greatest transparency and objectivity, information of their future programme and their foreseeable repercussions and foster dialogue on their contents with the populations concerned.

#### **4.6 obligations of stakeholders in tourism development**

##### **4.6.1** Tourism professionals should:

- a) provide tourists with objective and honest information on their places of destination and on the conditions of travel, hospitality and stays.
- b) they should ensure that the contractual clauses proposed to their customers are readily understandable as to the nature, price and quality of the services they commit themselves to providing and the financial compensation payable by them in the event of unilateral breach of contract on their part.
- c) show concern, in cooperation with the public authorities, for the security and safety, accident prevention, health protection and food safety of those who seek their services.
- d) ensure the existence of suitable systems of insurance and assistance; they should accept the reporting obligations prescribed by national regulations and pay fair compensation in the event of failure to observe their contractual obligations;
- e) contribute to the cultural and spiritual fulfillment of tourists and allow them, during their travels, to practise their religions;
- f) Respect the intellectual properties rights of other tourism professionals in the industry including but not limited to trading names, photographs and branded entity, so as not to mislead tourists on the nature of their products, quality of services and do not pass off one product as another.

**4.6.2** The public authorities of both the generating host countries, in cooperation with the professionals concerned and their associations, should ensure that necessary mechanisms are put in place for the repatriation of tourists in the event of a travel advisory, enterprise bankruptcy or any other un- eventuality. of the enterprise that organized their travel.

**4.6.3** Governments have the right – and the duty - especially in a crisis, to inform their nationals of the difficult circumstances, they may encounter during their travels abroad. such information should be given without prejudicing tourism industry of the host countries and the interests of their own operators.

**4.6.4** The press, and particularly the specialized travel press and the other media, including modern means of electronic communication should:

- a) issue honest and balanced information on events and situations that could influence the flow of tourists.
- b) provide accurate and reliable information to the consumers of tourism services.
- c) not in any way promote sex tourism.

#### **4.7 Right to tourism**

- 4.7.1** The prospect of direct and personal access to the discovery and enjoyment of the planet's resources should be equally open to all the world's inhabitants.
- 4.7.2** The increasingly extensive participation in national and international tourism should be regarded as one of the best possible expressions of the sustained growth of free time, and obstacles should not be placed in its way.
- 4.7.3** The universal right to tourism should be regarded as the corollary of the right to rest and leisure, including reasonable limitation of working hours and periodic leave from work
- 4.7.4** Social tourism, and in particular associative tourism, which facilitates widespread access to leisure, travel and holidays, should be developed with the support of the public authorities.
- 4.7.5** accessible tourism should be encouraged and facilitated;

#### **4.8 Liberty of tourist movements**

- 4.8.1** Tourists and visitors should:
  - a) benefit, in compliance with international law and national legislation, from the liberty to move within their countries and from one State to another.
  - b) Have access to places of transits, stay and to tourism sites and attractions without being subjected to excessive formalities or discrimination.
  - c) have access to both internal or external means of communication
  - d) benefit from prompt and easy access to local administrative, legal and health services.
  - e) be free to contact the consular representatives of their countries of origin in compliance with the diplomatic conventions in force;
  - f) benefit from the same rights as the citizens of the country visited concerning the confidentiality of the personal data and information concerning them, especially when these are stored electronically;
- 4.8.2** Administrative procedures relating to border crossings whether they fall within the competence of States or result from international agreements, such as visas or health and customs formalities, should be adapted, so as to facilitate to the maximum freedom of travel and widespread access to international tourism.
- 4.8.3** Agreements between groups of countries to harmonize and simplify these procedures (4.8.2) should be encouraged.
- 4.8.4** Specific taxes and levies penalizing the tourism industry and undermining its competitiveness should be gradually phased out or corrected.



**4.9 Rights of the workers and entrepreneurs in the tourism industry**

**4.9.1** The fundamental rights of salaried and self-employed workers in the tourism industry and related services, should be guaranteed.

**4.9.2** Salaried and self-employed workers in the tourism industry and related services should :

- a) have the right and the duty to acquire appropriate initial and continuous training,
- b) be given adequate social protection.

**4.9.3** Any natural or legal person should be entitled to develop a professional activity in the field of tourism provided their operations are safe, legal, licensed and comply with existing national laws and regulations

**4.9.4** Exchanges of experience offered to executives and workers, whether salaried or not, from different countries, contributes to foster the development of the world tourism industry; these movements should be facilitated in compliance with the applicable national laws and international conventions;

**4.9.5** As an irreplaceable factor of solidarity in the development and dynamic growth of international exchanges, multinational enterprises of the tourism industry should:

- a) avoid becoming the vehicles of cultural and social models artificially imposed on the host communities;
- b) involve themselves in local development, avoiding, by the excessive repatriation of their profits.

**4.9.6** Partnership and the establishment of balanced relations between enterprises of generating and receiving countries should contribute to the sustainable development of tourism and an equitable distribution of the benefits of its growth;

**4.10 Implementation of the principles of the Code of Ethics for Tourism**

The public and private stakeholders in tourism development should;

- a) cooperate in the implementation of these principles and monitor their effective application;
- b) recognize the role of relevant institutions with competence in the field of tourism promotion and development, the protection of human rights, the environment or health, with due respect for the general principles of international law.