



## **CITA MISSION AND CODE OF ETHICS**

### **MISSION STATEMENT**

The Cayman Islands Tourism Association (CITA) provides leadership, guidance and appropriate services for the benefit of its members and so contributes to a viable and sustainable tourism industry.

### **CODE OF ETHICS**

The code of ethics requires each member to commit to:

1. Recognize and affirm the right of the customer to receive courteous, prompt and honest service.
2. Maintain high standards and fair practices in all business transactions.
3. Accord customers of all cultural origins equal respect and consideration.
4. Price goods and services fairly, clearly and unambiguously in Cayman Islands and/or US Dollars.
5. Ensure that advertising is accurate and truthful, free of any device which could create a misleading impression or otherwise be contrary to public interest.
6. Establish and maintain procedures for the prompt handling of complaints, ensuring that all inquiries, refunds and returns of goods (where applicable) are dealt with properly and reasonably.
7. Keep proper books of account and conduct all affairs in a professional manner.
8. Uphold and observe all laws and regulations pertaining to their establishment.
9. Discharge all responsibilities to employees by observing all laws and regulations, by giving proper training and instruction, by providing adequate working conditions and equipment and facilities, and supervising standards of safety and work practice.
10. Act in an environmentally responsible way to protect the Cayman Islands topside and underwater environment.
11. Uphold the interests and reputation of the Cayman Islands as a quality destination for visitors and travelers, offering friendly, hospitable service.
12. Keep sensitive information and discussions held in CITA committee and other meetings confidential until an official statement is made.
13. Make media statements on behalf of the CITA only after approval and briefing by relevant members of the Board of CITA or CITA President.
14. Abide by the code of ethics and safety as prescribed by CITA from time to time, and use best endeavors wherever possible to trade and do business with fellow Members of CITA in preference to other non-members. {Article 61}.

As a member of the Cayman Islands Tourism Association our company will commit to the Code of Ethics as outline above.

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Date

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Company Name

\_\_\_\_\_

Print Name

\_\_\_\_\_

Signature

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