



---

## **CODE OF ETHICS OF THE TOURISM BRANDS CLUSTER OF EASTERN POLAND**

*“Coming together is a beginning;  
keeping together is progress;  
working together is success.”*

*Henry Ford*

Mission and vision of the Tourism Brands Cluster of Eastern Poland<sup>1</sup> was established basing on such values as honesty, thoroughness, loyalty, respect in mutual relations, both internal and external. Running a business in an ethical way is a value on its own. It is appreciated not only by the clients, who can benefit from goods and services of highest quality, but also in mutual contacts with partners of broadly defined tourism sector.

We want these values to inspire Cluster Members to create a friendly platform of cooperation basing on principles of positive and honest competition, civilised entrepreneurship and collaboration based on partnership.

### **I. Principles of positive and fair competition.**

1. I represent the enterprise on my own. I do not illegally use trademarks of my partners from the sector;
2. I develop the brand of my company through thoroughness and honest conduct;
3. I do not try to establish false image of my company and of partners from the sector;
4. While conducting business, I respect the principles of fair competition and equal treatment of clients, thus I respect the letter of the law, trade secrets and I do not involve in actions bearing the hallmarks of corruption;
5. I act according to social and legal norms;
6. I respect principles of ethical conduct, particularly:

---

<sup>1</sup> Hereinafter referred to as “Cluster”



- I respect confidentiality of information concerning clients and offered services and products;
- I do not hide actual costs of investments and build trade relations in a transparent manner;
- I keep my word and do not make false promises.

## **II. Entrepreneurial culture**

1. I care for development and financial safety of the enterprise;
2. I strive to raise quality of offered goods and products;
3. While creating new products, I take into account opinions and preferences of potential clients;
4. I build relation with partners, subcontractors and employees basing on mutual respect and trust. I do not take advantage of dependence to force behaviour or actions not connected with achieving business goals;
5. I try to care for development of my employees and establish conditions allowing them to achieve self-fulfilment at their work;
6. I refuse to involve in any actions connected with breaching of the law.

## **III. Partnership cooperation within the Cluster**

1. I care of Cluster's image and feel responsible for it. Particularly:
  - while using Cluster's brand, I adhere to the duty of care and make sure my actions were professional, honest, thorough and do not deviate from common rules established within the Cluster;
  - I care for fulfilling clients' needs, while bearing in mind the good of the Cluster;
  - using my knowledge and experience, I try to participate in promotional activities of Cluster's offer.



- 
2. I try to develop relations with other Cluster Members in the atmosphere of respect, understanding and kindness, while not breaching the principle of honesty. In particular, I declare to:
- whenever possible, help all other Cluster Members, facilitate them in performing their tasks, thus building an atmosphere of mutual kindness;
  - avoid conflicts and building own position in the Cluster at the expense of other Members;
  - not disclose and not use information obtained in connection to Cluster membership in a manner harmful to anyone;
  - make sure that my actions connected with Cluster membership are always known, transparent and understandable.