



CODE OF PROFESSIONAL CONDUCT

Acceptance as a Member of the ASSOCIATION OF INDIANA CONVENTION & VISITORS BUREAUS, INC., conducting its business and affairs under the assumed name INDIANA TOURISM ASSOCIATION (“ITA”), implies that you fully understand and agree to the terms of this Code of Professional Conduct (this “Code”). Adherence to this Code assures those associated with the convention and visitor industry, and tourism industry that ITA Members and their staff constantly strive to achieve and maintain the highest standards of professionalism and integrity. Deliberate and intentional violation of this Code could subject you to suspension or revocation of membership. Your entity’s membership in ITA and your execution of this Code means you acknowledge and agree that you shall:

1. Maintain loyalty to the entity that employs you and discharge your responsibilities with dedication to achieving the objectives of your entity.
2. Encourage active integration of ethics into all aspects of management of your entity’s activities.
3. Uphold all laws, regulations, and operating policies relating to your entity.
4. Serve all constituents of tourism-related entity impartially, and provide no special privilege to any individual constituent, nor accept special personal compensation from an individual constituent, except with the knowledge and consent of your governing stakeholders.
5. Comply with all levels of governmental regulations concerning lobbying and political activities and use only legal, ethical and moral means when attempting to influence legislation or regulations affecting your entity, the convention and visitor industry, or the tourism industry.
6. Issue no false or deliberately misleading statements or advertisements concerning your entity or community, any other entity or community, the convention and visitor industry, or the tourism industry to the media, the public or any other persons, either affiliated with or unrelated to the convention and visitor industry, or the tourism industry.
7. Encourage diversity through the active inclusion of qualified people from diverse backgrounds including but not limited to women and ethnic or racial minorities, and refuse to engage in and or sanction discrimination on the basis of race, gender, age religion, national origin, sexual orientation, physical appearance, or disability.
8. Refuse to engage in and or sanction activities for personal gain at the expense of the entity that employs you.
9. Build collaborative relationships with other industry professionals and others for the advancement of the profession of destination management and tourism.

Printed: _____

Entity: _____