



Code of Conduct

Purpose

This Code of Conduct outlines the ethical, operational, and professional standards required of all Canadian inbound tour operators registered under the Canada–China Inbound Tour Operator Registration Program [Canada’s Approved Destination Status (ADS)] Program.

1. *Legal and Regulatory Compliance*

Operate in full compliance with all applicable federal, provincial/territorial, and municipal laws of Canada. Maintain valid business registration and licenses. Collect and remit taxes. Respect immigration and employment laws. Notify TIAC of changes or bankruptcy.

2. *Integrity and Fair Business Practices*

Provide truthful information in advertising and contracts. Avoid misrepresentation. Maintain transparent pricing. Refrain from unethical practices such as poaching or false promotion.

3. *Client Care and Professional Standards*

Delivery services consistent with itineraries and quality standards. Ensure professional, safe conduct. Provide bilingual service (English/French and Mandarin) when possible. Respond promptly to complaints.

4. *Safety, Insurance, and Risk Management*

Maintain public liability insurance of at least CAD \$1 million. Ensure subcontractors are insured and licensed. Conduct risk assessments, emergency response and risk management protocols for tour activities, and follow safety standards.

5. *Partnership and Cultural Respect*

Work with approved Chinese outbound operators. Promote mutual respect, cultural understanding, and responsible tourism. Avoid actions that damage Canada’s image.

6. *Financial Responsibility*

Maintain financial stability and meet contractual obligations. Provide refunds where services are not delivered as promised.

7. *Reporting Obligations*

Report significant incidents within 48 hours. Cooperate with TIAC during audits or investigations.

8. *Compliance and Disciplinary Action*

Failure to comply may result in suspension or revocation of Canada–China Inbound Tour Operator Registration Program (ADS) status, notification to the Ministry of Culture & Tourism (PRC), or removal from TIAC’s list of registered ADS operators.

9. *Acknowledgement*

By submitting an application, the applicant acknowledges having read, understood, and agreed to this Code of Conduct.