

**TRAVEL BRIGHT
WORK RIGHT!**

**BRIGHT TOUR
COMPANY**

**CODE OF ETHICS AND
CONDUCT**

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INTRODUCTION

The Code of Ethics and Conduct (Code) aims to establish mechanisms within the internal environment of the company that shape the business identity and determine the quality of the services we provide. It is intended to promote responsible and sustainable business practices.

We strive to ensure excellent service for our customers, respect the rights of consumers, partners, and company employees, and contribute to the development of sustainable and responsible tourism through awareness and education.

The Code defines the company's core values, ethical principles, and business conduct requirements, which are mandatory for managers and all employees.

The Code applies to all employees of the company's branches, divisions, and representative offices, as well as individuals working with the company under civil law contracts.

SECTION 1: FUNDAMENTAL PRINCIPLES OF THE COMPANY

Honesty and Transparency

In our interactions with customers and partners, we adhere to the principles of honesty and transparency, ensuring accurate, clear communication and fair partnerships. We maintain an honest and transparent pricing policy.

Responsibility

Our goal is to provide high-quality and comprehensive services, protecting customer rights and fulfilling our partnership obligations while adhering to agreements.

Professional Approach

The services we offer are based on professional support, guidance, and ethics. We prioritize innovation and development, continually improving our services and implementing the latest technologies to create flexible, modern, and convenient service systems. The company's complaint and feedback system is designed not only to protect consumer rights but also to continually review and enhance service quality.

Responsible Tourism

Our activities are based on environmental conservation, protection of natural and historical monuments, preservation of protected areas, support for local communities and cultural development, and encouraging our clients to become more responsible tourists.



SECTION 2: LEGAL PRINCIPLES OF THE COMPANY

LEGAL

The company operates in accordance with the Constitution of the Republic of Armenia, national legislation, and ratified international treaties.

RESPECTIVE

The company complies with the Civil Code, Tax Code, Labor Code, the Law on Tourism, and other laws and regulations governing the activities of legal entities and commercial organizations in Armenia.

ACCOUNTABLE

The company is accountable for implementing measures to combat and prevent money laundering and terrorist financing.

ANTICORRUPTION

The company adheres to lawful procedures in achieving its goals and does not offer or receive bribes.

FAIR COMPETITION

The company rejects unfair competition and deceptive pricing practices in the market.

ACTIVE VOICE

We are committed to supporting and contributing to legal reforms and regulatory improvements in the tourism sector, positioning ourselves as stakeholders and advocates for industry development. The company views social and public engagement as essential drivers of a democratic society and state.

SECTION 3: PRINCIPLES OF CUSTOMER SERVICE

3.1 Human dignity is inviolable, therefore, the company does not view customers merely as consumers.

3.2 In customer service, the company follows the universal principles of human rights protection enshrined in the Constitution of Armenia and international guarantees. We exclude discrimination, invasion of privacy, exploitation, and any other violations of rights.

3.3 We are committed to providing high-quality services that meet the customer's needs and objectives.

3.4 Customers must receive accurate and necessary information about the company and its services.

3.5 We ensure safe and comfortable travel by maintaining compliance with industry safety standards and regulatory requirements.

3.6 The company does not provide services that could be used for illegal purposes.

3.7 We ensure the lawful processing of customers' personal data and process only the necessary information required for service delivery.



SECTION 3: PRINCIPLES OF CUSTOMER SERVICE

3.8 Customer service is approached with attentiveness, competence, and responsiveness, offering personalized services based on the customer's needs and preferences.

3.9 The company continuously develops and applies technological and automation systems to simplify customer service processes and improve efficiency.

3.10 The company takes responsibility for resolving conflicts with customers and seeks rational solutions.



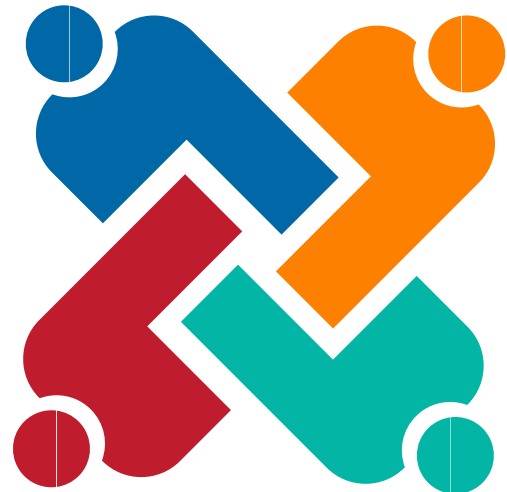
SECTION 4: PRINCIPLES OF RELATIONS WITH PARTNERS

4.1 We select honest and responsible partners who ensure the proper quality, requirements, and safety of tourism services.

4.2 We work with partners under open, fair, and transparent communication and cooperation terms, avoiding conflicts of interest and corrupt dealings.

4.3 We prefer long-term and stable partnerships based on trust, confidentiality, and mutual respect.

4.4 We remain loyal to partnership agreements.



4.5 We are open to working with individuals and companies that pursue sustainable development goals.

4.6 We collaborate with partners under legal norms, regulations, and compliance with standards.

SECTION 5: PRINCIPLES OF EMPLOYMENT IN THE COMPANY

5.1 All company employees must act with honesty, responsibility, and professionalism, principles that primarily apply to company managers.

5.2 The work environment fosters mutual respect, excludes discrimination and harassment, encourages cooperation, and promotes willingness to help one another.

5.3 Employees must follow the company's internal procedures, regulations, and instructions.

5.4 Employees must avoid conflicts of interest and may not accept or offer gifts or incentives that could pose corruption risks.

5.5 Employees are encouraged to report unethical behavior that could harm the company's operations or reputation. The confidentiality of whistleblowers is protected.

5.6 Employees are free to use artificial intelligence tools for creative tasks but must disclose or indicate their use when necessary.

5.7 The company does not encourage unethical or unlawful behavior of employees on social media that could damage professional reputations. Hate speech, insults, and bullying are strictly prohibited. Employees must demonstrate respect and tolerance toward differing opinions and criticisms.

5.8 The company supports employees' professional growth and provides continuous learning and training opportunities.

SECTION 6: PRINCIPLES OF COMPANY MANAGEMENT

6.1 Company managers are responsible for their decisions and must ensure they are based on facts and business interests.

6.2 Managers must create a psychologically safe and non-punitive work environment where employees feel free to discuss issues and conflicts openly. The company rejects pressure, harassment, discrimination, and retaliation.

6.4 Company management aims to foster a comfortable, motivated, and cooperative work environment while striving for business growth, service quality, and efficiency.

6.5 Managers may not make decisions that are unlawful or violate employee or consumer rights.

6.3 Managers ensure decision-making processes are inclusive, transparent, and communicated promptly to employees.

INVOLVEMENT
INCLUSIVE
TRANSPARENCY
PROMOTION

6.6 Managers implement fair and transparent career advancement mechanisms based on professional excellence, leadership, and responsibility.

FAIR
PSYCHOLOGICAL
SAFETY
MOTIVATION



SECTION 7: PRINCIPLES OF ECOLOGICAL RESPONSIBILITY

7.1 The company operates with the principle of minimizing negative impact on environment, conserving natural resources, and implementing environmental improvement initiatives.

7.3 The company strives to incorporate eco-friendly technologies and solutions into its operations.

7.2 We support local communities and businesses, promote environmental initiatives, and contribute to cultural heritage preservation.

7.4 Beyond providing information about services, we also offer educational and awareness materials to make travel safer and more enriching for customers.



SECTION 8: FINAL PROVISIONS

8.1 The provisions of this Code are mandatory for all employees of Bright Tour travel company.

8.2 Violations of the Code will result in disciplinary action.

8.3 The Code includes review mechanisms and is periodically updated to align with industry requirements and international ethical standards.



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