



CODE OF CONDUCT

DMC MEKONG IMAGE TRAVEL & EVENTS

DMC Mekong IMAGE Travel & Events specializes in organizing tours and events. We specialize in the inbound market while promoting the development of the outbound and domestic markets. In implementing tour development, we always aim for sustainable tourism development and responsible tourism.

We consistently stand against all forms of racial, ethnic, and religious discrimination, as well as condemning acts of sexual violence, child abuse, and cruelty to animals.

In order to demonstrate our commitment to the goal of sustainable tourism, we would like to share with you the code of conduct in tourism that we are currently implementing. We sincerely hope that our partners and customers will join us in this endeavor. Specifically, it includes:

1. Create compatibility between tourism and conservation

We always aim to build positive relationships with organizations and individuals in preserving cultural heritage, historical sites, and protecting natural resources. Encourage customers to become members of conservation organizations.

Use knowledge to disseminate information to everyone around you and encourage businesses and partners to support projects such as establishing new nature reserves.

Plan travel that does not conflict with conservation efforts. Before visiting nature reserves or areas with restricted visitors, always make sure that permission is in place. When visiting these areas, also ensure visitor activities comply with park or conservation area regulations.

2. Support wilderness conservation and biodiversity

We always support wildlife conservation programs and projects. Inform customers about wildlife conservation programs and projects and ensure that they do not hunt or fish for protected or endangered species, do not enter sensitive animal habitats, or buy products made from protected species.

3. Code of behavior for animal welfare

DMC Mekong IMAGE Travel & Events' commitment to animal welfare and ecosystem conservation is clear through partnerships with reputable organizations such as Travelife and WAFORT. The adoption of the Global Standards for Animals in Tourism, including the 'Five Freedoms', is a testament to the company's dedication to ensuring responsible travel practices.

It is the responsibility of tour providers and operators of wildlife tours to ensure that animals:

- Don't be enticed and become accustomed to being fed and not chased
- Not touched them
- Not hunted and is not scared by loud noises or bright lights

DMC Mekong Image Travel & Events endeavors to ensure that:

- National Park guidelines and rules are strictly adhered to and implemented by all visitors and excursion providers.
- Health & Safety of employees/tourists and wildlife are among the main priorities of the tour suppliers & excursion providers.
- Animals/wildlife and humans must not be put in danger.

We expect suppliers of animal-related attractions to commit to not mistreating animals and to put animal welfare first. This means that:

- Providers of animal-related tourism destinations must have a legal license for the type of destination or activity they offer.
- Animals are not held under cruel circumstances
- Animals are not 'humanized'.
- Animals are not trained to perform unnatural tricks.
- Do not force animals to perform commercial activities such as circus animals...
- Animals are held in enclosures large enough for this type of animal according to international guidelines.
- Animals are provided with adequate, balanced, and healthy food.
- Animals must always have clean water available to drink
- Animals must be periodically examined by a team of qualified veterinarians.

4. Use resources sustainably

In locations where permitted by law, when engaging in hunting, diving, and fishing activities, please adhere to all regulations and only take what is necessary. Ensure that tourists also comply with laws and regulations sustainably to avoid depleting

local resources. Ensure that tourists only use appropriate and properly maintained hunting and fishing equipment, and they know how to operate the equipment safely.

When determining how many guests will accompany you, consider the natural features and destination-specific considerations. Consider the habitat of animals (wildlife, nesting birds, vulnerable plants, etc.) in wilderness areas when determining the number of visitors to that area at any given time. Coordinate with other operators in the area about your plans to avoid overcrowding at a location. For tour operators on vessels, limit the number of passengers disembarking in wilderness areas to no more than 100 people as a general rule.

5. Minimise Consumption, waste and pollution

Individual and customer product choices and consumption levels are also important.

- Whether you bring your own items or purchase them, opt for products that are biodegradable or recyclable with minimal packaging.
- Compact trash and carry it with you. Recycle when possible and encourage the communities you visit to develop recycling programs if they don't already exist. If feasible, provide financial support to encourage the development of these programs and demonstrate commitment to the visited communities and customers.
- Limit energy usage, including heating and hot water. Keep track of water and energy consumption, recycling efforts, and waste reduction.

Choose transportation methods that have the least environmental impact. Minimize the use of fossil fuels and opt for non-motorized transportation when possible. Select transportation modes with minimal environmental impact.

Select accommodations that are suitable for the local area and minimize negative environmental impact. Choose lodging with efficient waste management systems, recycling, and proper waste disposal.

6. Respect local culture

Coordinate with local communities to ensure that visits are welcomed, anticipated, and do not cause disruption.

- Arrange community visits in advance and avoid unplanned visits.
- Confirm visits 24 hours in advance, and be prepared to compensate communities for any related expenses incurred due to canceled visits.
- Coordinate with the community on activities that you and your customers will engage in while there.

- Understand the group size the community prefers for planned activities. Ensure you have permission to visit and carry out planned activities.

Respect the culture and customs of the resident community, and ensure that customers do the same.

- Provide all tourists with information about the local culture before visiting local communities. Use the local "Tourist Code of Conduct" if available.
- Ask permission before taking photos or videos.
- Ensure your customers respect sacred sites, churches, cemeteries, and other religious or culturally significant sites and do not remove any artifacts.

7. Respect historical and scientific sites

Respect historical sites and informational signs, ensuring that customers do not disturb any artifacts. If access to historical or archaeological sites is restricted, obtain permission before visiting. Ensure that everyone behaves respectfully, especially if a site holds religious significance.

Respect the work of scientists. Do not visit scientific facilities or their work sites without arranging visits in advance. Do not disturb scientists while they are working and do not disrupt their work sites.

8. Training Employees

Recruit employees with knowledge and awareness of the environment and culture, or train current staff in these areas. Provide training on how to avoid negative environmental impacts, safety, and service delivery. Evaluate employee performance, including their adherence to these rules, at least once a year.

If you are a tour operator by boat, hire individuals with a focus on environmental protection, not only discussing wildlife, environmental protection, history, geology, and local culture but also be able to educate sea-going tourists about local conservation efforts.

9. Compliance with safety rules

Provide tour schedules to local authorities or providers. This is to ensure safety and compliance with local regulations.



Notify all customers and employees about the dangers of encountering wild animals. Have at least one staff member responsible for safety coordination and avoiding dangerous encounters with wild animals.

10. Contact us to report the problem

If, during a tour or event organized by DMC Mekong IMAGE Travel & Events, you have been involved in or witnessed a violation of the Code of Conduct, please report it to us via our company email so we can address it promptly. Email address: sustainability@imagertravel.vn

Commitment of DMC Mekong IMAGE Travel & Events

DMC Mekong IMAGE Travel & Events will review all reported incidents carefully and resolve them promptly. DMC Mekong IMAGE Travel & Events has the right to refuse cooperation or service with any individual or organization that violates the above Code of Behavior.

DMC Mekong IMAGE Travel & Events ./.