



## Code of Ethics Pledge

AIANTA is pleased to invite you to join us as we introduce, define and grow American Indian, Alaska Native and Native Hawaiian tourism that honors traditions and values. As an AIANTA member, I pledge to adhere to the AIANTA Code of Ethics to honestly represent American Indian tourism:

- \* Tourism policies and activities should be conducted with respect for the artistic, archaeological and cultural heritage;
- \* Tourism activity should be planned in such a way as to allow traditional cultural products, crafts and folklore to survive and flourish;
- \* Tourism development should safeguard the natural environment with a view to achieving sound, continuous and sustainable economic growth;
- \* To honestly represent the destination, services and products;
- \* Fulfill contracts signed and agreements reached;
- \* To abide by all federal, state, local and tribal laws pertaining to commerce and natural resources;
- \* To abide by ethical business conduct regarding advertising, appraising, pricing and guarantees offered by me;
- \* To respect and support ethical business activities of all AIANTA members and exhibitors;
- \* To encourage consumer confidence in the authenticity of all destinations identified with the AIANTA logo.

I hereby agree to abide by the AIANTA Code of Ethics.

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*Representative*

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*Tribe or Company*

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*Date*