



CODE OF ETHICS FOR TOURIST GUIDES, AGENCIES, TRAVEL ORGANISERS AND BUSINESS ENTITIES IN THE OLD TOWN CENTRE OF THE CITY OF LJUBLJANA

The purpose of this Code is to ensure the following in the old town centre of Ljubljana:

- conditions for a high quality of life for permanent residents of this part of the city;
- diverse content and a pleasant, memorable experience for visitors;
- appropriate conditions for socialising, education, and vocational activities;
- a stimulating environment for the operation of business entities;
- equal treatment of everyone, including the most vulnerable groups;
- people-friendly and well-maintained public spaces;
- protection of natural and cultural heritage;
- further sustainable development of Ljubljana;
- strengthening Ljubljana's competitive advantages as a tourist destination.

This Code of Ethics for Tourist Guides, Agencies, Travel Organisers and Business Entities in the Old Town Centre of the City of Ljubljana sets forth the ethical, professional, and sustainable principles to be observed by every tourist guide, agency, travel organiser, and business entity operating within the old town centre. The Code complies with European standards, the legislation of the Republic of Slovenia, municipal regulations, the national code for tourist guides, and the vision for the development of the City of Ljubljana.

a) TOURIST GUIDES

Tourist guides often represent the first point of contact between visitors and a destination. We thus play a key role in shaping a positive visitor experience and serve as important promoters and ambassadors of Ljubljana. Through our professional knowledge, hospitality, and responsible conduct, we contribute to the identity of the destination and play an important role in shaping the visitor experience.

b) BUSINESS ENTITIES IN THE OLD TOWN CENTRE

As business entities operating in the old town centre, we create conditions for a high quality of life for permanent residents of Ljubljana and offer diverse content that contributes to a pleasant and memorable experience for visitors and residents alike. Together, we establish appropriate conditions for socialising, education, and vocational activities. We also ensure equal treatment of everyone, including the most vulnerable groups.

1. PROFESSIONALISM AND EXPERTISE

Within the scope of our operations, we observe the principle of mutual respect and trust with all stakeholders in the old town centre, remaining attentive to their needs and resolving any disputes through tolerant dialogue.

a) We conduct tours at a high standard of quality, acting responsibly and professionally. We provide visitors with accurate, up-to-date, verified, and impartial information about Ljubljana, delivering this in a professional, objective, and comprehensible manner. We keep abreast of current topics in tourism and

society, and regularly update our knowledge. We do not obstruct other guides or business entities, and work to promote cooperation. We conduct guided tours only within the area for which we hold a valid licence. We regularly renew our licence with the tourist guide register custodian. We keep abreast of applicable legislation and comply with any amendments thereto.

b) As business entities, we undertake to strictly observe applicable laws and regulations within our respective areas of work. We are committed to socially responsible conduct in our work and to avoiding conduct that could harm the reputation of Ljubljana or the Republic of Slovenia. We act fairly, diligently, professionally, and in accordance with good business practices.

2. CONDUCTING GUIDED TOURS

In Ljubljana, we encourage the use of headset systems in guided tours. We do not conduct guided tours using loudspeakers or other sound amplification devices. We ensure manageable group sizes and recommend that clients form groups of no more than 25 people.

3. SUSTAINABLE RESPONSIBILITY

We raise awareness among visitors and clients about the importance of protecting and respecting the natural and cultural environment. We inform them about proper and responsible waste management. We provide information on the quality of drinking water, using personal reusable bottles, and the locations of drinking fountains. We acquaint visitors with the destination's sustainable practices and the sustainable operations of local tourism providers. We ensure our product offerings feature items with sustainability certifications, alongside Slovenian and locally produced food and goods.

We promote sustainable mobility, from walking and cycling to using the public bike-sharing system and public transport. We encourage our suppliers to deliver goods using the most environmentally friendly vehicles possible with low (or zero) particulate emissions and noise levels.

4. RESPECT FOR LOCAL COMMUNITY AND PUBLIC ORDER

We respect the customs of the local population and encourage visitors to use public spaces responsibly and to maintain public order and peace. When using public spaces, we ensure the uninterrupted performance of their primary functions and strictly comply with all applicable regulations and issued decisions. In doing so, we devote special attention to respecting emergency and delivery routes, and we ensure that our activities do not obstruct or occupy tactile ground paths or markings for people with visual impairments, as well as pedestrian and cyclist crossings.

Our activities do not generate excessive or unnecessary noise, especially during early morning and late evening hours. We pay particular attention to the noise associated with setting up and clearing away hospitality terraces and to the playing of music in outdoor areas. Music should provide a pleasant ambient background that does not overpower other activities or disturb the daily lives of residents in the old town centre.

We carry out deliveries in pedestrian areas within designated time windows. We urge suppliers and our own drivers to exercise caution and drive slowly within pedestrian zones, thereby contributing to the safety of all, especially the most vulnerable road users.

5. RESPECTFUL MANAGEMENT OF PUBLIC SPACE

We participate in maintaining the cleanliness and orderliness of public spaces in front of our premises and do not intervene in green areas without prior consent. We consult with the competent departments of the City of Ljubljana so that any proposed changes to the arrangement of public spaces are discussed in advance and all necessary permits are obtained accordingly.

6. RELATIONSHIP WITH CULTURAL HERITAGE

We are committed to promoting and protecting cultural heritage and intervene only after obtaining all required consents and permits from the competent unit of the Institute for the Protection of Cultural Heritage and from owners or operators.

We ensure that any equipment placed in public spaces complies with applicable regulations and issued permits, and that it visually conforms to the requirements of the old town centre.

We ensure the dispersal of tourist flows, avoid prolonged stops at the most frequented locations in the city, and exercise careful stewardship of cultural heritage.

7. HOSPITALITY AND INCLUSIVITY

We welcome all visitors with openness and kindness. We protect the dignity of visitors and respect different nationalities, religious beliefs, and cultural differences.

We adapt the conduct of guided tours to the needs and interests of the group. We respect the wishes of the group, provided they do not conflict with the planned programme or the ethical, professional, and sustainable principles of the destination. The guide maintains open communication and dialogue with participants and is available to answer questions and provide additional information.

8. THE GUIDE AND BUSINESS ENTITY AS MEDIATORS

We resolve any complaints regarding the service or disagreements amicably and impartially, and protect the interests of all parties involved. In the event of an accident or other safety risk, we act promptly and effectively.

9. BUSINESS ETHICS

a) We observe the General Data Protection Regulation in our work, and do not use confidential information obtained for personal gain nor disclose it to third parties. We use the information obtained about tour participants exclusively in cooperation with the tour organiser. We encourage visitors to provide feedback online to ensure high-quality services.

b) In our operations, business entities act fairly, conscientiously, professionally, and in accordance with good business practices. When formulating price lists, we consider the balance between quality and price. We strive to create special offers for regular customers. Where possible, we offer regular customers various benefits or discounts, thereby ensuring an authentic local atmosphere in the old town centre.

10. ENSURING UNIVERSAL ACCESSIBILITY

Aiming to create a welcoming and accessible city for all, we will gradually ensure unobstructed access to our premises and implement other adaptations to make spaces accessible to all groups of people, including persons with disabilities.

We respect the primary purpose of the Kavalir public transport service, which is primarily intended for the elderly and persons with disabilities, those with mobility impairments, and their access to all important destinations in the old town centre. Therefore, we will use this service for goods transport very judiciously.

11. USE OF THE SLOVENIAN LANGUAGE

When selecting the names of companies and enterprises, especially the names of their branches, premises, products, or services, we use the Slovenian language as required by law. We only use names in foreign languages as supplementary information, whereby foreign names must not replace Slovenian ones as the official name. We also ensure that all price lists, menus, specifications, and other important

user information are provided in Slovenian. When establishing initial contact with a previously unknown client, we use a greeting in Slovenian. We use a foreign language, more familiar to the client, only after the initial contact has been made.

12. COOPERATION WITH THE CITY OF LJUBLJANA

In the spirit of good cooperation, strengthening neighbourly relations, and social responsibility, we endeavour to follow the strategic guidelines of the City of Ljubljana to the best of our ability and join the campaigns it implements. When a major international event takes place in the City of Ljubljana, we will consider marking the occasion in our shop window, interior premises, or through our products, sales items, or their naming.

13. COMMITMENT

By signing this Code, we undertake to perform our work professionally and responsibly based on respect for the local population, culture, and nature. In observance of this Code, we will maintain people-friendly and well-kept public spaces and protect natural and cultural heritage. In doing so, we contribute to the reputation of Ljubljana as a sustainable and hospitable destination, and support the city's ongoing sustainable development.