

CODE OF ETHICS

for Tour Operators and Travel Agencies in Ljubljana

Tourist agencies are an **important link in the chain of experiences** that visitors have in Ljubljana. As part of their programme planning, partner selection, and visit organisation, they **strongly influence the quality of visitor experiences** and the **impact of tourism on the local environment**.

The Code of Ethics for Tourist Guides, Agencies, Travel Organisers, and Business Entities in the Old Town Centre of the City of Ljubljana represents a common framework of **values and principles** that unite us in our efforts to:



deliver high-quality, professional, and enjoyable tourist services;



promote sustainable mobility;



protect natural and cultural heritage;



ensure responsible coexistence of tourism activities with the local community.

The way you conduct yourself, you contribute to the coordinated and sustainable development of tourism in Ljubljana and support the destination that aims to remain **open, hospitable, and welcoming to all**.



PROFESSIONALISM AND EXPERTISE

I hire guides with appropriate licences to conduct guided tours in the destination. I thus ensure that guided tours are delivered to a high standard.



SUSTAINABLE RESPONSIBILITY AND RELATIONSHIP WITH THE ENVIRONMENT

For visits to Ljubljana, I use vehicles that are as eco-friendly as possible, and I plan group movements using sustainable mobility options when at the destination.

I raise awareness among visitors about sustainable practices in the destination and the quality of drinking water, and I encourage the use of reusable bottles.

I work with and recommend business partners who offer Slovenian and locally produced goods and food in my tourist packages.



CONDUCTING GUIDED TOURS

I observe the instructions of local tourist guides.

I provide headset systems for guiding larger groups.

I ensure that group sizes do not exceed 25 people; if larger, I arrange for an additional licensed guide to conduct the tour.



RELATIONSHIP WITH THE LOCAL COMMUNITY AND PROTECTION OF CULTURAL HERITAGE

I respect the customs of the local population and do not require guides to conduct tours in a manner that negatively affects the local community.

When planning activities, I ensure the protection of cultural heritage and carry out unique activities at locations in the old town centre only with the consent of all stakeholders and in accordance with public regulations and issued permits.

I manage the dispersal of tourist flows by including activities outside the old town centre in my tourist packages.

You can find the entire document [here](#).