

# **KENYA ASSOCIATION OF TRAVEL AGENTS CODE OF ETHICS AND PROFESSIONAL STANDARDS**

## **1. RELATIONS BETWEEN KATA MEMBERS AND THE CONSUMER**

When dealing with the public, it is the duty of KATA members to:

- 1.1. Train and inform staff on all phases of travel which they offer to the public in order to provide the highest professional service and secure the most appropriate available travel services;
- 1.2. Make every effort to ensure that accurate information is provided to enable their clients to exercise an informed judgment in making their choice of travel services;
- 1.3. Ensure that their Clients are aware of booking and other published conditions, including Agents' terms of business, applicable to their Travel Arrangements before any booking is made and that all Clients have access to a set of booking conditions in written or other appropriate form
- 1.4. Disclose in advance and in writing the existence of service/management fees to be paid by the client and apply at least the minimum recommended fee which will be revised by KATA on an annual basis and based on the prevailing market conditions
- 1.5. Consider every transaction with a client to be strictly confidential unless the client specifically authorizes disclosure;
- 1.6. Advise clients of the necessary passport, visa and health requirements for the journey to be undertaken.
- 1.7. Refrain from discussing the business practices of another member, transaction or service, and render any opinion with strict professional integrity and courtesy;
- 1.8. Refrain from carrying on business under a name and style or in a fashion that is intended to, is likely to, or in fact does confuse the public or the industry as to the identity, association, affiliation, or qualities of another member.
- 1.9. KATA members should use advertising materials to acquaint the public of the advantages to be gained through the use of a KATA Member. Every effort shall be made to inform the public that the KATA Members Logo is a hallmark of dependable and honorable travel service
- 1.10. In the event of a dispute between a client and a member of KATA, every effort should be made to settle the matter amicably and as quickly as possible.

## **2. RELATIONS WITH CARRIERS AND OTHER PRINCIPALS**

- 2.1. The KATA members shall, at all times, follow the best practices of marketing, ethics and fair dealing by presenting all carriers, hotels and other agencies which they represent in a fair and impartial manner to prospective clients.
- 2.2. KATA members shall make themselves thoroughly conversant with tariff rules, regulations and changes in procedure introduced by their principals and the appropriate regulatory bodies.
  - a) KATA members shall not attempt to improperly influence their principals or other organizations for the purpose of securing preferential considerations in the assignment of booking with his status in the trade and in society.
  - b) A KATA member must discourage receiving and/or offering any personal favors in the conduct of his profession, in keeping with his status in the trade and in society.
- 2.3. KATA member shall not make any false, deceptive or misleading statements when called on to give an opinion of a Principal's service to a client or any other interested party.
- 2.4. In the event of a complaint or grievance by a client against any Principal, the KATA member shall give the Principal an opportunity to make a full investigation before any further action on his part.

## **3. RELATIONS WITH FELLOW MEMBERS AND OTHER TRAVEL AGENTS**

- 3.1. The KATA member shall conduct his business so as to avoid controversies with his fellow Travel agents. In the event of a controversy between KATA members, the matter should be settled by mutual discussions, failing

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which it should be brought to the notice of the Chairperson of the Members Council for settlement before any direct course of action is resorted to by the parties.

- 3.2. The KATA member shall not denigrate the business dealing of another KATA member and shall not volunteer any negative opinions thereon. If his opinion is sought, it should be given with strict professional integrity and courtesy.
- 3.3. If any infringement of this Code is alleged against a Member, the facts shall be reported to Chairperson of the Members Council in writing
- 3.4. The KATA members shall secure a mandatory No Objection Certificate or a relieving letter from the previous employer of any person the former is planning to employ (within the probation period), particularly if the previous employer is a KATA member. The latter will help the former in recovering dues, if any, from such an employee where concrete evidence is provided. Such a letter shall not be unreasonably withheld.
- 3.5. If a KATA member happens to take any account previously serviced / handled by another KATA member, the member shall make all efforts to assist the previous member in recovering dues and clearing accounts.
- 3.6. The KATA member shall circulate the names of defaulters in his client list strictly as per the mode and format specified by KATA, sufficiently in advance, to save other KATA members from any risk of business loss.
- 3.7. The KATA member shall endeavor to participate regularly in KATA meetings, and shall contribute to the best of his ability in promoting the interests of the Association.
- 3.8. The proceedings of all meetings and communication of KATA should be kept confidential and decisions taken shall not be disclosed, in part or full, to anyone not belonging to the Association

### **4. KATA CODE OF STANDARDS**

All KATA members are required to;

- 4.1. Comply with all relevant statutory and regulatory requirements, and hold all valid licenses, clearance certificates as required. The same must be sent to the Secretariat upon renewal of annual subscription
- 4.2. KATA members must maintain a properly equipped booking office with qualified and experienced staff.
- 4.3. Comply in all respects with the KATA Code of Ethics and Standards