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**CODE OF CONDUCT VISIT
GOODPLACE**



Guiding Ethical Principles for Our Agency

Introduction

Our tourist agency is committed to promoting sustainable mainly cycling tours in Slovenia and its surrounding countries. We are a small company with less than 10 dedicated employees and several contractual coworkers supporting us during our busy season. We share a passion for sustainability, equality, and teamwork. We are client-centric, but with a strong awareness of impacts of tourism on nature, environment and local communities.

This Code of Conduct outlines the ethical principles that guide our operations and interactions with clients, partners, and the environment.

Sustainability

Environmental Responsibility

We prioritize eco-friendly practices in all aspects of our operations. This includes:

- Encouraging the use of bicycles as a sustainable mode of transportation, both classical bikes as well as e-bikes, hiking, and train transportation.
- Developing and marketing routes that minimize environmental impact and avoid sensitive ecosystems.
- Promoting the use of renewable energy sources in our facilities as well as our service providers in the destinations that we cooperate with.
- Implementing waste reduction and recycling programs in our company as well as encouraging our service providers in the destinations that we cooperate with to adopt those practices.
- Educating our guests and service providers about the importance of protecting natural resources and biodiversity.

Supporting Local Communities

We are dedicated to supporting the local communities in Slovenia and neighboring countries by:

- Partnering with local businesses and service providers to stimulate the local economy. We strive to partner with sustainable local business, promoting local produce, food and wine as well as local culture. If possible we choose partners that have obtained sustainable certifications.
- Respecting local cultures and traditions and encouraging our guests to do the same. With our business we promote local cultures and traditions and raise awareness of importance of their preservation
- We ensure fair compensation and do not support low-pricing policies. Our focus is on building long-term partnerships, maintaining regular and timely payments to service providers, and creating safe, professional, and pleasant working conditions for all our partners.



Justice, Equity, Diversity & Inclusion

We believe in the importance of justice, Equity, diversity and inclusion in the workplace and beyond. It implements and monitors activities in the field of the JEDI principles (Justice, Equity, Diversity & Inclusion), and incorporates them into its operations, organizational culture and relationships with stakeholders.

The organization is aware of the importance of creating an inclusive, fair and safe environment for employees, partners, suppliers, customers and the wider community. Our commitment to equality includes:

- We include a statement in all our job postings with a commitment to diversity, equity, and inclusion. Fostering a work environment where all employees feel valued and respected, regardless of their gender, race, ethnicity, religion, sexual orientation, or disability.
- Ensuring equal opportunities for professional development and advancement for all employees.
- Promoting a culture of open communication and mutual respect among employees, clients, and partners.
- We recognize the needs of older cyclists and have developed easier routes tailored to their abilities. To enhance their experience, we offer e-bike rentals and facilitate longer distances by incorporating train travel, making cycling holidays accessible to this group. Additionally, we provide services that simplify their journey, including seamless route connections between accommodations, curated points of interest, and recommended dining options. This ensures that all essential information is readily available in one place, eliminating the need for online research, which may be challenging for those less familiar with digital tools.

Accessible Services

We strive to make our tours accessible to everyone by:

- Developing and offering routes and services that accommodate individuals with varying abilities and fitness levels.
- Providing information and resources in multiple languages to cater to diverse clientele.
- Ensuring that our facilities and equipment as well as services are accessible to individuals with limited abilities such as older cyclists.

Teamwork

Collaboration and Support

- We recognize that teamwork is essential to our success. We promote a collaborative work environment by:
- Encouraging open and honest communication among employees and management.
- Transparent business practices towards employees and their inclusion in the decision-making process.
- Fostering a culture of mutual support and cooperation.
- Providing opportunities for professional development both inside the organization as well as outside training and courses.
- Enhancing our relationships with various team building activities throughout the year.



Guest-Oriented Approach

Our guests are at the core of our mission. We are committed to:

- Delivering exceptional service and creating memorable experiences for our guests.
- Listening to guest feedback and continuously improving our services, to meet their various needs and to encourage them to re-use our services in the future.
- Ensuring that safety measures are clearly communicated in advance and prioritizing the well-being of our guests throughout their tours.
- We prioritize our guests' health and pre-tour preparation by providing tailored training plans to support their physical readiness.

Statement on Lobbying Activities

Visit GoodPlace is committed to conducting business in an ethical, transparent, and responsible manner.

The organization does not engage in lobbying activities or political influence efforts. We do not participate in lobbying intended to influence legislation, public policy, or governmental decision-making processes.

As part of our commitment to integrity, transparency, and responsible governance, we publicly confirm and commit to maintaining this approach in our operations and stakeholder relationships.

Commitment to the UN Guiding Principles on Business and Human Rights

Visit GoodPlace is committed to conducting business in a responsible, ethical, and sustainable manner, in alignment with the principles set out in the United Nations Guiding Principles on Business and Human Rights (UNGPs).

We recognize our responsibility to respect internationally recognized human rights throughout our operations, partnerships, and business relationships. As a tourism and sustainability-focused organization, we strive to ensure that our activities positively contribute to people, local communities, and the environment.

Our commitment includes:

- promoting fair and respectful working conditions,
- supporting equality, inclusion, and non-discrimination,
- collaborating with partners and suppliers who share responsible business values,
- considering social and environmental impacts in our decision-making,
- supporting local communities and responsible tourism practices,
- maintaining ethical governance and stakeholder engagement,
- providing accessible grievance mechanisms for employees and stakeholders.

Due to the size and nature of our organization, our human rights approach is implemented through direct collaboration, responsible partner selection, internal policies, ongoing dialogue with stakeholders, and continuous improvement of our practices.

Visit GoodPlace is committed to continuously strengthening its approach to human rights and responsible business conduct as part of its broader sustainability mission.