ASTA GREEN CODE OF ETHICS FOR ALLIED MEMBERS

Preamble
The Allied Green Members of the American Society of Travel Agents (ASTA) recognize that the fight against global climate change will be of critical importance to the 21st century, including the future of world tourism. As travel suppliers, we recognize our responsibility to implement measures to diminish our own carbon footprint, decrease greenhouse gas emissions, conserve energy, reduce waste and recycle whenever possible. The Allied Green Members of ASTA believe that by combating global warming, we can better serve our industry and our clients while promoting travel that will foster intercultural understanding and ecological responsibility.

Responsibilities of All Green Members
To meet these responsibilities, the Allied Green Members of ASTA pledge to manage our businesses according to the following principles:

☐ To operate our businesses in a manner that protects and sustains natural resources and the environment.

☐ To commit to decrease energy consumption, reduce waste and recycle.

☐ To educate travel agents and their employees on specific programs and policies designed to protect and sustain natural resources and the environment.

☐ To refrain from providing consumers and travel agents with misleading information concerning our services and the services of any firm we represent.

☐ To respond within three weeks of receiving a consumer or travel agent complaint from ASTA. Allied Green Members agree to informal mediation to resolve complaints through ASTA’s Consumer Affairs Department.

Conclusion
Adherence to the Allied Green Member Code of Ethics is what sets Allied Green Members apart from other travel suppliers. Failure to follow the regulating guidelines for Allied Green Members may result in disciplinary actions or dismissal from the Green Member program and/or ASTA.