

APPROVED DESTINATION STATUS (ADS) SCHEME

SHOPPING ACTIVITIES



On 19 January 2015, the new *ADS Code of Business Standards and Ethics* will come into effect.

Use this factsheet to understand the rules on conducting shopping activities during ADS tours.

Your responsibilities

- › As an ADS tour guide, you are responsible for ensuring tourists receive a quality experience. This includes quality shopping activities.
- › You must not force tourists to shop somewhere they don't want to.
- › You must not stop tourists from shopping in their choice of stores.
- › You must not take tourists to shops that sell products that are fake or labelled to deceive tourists.
- › You must not criticise the quality or availability of a shop's products or services.

Example

- › The tourists buy fish oil tablets from a local chemist.
- › You know that similar tablets are available in a commission-linked shop and would like the tourists to buy from there.
- › You tell the tourists the fish oil tablets they have purchased are 'bad quality' and they should return them and buy from the commission-linked store.
- › You have breached the code as you have criticised the quality of the chemist's products.

Free shopping and commission-linked shopping

- › All itineraries that list commission-linked shopping must also include free shopping at competitive retail areas.
- › You must follow the itinerary and not make any changes.

Example

- › At lunch, the tourists say they want to buy Australian made souvenirs to take back to China.
- › You know the tourists can buy these souvenirs at a commission-linked shop, but a visit to this shop is not scheduled until the next day.
- › The only shopping scheduled on the itinerary for that day is free shopping at a shopping mall.
- › You decide not to follow the itinerary, skip the shopping mall and take the tourists to the commission shop instead.
- › You have breached the code as you have changed the itinerary.

More information

- › For a complete list of your responsibilities, please read Section 5 of the *ADS Code of Business Standards and Ethics* available at www.austrade.gov.au/ads

For more information:
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or visit austrade.gov.au

