

# Code of Service Standards

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## Preamble

The Israel Incoming Tour Operators Association (IITOA) serves as the official representative body for Israel's incoming tourism operators, recognized by all governmental institutions of the State of Israel. Membership in the Association requires adherence to this Code of Service Standards, which forms an integral component of the Association's bylaws.

This Code embodies the Association's core values—excellence, professionalism, and accountability—and establishes the high standards to which all members are committed. It reflects our unwavering dedication to providing enriching, safe, and superior tourism experiences. IITOA members pledge to uphold the principles outlined herein and integrate them throughout all operational activities, with the overarching goal of promoting tourism to Israel and ensuring every visitor enjoys a distinctive and rewarding experience.

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## Vision and Core Objectives

Members of the Israel Incoming Tour Operators Association work collectively to achieve the following strategic objectives:

**Service Excellence:** To deliver tourism packages and experiences in Israel that are of superior quality, distinctive, enjoyable, safe, and customer-focused.

**Information & Transparency:** To provide accurate, current, and transparent information about tourism services in Israel while maintaining professional standards tailored to visitor needs.

**Trust & Integrity:** To build client relationships founded on honesty and mutual trust, ensuring fairness in all business practices.

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## Professional Commitments

### Quality and Service Excellence

As members of IITOA, we pledge to:

- Offer tourists distinctive, professional, high-quality, and safe experiences throughout Israel
- Develop diverse premium itineraries customized for varied target audiences
- Prioritize exceptional customer experiences and ensure services exceed tourist expectations
- Continuously enhance customer satisfaction and pursue optimal service delivery

### Legal Compliance

IITOA members commit to:

- Full compliance with all laws and regulations governing the tourism and travel industry in Israel
- Meeting all governmental licensing and regulatory requirements
- Operating in accordance with the highest professional standards of the global tourism industry

### Professional Development and Training

The Association is committed to:

- Ongoing development of professional training and enrichment programs for members
- Providing skill-building programs across the tourism sector to enhance professional expertise
- Organizing workshops designed to improve service delivery and communication skills of member personnel

## **Responsibility for Safety and Security**

### **Personal Safety and Tourist Welfare**

Members are committed to proactively addressing health and safety concerns while implementing comprehensive measures for risk identification, prevention, and mitigation. We pledge to prioritize the personal safety and welfare of all tourists at all times and locations throughout their stay in Israel. All tourism activities are coordinated with and approved by official Israeli authorities. Members maintain 24/7 availability of designated contact personnel to address safety-related concerns and provide current information, as required by Israeli institutions and tourist inquiries.

### **Emergency Preparedness**

During emergencies, the Association activates established emergency response protocols for members and their clients. Members operate rapid response teams in full coordination with official bodies to ensure immediate and professional support during crisis situations.

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## **Transparency and Business Integrity**

### **Financial Security**

Association membership requires meeting financial eligibility criteria, as specified in the Association's bylaws, to ensure financial stability. Members operate with complete transparency and integrity in all financial transactions, safeguarding client interests at all times.

### **Data Privacy**

Members are committed to strict adherence to all applicable data privacy regulations. We implement robust security protocols to protect personal information and are dedicated to preventing data breaches while maintaining absolute client confidentiality.

## Dispute Resolution Framework

The Association provides members with a professional arbitration framework for dispute resolution. Members may offer clients arbitration options under Israeli law. We emphasize early identification and equitable resolution of any disagreements.

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## Innovation and Sustainability

### Digital Innovation

Association members pledge to:

- Ensure optimal digital connectivity for tourists throughout their stay in Israel
- Embrace technological advancement to enhance customer experiences and create added value

### Sustainable Tourism

In alignment with the UN World Tourism Organization's (UNWTO) framework, IITOA members are committed to promoting sustainable tourism that fully considers current and future economic, social, and environmental impacts.

Members integrate sustainability principles across all business activities, including:

- Supporting local businesses and promoting regional economies
- Reducing carbon footprints through responsible practices
- Conserving natural and heritage sites
- Educating tourists to respect environmental and cultural heritage

## Continuous Improvement and Learning

Members commit to:

- Systematically collecting and analyzing client feedback
- Conducting regular service reviews and comprehensive evaluations
- Implementing continuous service enhancements
- Measuring improvement effectiveness and pursuing ongoing professional development

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## International Recognition

Members of the Israel Incoming Tour Operators Association are recognized by governments and tourism authorities worldwide as official entities responsible for facilitating tourist arrivals to Israel.

The Association maintains strategic partnerships with leading international tourism organizations. All members operate in accordance with internationally recognized standards within the global tourism industry.

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## Verified DMC Israel (VDI) Certification

Each certified IITOA member is authorized to utilize the official designation: **Verified DMC Israel (VDI)**

The Association maintains a comprehensive verification system to assess member compliance with the Code of Service and requisite standards. The VDI quality certification assures clients that certified members operate with the highest standards of quality, professionalism, and reliability.

## Collective Commitment

This Code of Service Standards represents the unified commitment of all IITOA members. We welcome client inquiries and suggestions while reaffirming our collective mission: to advance tourism to Israel and strengthen its position as a premier global destination.

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*For additional information about IITOA standards and member services, please contact the Association directly at: [info@usraeltravel.co.il](mailto:info@usraeltravel.co.il)*