



OPERATIONAL PRINCIPLES

The Operational Principles define the culture, decision-making standards, and service philosophy of Angkor Destination Travel. Every employee, manager, guide, driver, and partner is expected to uphold these principles to ensure consistent delivery of QUALITY DESTINATION MANAGEMENT SERVICES.

1. Customers First

Every decision begins with the customers' needs, expectations, comfort, and safety. We strive to create memorable journeys by understanding individual preferences and delivering thoughtful, personalized experiences.

- ✓ Do listen actively to understand customers' expectations.
- ✓ Do respond promptly and professionally to enquiries and requests.
- ✓ Do anticipate needs before clients ask.
- ✓ Do resolve complaints fairly, quickly, and respectfully.
- ✓ Do treat every client with dignity, regardless of group booking size, ages or nationality.

We do believe success is measured not only by completed tours but by clients' trust, satisfaction, loyalty, and recommendations (words of mouths).

2. Quality Before Quantity

We do not focus or prioritize on excellence, but on sustainable growth through achievements consistently delivering exceptional products and services rather than maximizing bookings at the expense of quality.

- ✓ Do select reliable suppliers based on quality and safety.
- ✓ Do maintain realistic operational capacity.
- ✓ Do inspect products regularly.
- ✓ Do deliver services that meets or exceed agreed standards.
- ✓ Do protect the company's reputation through consistency.

Be aware that very tour represents the company's brand.

3. Accuracy in Every Detail

Operational excellence is built on precision. Small details influence the overall customers' experience.

- ✓ Do double-check itineraries, vouchers and confirmations.
- ✓ Do verify flight schedules, hotel bookings and special requests.
- ✓ Do maintain accurate documentation.
- ✓ Do communicate updates immediately.
- ✓ Do reduce operational errors through checklists.

Operational knowledge base and well destination understanding are the sources of accuracy that helps building confidence among clients and partners.

4. Professional Communication

Communication should always be respectful, clear, timely, and solution-oriented.

- ✓ Do respond within agreed service timelines.
- ✓ Do use professional language in emails and messages.
- ✓ Do share complete information internally and externally.
- ✓ Do confirm verbal discussions in writing where appropriate.
- ✓ Do listen actively and communicate with empathy.

Professional communication strengthens teamwork and trust.

5. Long-term Partnership

Strong partnerships are built through integrity, fairness, transparency, and mutual growth.

- ✓ Do respect contractual commitments.
- ✓ Do pay suppliers according to agreed terms / it's our commitments.
- ✓ Do share constructive feedbacks.
- ✓ Do support partners during operational challenges.
- ✓ Do develop relationships based on trust rather than price alone.

Building long-term partnerships create stable service quality and make a growth destination branding.

6. Safety and Risk Awareness

Guest and employee safety is always the highest operational priority at Angkor Destination Travel. We do regular check and comply to the terms and conditions under our operations principles.

- ✓ Do assess operational risks before departure.
- ✓ Do maintain emergency procedures and contacts.
- ✓ Do monitor travel advisories and weather.
- ✓ Do report incidents promptly.
- ✓ Do ensure suppliers comply with safety standards.

Our prior preparedness minimizes risk and protects clients.

7. Responsible & Sustainable Tourism

We do understand that tourism should benefit local communities while protecting culture and the environment too. For responsible and future sustainable tourism, we do commit to:

- ✓ Support local businesses and communities.
- ✓ Reduce environmental impact.
- ✓ Respect cultural heritage.
- ✓ Encourage responsible visitor behavior.
- ✓ Promote ethical and inclusive tourism.

Sustainability ensures Cambodia remains attractive for future generations.

8. Continuous Learning and Innovation

Our commitments to continuous improvement and keeps the company competitive and adaptable digital era.

- ✓ Do provide regular staff training.
- ✓ Do review clients' feedback.
- ✓ Do encourage innovation and welcomes new ideas.
- ✓ Do adopt suitable technology changes.
- ✓ Do review SOPs and improve processes regularly, enhance quality.

We do know that learning is like rowing upstream, but it's a kind of good investment to create stronger people, stronger systems, and a stronger company.

Commitments:

The above principles serve as the foundation of Angkor Destination Travel's culture, operational excellence, and ensure service standards. Management, head department are responsible for embedding them into recruitment, training, performance evaluation, supplier engagement, and daily decision-making.

