

VADEMECUM ON THE SUSTAINABILITY OF TOURS, ACTIVITIES AND EXCURSIONS

- GUIDES AND TOUR LEADERS -

Before the tour

- Inform clients about the dress code, especially if visiting culturally sensitive areas or religious sites;
- Inform clients about the company's photography policy (e.g., ask locals before taking photos) and sites where taking photos will not be allowed;
- Inform travelers about environmentally friendly means of transportation such as trains in the destination city and provide detailed directions to the meeting point (if applicable);
- Inform clients about the drinking water situation in the country and advise whether to bring a reusable water bottle for tap water or suggest other environmentally friendly solutions (e.g., a portable water filter) to minimize plastic use during the tour.

During the tour

- Help travelers behave responsibly and appropriately in the destination;
- Support learning and practicing the local language (basic words);
- Inform guests on how to behave to minimize their carbon footprint (e.g., which side of the sidewalk to walk on, rules about smoking in public places, illegal souvenirs to avoid, etc.);
- Guide travelers to positive ways to support local communities while in the country and after they return home (e.g., buying souvenirs from responsible stores, dining at professionally trained restaurants that employ local staff);
- Informing your guests about health and safety risks and precautions in your destination (e.g., is the tap water safe to drink? Are pickpockets common?);
- Inform travelers about political or social issues in the destination;
- Discourage the purchase of endangered flora and fauna products that may be offered for sale;
- Prohibit the participation of guides and passengers in commercial sexual activities and/or the use of illegal drugs;
- Provide suggestions on how to minimize waste and provide information on any specific waste management regulations, e.g., how recycling and composting works in your city, where guests can refill their water bottles, etc.;
- Provide site interpretation when visiting natural areas or cultural heritage sites.

After the tour

- Ask for constructive feedback and be sure to include questions about the trip;
- Deliver what you promised (e.g., send photos you promised to send, restaurant recommendations);
- Provide an opportunity or ideas on how travelers can continue to relate to the destination and company after the tour.

