

Code of Good Practice



Tour Guides

As part of our commitment to advancing sustainable tourism, we encourage our tourism partners to improve their sustainability performance by providing them with the guidance below.

- Ensure guide registrations & qualifications are appropriate & valid, including applicable safety / emergency response training
- Identify health & safety risks, implement management systems, and provide appropriate safety equipment to participants
- ✓ Monitor activity area conditions (including weather) in advance & during the activity
- ✓ Be familiar with activity area and ensure that navigation & communication tools are in good working order
- ✓ Maximise local economic benefits by including local businesses and opportunities for participants to purchase local goods & services
- ✓ Avoid single use & disposable items, inform participants about appropriate disposal of waste, and pick up any waste found along the way
- ✓ Be waterwise and take pro-active measures to use water sparingly
- ✓ Minimise energy used in the activity, including choosing low carbon transportation options
- Provide information in advance about your sustainability actions, activity accessibility, what to expect, and what to bring with
- Screen participants to make sure that the activity is well suited to their fitness & level of ability
- ✓ Manage group size to minimise impacts on people & the planet
- ✓ Brief participants before the activity starts about do's and don'ts, safety, conduct, applicable rules and regulations, logistical considerations, and what to expect
- Manage expectations responsibly, in consideration of respectful and professional guiding conduct
- ✓ Ensure participants are introduced to everyone on the guiding team
- Provide information about customary tipping to service providers and for the activity
- Ensure that etiquette regarding taking photos / videos is clearly communicated, and the need to respect cases where permission is not granted
- Provide information to participants about responsible 'gifting', e.g., explaining why it is harmful and created a culture of begging to give sweets / candy or money to children
- Maximise accessibility by responding sensitively to participants with special needs, including mobility, hearing, visual, and intellectual as well as the need for translation where possible
- ✓ Show respect for the land, waterways, wildlife, and other users in the activity area
- ✓ Share accurate and impartial information about local nature and culture along the way, respecting the local narrative
- Provide information to participants about how they might support local social development and / or conservation projects, if they wish
- Accompany participants for the duration of the activity / tour
- ✓ Provide frequent opportunities for participants to ask questions and provide feedback at the end





