



Sustainability onduct

- ✓ Be selective choose tourism businesses that share how they benefit people & planet
- Tread lightly choose activities & transport options with a reduced environmental impact
- ✓ Be informed learn a bit about local nature, history & culture beforehand to enrich your experience
- Respect your guide / host's instructions regarding safety, local etiquette & dos and don'ts
- Be respectful of **privacy**; obtain permission before taking photos / videos of people or sensitive sites along the way
- Respect others using the area so that their experience & access are not compromised
- ✓ Be sensitive to the inequalities of our world and avoid displays of wealth, particularly in less privileged contexts
- ✓ Ask questions your local guide / host will happily share their knowledge
- ✓ Take part if you are invited to participate in a local custom, go for it!
- ✓ We discourage visits to orphanages; these vulnerable children are not a tourist attraction
- Respect the routines of schools or other care facilities visited; avoid disrupting them
- ✓ If you want to give, ask us how to do so responsibly; offering sweets or money to individuals, for example, can often do more harm than good
- ✓ Buy from local, small &/or community-owned businesses, especially if they feature local nature or culture
- ✓ Be cautious about buying from children you could unknowingly be supporting their exploitation
- Refuse to buy souvenirs, food & beverages that harm the environment, people, or wildlife, especially those that are illegal to buy / sell
- Respect customary tipping & trading practices such as bartering and pay fair prices
- Reduce waste from food to paper, remember to take only what & as much as you need, and bring re-usable items, e.g., water bottle, coffee cup, shopping bag
- ✓ Dispose of waste responsibly & use local recycling facilities where available
- ✓ Be waterwise your participation in the activity shouldn't place additional stress on waterscarce environments
- ✓ Save energy to reduce your carbon footprint & your impact on local supply challenges
- ✓ Support climate change action, e.g., offset or regeneration programmes
- ✓ Provide feedback about what you liked or how we can do better













Working Animals

- Be selective choose tourism businesses that share how they benefit people & planet
- ✓ Tread lightly choose activities & transport options with a reduced environmental impact
- ✓ Be informed learn a bit about local nature, history & culture beforehand to enrich your experience
- ✓ Respect your guide's instructions regarding safety, local etiquette & dos and don'ts, especially:
 - ✓ Whether **contact** is permitted with the animals and, if so, how to do this safely
 - ✓ Whether feeding of the animals is allowed and if so, how to do this safely
- ✓ Don't collect flora or fauna, or disturb their habitat
- Remain in designated areas for the activity
- Reduce waste from food to paper, remember to take only what & as much as you need, and bring re-usable items, e.g., water bottle, coffee cup, carry bag
- ✓ **Dispose** of waste responsibly pack out what you take in & use local **recycling** facilities where available
- ✓ Be waterwise your participation in the activity shouldn't place additional stress on waterscarce environments
- ✓ Save energy to reduce your carbon footprint & your impact on local supply challenges
- ✓ Support climate change action, e.g., offset or regeneration programmes
- ✓ Be respectful of privacy; obtain permission before taking photos / videos of people or sensitive sites along the way
- Respect others using the area so that their experience & access are not compromised
- Be sensitive to the inequalities of our world and avoid displays of wealth, particularly in less privileged contexts
- ✓ Ask questions your local guide will happily share their knowledge
- If you want to give, ask us how to do so responsibly; offering sweets or money to individuals, for example, can often do more harm than good
- ✓ Buy from local, small &/or community-owned businesses, especially if they feature local nature or culture
- ✓ Be cautious about buying from children you could unknowingly be supporting their exploitation
- Refuse to buy souvenirs, food & beverages that harm the environment, people, or wildlife, especially those that are illegal to buy / sell
- Respect customary tipping & trading practices such as bartering and pay fair prices
- Provide feedback about what you liked or how we can do better











Visiting Heritage Sites

- ✓ Be selective choose tourism businesses that share how they benefit people & planet, and protect cultural heritage
- ✓ Tread lightly choose activities & transport options with a reduced environmental impact
- ✓ Be informed learn a bit about local nature, history & culture beforehand to enrich your experience
- Respect your guide / host's instructions regarding safety, local etiquette & dos and don'ts
- ✓ Be respectful of privacy; obtain permission before taking photos / videos of people or sensitive sites
- Respect others using the area so that their experience & access are not compromised
- ✓ Be sensitive to the inequalities of our world and avoid displays of wealth, particularly in less privileged contexts
- ✓ Ask questions your local guide / host will happily share their knowledge
- ✓ Take part if you are invited to participate in a local custom, go for it!
- If you want to give, ask us how to do so responsibly; offering sweets or money to individuals, for example, can often do more harm than good
- ✓ Buy from local, small &/or community-owned businesses, especially if they feature local nature or culture
- ✓ Be cautious about buying from children you could unknowingly be supporting their exploitation
- Refuse to buy souvenirs, food & beverages that harm the environment, people, or wildlife, especially those that are illegal to buy / sell
- Respect customary tipping & trading practices such as bartering and pay fair prices
- Reduce waste from food to paper, remember to take only what & as much as you need, and bring re-usable items, e.g. water bottle, coffee cup, shopping / carry bag
- ✓ Dispose of waste responsibly & use local recycling facilities where available
- ✓ Be waterwise your participation shouldn't place additional stress on water-scarce environments
- ✓ Save energy to reduce your carbon footprint & your impact on local supply challenges
- ✓ Support climate change action, e.g., offset or regeneration programmes
- Provide feedback about what you liked or how we can do better















Visiting Farms

- ✓ Be selective choose tourism businesses and farms that share how they benefit people & planet
- ✓ Tread lightly choose activities & transport options with a reduced environmental impact
- ✓ Be informed learn a bit about local nature, history & culture beforehand to enrich your experience
- Respect your guide / host's instructions regarding safety, local etiquette & dos and don'ts
- Be respectful of **privacy**; obtain permission before taking photos / videos of people or sensitive sites
- Respect others using the area so that their experience & access are not compromised
- Be sensitive to the inequalities of our world and avoid displays of wealth, particularly in less privileged contexts
- ✓ Ask questions your local guide / host will happily share their knowledge
- √ Take part if you are invited to participate in a local custom or participate in traditional farming methods, go for it!
- If you want to give, ask us how to do so responsibly; offering sweets or money to individuals, for example, can often do more harm than good
- ✓ Buy from local, small &/or community-owned businesses, especially if they feature local nature or culture
- Be cautious about buying from children you could unknowingly be supporting their exploitation
- Refuse to buy souvenirs, food & beverages that harm the environment, people, or wildlife, especially those that are illegal to buy / sell
- Respect customary tipping & trading practices such as bartering and pay fair prices
- ✓ Reduce waste from food to paper, remember to take only what & as much as you need, and bring re-usable items, e.g. water bottle, coffee cup, shopping / carry bag
- ✓ **Dispose** of waste responsibly & use local **recycling** facilities where available
- Be waterwise your participation shouldn't place additional stress on water-scarce environments
- ✓ Save energy to reduce your carbon footprint & your impact on local supply challenges
- ✓ Support climate change action, e.g., offset or regeneration programmes
- Provide feedback about what you liked or how we can do better











Transport Services

- ✓ Be selective choose tourism businesses that share how they benefit people & planet
- ✓ Tread lightly choose activities & transport options with a reduced environmental impact
- ✓ Be informed learn a bit about local nature, history & culture beforehand to enrich your experience
- Respect your guide / driver's instructions regarding safety, local etiquette & dos and don'ts
- ✓ Be respectful of privacy; obtain permission before taking photos / videos of people or sensitive sites along the way
- Respect others using the transport service so that their experience & access are not compromised
- ✓ Be sensitive to the inequalities of our world and avoid displays of wealth, particularly in less privileged contexts
- Ask questions your local guide / driver will happily share their knowledge (when s/he is not driving)
- ✓ Take part if you are invited to participate in a local custom, go for it!
- ✓ If you want to give, ask us how to do so responsibly; offering sweets or money to individuals, for example, can often do more harm than good
- ✓ Buy from local, small &/or community-owned businesses, especially if they feature local nature or culture
- ✓ Be cautious about buying from children you could unknowingly be supporting their exploitation
- Refuse to buy souvenirs, food & beverages that harm the environment, people, or wildlife, especially those that are illegal to buy / sell
- Respect customary tipping & trading practices such as bartering and pay fair prices
- Reduce waste from food to paper, remember to take only what & as much as you need, and bring re-usable items, e.g. water bottle, coffee cup, shopping / carry bag
- ✓ **Dispose** of waste responsibly & use local **recycling** facilities where available
- ✓ Be waterwise your participation shouldn't place additional stress on water-scarce environments
- ✓ Save energy to reduce your carbon footprint & your impact on local supply challenges
- ✓ Support climate change action, e.g., offset or regeneration programmes
- ✓ Provide feedback about what you liked or how we can do better













Shopping

- ✓ Be selective choose vendors / shops that share how they benefit people & planet
- ✓ Tread lightly choose activities & transport options with a reduced environmental impact
- ✓ Be informed learn a bit about local nature, history & culture beforehand to enrich your experience
- Respect your guide / host's instructions regarding safety, local etiquette & dos and don'ts
- Be respectful of **privacy**; obtain permission before taking photos / videos of people or sensitive sites
- ✓ Respect others using the area so that their experience & access are not compromised.
- Be sensitive to the inequalities of our world and avoid displays of wealth, particularly in less privileged contexts
- ✓ Ask questions your local guide / host will happily share their knowledge
- ✓ Take part if you are invited to participate in a local custom, go for it!
- If you want to give, ask us how to do so responsibly; offering sweets or money to individuals, for example, can often do more harm than good
- ✓ Buy from local, small &/or community-owned businesses, especially if they feature local nature or culture
- ✓ Be cautious about buying from children you could unknowingly be supporting their exploitation
- Refuse to buy souvenirs, food & beverages that harm the environment, people, or wildlife, especially those that are illegal to buy / sell
- Respect customary tipping & trading practices such as bartering and pay fair prices
- ✓ Reduce waste from food to paper, remember to take only what & as much as you need, and bring re-usable items, e.g. water bottle, coffee cup, shopping / carry bag (or buy a locally made one that can be re-used!)
- ✓ **Dispose** of waste responsibly & use local recycling facilities where available
- Be waterwise your participation shouldn't place additional stress on water-scarce environments
- Save energy to reduce your carbon footprint & your impact on local supply challenges
- ✓ Support climate change action, e.g., offset or regeneration programmes
- Provide feedback about what you liked or how we can do better



















- ✓ Be selective choose tourism businesses that share how they benefit people & planet
- ✓ Tread lightly choose activities & transport with a reduced environmental impact
- ✓ Be informed learn a bit about local nature, history & culture beforehand
- Respect your guide's instructions regarding safety, local etiquette & dos and don'ts, especially:
 - ✓ Safe conduct, including mounting/ dismounting
 - ✓ How to interpret horse / pony behaviour & what to do if they bolt
 - Safe following distance & general rider etiquette, including communication signals
 - ✓ What to do if wildlife or vehicles are encountered during the ride
 - Appropriate etiquette when crossing **private property or villages**, using farm gates, safely crossing public roads, etc.
 - Do a 'test round' in the immediate vicinity to get used to your horse / pony before the ride starts
- ✓ If riding in a sensitive environment, clean your footwear before setting out to prevent the spread of invasive species
- Remain on the trail and keep your horse / pony in the middle to avoid trail widening
- ✓ Don't gallop in sensitive environments or when passing riders who are going more slowly
- ✓ Use designated watering points & don't allow your horse / pony to graze on natural vegetation
- ✓ Use bridges to cross natural watercourses, where available, otherwise at designated crossing points and at 90° to the bank / shore
- ✓ Don't collect **flora or fauna**, or disturb their habitat
- ✓ Reduce waste from food to paper, remember to take only what & as much as you need, and bring re-usable items, e.g., water bottle, coffee cup, carry bag
- ✓ Dispose of waste responsibly pack out what you take in & use local recycling facilities
- ✓ Be waterwise your participation in the activity shouldn't place additional stress on waterscarce environments
- ✓ Save energy to reduce your carbon footprint & your impact on local supply challenges
- ✓ Support climate change action, e.g., offset or regeneration programmes
- ✓ Be respectful of privacy; obtain permission before taking photos / videos of people or sensitive sites along the way
- Respect others using the area so that their experience & access are not compromised
- ✓ Be sensitive to the inequalities of our world and avoid displays of wealth, particularly in less privileged contexts
- ✓ Ask questions your local guide will happily share their knowledge
- If you want to give, ask us how to do so responsibly; offering sweets or money to individuals, for example, can often do more harm than good
- ✓ Buy from local, small &/or community-owned vendors, especially if they feature nature / culture
- ✓ Be cautious about buying from children you could unknowingly be supporting their exploitation
- Refuse to buy souvenirs, food & beverages that harm the environment, people, or wildlife, especially those that are illegal to buy / sell
- Respect customary **tipping & trading** practices such as bartering and pay fair prices
- ✓ Provide feedback about what you liked or how we can do better











Tour Guides

- ✓ Be selective choose tour guides & other businesses that share how they benefit people & planet
- ✓ Tread lightly choose activities & transport options with a reduced environmental impact
- ✓ Be informed learn a bit about local nature, history & culture beforehand to enrich your experience
- Respect your tour guide's instructions regarding safety, local etiquette & dos and don'ts
- ✓ Be respectful of privacy; obtain permission before taking photos / videos of people or sensitive sites
- Respect others using the area so that their experience & access are not compromised
- ✓ Be sensitive to the inequalities of our world and avoid displays of wealth, particularly in less privileged contexts
- ✓ Ask questions your local tour guide will happily share their knowledge
- ✓ Take part if you are invited to participate in a local custom, go for it!
- If you want to give, ask us how to do so responsibly; offering sweets or money to individuals, for example, can often do more harm than good
- ✓ Buy from local, small &/or community-owned businesses, especially if they feature local nature or culture
- ✓ Be cautious about buying from children you could unknowingly be supporting their exploitation
- Refuse to buy souvenirs, food & beverages that harm the environment, people, or wildlife, especially those that are illegal to buy / sell
- Respect customary tipping & trading practices such as bartering and pay fair prices
- Reduce waste from food to paper, remember to take only what & as much as you need, and bring re-usable items, e.g. water bottle, coffee cup, shopping / carry bag
- ✓ Dispose of waste responsibly & use local recycling facilities where available
- ✓ Be waterwise your participation shouldn't place additional stress on water-scarce environments
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- Provide feedback about what you liked or how we can do better











Traveler Tips

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- Respect your guide / host's instructions regarding safety, local etiquette & dos and don'ts
- Be respectful of **privacy**; obtain permission before taking photos / videos of people or sensitive sites
- Respect others using the area so that their experience & access are not compromised
- ✓ Be sensitive to the inequalities of our world and avoid displays of wealth, particularly in less privileged contexts
- ✓ Ask questions your local guide / host will happily share their knowledge
- ✓ Take part if you are invited to participate in a local custom, go for it!
- If you want to give, ask us how to do so responsibly; offering sweets or money to individuals, for example, can often do more harm than good
- ✓ Buy from local, small &/or community-owned businesses, especially if they feature local nature or culture
- Be cautious about **buying from children** you could unknowingly be supporting their exploitation
- Refuse to buy souvenirs, food & beverages that harm the environment, people, or wildlife, especially those that are illegal to buy / sell
- Respect customary tipping & trading practices such as bartering and pay fair prices
- ✓ Reduce waste from food to paper, remember to take only what & as much as you need, and bring re-usable items, e.g. water bottle, coffee cup, shopping / carry bag
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Food & Beverage (F&B) Services

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- Respect your guide / host's instructions regarding safety, local etiquette & dos and don'ts
- ✓ Be respectful of **privacy**; obtain permission before taking photos / videos of people or sensitive sites
- ✓ Respect others using the facility / service so that their experience & access are not compromised
- ✓ Be sensitive to the inequalities of our world and avoid displays of wealth, particularly in less privileged contexts
- ✓ Ask questions your local guide / host will happily share their knowledge
- ▼ Take part if you are invited to participate in a local custom or help prepare a traditional dish, go for it!
- If you want to give, ask us how to do so responsibly; offering sweets or money to individuals, for example, can often do more harm than good
- ✓ Buy from local, small &/or community-owned businesses, especially if they feature local nature or culture
- ✓ Be cautious about buying from children you could unknowingly be supporting their exploitation
- Refuse to buy souvenirs, food & beverages that harm the environment, people, or wildlife, especially those that are illegal to buy / sell
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