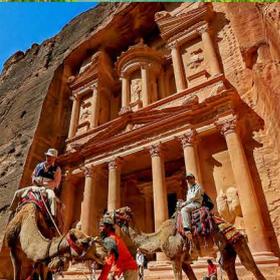# Heritage Sites

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 applicable legal **permits & permission** to access activity area are in place
- ✓ Arrange visits in **advance**, where appropriate
- ✓ Ensure **insurance** is in place for guests and team
- ✓ Identify **health & safety** risks, implement management systems, and provide appropriate safety equipment
- ✓ Ensure enough team members are available in case of **emergency**
- ✓ Monitor **heritage site conditions** (including weather) in advance & during the visit
- ✓ Maximise local **economic benefits** through employment and purchasing
- ✓ Avoid single use & disposable items, provide appropriate & adequate **waste** collection facilities for safe disposal, and pick up any rubbish found in the surrounding area
- ✓ Use **eco-friendly** products, e.g., for cleaning
- ✓ Be **waterwise** and take pro-active measures to use water sparingly
- ✓ Minimise **energy** used in the activity as part of a climate action strategy
- ✓ Provide **information in advance** about your sustainability actions, heritage site 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, planet, and integrity of the heritage site
- ✓ Obtain written confirmation, e.g., via **indemnity**, from participants that they are aware of activity risks
- ✓ **Brief participants** about do's and don'ts, safety, what to expect, and logistical considerations before the activity starts
- ✓ Communicate and enforce **conduct rules** / appropriate behaviour specific to the heritage site
- ✓ **Share information** about local nature, culture, and heritage as well as social development / conservation projects that participants may want to support
- ✓ Show **respect** for the land, waterways, wildlife, and other heritage site / area users
- ✓ Participate in conserving heritage site **integrity**; let relevant authorities know about any concerns and participate in heritage site conservation / rehabilitation projects

SUSTOUR

Co-funded by the COSME programme of the European Union

Trave**life**
Sustainability in tourism

Working Animals

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 applicable legal **permits & permission** to access activity area are in place
- ✓ Ensure **insurance** for participants and team is in place
- ✓ Identify **health & safety** risks, implement management systems, and provide appropriate safety equipment
- ✓ Ensure enough team members are available in case of **emergency**
- ✓ Monitor activity area conditions (including weather) in advance & during the activity
- ✓ Be familiar with activity area, and ensure that **navigation and communication** tools are in good working order
- ✓ Maximise local **economic benefits** through employment and purchasing
- ✓ Avoid single use & disposable items, pack out what you take in, and pick up **rubbish** found along the way
- ✓ Use **eco-friendly products**, e.g., for cleaning purposes
- ✓ Be **waterwise** and take pro-active measures to use water sparingly
- ✓ Minimise **energy** used in the activity as part of a climate action strategy
- ✓ Provide **information in advance** about your sustainability actions, activity accessibility, what to expect, and what to bring with
- ✓ Provide best practice in **animal welfare** – "Five Freedoms" – freedom from hunger & thirst, discomfort, pain / injury / disease, fear / distress, and freedom to express normal behaviour
- ✓ Ensure **caretakers** are suitably equipped, trained, and experienced to provide best practice care
- ✓ Monitor **physical health** of animals, e.g., check for lameness / similar, and provide veterinary advice / care as needed
- ✓ Do not require **young, pregnant, nursing, injured, ill, distressed, or elderly animals** to pull / carry loads nor be ridden
- ✓ Ensure **equipment**, e.g., harness, fits animal well and does not cause distress or injury
- ✓ Ensure work done by animal does not exceed its physical capacity
- ✓ Manage **group size** to minimise impacts and ensure a safe guide : participant ratio
- ✓ Obtain written confirmation, e.g., via **indemnity**, that participants are aware of activity risks
- ✓ **Brief participants**, pre-departure, about do's and don'ts, safety, what to expect, hazards to be aware of, logistical considerations, applicable conduct, not disturbing / removing flora and fauna, and rubbish collection and disposal
- ✓ In sensitive environments, clean animal's hooves, coat and equipment before activity starts, and provide weed-free feed for preceding 48 hours to **prevent spread of invasive species**
- ✓ Cross properties at **gates / stiles**, and leave them behind as you found them
- ✓ Cross **watercourses** at designated points or available bridges, otherwise at firm / stony sections to avoid erosion, and at 90° to bank / shore

SUSTOUR

Co-funded by the COSME programme of the European Union

Travelife
Sustainability in tourism

Working Animals
(continued...)

✓ **Rest animals** periodically throughout the workday, removing equipment during rest periods

✓ Avoid working an animal during **hottest** part of the day (in hot climates)

✓ Do not allow animals to **roam freely** during rest stops

✓ Do not **tether** animals for long periods, nor in a way that is unnecessarily restrictive; animal must be able to walk, lay down, stand up, and reach food, water, and shade

✓ Water animals at **designated water points**, where possible

✓ Do not allow animals to **graze** on natural vegetation in the activity area

✓ **Share information** about local nature & culture, as well as social development / conservation projects that participants may want to support

✓ Repair and compensate for any **damage** caused to the activity area

✓ Participate in conserving activity area **integrity**; notify authorities of concerns and participate in rehabilitation projects

SUSTOUR

Co-funded by the COSME programme
of the European Union

Travelife
Sustainability in tourism

Visiting Traditional/ Rural Communities

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 applicable legal **permits** are in place

✓ Ensure **insurance** is in place for guests and team

✓ Respect local leadership / traditional governance structures; their **permission** being obtained for visits to take place

✓ Identify **health & safety** risks, implement management systems, and provide appropriate safety equipment

✓ Ensure enough team members are available in case of **emergency**

✓ Monitor activity **area conditions** (including weather) in advance & during the activity

✓ Be familiar with activity area and ensure that **navigation and communication** tools are in good working order

✓ Maximise local **economic benefits** through employment and supporting local businesses / hosts

✓ Engage **local stakeholders** about how the activity should happen, and to ensure social and environmental impacts are managed responsibly

✓ Agree **expectations and responsibilities** of the experience with local businesses / hosts

✓ Ensure **regular engagement** with local businesses / hosts to improve quality and ensure that respect for cultural heritage is maintained

✓ Avoid single use & disposable items, provide adequate **waste** collection facilities for safe disposal (or better yet - pack out what you take in), and pick up any rubbish found along the way

✓ Be **waterwise** and take pro-active measures to use water sparingly

✓ Minimise **energy** used in the activity as part of a climate action strategy

✓ 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

✓ Ensure that activity **vehicles** do not disturb residents

✓ Obtain written confirmation, e.g., via **indemnity**, that participants are aware of activity risks

✓ **Brief participants** about do's and don'ts, safety, what to expect, applicable etiquette / conduct to be respectful of, topics of conversation that might be culturally inappropriate, activity areas / buildings that might be off-limits, and logistical considerations before the activity starts

✓ In sensitive **socio-economic or cultural contexts**, e.g., communities with little contact with other cultures, someone from the local community must accompany the group

✓ Share **information** about local nature and culture along the way and social development / conservation projects that participants may want to support

✓ Facilitate opportunities for **meaningful exchange** with local people

✓ Show **respect** for the land, waterways, wildlife, and others in the area

✓ Repair and compensate for any **damage** caused to the activity area

✓ Contribute to conserving activity area **integrity**; let relevant authorities / leadership know about any concerns and participate in rehabilitation projects

SUSTOUR

Co-funded by the COSME programme of the European Union

Travelife
Sustainability in tourism

Visiting Farms

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 applicable legal **permits & permission** to access activity area are in place

✓ Ensure **insurance** is in place for guests and team

✓ Ensure farming practices are **safe & compliant**, identify potential risks (including through chemical use), implement management systems, and apply appropriate safety measures

✓ Ensure farm is **clean**, orderly and in a good state of repair

✓ Provide **toilet facilities** for visitors

✓ Ensure enough team members are available in case of **emergency**

✓ 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** through employment and supporting local businesses

✓ Avoid single use & disposable items, provide adequate **waste** collection facilities for safe disposal, and pick up any rubbish found in the area

✓ Be **waterwise** and take pro-active measures to use water sparingly

✓ Minimise **energy** used in the activity as part of a climate action strategy

✓ Implement a **biocontrol** program to prevent harm to the surrounding environment

✓ Apply **crop rotation** plan for annuals, and strip / alley cropping for perennials

✓ Implement **polyculture** OR small-scale monoculture (where deemed to have attributes of cultural / historical significance)

✓ Implement soil **erosion** mitigation

✓ Apply least toxic **control measures** for pest, weed and disease

✓ Pursue **organic or non-GMO** verification for some / all products

✓ 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

✓ Obtain written confirmation, e.g., via **indemnity**, that participants are aware of activity risks

✓ **Brief participants** about do's & don'ts, safety, what to expect, applicable etiquette / conduct to be respectful of, and logistical considerations before the activity starts

✓ **Share information** about local nature and culture, and social development / conservation projects that participants may want to support

✓ Show **respect** for the land, waterways, wildlife, and others in the area

✓ Participate in conserving activity area **integrity**; notify authorities of concerns and participate in rehabilitation projects

SUSTOUR

Co-funded by the COSME programme of the European Union

Travelife
Sustainability in tourism

Visiting Communities

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 applicable legal **permits & permission** to access the area are in place

✓ Ensure **insurance** is in place for guests and team

✓ Identify **health & safety** risks, implement management systems, and provide appropriate safety equipment

✓ Ensure enough team members are available in case of **emergency**

✓ Monitor activity **area conditions** (including weather) in advance & during the activity

✓ Be familiar with activity area and ensure that **navigation and communication** tools are in good working order

✓ Maximise local **economic benefits** through employment and supporting local businesses

✓ Avoid single use & disposable items, provide adequate **waste** collection facilities for safe disposal (or pack out what you take in), and pick up any rubbish found along the way

✓ Be **waterwise** and take pro-active measures to use water sparingly

✓ Minimise **energy** used in the activity as part of a climate action strategy

✓ 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

✓ Obtain written confirmation, e.g., via **indemnity**, from participants that they are aware of activity risks

✓ **Brief participants** about do's and don'ts, safety, what to expect, applicable etiquette / conduct to be respectful of, and logistical considerations before the activity starts

✓ In **sensitive socio-economic or cultural contexts**, e.g., under-serviced areas, someone from the local community must accompany the group

✓ **Share information** about local nature and culture, and social development / conservation projects that participants may want to support

✓ Facilitate opportunities for **meaningful exchange** with local people

✓ Show **respect** for the land, waterways, wildlife, and others in the area, ensuring that local residents are not disturbed

✓ Repair and compensate for any **damage** caused to the activity area

✓ Contribute to conserving activity area **integrity**; let relevant authorities know about any concerns and participate in rehabilitation projects

SUSTOUR

Co-funded by the COSME programme of the European Union

Travelife
Sustainability in tourism

AT 50 AlmaTravel

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

SUSTOUR

Co-funded by the COSME programme of the European Union

Travelife
Sustainability in tourism

Horse Riding & Pony Trekking

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 applicable legal **permits & permission** to access activity area are in place

✓ Ensure **insurance** for participants and team is in place

✓ Identify **health & safet**y risks, implement management systems, and provide appropriate safety equipment, including suitable, well-fitted tack

✓ Ensure enough team members are available in case of **emergency**

✓ Monitor activity **area conditions** (including weather) in advance & during the activity

✓ Be familiar with activity area, ensure that **navigation and communication** tools are in good working order, and pack spare tack in case breakage occurs during the ride

✓ Maximise local **economic benefits** through employment and purchasing

✓ Avoid single use & disposable items, pack out what you take in, and pick up **rubbish** found along the way

✓ Use **eco-friendly products**, e.g., for cleaning purposes

✓ Be **waterwise** and take pro-active measures to use water sparingly

✓ Minimise **energy** used in the activity as part of a climate action strategy

✓ Provide **information in advance** about your sustainability actions, activity accessibility, what to expect, and what to bring with

✓ Provide best practice in **animal welfare** – "Five Freedoms" – freedom from hunger & thirst, discomfort, pain / injury / disease, fear / distress, and freedom to express normal behaviour

✓ Ensure **caretakers** are suitably equipped, trained, and experienced to provide best practice care

✓ **Train horses / ponies** to ensure reasonable standard of behaviour during activity

✓ Keep detailed **records** of behavioural incidents with horses / ponies used for activity

✓ Ensure horses / ponies are adequately **fit & healthy** for the nature of the activity

✓ Monitor **physical health** of animals, including checks for lameness and shoe condition (if applicable), providing veterinary advice / care as needed

✓ Ensure animals on same activity are **familiar** with each other, to prevent incident

✓ **Groom** animals prior to saddling

✓ **Plan routes** to maximise safety of riders and animals, and avoid trails after significant rainfall

✓ **Screen riders** ahead of time to ensure activity is suitable for their fitness and level of ability, especially children

✓ Manage **group size** to minimise impacts and ensure a safe guide : rider ratio

✓ Obtain written confirmation, e.g., via **indemnity**, that participants are aware of activity risks

✓ Provide '**test ride**' opportunity to ensure riders are confident with allocated horse / pony

✓ **Brief riders**, pre-departure, about do's and don'ts, safety, what to expect, hazards to be aware of, logistical considerations, applicable conduct (including handling horses / ponies, communication, etiquette around other users, vehicles, other animals and in populated areas, etc.), not disturbing / removing flora and fauna, and rubbish collection and disposal

SUSTOUR

Co-funded by the COSME programme of the European Union

Travelife
Sustainability in tourism

Horse Riding & Pony Trekking
(continued...)

✓ In sensitive environments, clean riders' footwear, horse / pony hooves, coats and equipment before activity starts, and provide weed-free feed for preceding 48 hours to **prevent spread of invasive species**

✓ **Secure loose items** to prevent entanglement with riding equipment

✓ Stay on **designated trails** and remain in the middle of the trail to avoid widening

✓ Cross properties at **gates / stiles**, and leave them behind as you found them

✓ Cross **watercourses** at designated points or available bridges, otherwise at firm / stony sections to avoid erosion, and at 90° to bank / shore

✓ Do not allow horses / ponies to **remain in or be washed** in natural watercourses

✓ Water horses / ponies at **designated water points**, where possible

✓ Do not allow horses / ponies to **graze** on natural vegetation in the activity area

✓ Do not allow animals to **roam freely** during rest stops

✓ Provide food at **overnight rest stops**, and keep animals in a designated area that allows sufficient space (minimum 15m² as a guideline)

✓ **Rotate use** of different overnight / rest stops to minimise cumulative impacts

✓ **Share information** about local nature & culture, as well as social development / conservation projects that participants may want to support

✓ Repair and compensate for any **damage** caused to the activity area

✓ Participate in conserving activity area **integrity**; notify authorities of concerns and participate in rehabilitation projects