



USAID
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CENTRAL AMERICA



USAID CONSERVATION OF CENTRAL AMERICAN WATERSHEDS PROGRAM

**DELIVERABLE NO 8:
AT LEAST ONE CRUISE LINE GROUND HANDLER WITH IMPROVED
ENVIRONMENTAL PERFORMANCE**

**DELIVERABLE NO 9:
AT LEAST TWENTY-FIVE LICENSED GUIDES TRAINED TO
INCORPORATE ENVIRONMENTAL CONSERVATION AWARENESS
INTO TOURS AND ENCOURAGE TRAVEL PHILANTHROPY**

SUBCONTRACT #EPP-I-04-03-00014-0

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PHILANTHROPY**

Contract No. EPP-I-04-03-00014-05

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Submitted To: Chemonics International

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

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SECTION 1. OVERVIEW

As part of the USAID Conservation of Central American Watersheds Program, Solimar International delivered a training program to employees from local tour operator companies as well as tour guides from both Izabal and Guatemala City with the goal of improving their environmental performance. The majority of the tour guides and the tour operator companies who were trained work directly with cruise ship passengers, managing and leading their day-tour activities when in the Izabal region. INGUAT estimates that of the 76,800 annual cruise ship visitors, approximately half of them take a day tour. With such a large number of visitors, this training program will directly improve the management of the Izabal Watershed and the protection of the biodiversity of Izabal by helping tour guides and tour operators minimize the environmental footprint of tourists in this fragile region. To achieve this objective, local tour guides and tour operators were trained in the following:

- Identifying basic threats to the environment that result from tourism activities;
- Introduction to the *Global Sustainable Tourism Criteria* (<http://www.sustainabletourismcriteria.org/>) and the *Ocean Conservation and Tourism Alliance's criteria for sustainable and marine-based tours*;
- Understanding how to achieve the criteria above through implementing sustainable tourism best practices to mitigate conservation threats;
- What is “Geotourism” and how it can be used to differentiate products from the competitors;
- What are travel philanthropy programs and how they can be utilized to support the protection and enhancement of tourism assets;
- Understanding the role that tour operators and tour guides play in travel philanthropy programs and inspiring visitors to donate;
- How to define potential beneficiaries of travel philanthropy in the areas where they are working; and
- Understanding the four basic ways to solicit donations from clients.

The training programs were delivered to 15 tour operator employees (representing 8 different companies) and 38 local tour guides (16 women and 22 men), far exceeding the expected reach of this training.

The trainings took place in a series of 2-day workshops in Puerto Barrios, Izabal, on the following dates:

Saturday, September 26th: Tour Guide Training Day 1

Sunday, September 27th: Tour Guide Training Day 2

Tuesday, September 29th: Tour Operator Training Day 1

Wednesday, September 30th: Tour Operator Training Day 2

SECTION 2. TRAINING PROGRAM AGENDA AND MINUTES

Tour Guides and Tour Operators Training Agenda

DAY 1

- Welcome and introductions
- Ice breaker and individual presentation
- Introduction to the *Global Sustainable Tourism Criteria* and the *Ocean Conservation and Tourism Alliance's criteria for sustainable and marine-based tours*
- Relationship between Sustainable Tourism Criteria and sustainable tourism best practices
- Threats identification on tours for wildlife, communities and natural areas
- How to implement a sustainable tourism best practice to mitigate the threats identified
- Practice: Split into groups and identify at least four threats to wildlife, communities and natural areas on your tours. Once the threats are identified, give an example of a sustainable tourism best practice that could be implemented to mitigate each threat.
- Review and discussion by groups.
- Homework assignment:
 - ✓ Describe five benefits of sustainable tourism
 - ✓ Describe three sustainable tourism best practices that could reduce the fuel consumption on a boat tour
 - ✓ What is the maximum number of tourists that should be in a group led by one tour guide?

DAY 2

- Homework Review
- Environmental education and how to implement sustainable tourism best practices
- Contribution of sustainable tourism best practice to conservation
- Practice: Split into groups and discuss how tour guides can teach tourists how to travel responsibly and reduce their environmental impact while in the destination. Give three examples of how you should modify your tours to better meet the Global Sustainable Tourism Criteria. Discuss how difficult and costly these changes could be.
- Review and discussion by groups
- How to monitor your impacts from implementing sustainable tourism best practices
- Environmental, social and cultural impact monitoring
- Introduction to Travelers Philanthropy – review case studies of existing programs
- What is Geotourism and how to promote geotourism in Izabal
- Introduction to the Izabal Conservation Fund
- Global Sustainable Tourism Criteria and Sustainable Tourism Best Practices overview

Training Minutes

Tour Guide Training: September 26th-27th

DAY 1

1-1:30pm Welcome and introductions

- * Presentation of the Solimar Team: Francisco Cabanas, Trainer, Laura Burns, Marketing Coordinator, and Mitzy Camposeco, Project Coordinator.
- * Presentation of the objectives of the training workshop:
 - Understanding environmental threats in the Izabal region and learning how to minimize your environmental impact during tours.
 - Understanding the concepts of Sustainable Tourism and Geotourism and how to apply them during your tours.
 - Understanding the concept of Traveler's Philanthropy Funds and how to solicit donations for the Izabal Conservation Fund.

1:30-2pm Ice breaker and individual presentations

- * Participants were asked to select a postcard from a number of postcards distributed on the floor of the conference room. They were not told why they were selecting the postcard. Once participants returned to their seats, they were told they must introduce themselves and explain why they had selected the card and what they hoped to learn from the training. This was exercise was an ice-breaker but also an interactive demonstration on the importance of proper presentation skills, a skill which is essential for the guides to properly explain the Izabal Conservation Fund and solicit donations from passengers.

2-2:30pm Introduction to the *Global Sustainable Tourism Criteria* and the *Ocean Conservation and Tourism Alliance's criteria for sustainable and marine-based tours*

- * The concept of Global Sustainable Tourism Criteria was introduced and explained, copies of the criteria in Spanish were distributed among the guides.
- * Examples of the Ocean Conservation and Tourism Alliance's criteria for sustainable marine-based tours were given. These examples included, but were not limited to, the following:
 - Guidelines for numbers of passengers depending on boat size, water depth, local environment, and legal restrictions.
 - Guidelines for proper care of boats and other safety equipment such as lifejackets, etc.
 - Guidelines for speed of boat depending on boat size, water depth, local environment, and legal restrictions.

2:30-3pm Coffee Break

3-3:30pm Threats identification on tours for wildlife, communities and natural areas

- * An example of the potential damage tourists can cause to a region was given through the demonstration of photos from a "Reef Walking" tour that was previously offered in the Bay Islands of Roatan. The concept of "Monitoring" was also explained as pictures were shown over the course of several years, clearly marking

the environmental impact and changes caused by the influx and mismanagement of tourism of the region.

* Guides were asked to consider potential threats that could have a similar impact to the environment and biodiversity of Izabal. They were asked to think of how they could implement sustainable tourism practices to mitigate these threats.

* A list of pertinent threats in the Izabal region was distributed to guides. These threats included:

- Unsustainable development
- Unsustainable farming
- Wastewater and Garbage
- Violence
- Poverty and Public Health Issues
- Loss of Traditional Language and Cultures

3:30-4:30 Practice: Local threat identification and mitigation

* The guides were split up into small working groups. Each group was assigned two different local tours which are commonly offered to cruise ship passengers. For each tour, they were asked to identify at least four threats to wildlife, communities and natural areas.

* Once the threats are identified, they were asked to give an example of a sustainable tourism best practice that they could implement on that tour to mitigate each threat.

4:30-5:30pm Review and discussion

* Each group was asked to select a representative to present the threats they identified along with the possible solutions they generated to mitigate those threats to the entire group of guides. The group then discussed the validity of the threats, the feasibility of these solutions and offer alternative ideas.

5:30-6pm Review of the day's lesson and explanation of the Homework assignment

* A brief summary of what the guides had learned was given, and a homework assignment was given which required completion of the following:

- ✓ Describe five benefits of sustainable tourism
- ✓ Describe three sustainable tourism best practices that could reduce the fuel consumption on a boat tour
- ✓ What is the maximum number of tourists that should be in a group led by one tour guide?

DAY 2

9-9:30am Homework Review

* Certain guides were asked to present their responses to the questions. The benefits of sustainable tourism were listed on the board and other ideas were generated.

9:30-11am Environmental education and how to implement sustainable tourism practices

* The guides were split into the same groups as the previous day and discussed how they could teach tourists how to travel responsibly and reduce their environmental impact while in the destination.

* They were asked to come up with three examples of how they could modify the tours they had been assigned the first day of training to better meet the Global Sustainable Tourism Criteria. They were then asked to discuss how difficult and costly these changes could be.

11-12am Review and discussion by groups

* The groups were asked to select representatives to present the three examples of how they could modify their tours. They also discussed who could help them implement these changes and what steps they could take to do so.

* Some of the examples of the changes they suggested included:

- Reduce the number of tourists on each tour;
- Reduce the number of tours to each attraction or place to be visited;
- Support the creation and implementation of a “Code of Conduct” for the Izabal area;
- Promote and support recycling programs within the tourism attractions;
- Support the local community projects;
- Reduce the number of water or land craft vehicles used for tours;
- Use a route planning program to reduce the traffic and fuel consumption;

12-1pm Lunch

1-2:30pm Introduction to Traveler’s Philanthropy Programs

* Guides were broken up into their same groups and each group was given a case study of existing traveler’s philanthropy program to review. These case studies are attached (see annex C) and included Turtle Island Resort and the Yasawas Community Foundation in Fiji, Conservation Corporation Africa and the African Foundation in South Africa, and Linbald Expeditions and the Galapagos Conservation Fund in Ecuador.

* After they read over the case study, the guides discussed the following:

1. Describe the type of environmental or social projects supported by the travel philanthropy in the case study you read.
2. What types of contributions were made by the travelers in your case study (time, money, other)?
3. How does the project ask for funds from the travelers?
4. What do you feel are some specific successes/lessons learned about the travel philanthropy project? Why?
5. What would you change about their travel philanthropy project? Why?
6. What roles did the local/project staff (managers, guides, etc.) within the travel philanthropy project?

* The guides then selected a representative from their group to present their example and explain how the philanthropy fund worked, along with the above questions.

2:30-3pm Introduction of the Izabal Conservation Fund: Travel with Purpose

- * The concept of the Izabal Conservation Fund was presented to the group along with the logo designed for the Fund and the potential mechanisms for collecting donations.

- * The concept of Gift Cards was explained to the guides and it was suggested that the guides could help sell these cards during their tours to solicit donations. The guides countered that they would need authorization from their respective Tour Operators and each individual cruise line they guide tours for. Solimar explained that we are working on obtaining that authorization.

3-3:30pm Coffee Break

3:30-4pm What is Geotourism and how to promote Geotourism in Izabal?

- * Explanation of Geotourism- definition, explanation of how it can benefit a destination like Izabal.

- * The concept of the Izabal Geotourism Alliance was explained to the guides, the logo was presented along with the creation of the Alliance and the recruitment process and formation of councils and committees.

4-4:30pm Global Sustainable Tourism Criteria overview

4:30-5pm Workshop Conclusion

- * Individual Course completion Diplomas were handed out to all participants.

- * Each guide was asked to fill out a comprehensive evaluation form. On a scale of 1-5 (5 being the highest quality), the average score received was a 4. Additional comments from the evaluation forms included:

- The importance of including more dynamic exercises and creative workshops to keep people interested and excited.

- The enthusiasm of the tour guides for the training and how they want to learn more about how to minimize their environmental impact.

- The importance of working with Tour Operators in addition to tour guides since the guides do not always have the power to make the changes they suggested or implement sustainable tourism best practices without the authorization and assistance of their employers.

Tour Operator/Management Training: September 28th-29th

DAY 1

1-1:30pm Welcome and introductions

- * Presentation of the Solimar Team: Francisco Cabanas, Trainer, Laura Burns, Marketing Coordinator, and Mitzy Camposeco, Project Coordinator.

- * Presentation of the objectives of the training workshop:

- Understanding environmental threats in the Izabal region and learning how to minimize your environmental impact during the creation and design of tourist products and the implementation of those products.

- Understanding the concepts of Sustainable Tourism and Geotourism and how to apply them in your company.

- Understanding the concept of Traveler's Philanthropy Funds and how to solicit donations for the Izabal Conservation Fund.

1:30-2pm Ice breaker and individual presentations

- * Participants were asked to select a postcard from a number of postcards distributed on the floor of the conference room. They were not told why they were selecting the postcard. Once participants returned to their seats, they were told they must introduce themselves and explain why they had selected the card and what they hoped to learn from the training. This was exercise was an ice-breaker but also an interactive demonstration on the importance of proper presentation skills.

2-2:30pm Introduction to the *Global Sustainable Tourism Criteria* and the *Ocean Conservation and Tourism Alliance's criteria for sustainable and marine-based tours*

- * The concept of Global Sustainable Tourism Criteria was introduced and explained, copies of the criteria in Spanish were distributed among the tour operators.

- * Examples of the Ocean Conservation and Tourism Alliance's criteria for sustainable marine-based tours were given. These examples included, but were not limited to, the following:

- Guidelines for numbers of passengers depending on boat size, water depth, local environment, and legal restrictions.

- Guidelines for proper care of boats and other safety equipment such as lifejackets, etc.

- Guidelines for speed of boat depending on boat size, water depth, local environment, and legal restrictions.

2:30-3pm Coffee Break

3-3:30pm Threats identification for wildlife, communities and natural areas

- * An example of the potential damage tourists can cause to a region was given through the demonstration of photos from a "Reef Walking" tour that was previously offered in the Bay Islands of Roatan. The concept of "Monitoring" was also explained as pictures were shown over the course of several years, clearly marking

the environmental impact and changes caused by the influx and mismanagement of tourism of the region.

* Tour Operators were asked to consider potential threats that could have a similar impact to the environment and biodiversity of Izabal. They were asked to think of how they could implement sustainable tourism practices to mitigate these threats.

* A list of pertinent threats in the Izabal region was distributed to guides. These threats included:

- Unsustainable development
- Unsustainable farming
- Wastewater and Garbage
- Violence
- Poverty and Public Health Issues
- Loss of Traditional Language and Cultures

3:30-4:30 Practice: Local threat identification and mitigation

* The Tour Operators were split up into small working groups. Each group was assigned two different local tours which are commonly offered to cruise ship passengers. For each tour, they were asked to identify at least four threats to wildlife, communities and natural areas.

* Once the threats are identified, they were asked to give an example of a sustainable tourism best practice that they could implement on that tour to mitigate each threat.

4:30-5:30pm Review and discussion

* Each group was asked to select a representative to present the threats they identified along with the possible solutions they generated to mitigate those threats to the entire group of guides. The group then discussed the validity of the threats, the feasibility of these solutions and offer alternative ideas.

5:30-6pm Review of the day's lesson and explanation of the Homework assignment

* A brief summary of what the guides had learned was given, and a homework assignment was given which required completion of the following:

- ✓ Describe five benefits of sustainable tourism
- ✓ Describe three sustainable tourism best practices that could reduce the fuel consumption on a boat tour
- ✓ What is the maximum number of tourists that should be in a group led by one tour guide?

DAY 2

9-9:30am Homework Review

* Certain Tour Operators were asked to present their responses to the questions. The benefits of sustainable tourism were listed on the board and other ideas were generated.

9:30-11am Walking the Walk and Talking the Talk: Implementing sustainable tourism practices in your business

- * The Tour Operators were split up into individual groups by company, each of the 8 companies represented was asked to discuss different ways they could teach tourists how to travel responsibly and reduce their environmental impact while in the destination.

- * The contest “Poner en Práctica las buenas prácticas” was introduced and the prize (two memberships to www.responsibletravel.com) was explained along with the benefits of the membership. In order to win the membership, the Tour Operators were asked to come up with three small changes their company could commit to making in order to better meet the Global Sustainable Tourism Criteria and minimize their environmental impact in Izabal.

- * They were given Letters of Commitment to complete (listing the three changes they would implement) and sign. Refer to Annex A for three letters of commitment that show how they will support the objectives of this training and improve their environmental performance.

11-12am Review and discussion by groups

- * Each company prepared a small presentation outlining the three changes they promised to implement and the steps their company could take to minimize their environmental impact.

- * Some of the examples of the changes they suggested included:

- Reducing the consumption of energy at their resort by strategically placing guests in certain areas and utilizing motion sensor lights;
- Installing buoys to notify boaters to slow down in certain areas;
- Limiting the number of tourists on each tour to 15 per boat;
- Collecting the horse manure from their horses (used for horseback riding tours) and use it for composting and natural fertilizer.
- Reducing the number of tours to each attraction or place to be visited;
- Reducing the number of boats used for tours to only 3 boats at a time in protected areas;
- Training their tour guides on Sustainable Tourism Criteria;
- Using a route planning program to reduce the traffic and fuel consumption;

12-1pm Lunch

1-2:30pm Introduction of Traveler’s Philanthropy Programs

- * The Tour Operators were broken up into small groups and each group was given a case study of existing traveler’s philanthropy program to review. These case studies are attached (see annex C) and included Turtle Island Resort and the Yasawas Community Foundation in Fiji, Conservation Corporation Africa and the African Foundation in South Africa, and Linbald Expeditions and the Galapagos Conservation Fund in Ecuador.

- * After they read over the case study, the guides discussed the following:

- Describe the type of environmental or social projects supported by the travel

philanthropy in the case study you read.

-What types of contributions were made by the travelers in your case study (time, money, other)?

-How does the project ask for funds from the travelers?

-What do you feel are some specific successes/lessons learned about the travel philanthropy project? Why?

-What would you change about their travel philanthropy project? Why?

-What roles did the local/project staff (managers, guides, etc.) within the travel philanthropy project?

* The groups then selected a representative from to present their example and explain how the philanthropy fund worked, along with the above questions.

2:30-3pm Introduction of the Izabal Conservation Fund: Travel with Purpose

* The concept of the Izabal Conservation Fund was presented to the group along with the logo designed for the Fund and the potential mechanisms for collecting donations.

* The concept of Gift Cards was explained the guides and it was suggested that the Tour Operators could work with their guides to encourage the selling of these cards during their tours to solicit donations.

3-3:30pm Coffee Break

3:30-4pm What is Geotourism and how to promote Geotourism in Izabal?

* Explanation of Geotourism- definition, explanation of how it can benefit a destination like Izabal.

* The concept of the Izabal Geotourism Alliance was explained, the logo was presented along with the creation of the Alliance and the recruitment process and formation of councils and committees.

4-4:30pm Global Sustainable Tourism Criteria overview

4:30-5pm Workshop Conclusion

* Individual Course completion Diplomas were handed out to all participants.

* Each participant was asked to fill out a comprehensive evaluation form. On a scale of 1-5 (5 being the highest quality), the average score received was a 5.

Additional comments from the evaluation forms included:

-The importance of including more dynamic exercises and creative workshops to keep people interested and excited.

-The request for additional information on how their company could minimize its environmental impact.

-The importance of the training and their enthusiasm for implementing changes in their companies.

SECTION 3. RESULTS OF TOUR GUIDE TRAINING PROGRAM

After the training, 38 tour guides (almost all of whom work with cruise ship passengers) were more aware of their environmental impact in the region of Izabal. Not only do these guides now possess specific knowledge of environmental threats in the area and the fragile nature of the biodiversity in the region, but they also possess the tools to mitigate those threats and the ability to directly contribute to long-term conservation projects in Izabal through helping solicit donations to the Conservation Fund. The guides now understand the concepts of Sustainable Tourism, Geotourism, and Traveler's Philanthropy Funds.

The tour guides were very excited about the Izabal Conservation Fund, and came up with the following potential methods for soliciting donations:

- Sale of souvenirs/handicraft
- Sale of local food products
- Solicit donations from passengers
- Adding voluntary donations to the invoice of travelers

During the training, the guides created a number of creative ideas and solutions to mitigate environmental and cultural threats in Izabal. Those ideas included:

- Reduce the number of tourists on each tour;
- Reduce the number of tours to each attraction or place to be visited;
- Support the creation and implementation of a "Code of Conduct" for the Izabal area;
- Promote and support recycling programs within the tourism attractions;
- Support the local community projects;
- Reduce the number of water or land craft vehicles used for tours;
- Use a route planning program to reduce the traffic and fuel consumption;
- Join the Izabal Geotourism Alliance to show support of the promotion of sustainable tours, geotourism, and green certification programs in the Izabal area;
- Support monitoring activities with local conservation organizations;
- Encourage visitors to donate to the Izabal Conservation Fund;

The first cruise ship arrived in Izabal on Thursday, October 22nd, and almost all of the guides Solimar trained were working with passengers that day. Long-term, concrete results of the training will only be measurable after several months of the cruise ship season, through follow-up reports and interviews with passengers, guides, and Tour Operators.

SECTION 4. RESULTS OF TOUR OPERATOR TRAINING PROGRAM

After the training, 15 Tour Operators representing 8 different ground handlers became more aware of their environmental impact in the region of Izabal. These ground handlers now possess specific knowledge of environmental threats in the area and the fragile nature of the biodiversity in the region. They also possess the tools to mitigate those threats and the ability to directly contribute to long-term conservation projects in Izabal through helping solicit donations to the Izabal Conservation Fund. They now understand the concepts of Sustainable Tourism, Geotourism, and Traveler's Philanthropy Funds.

Tour Operators suggested that they implement the following practices into their tours to improve their environmental performance:

- Coordinate more training programs in Sustainable Tourism Best Practices for water and land transportation employees (bus, boat, and taxi drivers).
- Encourage tour guides and transportation providers to implement sustainable practices.
- Promote the establishment of a Best Sustainable Practice Conduct Code in the Izabal area.
- Coordinate with the local business people to create sustainable tourism products in Izabal.
- Support the collection of donations to the Izabal Conservation Fund (if they have the authorization from the cruise lines managers).
- Implement a Sustainable Tourism Best Practices monitoring program for their business.
- Integrate Business certification program as part of the Geotourism marketing strategy.

The Tour Operators had the following suggestions on how to solicit donations for the Izabal Conservation Fund:

- Create a Board of Directors with the participation of local business people to manage the fund (*this is already being done through the local consejo*).
- Strategic placement of donation boxes in businesses.
- Ensure that donations are tax-free for businesses.

During the training, Tour Operators were asked to sign a Letter of Commitment listing three changes their company promised to make to minimize their environmental impact. Three Tour Operator companies (Eco Ways, Kimarrin, and Amatique Bay) signed Letters of Commitment and listed three changes they promise to make over the next two months. These letters are attached in Appendix A.

The implementation of these changes will be monitored over the next two months by Solimar International through two written reports, field observations, and site visits. The two companies who best implement these practices and changes will be the winners of the "Poner en Práctica las Buenas Prácticas" competition, and will each receive a one-year advertisement on www.responsibletravel.com.

APPENDIX A: Letters of Commitment

Kim'Arrim



Guatemala 30 de Septiembre 2009

Después de participar en la capacitación sobre los Criterios Globales para Turismo Sostenible hemos aprendido y hemos tomado conciencia de la importancia que es cambiar nuestra actitud, Forma de manejo de pasajeros y el aprovechamiento de recursos naturales y culturales, para un desarrollo sostenible en la región.

Confirmamos nuestro compromiso en iniciar la PRÁCTICA de buenas PRÁCTICAS con el fin de mejorar y sostener el destino de Izabal para generaciones futuras.

Nuestro compromiso para minimizar el impacto en el medio ambiente y mejorar el manejo de pasajeros en la zona será cumplir con los siguientes tres pasos:

- 1 Nunca manejar más pasajeros que los que puede aceptar cada uno de los destinos que se utilizan
- 2 Verificación en las restricciones pro-ecológicas en los transportes a utilizar
- 3 Capacitar a los guías en Buenas Prácticas

Yo, Waldemar Bandow quien desempeña el puesto de, Asistente Operaciones para la empresa, Kim'Arrin Servicios a Cruceros, S.A., me comprometo a hacer mi parte en que la empresa que represento sea una empresa responsable y consciente del impacto de nuestras actividades turísticas.

Firma

Fecha: 16 de octubre de 2,009

Amatique Bay

Guatemala, a 30 de Septiembre de 2009

Debido a su participación en la capacitación sobre los Criterios de Sostenibilidad para Turismo Sostenible, los que usted y hemos formado como parte de la importancia que es cambiar nuestra actitud, forma de manejo de pesaleros y el aprovechamiento de recursos vibrantes y culturales, para un desarrollo sostenible en la región.

Confirmamos nuestro compromiso en iniciar la ELAC 2009. La empresa PRAC, tiene el compromiso de iniciar y sostener el destino de la zona para generaciones futuras.

Hemos comprometido a la finalización, impacto en el medio ambiente y mejorar el manejo de pasaportes, la zona será cumplir con los siguientes tres usos:

- Recolección y manejo de Aluminio y aceite vegetal.
- Recolección de desechos de Estallos.
- Ahorro de energía eléctrica.

Augustin Estrada, quien de empresa el nombre de Gerente General, de la empresa Amatique Bay Resort & Marine, tiene el compromiso a favor por parte de que la empresa que representa sea una empresa responsable y consciente del impacto de nuestras actividades turísticas.

Firma:  Fecha: 30/09/2009

LIST OF ATTENDANTS SUSTAINABLE TOURISM CRITERIA TRAINING

SEPTEMBER 26, 2009 PUERTO BARRIOS

	NOMBRE	ORGANIZACION/ EMPRESA	TELEFONO	E-MAIL
# 1	Hugo Peña Lemus	Gray Line	5667-1578	hugoPeñalemus@yahoo.com
# 2	Marlon Francisco Hernandez	Gray Line	53082197	Secabna@hotmail.com
# 3	Fredy L CARRERA	CARIBBE TOUR.	5225-2992	CARRERACHAPIN@hotmail.com
# 4	Jorge Luis Guinto	Gray Line	45573372	Goalsto@yahoo.com
# 5	Fredy Pineda	Gray Line	54291398	Vilmyola@hotmail.com
# 6	Ana Castellanos	Gray Line	40134673	Anaesmenjard@hotmail.es
# 7	Mansol Obayon	Gray Line	58773947	Maryues7@yahoo.es
# 8	Walker José Duarte	Gray Line	50465146	dwalkydog@hotmail.com
# 9	Mynor Amilear Najera	Gray Line	5207-5994	peru-place@hotmail.com
# 10	Carmen Lucía Ewers Pabó	Gray Line	45064461	Carmen_ewers@hotmail.com
# 11	Erick M. Donabó	Gray Line	5330-4399	erickdonaboc@gmail.com

LIST OF ATTENDANTS SUSTAINABLE TOURISM CRITERIA TRAINING

SEPTEMBER 26, 2009 PUERTO BARRIOS

	NOMBRE	ORGANIZACION/ EMPRESA	TELEFONO	E-MAIL
# 12	Alfredo A. Suarez	Kim Arrin	84526-6382	Alfredo.Brones@hotmail.com
# 13	Francisco R. Requena D.	Kim Arrin	52223507	Francisco Requena SA@gmail.com
# 14	Hugo Gutierrez	KIM ARRIN	57586991	Hugobuena tierra@hotmail.com
# 15	VINCIO FERRER	KIM ARRIN	53041931	Kabil-915@hotmail.com
# 16	Dario Moran	Kim Arrin	22889098	n.nikte@yahoo.com
# 17	Karla Pymado	Kim Arrin	56769387	kypa72@hotmail.com
# 18	Jesika Ramirez	Kim Arrin	40318297	Jesikajar@hotmail.com
# 19	Ingrid Boll	Gremial Guaya	46426414	ingrided1b@hotmail.com
# 20	Walter Gonzalez	Kim Arrin	57090143	charvitotours102@hotmail.com
# 21	Jairi Cubarr	Kim Arrin	53189095	Xairi235127@yahoo.com
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LIST OF ATTENDANTS SUSTAINABLE TOURISM CRITERIA TRAINING

SEPTEMBER 26, 2009 PUERTO BARRIOS

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LIST OF ATTENDANTS SUSTAINABLE TOURISM CRITERIA TRAINING

SEPTEMBER 26, 2009 PUERTO BARRIOS

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LIST OF ATTENDANTS SUSTAINABLE TOURISM CRITERIA TRAINING

DAY 2: SEPTEMBER 27, 2009 PUERTO BARRIOS

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LIST OF ATTENDANTS SUSTAINABLE TOURISM CRITERIA TRAINING

DAY 2: SEPTEMBER 27, 2009 PUERTO BARRIOS

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DAY 2: SEPTEMBER 27, 2009 PUERTO BARRIOS

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LIST OF ATTENDANTS SUSTAINABLE TOURISM CRITERIA TRAINING

SEPTEMBER 29, 2009 PUERTO BARRIOS

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LIST OF ATTENDANTS SUSTAINABLE TOURISM CRITERIA TRAINING

SEPTEMBER 29, 2009 PUERTO BARRIOS

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15 RODRIGO MERCADAL	"	"	"
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17 GUSTAVO TURCIOS	POSADA EL DEVELIN	56302609	GWC.GTUECIOS@GMAIL.COM
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LIST OF ATTENDANTS SUSTAINABLE TOURISM CRITERIA TRAINING- MANAGEMENT

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5	Asenio Aguijaj	Kim Arrin Tikasa	5301-0642	tkasa@kimarrin.com
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Lesson Plan

Travel Philanthropy: Delivering Conservation Messages and Soliciting Donations

Objective:

Participants will be able to:

- Understand the definition of travel philanthropy, as well as its importance to community tourism enterprises and to local conservation and social programs
- Understand the global trends of travel philanthropy, and the potential it holds
- Understand the role of nature guides in travel philanthropy programs
- Define potential beneficiaries of travel philanthropy at their site
- Understand the FOUR basic steps to soliciting donations from clients, including:
 1. Increasing visitor awareness of the natural and cultural importance of their site
 2. Increasing visitor awareness of the threats to those natural and cultural resources at their site
 3. Introducing specific projects/efforts that local organizations (including the enterprise) are conducting to address those threats
 4. Presenting an opportunity for visitors to contribute to those efforts
- Understand basic interpretation techniques that can be used to deliver this information
- Understand what motivates visitors to make conservation contributions

Materials Required:

- Case studies:
 1. Turtle Island Resort / Yasawas Community Foundation (Fiji)
 2. Conservation Corporation Africa and The Africa Foundation (South Africa)
 3. Lindblad Expeditions “Galapagos Conservation Fund” (Ecuador)

Time:

4-8 hours

Introduction

Tourism is the world’s largest industry, generating 11% of the world’s gross domestic product (GDP) and employing one out of every ten people on the planet (World Travel and Tourism Council). And tourism is big business in the third world as well, with more than two-thirds of the approximately 200 million jobs created by tourism per year taking place in the developing world. In addition, 11 of the top 40 destinations in the world are developing countries (Center for Responsible Tourism - CREST).

And growing just as fast as tourism in general is the number of travelers that are contributing money, time, and their expertise to improve the well being of the places and people that they visit. This act of travelers contributing to environmental, social, health and educational efforts is called “**travel philanthropy**”. (write definition on board)

Philanthropy, or the act of making a personal contribution to a certain organization or cause, is a very

common (and also growing) practice in the world, particularly in developed regions such as North America and Europe.

Individual giving represent the largest single source of philanthropic dollars. In the United States, individuals contribute approximately 76 percent of all charitable dollars, as compared to 12 percent from foundations, 4 percent from corporations, and approximately 8 percent from bequests (CREST). By 2012, individual charitable giving is projected to exceed \$300 billion.

Activity: Travel Philanthropy Case Studies

There are a number of great examples of tourism destinations taking advantage of travel philanthropy as a way to protect their natural and cultural resources. Please take 15-30 minutes to read one or all of the following three case studies. (*Facilitator may break up participants into three groups if class size is large*)



Turtle Island Resort and Yasawas Community Foundation (Fiji)—a Comprehensive Model

An exclusive resort operating in the Yasawa Island chain of Fiji, Turtle Island Resort has developed an extensive and sophisticated model. Begun soon after the resort was opened in 1980, its Travelers' Philanthropy program has gradually evolved to address a wide variety of local community problems: extreme environmental degradation, low literacy rates, poor health and dental care, little community ownership of local businesses, and a long history of poor communication between remote villages and family clans (*mataqalis*) that hindered prior community development efforts.

Resort owners have created the Yasawas Community Foundation, which channels charitable funds to village chiefs to address many social needs. The foundation currently has assets in excess of \$200,000 US and typically receives \$20,000 to \$30,000 US annually in donations from guests who are primarily American. The trustees of the foundation allocate approximately \$10,000 US in annual income to local projects, which principally have been educational in recent years. The chiefs indicate their priorities through their participation on the trustee board.

Turtle Island's Travelers' Philanthropy program has even motivated several guests to return regularly to provide free health and dental care in special recurring clinics. As a result, all children in the surrounding community are now benefiting from four annual dental visits. To combat high rates of blindness from sea glare and diabetes, the resort's program has also established eye care clinics that deliver routine care as well as eye surgery for serious problems. A health center is now in the planning stages. To address the lack of secondary education in the community, the program is also focusing on the development of a secondary school that can accommodate 100 students. To boost school attendance, the program provides transportation and gives cash incentives to parents who keep their children in school.

Job and economic development are also priorities. As the largest employer in the area, the resort trains and employs local residents in skilled wood working as well as in bar and restaurant vocations. Acting as a social

entrepreneur, it has loaned \$550,000 US (interest free) to enable two villages without any means of job creation to build and develop a now highly successful budget backpacker lodge that employs over 65 villagers. One lodge has a 90 percent occupancy rate while the other is building toward that rate. Both provide benefits through employment and through patronizing local seafood and agricultural businesses. They also provide authentic cultural experiences to guests.

Turtle Island has also spearheaded the development of the Nacula Tikina Tourism Association, largely to help locally owned tourist businesses sell themselves. This has enabled the branding of the Yasawas area in an unprecedented way. The association has also successfully negotiated a travel business code of conduct, which put an end to poor environmental practices by local lodges such as over-fishing and gray water pollution. A greater awareness of intergenerational equity has also developed.

Turtle Island Resort makes elaborate efforts to introduce clients to its 156 Fijian staff members and their culture by incorporating Sunday choir sings, traditional dances, and feasts (*lovos*) into guest activities. It also provides authentic experiences for guests like reef walks and medicinal plant tours.

These points of connection inspire volunteer engagement and philanthropy from approximately half of all guests. “We are constantly talking to guests and potential guests about what differentiates us from other resorts,” says Richard Evanson, the resort’s owner and founder. “We are not just a five-star resort with 14 beaches. The heart of this place truly beats for the welfare of the local people.



Conservation Corporation Africa (CC Africa) and The Africa Foundation (AF), South Africa—An Example of Widespread Model Replication

CC Africa, a South Africa-based safari company, and its now independent community foundation, The Africa Foundation, got their start in Travelers’ Philanthropy when it established Phinda Resource Reserve in Kwazulu Natal, South Africa (1992). The guiding vision of the enterprise was to harness the resources of safari lodges and game preserves to improve the lives of rural Africans living nearby. The foundation was established to distribute charitable gifts from lodge clients and corporations to support a wide variety of health, education, and community development projects.

The three communities that border Phinda—Nibela, Mduku, and Mnqobogazi—have a combined population of 30,000. Household income in the area is roughly \$25 per month, and almost a third of the population has HIV/AIDS. Phinda Lodge and foundation staff have built strong relationships with community leaders and have launched a variety of programs over more than a decade: building whole schools and individual classrooms, providing educational scholarships, training students in lodge hospitality careers, donating medical supplies and equipment, carrying out AIDS prevention programs, engaging locals in environmental education, and funding micro enterprises.

The Africa Foundation now has 56 projects inspired by the Phinda model in five African countries: South Africa, Kenya, Tanzania, Zanzibar, and Zimbabwe. Newer programs have been added, including clean water and land equity initiatives, as well as sports and cultural programs. The foundation values the role of conservation in the African continent’s economic future and believes the people who live closest to the land must be involved in conservation efforts.

Annual guest gifts total \$300,000 to \$600,000 US. As of 2001, The Africa Foundation had raised \$1.2 million US in donations, 90 to 95 percent of which came from lodge guests. Phinda and other lodges also buy charcoal, recycled paper, and crafts from village enterprises.

In addition to soliciting donations and patronizing local businesses, CC Africa/AF invites guests to get directly involved in local projects and offers guidance based on grassroots connections and knowledge of community needs. Lodge guests Christine and Ray Menard, for example, entrepreneurs from Minnesota (Express Personnel and 3M, respectively) are responsible for expanding and improving classrooms at the Lepesi Primary School in Mpumalanga, South Africa, located near CC Africa's Bongani Lodge. They return twice a year to donate their time and skills. Many of their relatives, friends, and fellow employees have subsequently joined them in making charitable gifts of goods and services and volunteering in the village.



Lindblad Expeditions and the Galapagos Conservation Fund (GCF--Ecuador) —Combining Adventure with Environmental Preservation.

Founded in 1979 by Sven-Olof Lindblad, Lindblad Expeditions now provides travel experiences to 12,000 guests annually around the world. Tours to the Galapagos Islands account for more than 20 percent of Lindblad's overall business. In 1999, more than 3,000 guests were introduced to the Galapagos on 45 expeditions aboard the 80-passenger *Polaris*.

One of the most unique ecosystems in the world, the Galapagos Islands have become an increasingly popular tourist destination. Without adequate stewardship, the islands' rich natural resources are at risk of degradation by tourists and invasive flora and fauna, as well as the fishing industry.

To encourage their guests to give to environmental projects, the company has developed a sophisticated communications program. A crew of experts with extensive knowledge of the islands' natural and cultural history prepares passengers for their arrival in the Galapagos through a series of onboard films, slide shows, and lectures. Printed materials are handed out to passengers once on board, and they also come in contact with large on-deck environmental exhibits and reference materials in the ship's library. Excursions and offshore snorkeling, as well as interactions with locally trained Ecuadorian naturalists, deepen passenger understanding of the islands' beauty and fragility. Lindblad himself addresses the guests toward the end of their journey to express his passion for and commitment to environmental preservation. The night before landing, guests are provided with a direct solicitation envelope and offered a discount coupon of \$250 on future Lindblad excursions in return for charitable contributions of \$250 or more.

Since 1997, guests have contributed close to \$1 million US to the Galapagos Conservation Fund, created by Lindblad himself and administered by the Charles Darwin Foundation, Inc., an international Washington-based nonprofit organization. Proposals to the GCF are submitted both to the Galapagos National Park and the Charles Darwin Research Station for their review. A board of internationally respected and locally knowledgeable conservation leaders make funding recommendations.

Lindblad and his company provide substantial cash and in-kind contributions: delivering free consultation to local communities on economic, environmental, and tourism issues; utilizing local vendors; and ensuring outstanding waste management practices on company vessels.

Funded initiatives have included the removal of feral pigs from Santiago Island, combating illegal commercial fishing, and environmental education for local residents. The fund has also begun a program to increase awareness of sustainability among local high school leaders, initiated a preliminary evaluation of training needs of the fishing industry, and supported the first phase of a socioeconomic study of fisherman which will inform the development of a program for participatory management of lobster fishery. The fund is also exploring ways of engaging fishing cooperatives in more sustainable practices.

Activity: Travel Philanthropy Case Studies (continued) - DISCUSSION

Now that the group has read the articles, discuss the following questions either as an entire class, or within each individual group. Each group must elect a spokesperson that will present their group's answers to the following questions (speaking loudly and clearly like all good guides do, of course):

1. Describe the type of environmental or social projects supported by the travel philanthropy in the case study you read.
2. What types of contributions were made by the travelers in your case study (time, money, other)?
3. How does the project ask for funds from the travelers?
4. What do you feel are some specific successes/lessons learned about the travel philanthropy project? Why?
5. What would you change about the their travel philanthropy project? Why?
6. What roles did the local/project staff (managers, guides, etc.) within the travel philanthropy project?

Presentation: Developing a Travel Philanthropy Program

Now that you understand the basic principles of travel philanthropy, and have read some case studies in which it is used, let's look at how to develop and communicate your own travel philanthropy program.

Step 1: Determine The Purpose and Beneficiaries of Your Travel Philanthropy Program

There are many ways in which travel philanthropy can benefit your destination, some of which you just read in the case studies. The following are a few examples (write on board):

1. Environmental:
 - Paying for park guards in a protected area
 - Constructing interpretive signage in a park
 - Buying environmental education materials
 - Buying scientific research equipment
2. Health:
 - Buying medical supplies
 - Building health clinics
3. Education:
 - Building new school classrooms
 - Creating a scholarship program
 - Buying school supplies
4. Social/Economic:
 - Training local handicraft makers / buying their supplies

Fortunately, in the Izabel region, there already exist a number of organizations and community groups that are doing excellent work in a many of these areas...read on.

Activity: Izabel Conservation and Community Development Organizations

As a group, read through the 4-page description that Laura and Mitzy have prepared of the various organizations and projects that are active in the Izabel region. Be sure to give the guides an opportunity to ask questions about the various projects and organizations that are involved.

Be sure to focus the discussion around the following critical points:

1. Who is the organization, and what is their mission/purpose?
2. Where are they working?
3. What are the conservation and/or social threats (or specific needs) they are trying to address?
4. What is their approach to addressing those threats/needs?

Some potential discussion group questions include:

1. Has anyone had a personal experience visiting or working within any of these projects? What was that experience like?
2. What do you feel are some of most positive impacts/results of these projects?
3. Do you already talk about some of the aspects of these projects within your tours? For example:
 - a. The natural and cultural resources they are working to protect?
 - b. The threats they are targeting?

SPLIT UP INTO INDIVIDUAL TOUR GROUPS

At this point in the training, you will split the guides up into groups – at least one guide for each of the specific tour products you are offering.

In the case of the Izabel cruise ship guides, we have identified SIX main tours they lead. Therefore, ask the guides to pick one of the following tour groups, preferably the tour that they find themselves most commonly leading during the cruise ship season. BUT, as stated, make sure there is at least a couple of guides in each group.

For the rest of the workshop, the guides will work together within these six groups.

Izabel Tours:

1) Rio Dulce River Trip

Description/Ecosystem: Rio Dulce National Park, Jungle River, Mangrove Forests

Activities: Hiking, birdwatching, wildlife viewing, kayaking, swimming

2) Town of Livingston

Description/Ecosystem: Garifuna/Caribbean Village

Activities: Hiking, shopping (local handicrafts), interactions with local communities

3) Cerro San Gil Protected Area (Las Escobas)

Description/Ecosystem: Humid tropical Rain Forest, natural springs, waterfalls

Activities: Hiking, birdwatching, wildlife viewing, kayaking, swimming

4) Cerro San Gil Protected Area (Ensanada Verde)

Description/Ecosystem: Humid tropical Rain Forest, natural springs

Activities: Hiking, birdwatching, wildlife viewing, kayaking, swimming

5) Quirigua

Description/Ecosystem: Archaeological National Park (UNESCO World Heritage site) known for its enormous stelae

Activities: Hiking, viewing ruins, birdwatching

6) Castillo de San Felipe

Description/Ecosystem: Spanish fort built in 17th Century that sits on the entrance from Lake Izabal to Rio Dulce

Activities: Hiking

6) Hacienda Tijax

Description/Ecosystem: Preserved rainforest, elevated cable bridges, and observatory tower.

Activities: Hiking, birdwatching, wildlife viewing, boating through Rio Dulce

Step 2: Understand the Basic Concept of Environmental Interpretation

Environmental interpretation is not simply teaching facts to visitors, or identifying birds, or explaining the history of a park. Interpretation is not the content of the tour, but rather it is the WAY in which the content is presented to visitors.

Principles of Interpretation:

1. Interpretation is fun
 - Visitors need to ENJOY and be entertained by their tour experience if you expect them to pay attention and learn something new
2. Interpretation is relevant
 - Any interpretation/information that does not somehow relate to what is being experienced or seen or felt by the visitor during the tour will be lost on a tourist.
3. Interpretation is organized
 - The information presented during a tour must be well-researched, well-practiced, and clearly presented. Good interpreters also use a variety of visual aids – such as natural objects for visitors to touch, taste and smell – to explain ideas and messages.
4. The main goal of interpretation is PROVOCATION, not instruction
 - If a tourist is told 20 “facts” during a tour (such as the Latin name of an animal, or the four types of mangroves), chances are they will forget 19 of those facts of them by the time the tour is over.
 - If a tourist is told one provocative “message” over and over again during the tour (which we explore later in the workshop), supported with interesting interpretive information, they will probably *never* forget that one message.

Interpretation Goals

1. Interpretation enables visitors to be knowledgeable about:

- The park's ecology/natural history;
 - Cultural history
 - Other pertinent site characteristics; e.g., layout of park, visitor amenities
2. Interpretation provides visitors with an understanding and comprehension of:
- Ecological relationships between park resources and its immediate environment
 - Cultural relationships between the park's resources and the immediate community
 - Other pertinent "topics" such as the economic relationship of resource site to region
3. Interpretation provides visitors with sufficient knowledge of park and trail policies and the site's goals. After a tour, visitors would be able to:
- Explain some of the current management policies
 - Explain the effect these management policies have on the natural resources
4. Interpretation seeks to create in visitors an empathetic perspective toward the site. The visitor's experience would:
- Foster an appreciation for the resource site
 - Enhance enjoyment of the site

Step 3: Develop Conservation Messages that Communicate the Natural or Cultural Value of the Tour Site:

Now that we are familiar with the basic principles of environmental interpretation, let's begin to develop specific conservation "messages" that we will use during our tours in Izabel as a part of our travel philanthropy program.

For the rest of the workshop, we will be referring to the following "fictional" case study – Parque Manglares Churute – to illustrate the points of the lesson.



Case Study - Parque Manglares Churute

"Parque Manglares Churute" in eastern Guatemala is the largest remaining tract of mangrove forest on the entire Guatemalan Caribbean coast, and has been a protected area for nearly 30 years.

The park mainly consists of a series of waterways through mangrove forests. The mangrove forests in the park serve as critical habitat for a number of resident and migratory bird species in the region. The mangrove protect the shores of the river it is on, Rio Churute, by buffering the land (and five communities) from storms surges and hurricanes. Finally, the mangroves provide an ideal habitat for a local fish and blue crab population that support nearly 300 jobs to three nearby fishing cooperatives.

Local tour companies bring tourists to the park on motorized canoes and sit-on-top kayaks tours, and the site is especially popular with bird watchers and wildlife enthusiasts who hope to catch a glimpse of manatees and howler monkeys.

First, you need to develop 2-3 engaging “messages” that highlight the natural or cultural value of your tour site.

For example, the tour guides in Manglares Churute have developed three primary messages that they all use during their tours in the park:

Message #1: “Mangroves Protect the Homes of Both Crabs *and* Humans”

- Mangrove trees provide habitat for local crab and fish populations, but also keep the shores upon which local communities are build from washing away during hurricanes and tropical storms

Message #2: “Just Like Cruise Ship Passengers, Many Birds Travel South to Parque Manglares Churute in the Winter”

- Guatemala’s mangroves serve as critical winter habitat for many birds that travel thousands of miles each winter from all over North America

Message #3: “Parque Manglares Churute is the Largest Remaining Mangrove Forest in Guatemala – and Is the Last Chance for Many Species”

- There are few mangrove forests left in Guatemala

Activity: Develop Your Own Conservation Messages

Now that you are familiar with the concept of conservation “messages”, take 30 minutes with your group to develop at least 2-3 messages that communicate the natural or cultural value of your tour site.

After this time, the group elects a spokesperson (not the same person every time) to stand in front of the group, write out their conservation messages, and explain the meaning to the rest of the group.

Step 4: Describe the Primary Conservation Threats

Now that your tourists are aware of the natural or cultural value of your tour site and have developed an appreciation for it, it is time to explain the specific threats that endanger your tour site, and the reason why those threats exist.

Now, it is best to explain these threats immediately after you share your conservation message so your visitors are sure to make the connection between the two.

For example, in Manglares Churute – our guides share the following threats with their tourists:

Threat #1: Many amphibian and reptile species in Manglares Churute die each year because of the amount of solid waste (especially plastic bags and water bottles) that are thrown into the water by tourists.

Threat #3: Illegal fishermen overfish the mangroves because there is not enough money to pay the needed number of park guards to effectively patrol Parque Manglares Churute.

Threat #2: Local community members cut the mangrove forests down for firewood because they aren't aware it is a protected area, and because the stoves they use are very inefficient and require a lot of wood.

Activity: Develop Your Own Conservation Threats

Now that you are familiar with the concept of conservation “threats”, take 30 minutes with your group to develop at least 2-3 threats that are directly related to natural or cultural resources of your tour site.

After this time, the group elects a spokesperson to stand in front of the group, write out their conservation threats, and explain the meaning to the rest of the group.

Step 5: Explain the Visitor “Code of Conduct” To Reduce Impact of the Tourists to the Natural and Cultural Resources of the Tour Site

Although receiving financial donations is the main objective of most travel philanthropy programs, it is also important that guides educate visitors about the ways in which they can reduce their impact to the tour site by following some simple rules or “codes of conduct”.

For example, in Manglares Churute, the guides make the following suggestions to all visitors at the beginning of their tour experience after they have introduced themselves and the tour:

- a. **Please use the trashcans along the trail and in the boats to dispose of any waste, especially plastics. Do not throw any trash into the water.**
- b. **Please do not take anything out of the park, such as flowers, plants, shells or animals. Take only pictures, leave only footprints.**
- c. **If you do see animals such as dolphins, monkeys, manatees or birds, please be respectful by not getting withing 30 feet (10 mt) of the animal, don't make any loud noises, and never feed an animal.**

Activity: Develop Your Own “Code of Conduct”

As a group, take 30 minutes to list as many ideas for your “code of conduct” that you explain to your clients at the beginning of the tour in an effort to reduce their impact at the tour site.

After this time, the group elects a spokesperson to stand in front of the group, and shares the “code of conduct” with the rest of the group.

Step 7: Explain the Ways In Which Local Organizations and/or Projects are Addressing Conservation Threats

Although introducing a tourist “code of conduct” is a good way to reduce visitor impacts, most threats to your site are probably coming from larger, outside sources.

At the beginning of the tour you introduced your code of conduct. During the tour you introduced conservation messages and conservation threats. Now, at the end of the tour, you are going to conclude by taking a few minutes to explain the efforts of local organizations who are attempting to

reduce the threats of these larger, outside sources.

For example, in Parque Manglares Churute, the guides end each tour with the following speech:

“Today we’ve experienced the magical place that is Parque Manglares Churute. We hope that you have enjoyed your time here, and all of the wonderful plants and animals that call Manglares Churute home. One of the reasons those plants and animals are here today is because of the good conservation work of a local environmental organization call “Ecociencia”. Ecociencia is a group made up of environmental scientists and concerned local citizens who work very hard to protect the natural wonders of Manglares Churute. Some of the programs that Ecociencia is currently supporting includes a community park guard program that helps to monitor illegal activities in the park, a solid waste program that constructs trash cans and conducts river clean ups, and an environmental education program that teaches all local kids under the age of 10 the importance of protecting the mangrove forests of Manglares Churute”.

Activity: Develop Your Own Description of Local Conservation Efforts

As a group, take 30 minutes to discuss and identify any and all groups that are helping to protect the natural and cultural resources of your tour site. You can use the description of the Izabel conservation groups that was discussed earlier in the workshop.

With this information, develop a 3-5 minute description that is sure to include:

- The name and “mission” of the organization
- The specific efforts of the organization in your tour site
- Any/all positive results of their efforts in your tour site.

After this time, the group elects a spokesperson to stand in front of the group, and shares this information with the rest of the group.

Step 8: Solicit a Conservation Donation

Well...you’ve done it. You’ve arrived to the final, and most critical, step to a successful travel philanthropy program...and that is soliciting, or asking for, a donation from the visitor to support the local conservation activities at the tour site.

In order to successfully receive donations for these activities, it is critical that your clients develop a personal and emotional connection with the thing you are asking them to support. If you have conducted your tour well, communicated your conservation messages, explained the threats to the site, as well as the organizations addressing those threat...then there is good chance that your clients feel this *emotional* connection to the tour site.

Instead of just asking for a donation from your clients, it’s important that you make that donation relevant to their experience and emotional connection to the site.

The best way to do this is to explain the specific conservation activities that can be supported by different donation amounts at the tour site.

For example, in Manglares Churute, the guides end each tour with the following speech:

“As you leave Manglares Churute, we ask that you simply consider making a donation to ensure that these mangrove forests will be around for many generations to enjoy. Please consider the following impacts of your generosity”.

“A \$5.00 donation will buy 10 mangrove seedlings for Ecociencia’s reforestation program”

“A \$10.00 donation will pay for the uniform of a community park guard”

“A \$25.00 donation will pay for that park guard to patrol the mangroves for one day”

“ \$50.00 donation will build 2 permanent trash cans in the local community to reduce solid waste pollution”

“A \$100.00 donation will buy the materials for an entire year of environmental education classes for a local school group”

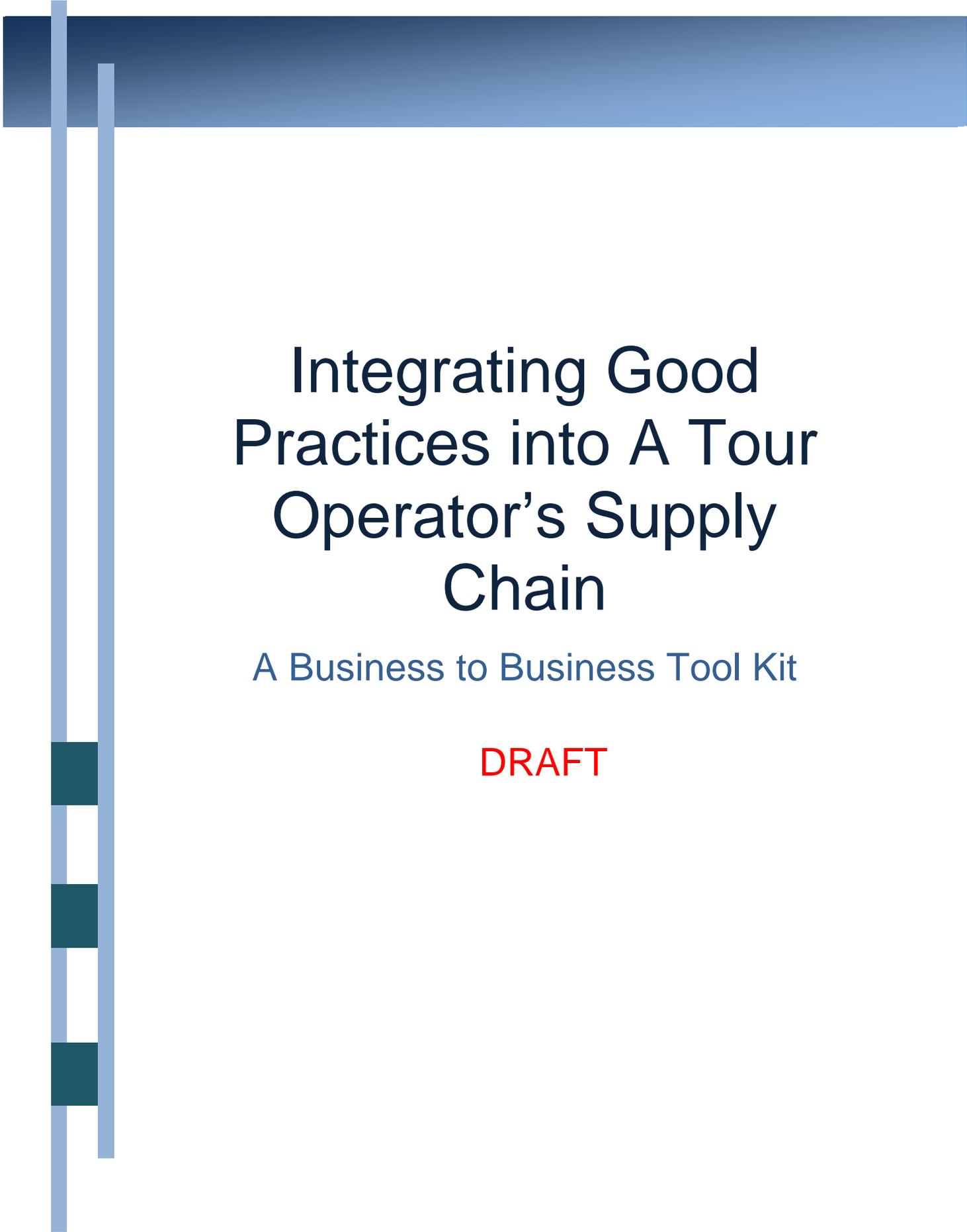
“Thank you for your time and consideration, and we hope you’ve enjoyed your time here at Parque Manglares Churute”.

Activity: Develop Your Own Conservation Contribution Amounts

As a group, take 30-45 minutes to discuss and identify at least one potential use of the following donation amounts for the conservation organizations working in your tour site:

- \$5, \$10, \$25, \$50, \$100.

After this time, the group elects a spokesperson to stand in front of the group, and shares this information with the rest of the group.



Integrating Good Practices into A Tour Operator's Supply Chain

A Business to Business Tool Kit

DRAFT



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Encouraging the Adoption of Good Practices in the Tour Operator Supply Chain

Practical suggestions to Encourage Implementation

While many tour operators in source countries are aware of their client demands for sustainable and responsible tourism products, it is often difficult to encourage suppliers to integrate “good practices” into their business operations.

Many operators do not have access to the market information that would validate the need for good practices, and the increasing demand in the marketplace for such products.

In many cases, it may be appropriate for operators to encourage their suppliers to integrate these good practices and do so in a practical, supportive and encouraging manner.

Some suggestions of such practical mechanisms to be considered are (in order of intervention):

- Letter from the CEO – a personal letter from the CEO or President to the ground handler / supplier, explaining the need to implement good practices can provide a ground handler with advance warning, and provide resources for them to review and consider. A sample letter is attached.
- Good Practice Handbooks – developing a good practice handbook and self-assessment checklist. When sent with a covering letter from the CEO or President of the Wholesaler, it will encourage the supplier to consider it seriously.
- Web Sites – encourage supplier / ground handlers to sign up for and review relevant web based information addressing the issue of good practices and sustainability. A list of relevant websites is attached
- Trade Associations – Encourage the ground handler / supplier to become a member of trade associations which encourage and support the implementation of good practices. These include associations such as the Adventure Travel Trade Association (ATTA) and Sustainable Travel International.
- Guide Leader Handbooks – integrate identified good practices in the guide leader handbooks and provide training to the Guide Leaders on the good practices. This raises the awareness of the leader guides, and allows them to encourage your ground handlers and suppliers to consider the good practices.
- Assessments – Carry out specific assessments of ground handler / supplier practices in the field, either through Guide Leaders, or through contracting staff. In such



circumstances, it would be appropriate to document a “baseline”, and agree steps for improvement by the next agreed inspection.

- Training Materials – Support the development of training materials, and provide training opportunities for suppliers / ground handlers either in person, or over the internet to encourage adoption of good practices
- Contracting – include specific language around the assessments and integration of good practices into supplier contracts

The above are a few examples and suggestions for encouraging suppliers and ground handlers to integrate good practices into their operations. Each tour operator, supplier and ground handler is different, and relationships vary. These factors will all affect the ability of the tour operator to encourage the adoption of these good practices.

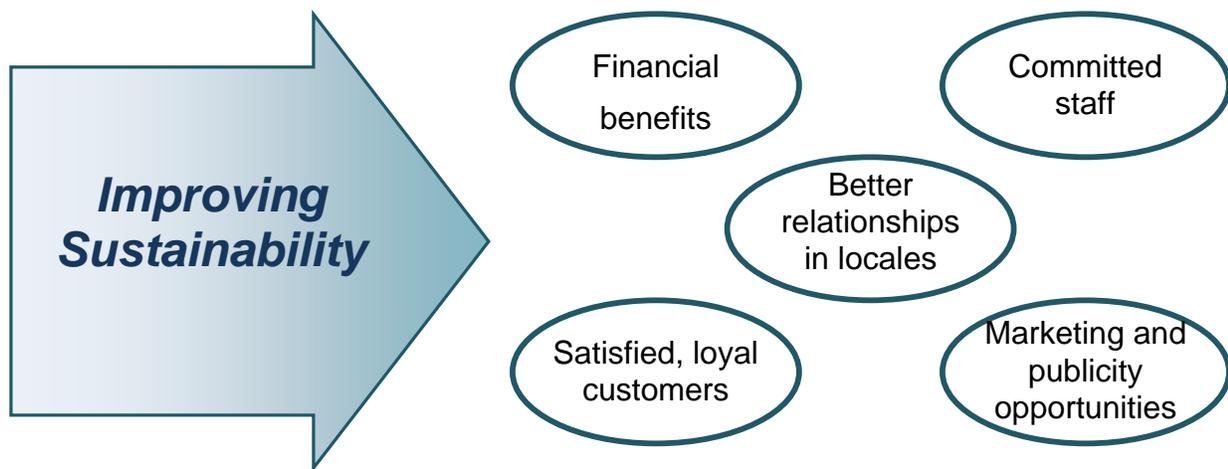




The Benefits of Good Practice

By adopting good environmental and social practices in their tropical forest tours, tour operators can help protect the integrity of the tourism resource (unique wildlife, habitats landscapes and communities) and facilitate high-quality visitor experiences, thus contributing to the continued viability of nature-based tourism to these regions. Sustainable and responsible tourism development can also help maintain support for tourism among local communities, by providing employment, income and higher levels of self-sufficiency, and conserving natural and cultural resources and heritage for future generations.

The use of good practices also makes good business sense, as tourists are increasingly showing a preference for products and suppliers that demonstrate good social and environmental performance. By improving its performance in these areas, a tour operator can enhance its reputation and recognition in the marketplace as a responsible operator. Good practices will also contribute to positive relationships with suppliers, staff and local communities, who are more likely to support operators who are conserving local environments and contributing to the well being of local communities.





Sample Letter to Ground Handlers/Suppliers

Outbound tour operator
(name and return address)

July 9, 2009

[Name and address of recipient]

Dear Sir or Madam:

We would like to take this opportunity to inform you of the 'best practice' policies that we would like to encourage you to implement during the execution of your tour operations in conjunction with our company.

By adopting good environmental and social practices whilst carrying out nature-based tours, we, as tour operators, believe that we can help protect the integrity of the tourism resource (unique wildlife habitats, landscapes and communities) and facilitate high-quality visitor experiences, thus contributing to the continued viability of nature-based tourism to these regions. We are convinced that sustainable and responsible tourism development can also help obtain and maintain support for tourism among local communities, by providing employment, income and higher levels of self-sufficiency, contributing to the well being of such communities and conserving natural and cultural resources and heritage for future generations.

We also believe that the employment of good practices makes good business sense, as tourists are increasingly showing a preference for products and suppliers that demonstrate good social and environmental performance. By adhering to such business contracts, which take into account best practices, we can also improve efficiency, ensure transparency and clarity, enhance our reputation and gain recognition in the marketplace as responsible operators.

Attached you'll find a sample of a contract which incorporates 'good practices'. By signing such a contract, we would like to encourage you to implement the good practices that apply to your operations. We foresee that this will make business practices more efficient and increase awareness of the responsibility that we have towards the environment and surrounding communities.

Sincerely,

(Name)

(Job title)



Relevant Good Practice Guides

- Practical Guide to Good Practices for the Accommodation Sector
 - o Found at:

- Practical Guide to Good Practices for Mountain Operators
 - o Found at:

- Practical Guide to Good Practices for Marine Operators
 - o Found at:

- Practical Guide to Good Practices for Tropical Forest Operators
 - o Found at:





Sustainable Tourism Marketing Resources

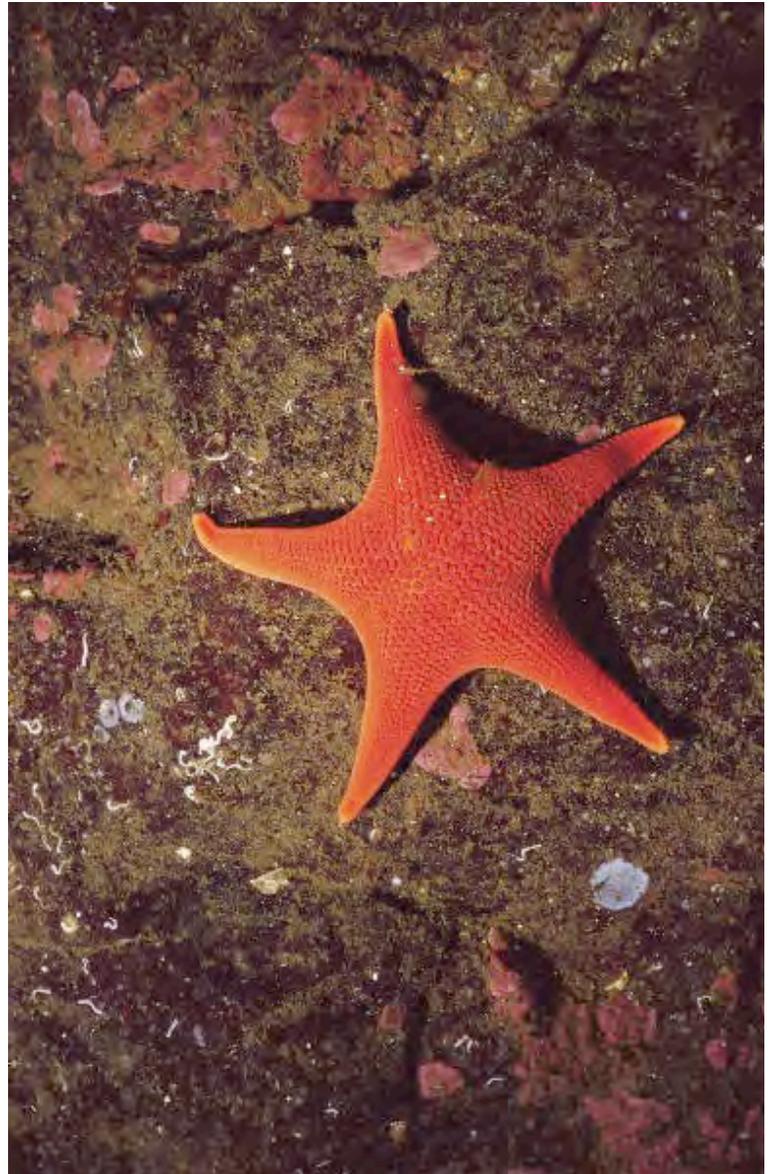


Ecosystem Specific Contracting and Purchasing Guidelines

Introduction

Contracts between service providers and buyers define the terms and conditions under which business is carried out. This guide includes descriptions of products, rates, commission, availability and co-initiatives for marketing, in order to improve working relationships and coherence between service providers and their clients. Perhaps more importantly, however, it is intended to establish a set of guidelines encompassing environmental, social and experiential dimensions. It is advisable that such agreements are written for purposes of clarity and understanding.

Following these guidelines, which complement “A Tour Operator’s Guide to Tropical Forest Good Practices with Indicators” and “A Tour Operator’s Guide to Marine Operations Good Practices with Indicators”), is beneficial not only for outbound tours operators but also for local service providers. On the one hand, outbound tour operators can enjoy the security of fixed agreements; that their clients are adhering to specific business regulations and the guarantee that they are carrying out their operations in compliance with the principals of sustainable and responsible tourism. Local service providers, on the other hand, can become more competitive as they enhance their reputation by adopting good environmental and social practices on their tours; contribute to the well being of local communities and environments and as a result protect the integrity of tourism as a resource.





Conceptual framework

Any contract related to tourism activities in natural areas should be based on the following ‘best practices’ framework. By adopting good environmental and social practices whilst carrying out nature-based tours, tour operators can help protect the integrity of the tourism resource (unique wildlife habitats, landscapes and communities) and facilitate high-quality visitor experiences, thus contributing to the continued viability of nature-based tourism to these regions. Sustainable and responsible tourism development can also help obtain and maintain support for tourism among local communities, by providing employment, income and higher levels of self-sufficiency, and conserving natural and cultural resources and heritage for future generations.

The employment of good practices also makes good business sense, as tourists are increasingly showing a preference for products and suppliers that demonstrate good social and environmental performance. By improving its performance in these areas, a tour operator can enhance its reputation and recognition in the marketplace as a responsible operator. Good practices will also contribute to positive relationships with suppliers, staff and local communities, who are more likely to support operators that conserve local environments and contribute to the well being of local communities.

What is the issue?

Having a formal business agreement may minimize misunderstandings that lead to conflicts and the eventual loss of clients. Having a written contract can clarify different aspects of the operation, including a description of products and services, rates, commissions and availability. Under Conservation International’s framework another dimension is included, that which is related to good practices, designed to enhance the level of sustainability of inbound service providers as encouraged by buyers.

What can I do?

What can I do as an inbound tour operator?

As a local tour operator, you should meet the potential client and explain your product. Once you have agreed to sell your product, you should send the contracting guidelines, to be signed between you and your clients, adapted in accordance with your specific operational requirements.

You should read and take steps to implement the good practice guidelines as set out in the “Tour Operator’s Guide to Tropical Forest Good Practices with Indicators and the Tour Operator’s Guide to Marine Operations Good Practices with Indicators”.

You should also monitor the performance of your operations and send reports of the results to outbound tour operators on a regular basis.



What can I do as an outbound tour operator?

As an outbound tour operator you should send the provider a letter requesting the contracting guidelines and enabling you to devise and sign business agreements that incorporate the guidelines as set out in this document.

You can encourage local service providers to follow good practices whilst carrying out their operations and periodically request results for the monitoring of local service providers' operational performance to ensure that they are executing operations in the correct manner.

Contracting guidelines

Contracting guidelines are designed to ensure more efficient practices and improved working relationships between inbound and outbound tour operators. The following is a suggested outline for devising contracting agreements.

Proposed outline

1. Introduction
2. Agreement terms
 - a. Duration
 - b. Product description
 - c. Itineraries
 - d. Rates
 - e. Rate validity
 - f. Inclusions
 - g. Exclusions
 - h. Extensions
 - i. Good practices
 - j. Specifics
 - k. Reservation
 - l. Payment terms
 - m. Cancellations
 - n. Marketing agreements
 - o. Representations
 - p. Superseding contracts
 - q. Confidentiality
 - r. Confidential information
 - s. Contact information
 - t. Arbitration
 - u. Acceptance



Introduction

An introduction should state the names and addresses of the parties involved and the date from which the contract is effective as well as a short definition of the product offered for which the contract is applicable. (A tour operator should devise a separate contract for each of its different products offered, for example, one contract relating to its operations in Galapagos, one for its operations in the Andes, etc.) .

This section should include a guarantee that stating that the operator agrees to operate all booked program departures, regardless of group size or condition (race, sex, religion, political opinion, national extraction or social origin).

Describe the procedures to be made for any changes to the booking information either from the contracted or the contractor operation prior to the operation of the trip. It is highly recommended to name some uncontrolled factors that can affect the operation on destination (natural disasters, national security issues or related circumstances).

Agreement terms

In this section, terms and conditions of the agreement should be specified including aspects such as the duration of the contract, the exact name of the product detailed in the contract, the period for which rates specified are valid, exclusions, and any further information specific to the trips and the contract.

Duration

The duration that the contract is valid for should be described here, specifying departures within a particular period. It should also be stated that should both parties wish to renew the contract when that period of time expires that they must renegotiate and reach an agreement on the terms and conditions.

Product description

Here you should specify the product. Give the full name of the program, product or service that the contract deals with.

This section may include the following:

- a) Installations. Include the physical components of the operation, including the basic installations (rooms, restaurants, etc.), as well as secondary installations (trails, jetties, etc.) and equipment (kayaks, boats, etc.).
- b) Attractions. Include information on what tourists are going to see in a specific destination: natural attractions (e.g. a lake), cultural attractions (e.g. local architecture) or tourism attractions (e.g. a theme park).



- c) **Activities.** What tourists are going to do. Can include bird-watching, photography, low risk activities (such as trekking, kayaking, etc.) and high risk activities (such as diving, rafting, etc.).
- d) **Guides.** Include information about the guides' profile (languages, naturalist, local, guidance policies at the destination) and visitors/guide ratio.
- e) **Food.** Include information about menus offered, special diets (mainly vegetarian dishes), mealtimes, availability of snacks, box lunches, etc.
- f) **Communication systems.** Include information on communication facilities at destination, including the availability of cell phones, landlines and internet, etc.
- g) **Additional information.** Include information about operational activities such as the monitoring of visitor satisfaction, complaints received and suggestions, etc.

Include details of the day to day itinerary, with information on the destinations visited, activities carried out, accommodation used and the timeframe for each component of the trip. You should also include a detailed description of the services provided, what is included and what is not. Details of facilities, for example accommodation, and the services provided within such facilities should be clarified. Activities to be embarked on during the trip offered should be described, including the intensity and duration of such activities. The role of guides should be clarified, as well as their level of experience, competency and knowledge and languages spoken by them.

Example

It is highly recommended to describe the product as a written paragraph. The following is a product description for a hypothetical lodge located in the Peruvian Amazon:

“Amazon Lodge is a small facility nested in the Peruvian Amazon, in a pristine forest with very high biodiversity. The lodge accommodates only 30 guests in traditional cabañas with thatched roofs. Powered by solar energy, it includes other environmentally-friendly systems like grey-water recycling and composting. All food is produced in the area by local farmers.

The restaurant offers traditional meals and international cuisine. Vegetarian meals can also be requested. Activities include kayaking, guided hikes and camping in the forest. All guides are professional, English-speaking naturalists. A UHF radio is available for emergencies”.

The lodge offers two itineraries: Thursdays to Saturdays, Saturdays to Thursdays and a whole week program adjusted to these days.

Departures are to and from Lima to Puerto Maldonado. An additional 1 hour canoe ride is needed to reach the lodge.



Itineraries

This section describes a product's activities and services in chronological order, including specific schedules. The section also includes how itineraries will be sent to contractors and what information will be included. Operations usually include briefings, embarking, disembarking, lunches, dinners, lodging, special activities, departure or arrival at airports, etc. Specify the number of days prior to the trip in which changed can be made to the program if need be.

Rates

In this section all applicable rates should be specified, including those for national and international visitors, rates by age, occupancy, number of passengers and accommodation class, seasonal rates and special fare offers etc. Detail all rack rates and commission percentages to be retained by outbound operators. Following this should be a list of net rates specific to the operator that the contract is dealing with.

Rates are what the company charges for its tourism products. In tourism two rates are used:

Rack rates: the prices published in promotional materials

Net rates: rack rates minus the commission offered to tour operators or other intermediaries.

In some cases it may be necessary to differentiate rates for:

- National and international visitors' rates,
- Rates by age (that may include children or senior citizens' rates)
- Occupancy rates –single, shared- and accommodation class –ocean view, interior-
- Season rates (special rates offers by off-season)

Rate validity

The time period for which rates are valid should be specified in this section.

Inclusions

Include items or services and/or activities (meals, guides, transportation at destination, etc.) included in the established rate. Depending on the tour package other values such as taxes and fees can be included in the rates (if the tour is expected to visit a national park, the package price can include the park entrance fees).

Exclusions

Here you should specify all items which are not included in the trip price, for example, international airfares, government taxes, airport taxes, admission fees, service tips, along with any snacks, accommodation and transportation which is not included in the tourist package price.



Include activities, services, taxes or fees (e.g. national park fees, government taxes etc.), which are not included in the package and must be paid in addition to the tour package rate. It is also important to advise of any extra vital information that the visitor needs to know (e.g. visa requirements) in this section.

Extensions

Include potential programs or activities which can be added onto itineraries as described before in form of a trip extension. Extensions normally require additional cost calculation.

Best practices

The following guide acts as a supplement to the documents entitled “A Tour Operator’s Guide to Tropical Forest Good Practices with Indicators” and “A Tour Operator’s Guide to Marine Operations Good Practices with Indicators”, which is designed to help land-based and marine-based tour operators improve their performance in relation to environmental and social factors.

In addition to the guidelines advising on good practices, there are two points which should also be included in this section:

- a) The policies, rules and regulations applicable within the areas that operations will be carried out by operators. These include policies within protected areas or indigenous territories (if operations or part of the tour operations are to be carried out within these)
- b) A code of conduct. Within this code of conduct include any operational policy which prohibits sexual tourism, any form of discrimination and other types of tourism that threaten those leading the operation, visitors, natural and cultural resources.

It is highly recommended that nature based tour operators establish the following best practices as a framework in their contracts.

Anchoring (applicable only to marine operations)

The following best practices are applicable only for marine operations. By signing the present contract we are committing to:

- Use mooring buoys or mooring systems. Provide permanent lines that allow boaters to fix their position without dropping anchor.
- Promote and support mooring buoys installation programs. If there is a mooring program already implemented in the operation area, report any problems the system may have and offer full support to the initiative.
- Change boating practices including:
 - Correctly use mooring buoys whenever possible. For reasons of safety, always run a check when a ship ties up to a mooring point (a buoy). Give the ship more room to



maneuver by passing a mooring line about half the length of the boat through the eye of the buoy and securing both ends to a cleat on the deck.

- If anchoring is absolutely necessary, anchor the boat only in a designated area, away from important ecosystems and reefs and avoid dragging anchors.
- Consider the use of drift dives instead of anchored dives when no moorings are present.
- Educate visitors who rent boats, sailboats, kayaks or canoes (if allowed in an area) by:
 - Explaining what mooring buoys are and that renter should use them whenever possible.
 - Explaining the proper way to anchor, before the renters set out.
 - Explaining the potential impacts of poor anchor use.

Boat Maintenance (applicable only to marine operations)

The following best practices are applicable only for marine operations. By signing the present contract we are committing to:

- Avoid the use of natural waterways for cleaning vehicles or equipment.
- Use non-toxic chemicals for vehicle and vessel maintenance and protection where available.
- Avoid the use of chemicals or personal cleaning products in natural water ways.
- Perform regular engine maintenance by having a mechanic perform servicing of engines, fuel tanks and associated components, to maximize operating capacity and minimize fuel consumption. Use clean-burning four-stroke engines whenever possible.
- Regularly inspect areas that are susceptible to potential leaks of toxic substances. This can include regularly checking fuel lines and tanks, filters, separators, vents and bilge pumps.
- Keep toxic-absorbent sponges in bilges. Those sponges can significantly reduce and/or eliminate discharge of oils and fuels. Many types of sponges are available that absorb fuel and oil, but not water. Absorbent sponges should always be kept on hand while a vessel is being fueled in a marina or harbor. In areas where the use of bilge water separation devices is mandatory, they should be used in place of sponges.
- Use biodegradable cleaning agents.
- Avoid onboard refrigeration units that use chlorofluorocarbons (CFCs). When possible use newer air conditioning units that use special gas mixtures without CFCs in their chemical composition.



- Avoid pumping oily bilge water or other hazardous substances into the sea. Unless the boat is in danger, wait to pump out oily bilge water, particularly when the ship is near sea-bottom habitat.
- Avoid using detergents or emulsifiers as bilge cleaners.
- Avoid draining black (toilet) and grey (kitchen, shower and wash basins) water directly into the ocean at harbors or coastal visitor's sites.

Introduction and dispersal of non-native species (applicable only to marine operations)

The following best practices are applicable only for marine operations. By signing the present contract we are committing to:

- Control food introduction. Food should be introduced only under strict environmental health control and according to site's laws.
- Prevent the unintentional transport of insects and other small animals by regularly inspecting and cleaning the equipment, vessels and supplies to ensure that no wildlife is transported from one island to another. We also inspect - and whenever needed, clean – passengers' clothing and footwear.
- Decrease the number of bulbs kept on deck and to minimize the use of lights. This can help reduce the attraction of insects to the vessel.
- Avoid hang bunches of bananas to ripen on the outer decks. This practice attracts insects that could be spread to other islands.
- Fumigate boats regularly to avoid infestations. Ensure that fumigations are performed by authorized personnel and use a control register.
- Whenever possible to use bait traps rather than chemical products to control infestations in the kitchen.
- Store cargo and products from the mainland in storage rooms that prevents the infiltration of organisms such as insects and rodents. Transport cargo in clean and disinfected containers and properly pack and seal it to avoid the introduction of organisms. Strictly supervise the loading and dispersal of all cargo.

Boat sewage and garbage disposal (applicable only to marine operations)

The following best practices are applicable only for marine operations. By signing the present contract we are committing to:

- Recommend that visitors use land-based restroom facilities prior to day tour excursions in order to reduce discharge of untreated sewage at sea.
- Treat sewage prior to be released from vessels. Use pump-out facilities, biodegradable chemicals or mechanical methods to reduce solids and pathogens in waste prior to disposal in the environment.



- Precede discharges as far offshore as possible before discharging treated sewage, to prevent contamination of bottom sediments and sea-bottom habitat in shallow coastal regions.
- Avoid discharging toilets or sewage holding tanks in confined or crowded places, environmentally sensitive areas or marine protected areas.
- Dispose food waste on land only if it is adequately treated, through sterilization and avoidance of the introduction of organisms. Ensure that discharges are done within a given area, as established and approved by the regulatory agencies that handle waste on the islands.
- Dispose organic waste at least 4 km offshore. Crush any waste disposed of into the sea before discharging it.
- Keep marine vessel sanitation devices in good operating condition.
- Support the establishment of no discharge zones.
- Reduce the use of disposable products made of aluminum, plastic or paper, and use reusable containers whenever possible.
- Pick up damaged fishing nets or lines cut away from propellers.
- Educate tourists about potential damages caused by the activity. To supply information to tourists regarding the threat that improper garbage disposal poses to marine life.
- Supply visitors with the norms and regulations of appropriate behavior, waste disposal and species introduction before visiting marine protected areas.
- Coastal and marine wildlife viewing (applicable only to marine operations)

The following best practices are applicable only for marine operations. By signing the present contract we are committing to:

- Limit the number of non-motorized watercraft to 8 per tour.
- Limit the number of customers per guide to 15 or less.
- Avoid chasing marine animals. Whether in the water or on a boat always operate at a slow speed and never chase marine animals.
- If you the operation is located in an area that is well known for encounters with marine mammals, commit to use low-noise propellers. If animals approach the vessel, engines will be slowed down or stopped.
- Practice a no-contact policy. Always avoid touching and handling marine animals such as turtles, whales, whale sharks, dolphins, sea lions, seals and manatees.
- Never feed wild animals.



- Avoid to “chum” the water, meaning avoiding to clean fish in the back of a boats (throwing meat, blood or other animal effluents in the water to attract sharks).
- Avoid surrounding animals when viewing marine wildlife.
- Be aware of the recent year’s laws that include limiting the use of thrill craft or fast boat operations in sensitive marine habitats, in order to protect slow-moving or endangered marine animals.
- Be litter conscious. Always make sure that trash goes in its proper place and does not end up in the marine environment.
- Avoid illegal import of captive animals.

Snorkeling, Diving and Snuba (applicable only to marine operations)

The following best practices are applicable only for marine operations. By signing the present contract we are committing to:

- Establish a no-contact policy.
- Conduct environmental awareness briefings for tourists and other marine enthusiasts
- Conduct buoyancy refreshers and other basic diveskills training for inexperienced, out-of-practice or infrequent divers, addressing the importance of issues such as proper weighting and streamlining of gear.
- Recommend the use reef hooks in places with strong currents.
- Do not use tank bangers.
- Discourage feeding and harassment of sharks, reef fish and other marine wildlife.

Seafood consumption and purchasing (applicable only to marine operations)

The following best practices are applicable only for marine operations. By signing the present contract we are committing to:

- Educate visitors to be informed. Provide information to tourists about the sensitive nature of coral reef ecosystems, including which species in a given region should not be consumed as seafood or purchased as souvenirs.
- Support ecologically sustainable fisheries practices. Avoid choosing fish that are threatened or endangered.
- Avoid selling or purchasing marine ornamental souvenirs.
- Observe the law; abide by all regional, national and international laws regarding the harvesting of marine species.



Recreational fishing (applicable only to marine operations)

The following best practices are applicable only for marine operations. By signing the present contract we are committing to:

- Encourage and practice catch-and-release fishing and avoid spear fishing
- Prevent marine pollution from fishing gear, ensure that no marine debris is left behind from any fishing practices.
- Observe the law related to fish catch sizes and seasons.
- Use “Ecological Common Sense” in addition to observing laws and regulations. We commit to maintain awareness to avoid spawning aggregations, reproductive seasons and harvesting of juveniles.

Resource conservation (applicable to marine and land-based operations)

The following best practices are applicable for marine and tropical forest operations. By signing the present contract we are committing to:

- Have a purchasing policy which favors environmentally friendly products for building materials, capital goods, food, and consumables.
- Measure the purchase of and actively seek ways to reduce use of disposable and consumable goods.
- Track energy consumption via measurement and tracking sources. We actively seek and adopt measures to decrease overall energy consumption. We encourage the use of renewable energy.
- Track water consumption via measurement and tracking sources. We actively seek and adopt measures to decrease overall water consumption.

Pollution reduction (applicable to marine and land-based operations)

The following best practices are applicable for marine and tropical forest operations. By signing the present contract we are committing to:

- Measure greenhouse gas emissions from all sources controlled by the business and implementing procedures to reduce and offset them as a way to achieve climate neutrality.
- Effectively treat and reuse wastewater, including gray water, where possible.
- Implement a solid waste management plan, with quantitative goals to minimize waste that is not reused or recycled.
- Minimize the use of harmful substances, including pesticides, paints, swimming pool disinfectants, and cleaning materials. Whenever possible we substitute harmful substances for more benign ones. We properly manage all chemical use.



- The business implements practices to reduce pollution from noise, light, runoff, erosion, ozone-depleting compounds, and air and soil contaminants.

Supporting local communities (applicable to marine and land-based operations)

The following best practices are applicable for marine and tropical forest operations. By signing the present contract we are committing to:

- Employ local qualified (assuming training courses are accessible) guides, staff, and managers.
- Maintain equitable hiring practices. We will not discriminate against hiring women and local minorities, including in management positions, while restraining child labor.
- Implement a policy against commercial exploitation, particularly of children and adolescents, including sexual exploitation.
- Respect international or national legal protection of employees and pay employees a living wage.
- Fund or support your guides and employees in attending language or training courses.
- Purchase locally made food, provisions and services and use local facilities.
- Give priority to local service providers who are environmentally and socially responsible (i.e. businesses from whom you purchase goods and services).
- Offer discounts for local groups, residents or community development workers or researchers.
- Participate in work experience or mentoring programs to help locals develop tourism- and guiding-related skills.
- Actively support initiatives for social and infrastructure community development including, among others, education, health, and sanitation.
- Encourage visitors to support local businesses by:
 - Recommending local businesses, which offer other tourism related services of interest to visitors such as: accommodation, entertainment, transport, regional food and wine, souvenirs and craft markets.
 - Increasing visitor awareness of other local attractions and sites of cultural and historical interest.
 - Incorporating stops or stays with other local businesses as part of the tour experience can be a good way of creating integrated tour packages and supporting local businesses.
 - Encouraging and having available information on visitor opportunities to participate in community development projects.



- Tour interaction with local communities (applicable to marine and land-based operations)

The following best practices are applicable for marine and tropical forest operations. By signing the present contract we are committing to:

- Educate visitors on sites of significance and cultural, historical, and social values.
- Consult local communities to avoid carrying out operations in sensitive sites. Ask where sensitive and/or private areas are located. Identify ways to avoid crowding shared infrastructure and services.
- Collaborate with local communities to ensure that our company's activities will not jeopardize the provision of basic services, such as water, energy, or sanitation.
- Develop and agree upon a code of conduct for activities in indigenous and local communities.
- Negotiate with cultural groups on appropriate access, behavior and interpretation regarding heritage, culture and people.
- Avoid highly sensitive or private sites on the tour and seek local community endorsement in the selection of sites visited.
- Keep visitors to defined areas and routes.
- Communicate cultural 'dos and don'ts' to visitors to increase cultural awareness and minimize inappropriate behavior, activities and communication with hosts and cultural sites during their stay.
- Establish guidelines or a code of behavior for visits to culturally or historically sensitive sites, in order to minimize visitor impact and maximize enjoyment.
- Not sell, trade, or display historical and archeological artifacts, except as permitted by law.
- Contribute to the protection of local historical, archeological, culturally, and spiritually important properties and sites.
- Not impede access to historical, archeological, cultural, or spiritually important by local residents.
- Use elements of local art, architecture, or cultural heritage in operations, design, decoration, food, and/or shops while respecting the intellectual property rights of local communities.

Vehicles, Watercrafts and Aircrafts (applicable to marine and land-based operations)

The following best practices are applicable for marine and tropical forest operations. By signing the present contract we are committing to:



- Avoid sensitive sites during operations including important habitats, breeding grounds and small local communities.
- Stay on designated or defined routes where possible.
- Avoid skidding, rough riding/driving or excessive speed.
- Keep vehicles clean to avoid transfer of weeds, fungi and diseases.
- Use fuel-efficient vehicles when possible.
- Consider fuel consumption when designing tour routes
- Use sound proof vehicles to minimize engine and exhaust noise
- Keep vehicle colors neutral to blend with natural environment when possible.
- Maintain low vehicle speeds in and around sensitive sites to minimize levels of disturbance and injury to wildlife and local communities.
- Minimize the use of toxic chemicals for vehicle maintenance, cleaning and protection.
- Clean and refuel vehicles away from freshwater and dispose of waste into appropriate treatment or recycling facilities.
- Use bunding systems, drop trays or ground liners to reduce the chance of fuel and oil spillage.
- Keep vehicles and engines well maintained and serviced to help avoid oil and petrol leaks polluting air, soil and water.
- Maximize the time spent outside the vehicle to include walking, or educational activities.
- Practice good driving techniques to reduce gas consumption. This can include reducing idling times, driving at a constant speed and braking slowly.
- Avoid damage to banks and vegetation when unloading, launching and coming on shore with watercraft.
- Use soft ties when using trees as natural anchors for watercraft.

Improving operators' and guides' knowledge of the local environment through collaboration with outside sources (applicable to marine and land-based operations)

The following best practices are applicable for marine and tropical forest operations. By signing the present contract we are committing to:

- Identify and contact our local tropical forest or marine area managers.
- Identify and contact relevant local and/or national conservation groups
- Identify and contact any other relevant professionals such as consultants or academics



Identification of sensitive sites and species (applicable to marine and land-based operations)

The following best practices are applicable for marine and tropical forest operations. By signing the present contract we are committing to:

- Identify sensitive landscapes in the areas in which we conduct tours
- Identify sensitive species including plant and coral species
- Identify breeding and nesting sites
- Identify endangered or vulnerable species (may be different from sensitive species)
- Identify native and exotic species
- Identify sites of specific conservation importance

Identify the range of possible impacts from your tour activities (applicable to marine and land-based operations)

The following best practices are applicable for marine and tropical forest operations. By signing the present contract we are committing to:

- Identify the range of possible impacts from our tours on landscapes/oceanscapes
- Identify the range of possible impacts from our tours on waterways
- Identify the range of possible impacts from our tours on wildlife
- Identify the range of possible impacts from our tours on vegetation
- Identify the range of possible impacts from our tours on local communities

Contribution to conservation (applicable to marine and land-based operations)

The following best practices are applicable for marine and tropical forest operations. By signing the present contract we are committing to:

- Communicate best practice to visitors to minimize the environmental impacts of their activities and improve awareness of what constitutes appropriate behavior in rainforests, marine ecosystems and other local environments during their stay.
- Encourage visitor participation in local conservation activities. This may include the promotion of conservation groups and local conservation projects or it may include making participation in such projects part of tour activities.
- Support conservation projects or schemes. In addition to the activities suggested for visitors, operators can also contribute to the conservation by:



- Working with natural area policy makers and managers and participating in environmental monitoring programs (e.g. species monitoring, conditions of roads, tracks and infrastructure).
- Working with policy makers and managers and participating in visitor monitoring programs (e.g. visitor surveys and monitoring visitor numbers at particular sites as well as the number of commercial operators provides useful information for planning, infrastructure development and impact management).
- Monitor erosion and degradation of sites and tracks and participate in the re-vegetation of these areas. We photograph sites at regular intervals, keep consistent records of monitoring, and share this information with the natural area's managers.
- Assist in the development or maintenance of site hardening infrastructure (such as paving, pathways and boardwalks);
- Participate in feral animal and weed management activities; and
- Support research and/or providing concession rates for groups/institutions studying/promoting rainforest conservation.
- Influence visitor attitudes through the incorporation of an interpretation component into tour programs.
- Provide concession rates for groups/institutions studying/promoting conservation.
- Recycle whenever possible.
- Participate in greenhouse gas abatement programs
- Choose responsible suppliers who demonstrate good practice when making decisions about purchasing equipment and goods and services that support business operations. Similarly, choose responsible suppliers when recommending or linking your tour to other tourism products (e.g. accommodation, food and beverage, or transport providers).
 - Choose suppliers who practice:
 - energy management
 - waste management
 - recycling
 - supporting local communities
 - using local labor
 - using local goods and services



Educating visitors on the environment (applicable to marine and land-based operations)

The following best practices are applicable for marine and tropical forest operations. By signing the present contract we are committing to:

- Explains the importance, uniqueness and distribution of tropical forest areas
- Identify key messages to efficiently gather information for the operation and plan how best to communicate that information to visitors. This should include explanations on the importance, uniqueness, and distribution of the natural area; local and broader conservation issues; and environmental values.
- Keep tour numbers to a manageable and personable size. Use as a guide a number of 50 or less visitors per operator for transport based tours, and 15 or less visitors for non-vehicle based tours.
- Develop a range of interpretation materials.
- Consider the use of interpretative materials. These include: signage, videos, static or interactive displays, fact sheets and brochures, story telling, theatre performances, role plays, photographs, activity books, talks by specialists, games, quizzes and craftwork.
- Consult with conservation and tourism organizations, as there may be existing media and materials that can readily apply to the development of an interpretation program in any given tour.
- Discourage the purchase of souvenirs derived from rare or threatened species.
- Discourage the removal of plants, animals or rock formations.

Visitor safety education (applicable to marine and land-based operations)

The following best practices are applicable for marine and tropical forest operations. By signing the present contract we are committing to:

- Provide information to visitors to help them identify any health and safety threats from local animals and plants, such as how to identify hazardous plants and animals and likely locations.
- Provide information to visitors to help them identify any health and safety threats from local foods.
- Provide information to visitors to help them identify threats from theft, assault or other crime and the location of high crime areas.
- Provide information to visitors to help them identify any health and safety threats from adventure activities.
- Provide information to visitors to help them identify any health and safety threats from severe weather or climate (storms, floods, humidity).



- Provide guidelines on the proper use of safety equipment.
- Provide guidelines on appropriate clothing and footwear.
- Provide information on what to do if faced with health and safety threats, such as first aid procedures; where to obtain/purchase medicines and first aid supplies; and police, hospital and emergency service contact information.
- Alert customers to the importance of obeying local, national and international regulations (endangered fauna and flora, antiquities, national park regulations, etc.).

Action taken to improve visitor safety (applicable to marine and land-based operations)

The following best practices are applicable for marine and tropical forest operations. By signing the present contract we are committing to:

- Carry first-aid supplies.
- Make sure our guides have had first-aid training.
- Carry enough safety equipment to cope with an emergency situation (accident, injury or unexpected weather event).
- Regularly service and maintain our adventure equipment to be in good working order.
- Only use adventure equipment that is produced to high safety standards.

Design and construction of buildings and infrastructure (applicable to marine and land-based operations)

The following best practices are applicable for marine and tropical forest operations. By signing the present contract we are committing to:

- Comply with local zoning and protected or heritage area requirements.
- Respect the natural or cultural heritage surroundings in siting, design, impact assessment, and land rights and acquisition.
- Use locally appropriate principles of sustainable construction.
- Provide access for persons with special needs.

Waste management (applicable to marine and land-based operations)

The following best practices are applicable for marine and tropical forest operations. By signing the present contract we are committing to:

- Collect all waste generated during tours and dispose of this waste outside of natural areas.
- Ensure that visitors and guides bury their feces (where no facilities are available) at least 15cm deep and at least 100m from any natural water bodies.



- Purchase goods and supplies that generate minimum amounts of waste by:
 - Having minimal packaging.
 - Being reusable.
 - Being recyclable.

Energy management (applicable to marine and land-based operations)

The following best practices are applicable for marine and tropical forest operations. By signing the present contract we are committing to:

- Use battery or solar-operated lights where possible.
- Use fuel stoves instead of open fires.
- Plan driving (or boating) routes to minimize distance traveled and avoid congestion.
- Maximize the energy efficiency of our vehicles by:
 - Servicing our vehicles regularly.
 - Making sure our vehicles are fuel-efficient.
 - Not having our vehicles be too powerful for the terrain covered.
 - Having our vehicles be appropriately sized to not be larger than required to seat our typical tour group size.

Business management practices (applicable to marine and land-based operations)

The following best practices are applicable for marine and tropical forest operations. By signing the present contract we are committing to:

- Implement a long-term sustainability management system that is suitable to its reality and scale, and that considers environmental, sociocultural, quality, health and safety issues.
- Compliance with all relevant international or local legislation and regulations (including, among others, health, safety, labor, and environmental aspects).
- Periodically training all personnel regarding their role in the management of environmental, sociocultural, health, and safety practices.
- Measure customer satisfaction and take corrective action where appropriate.
- Have accurate and complete promotional materials that do not promise more than can be delivered by the business.

Hiking, nature walks and camping (applicable only to land-based operations)

The following best practices are applicable for marine and tropical forest operations. By signing the present contract we are committing to:



- Inform and manage visitors. Make tourists aware of how they can help protect tropical forest areas (e.g. stay on trails, use equipment appropriately, avoid smoking, carry all waste out) to help prevent accidents and avoid damage to the environment.
- As said before, limit the number of visitors per guide to 15 or below to provide a better experience for visitors, to decrease impacts and to make the groups more manageable.
- Focus on using areas which have site-hardening infrastructure when possible (e.g. boardwalks, graveled paths, bird hides, designated camp sites). We have a site/route rotation plan to help avoid repeated use of the same (non-hardened) areas, for areas without site-hardening infrastructure.
- Retain canopy cover in camping areas and day-use areas, as well as along walking tracks and forestry roads.
- Avoid open fires and smoking to reduce accidental fires and scarring of the landscape.
- Keep waste and chemicals away from natural water bodies.
- Use portable chemical toilets or bury human waste at least 15 cm deep and 100 m from water sources or campsites when portable toilets are not available.
- Camp at least 30m away from water bodies.
- Avoid the use of soaps, detergents and toothpaste near or in freshwater.
- Clean all equipment and boots before entering tropical forest areas to avoid chemicals entering waterways and exotic seeds and diseases entering the local ecosystem.

Interacting with wildlife (applicable only to land-based operations)

The following best practices are applicable for tropical forest operations. By signing the present contract we are committing to:

- Minimize noise and disturbances when in close proximity to wildlife, and nesting, breeding or feeding areas. Wherever possible and practical we use “hides” or other structures to view wildlife with minimal disturbance.
- Minimize noise from equipment, phones, radios and loud conversations, as well as sudden movements, flash photography, bright-colored clothing and open fires.
- If using spotlights to view wildlife at night, we commit to use low-wattage lights with red filters and only for short periods of time on particular individual animals.
- Where possible, we commit to keep group sizes to 15 or less people per guide.
- We commit to improve the knowledge and be aware of the location of important feeding, breeding and nesting sites, as well as seasonal activity, and avoid direct, prolonged or repeated contact with wildlife. Modify how long and often you frequent particular paths and sites.



- Talk to local tropical forest area managers, conservation groups or local wildlife groups about what kinds of behaviors the local wildlife may be sensitive to and what guidelines are available regarding appropriate interactions.
- Avoid wildlife handling or feeding as a general rule, and do not try to force particular behaviors from wildlife.
- Inform and manage visitors by providing pre-tour information on keeping appropriate distances from wildlife, minimizing noise and disturbances, handling and feeding restrictions, and any potential health and safety risks from wildlife. Include the reasoning behind particular actions or precautions.
- Work cooperatively with other tour operators to stagger visitation to particular sites
- Modify the times of day and seasons when you use the tour paths and sites to limit environmental impact
- Only harvest from the wild, consume, display, sell, or trade wildlife species as part of a regulated activity that ensures that their utilization is sustainable. We limit harvest sizes to our immediate needs and avoid harvesting threatened or endangered species.
- Follow humane killing methods.
- Never hold captive wildlife, except for properly regulated activities. We only keep living specimens of protected wildlife species if we are authorized and suitably equipped to house and care for them.
- Only use native species for landscaping and restoration and take measures to avoid the introduction of invasive alien species.
- Not produce adverse effects on the viability of populations in the wild as a result of our interactions with wildlife. We minimize any disturbance of natural ecosystems, and help rehabilitate any populations we have adversely impacted. We also have a policy of providing a compensatory contribution to conservation management if we adversely impact a natural ecosystem.
- D.3.4. The business contributes to the support of biodiversity conservation, including supporting natural protected areas and areas of high biodiversity value

Land based activities (applicable only to tropical forest operations)

The following best practices are applicable for tropical forest operations only. By signing the present contract we are committing to:

- Improve our knowledge by talking to local tropical forest area managers or conservation groups to help identify sensitive sites and increase the understanding of the resilience and ability of sites to regenerate under the pressure of particular adventure activities.



- Stay on designated tracks/roads where possible when traveling on horseback or by bike and keep to the middle of these tracks to avoid erosion, trampling of vegetation and ever-widening tracks.
- Use only existing tracks to access cliffs for rock climbing or caves and be aware of avoiding any geological and cultural areas of significance.
- Keep to designated routes when in caves. Paths should not block natural water flows and structures should be built to protect sensitive cave formations.
- Prevent the spread of invasive species by regularly inspecting and cleaning vehicles, equipment, clothing and footwear before entering natural areas.
- Avoid intensive or constant use of particular areas.
 - Where there are no designated tracks or roads, avoid intensive use of the one area or route by spreading out over the area and/or using different routes on different days.
 - When rock climbing, rotate the use of areas and keeping group numbers small (5-15 people) to minimize impacts.
 - Avoid handling and removal of animals, vegetation or rock structures that, over time, can damage sensitive tropical forest ecosystems (and particularly those in cave environments and rocky areas).
 - Use equipment efficiently and appropriately to avoid damage to natural landscapes and features when rock climbing or caving. Minimize the use of fixed equipment on any climbing areas. Use soft materials to cushion ropes and natural anchors. Minimize the use of marking materials.

Using domestic animals to conduct tours (applicable only to land-based operations)

The following best practices are applicable for tropical forest operations only. By signing the present contract we are committing to:

- Keep animals clean. We keep horse coats, tails, hooves and manes free from seeds and plant materials and collect and remove any animal waste. We deliver feed through a nose bag to ensure that feed is not deposited into natural areas.
- Only use animal feed that contains treated/processed ingredients and not raw grasses and seed, if animals are used in our tours.
- Keep the company's animals contained with portable, non-wire fencing.
- Keep the company's animals away from water bodies, banks and sensitive areas.
- Use soft ties when using trees as natural anchors for the company's animals.



Freshwater recreational activities (applicable only to land-based operations)

The following best practices are applicable for tropical forest operations only. By signing the present contract we are committing to:

- Avoid the use of natural waterways for cleaning vehicles or equipment.
- Use non-toxic chemicals for vehicle and vessel maintenance and protection where available.
- Avoid the use of chemicals or personal cleaning products in natural water ways.
- Limit the number of non-motorized watercraft to 8 per tour.
- Limit the number of customers per guide to 15 or less.
- Improve our knowledge by talking to area managers and local conservation groups to help identify sensitive sites such as breeding or nesting grounds in rivers and creeks and along banks. Avoid these areas when porting, launching, anchoring or mooring watercraft and when choosing sites to come ashore.
- Be considerate around wildlife.
- Be aware of the presence, general locations and common travel routes of large animals likely to be using or navigating the river.
- Encourage sustainable and humane fishing practices.
 - Be aware of and follow any regulations on maximum fish catch and minimum size regulations, as well as seasonal closures or zoning restrictions.
 - Use appropriate tackle and native bait and limit catch sizes to immediate need.
 - Avoid catching threatened and endangered species.
- Choose anchoring and mooring locations carefully.
- Anchor in muddy environments and avoid anchor dragging.
- Use soft wraps when tying to trees and use or install mooring rings or pylons wherever possible.
- Avoid damage to vegetation and banks when unloading, launching and coming ashore.
- Avoid the disposal of wastewater, sewage, trash, food stuffs, fishing line and tackle into freshwater bodies.

Further information on best practices can be found in the documents entitled:

“Tour Operator’s Guide to Tropical Forest Best Practices with Indicators”.

“Tour Operator’s Guide to Marine Best Practices with Indicators”.



Specifics

Specify any additional information in this section that is not included in other sections of the contract. For example, trip or rate specific information, age restrictions, accommodation standards, other options available on passenger request, single supplements and any prices imposed by outside authorities (e.g. national park admission fees) which are subject to change without prior notification.

Reservations

In this section of the contract you should clarify the reservations procedure. Generally speaking, reservations should be confirmed in writing, either by email, fax or post. Once a reservation has been confirmed and in the event of cancellations or changes by the client, you should defer to the company's cancellation policy, which specifies the percentage of the total trip cost to be retained by the company at certain intervals before the trip start date.

The procedures to make a reservation include:

- The number of days prior arrival up to when reservations may be made.
- The information needed to make a reservation (passenger names list, passenger food requirements, passport numbers, etc.)
- The conditions for additional reservations. Operations agreements should include how to ask for more spaces based on the availability at the time of the request.
- Specifications on last minute information (How and when the information will be send -flight numbers, documentation needed) should also be specified here.

Payment terms

Specify the conditions of payment. Include how many days prior to the trip departure date that payments should be made in full as well as the time within which payments should be made upon receipt of the invoice. Payment methods should also be specified (e.g. check or wire transfer) and the relevant bank details included, with account name and number, address and any additional information.

Cancellations

Specify all aspects of the cancellation policy in this section, including time frames and percentages of the trip cost to be forfeited and cancellations due to third party factors. Including:

- Cancellations due to bad weather at time of departure or arrival.
- Cancellations due to tourists's illness or injury.
- Cancellation due to cancelled, delayed or missed flights.
- Cancellations due to a national warning.



- Cancellations due to host operation's maintenance period.

For example:

Company X cancellation policies:

- Cancellations made 90 days or more prior to the departure date have no penalties.
- Cancellations made between 89 and 60 days prior to the departure date have a USD \$100 per tourist service charge.
- Cancellations made between 59 and 26 days prior to date, 50 % of the total rate will be forfeited.
- Cancellations made between 25 and 0 days prior to departure date, 100% of rate will be forfeited.
- Cancellations for medical reasons will have a 50 % reimbursement and will require the presentation of a medical certificate.

Company X does not accept changes in the reservation date or tourist's names. In case the tourism(s) change the reservation, it will be considered as a new reservation. In other words, Company X will cancel the first reservation and the tourist (s) will be subject to all the applicable penalty

Marketing agreements

This section should specify the agreements between the parties on the revision, production and distribution of any type of promotional material related to a specific product, including the following points:

- Specifications for the joint production and publication of promotional material. It is recommended that you mention the necessary procedures related to the designing and production of any promotional material related to your product.
- Specify the property for trademarks, procedures, commercial names and all kinds of intellectual property for marketing purposes. Clauses about the utilization or reproduction of that information may be enounced.
- Specify the use of photographs for marketing purposes. Some service providers provide photographic material of guides, accommodations, attractions, etc. for the purpose of supplying their clients with the necessary and essential materials and information relating to the tour they are buying.
- Specify restrictions on client's information. Some operations use customer information for the purpose of supplying participants with the necessary and essential materials and information relating to the tour. Operations should be fully responsible for the supervision and control of the use of that information and shall make every reasonable effort to protect



against its use by others or the disclosure of the information to any party not mentioned within the agreement.

Representations

This clause should state that the inbound service provider has the authority to sign such a contract with the outbound tour operator and that it can fully provide the products as stated in the contract and in its publicity material.

For example:

Company X represents and warrants to (client) that it has the full power and authority to enter into this Agreement and to offer products and itineraries as set forth in on its' website.

Superseding contracts

Explain in this section that all contracts signed prior to the signing of the present contract are superseded by the signed current agreement in all aspects, including financial and legal elements.

For example:

This Agreement along with all specific XXXXXX tour agreements supersede all prior or contemporaneous agreements, understandings, customs, and practices between the parties relating to the legal and financial relationship between the parties. This Agreement shall also govern and become part of all future agreements between the parties relating to operation of tours. In the event of inconsistency between this Agreement and any other agreement covering any specific tour or series of tours, this Agreement shall govern

Confidentiality

In this section both parties signing the contract should agree that all steps will be taken to ensure the confidentiality of such an agreement and that breach of confidentiality shall not occur.

For example:

Duty of Confidentiality - Client and Company X agree to take precautions to safeguard the confidential nature of the information.

Confidential information

Include information that cannot be used or made public by any of the parties after the agreement has been made. Confidential information can include the contract itself or any of its parts.

Contact Information

List all contact your information in this section according to the following example and including address, telephone and fax numbers and email addresses etc.



Arbitration

In this section you should state clearly that any dispute arising from the non-compliance of the contract or other issues related to the contract will be settled by arbitration.

For example:

Any dispute, controversy or claim arising out of or relating to this Agreement shall be settled by arbitration in accordance with the procedures and under the auspices of the Commerce Chamber of Quito. The arbitration shall be conducted by legal principles in Spanish in Quito, Ecuador.

Acceptance

Parties should sign and date the agreement here stating that they accept all terms and conditions as set out in the contract and that they shall adhere to them as of the date on which the contract is signed.

For example:

I hereby agree to adhere to the terms and conditions as stated in the contract on behalf of the respective companies and as of the effective date of agreement:

Signature

Signature

Client

Company X

By: _____

By: _____

Name:

Name:

Title:

Title:



Relevant Good Practice Websites

Best Practice	Source	Link
International Scope		
<p>United Nations Environment Programme (UNEP) Tour Operators' Initiative</p> <p>Geographic Scope: International</p> <p>Sectors Covered: Tour Operators</p> <p>Description: Provides a manual on how to implement sustainable development in a tour operators' business. Presents ways in which tour operators can integrate the principles of corporate social responsibility and sustainable development into all areas of their business including internal management, product development and management, supply chain management, relations with customers and cooperation with destinations.</p>	UNEP	<p>www.unepie.org</p> <p>www.toinitiative.org</p>
<p>(UNEP) Tour Operators' Initiative CASE STUDIES</p> <p>Geographic Scope: International</p> <p>Sectors Covered: Tour Operators</p> <p>Description: Specific case studies from leading companies in key areas:</p> <ul style="list-style-type: none"> Integrating Sustainability into the Business Supply Chain Management Internal Management Product Management and Development Customer Relations Cooperation with Destinations 	UNEP/ Tour Operators Initiative	http://www.toinitiative.org/good_practices/case_studies.htm
<p>Green Globe 21</p> <p>Geographic Scope: International</p> <p>Sectors Covered: communities, accommodations, visitor attractions, tourism operators, and their administrative offices</p> <p>Description: Green Globe 21 is a for-profit, global</p>	Green Globe 21	www.greenglobe21.com



<p>benchmarking, certification and improvement system for sustainable travel and tourism. It is based on Agenda 21 and principles for Sustainable Development endorsed by 182 Heads of State at the United Nations Rio de Janeiro Earth Summit. It provides companies, communities and consumers with a path to sustainable travel and tourism.</p>		
<p>Rainforest Alliance Geographic Scope: International Sectors Covered: Tour Operators, Lodging Description: Toolkit for Small and Medium Enterprises. Best management practices include a series of sustainability principles and concrete recommendations that can be implemented by anyone whose livelihood depends on the land. The <i>Guide for Sustainable Tourism Best Practices</i> is a tool to help community-based organizations and small and medium-sized tourism businesses take specific actions to operate more sustainably. The guide was developed with input from a wide range of stakeholders and can be used to develop internal policies and codes of conduct, to meet certification requirements, or to educate clients.</p> <p>Regional examples of Rainforest Alliance's work are provided below. Rainforest Alliance is working with:</p> <ol style="list-style-type: none"> 1. Business owners in Costa Rica's Talamanca region, on the Caribbean coast, to "help them reduce their environmental impact, and ensure that tourism benefits all the region's communities and cultures." 2. Ecuadorian Pacific Coast lodges, Alándaluz Ecolodge and Río Muchacho Organic Farm. Both destinations have made a commitment to protect the natural and cultural riches of this region of Ecuador. 3. Ecuador's Cotopaxi hacienda-turned-hotel Tierra del Volcan, where lodge owners honor a commitment to conserve the environment. 	<p>Rainforest Alliance</p>	<p>http://www.rainforest-alliance.org/tourism/documents/tourism_practices_guide.pdf</p> <p>http://www.rainforest-alliance.org/tourism.cfm?id=toolkit</p> <p>http://www.rainforest-alliance.org/profiles/documents/talamancaenglish.pdf</p> <p>http://www.rainforest-alliance.org/profiles/documents/alandaluz_riomuchacho.pdf</p> <p>http://www.rainforest-alliance.org/profiles/documents/tierra_volcan.pdf</p>
<p>ISO 14001 Geographic Scope: International Sectors Covered: "the whole area of environmental</p>	<p>International Standards Organization</p>	<p>http://www.quality.co.uk/iso14000.htm#whatcover</p>



<p>ISO 140001 Geographic Scope: International Sectors Covered: “the whole area of environmental issues for organizations in the global marketplace” Description: Developed from the Rio Summit on the world in 1992, which generated a commitment to protection of the environment across the world. ISO14001 requires an Environmental Policy to be in existence within the organization, fully supported by senior management, and outlining the policies of the company, not only to the staff but to the public.</p>	<p>International Standards Organization</p>	<p>http://www.quality.co.uk/iso14000.htm#whatcover</p>
<p>Blue Flag Geographic Scope: International Sectors Covered: beaches and marinas Description: Since 1987, Blue Flag has symbolized high environmental standards for water quality, beach cleanliness and waste disposal, providing up-to-date information for visitors, environmental education and a commitment to preserving coastal ecosystems.</p>	<p>Blue Flag</p>	<p>www.blueflag.org</p>
<p>Regional Scope</p>		
<p>World Wildlife Fund Geographic Scope: Arctic Sectors Covered: Tour Operators Description: WWF International’s Codes of Conduct for Tour Operators provides guidelines for tour operators working in environmentally-sensitive areas. The group’s stated goals in the Arctic are “to preserve the region’s rich biodiversity, to ensure that the use of renewable natural resources is sustainable, and to reduce pollution and wasteful consumption.” Conservation International may also wish to observe the strategies WWF has successfully used to promote policies in the Arctic – they are active in the political arena, the public arena, and with business and industry.</p>	<p>WWF International Arctic Programme</p>	<p>http://www.panda.org/about_wwf/where_we_work/europe/what_we_do/arctic/what_we_do/tourism/index.cfm</p>
<p>Green Partnership Guide</p>	<p>Fairmont Hotels</p>	<p>Michelle.White@Fairmont</p>



<p>Africa Foundation Geographic Scope: Africa Sectors Covered: Tour Operators</p> <p>Description: Africa Foundation is a non-profit organization registered in South Africa. It aims to facilitate the empowerment and development of people living in or adjacent to protected areas in Africa by forging unique partnerships between conservation initiatives and communities. Africa Foundation works in specific rural communities surrounding Conservation Corporation Africa's (CC Africa) conservation areas. Key features of their programs:</p> <ul style="list-style-type: none"> ▪ Grounded in community participation ▪ Driven by local champions ▪ Engaged with tour operator partner supporting implementation ▪ Guests as development partners ▪ Stable organization with ongoing presence 	<p>Africa Foundation</p>	<p>http://www.africafoundation.org/</p>
<i>North America</i>		
<p>Audubon Green Leaf™ Geographic Scope: United States Sectors Covered: hotels</p> <p>Description: Internationally recognized, the Audubon Green Leaf™ Programs provide hotels essential support to motivate and educate staff on environmental best practices. The eco-rating level requires a complete, professional audit of the entire operations, verifying a hotel's eco-rating of one to five Green Leafs, while also providing an extensive recommendation report for the hotel to keep striving forward.</p>		<p>www.terrachoice.ca</p>
<p>Eco-Certified Sustainable Travel Geographic Scope: North America Sectors Covered: accommodations, visitor attractions, tourism operators, and transportation service providers</p> <p>Description: Since 2002, Sustainable Travel International has been developing an eco-certification program for travel and tourism providers who incorporate financially viable, environmentally and socially responsible business practices into</p>		<p>www.sustainabletravelinternational.org</p>



<p>their operations. The program is being launched in 2006.</p>		
<p>Green Seal, Inc. Geographic Scope: United States Sectors Covered: accommodations including hotels, motels and lodges Description: Since 1995, the Green Seal has been awarded to products that meet stringent environmental standards for the product category as demonstrated by rigorous evaluation and testing as well as a site visit. Green Seal standards are set so that they identify the most environmentally preferable products currently available; thus, they are leadership standards.</p>		<p>www.greenseal.org</p>
<p>Saskatchewan Ecotourism Accreditation Program Geographic Scope: Saskatchewan, Canada Sectors Covered: attractions, accommodations and guided tours Description: The Ecotourism Society of Saskatchewan (ESS) accredits eco-tourism attractions and businesses which follow the principles of eco-tourism and meet criteria for quality and sustainable business practices.</p>		<p>www.ecotourism.sk.ca</p>
<p>Central and South America</p>		
<p>SmartVoyager™ Geographic Scope: Ecuador's Galapagos Islands Sectors Covered: tour boats Description: This seal of certification gives travelers to the Galapagos assurance that they are traveling with an operator who cares about the conservation of the islands and has taken every measure to ensure that passengers enjoy a memorable and educational adventure without harming local and flora</p>	<p>Rainforest Alliance with funding from World Bank</p>	<p>www.rainforestalliance.com / programs/sv/sv.html</p>
<p>Brazil Sustainable Tourism Program Geographic Scope: Brazil Sectors Covered: accommodations and tourism operators Description: The Brazil Sustainable Tourism Program promotes the adoption of sustainable practices in tourism through standards, training, information, certification and marketing.</p>		<p>www.sustainabletourismbrasil.org</p>



<p>Coordinated by the Instituto de Hospitalidade (IH), they believe that all quality tourism should have sustainability inside. The program partners with the Brazilian Council for Sustainable Tourism (CBTS) and is supported by the Brazilian Export Promotion Agency (APEX), the Inter American Development Bank (IADB), Brazilian Ministry of Tourism and Brazilian Small Business Support Service (SEBRAE) and works together with the main stakeholders in tourism in Brazil.</p>		
<p>Certification for Sustainable Tourism Geographic Scope: Costa Rica Sectors Covered: accommodations and tourism operators Description: The Certification in Sustainable Tourism Program (CST) is a product of the Costa Rican Tourism Institute (ICT) consisting of a scale of 1 to 5 levels of sustainable tourism achievement. CST certifies tourism providers based on the degree to which they comply with a sustainable business model taking into consideration natural, cultural and social resource management.</p>		<p>www.turismo-sostenible.co.cr</p>
<p>Green Deal Geographic Scope: Guatemala Sectors Covered: accommodations, guides, restaurants, communities and tourism operators Description: Since 1999, Green Deal has provided sustainable tourism certification based on process-based management systems and specific performance-based criteria that cover quality control, environmental, and socio-cultural issues.</p>		<p>www.greendeal.org</p>
<p><i>Europe</i></p>		
<p>Planning For Marine Ecotourism in the EU Atlantic Area: A Good Practice Guide Geographic Scope: Europe Sectors Covered: Marine areas Description: A model of marine ecotourism good practice, setting out seven principles for “genuinely sustainable marine ecotourism” and a series of toolkits through which these principles can be implemented.</p>	<p>META Project Partners: University of the West of England, Bristol (UK), Torbay Council (UK), Marine Institute, Dublin (IR), and Escuela de Negocios MBA Gran Canaria</p>	<p>www.tourism-research.org</p>



<p>Planning For Marine Ecotourism in the EU Atlantic Area: A Good Practice Guide</p> <p>Geographic Scope: Europe</p> <p>Sectors Covered: Marine areas</p> <p>Description: A model of marine ecotourism good practice, setting out seven principles for “genuinely sustainable marine ecotourism” and a series of toolkits through which these principles can be implemented.</p>	<p>META Project Partners: University of the West of England, Bristol (UK), Torbay Council (UK), Marine Institute, Dublin (IR), and Escuela de Negocios MBA Gran Canaria (ES).</p>	<p>www.tourism-research.org</p>
<p>PAN Parks®</p> <p>Geographic Scope: Europe</p> <p>Sectors Covered: National Parks, forest reserves</p> <p>Description: PAN Parks guarantee nature protection for Europe's natural capital by certifying parks that pass verification carried out by independent experts in accordance with PAN Parks' core Principles, Criteria & Indicators. These principles cover relevant environmental, social, economic and cultural aspects and ensure new standards for conservation and sustainable development.</p>		<p>www.panparks.org</p>
<p>Green Tourism Business Scheme</p> <p>Geographic Scope: Scotland and the United Kingdom</p> <p>Sectors Covered: B&Bs, self-catering accommodation, hotels, guesthouses, youth hostels, holiday parks, visitor attractions, and tourism companies</p> <p>Description: Since 1998, the Green Tourism Business Scheme eco-label has offered bronze, silver and gold awards to travel and tourism providers who fulfill the most important criteria in all of its environmental categories.</p>		<p>www.green-business.co.uk</p>
<p>Ibexes</p> <p>Geographic Scope: Switzerland</p> <p>Sectors Covered: hotels and restaurants</p> <p>Description: The Ibex eco-label is reserved for Swiss hotels and restaurants engaged in environmentally, socially and economically responsible business practices. Sustainability is the</p>		<p>www.oe-plus.ch</p>



<p>Legambiente Turismo Geographic Scope: Italy Sectors Covered: accommodations, hotels and campgrounds Description: Since 1997, Legambiente Turismo has awarded its eco-label to eco-friendly accommodations committed to environmental protection and sustainable business practices.</p>		<p>www.legambienteturismo.it</p>
<p>Milieubarometer Geographic Scope: The Netherlands Sectors Covered: campgrounds, youth hostels, and holiday parks Description: Since 1998, Milieubarometer's "Environmental Barometer" has shown visitors the level of environmental quality awarded to tourism providers with three different categories of its eco-label: Bronze, Silver, and Gold which fulfils even the high standards of the state ecolabel, "Milieukeur".</p>		<p>www.milieubarometer.com</p>
<p>The Green Key Geographic Scope: Denmark, Estonia, Greenland, and Sweden Sectors Covered: hotels, youth hostels, conference- and holiday centers, campgrounds, holiday homes, leisure facilities, and restaurants Description: Since 1994, The Green Key has offered a "diploma" to responsible tourism providers who fulfill a long list of environmental criteria including those related to company policy and action plans. Frequent inspection visits help to ensure the credibility of this eco-label.</p>		<p>www.green-key.org</p>
<p>The Luxembourg Ecolabel Geographic Scope: Luxembourg Sectors Covered: accommodations, hotels, youth hostels, holiday apartments, gîtes, and campgrounds Description: Since 1999, The Luxembourg Ecolabel has promoted environmentally and socially responsible tourism with the support of the country's Ministry of Tourism in co-operation with its Ministry of Environment.</p>		<p>www.emweltzenter.lu/emweltzenter/oekofonds/welcome.htm</p>
<p>STEP Geographic Scope: Sectors Covered</p>	<p>Sustainable Travel International</p>	<p>www.sustainabletravelinternational.org</p>



Description		
<p>The Swan Geographic Scope: Denmark, Iceland, Finland, Norway and Sweden Sectors Covered: hotels, youth hostels, and other lodging services Description: Since 1999, this eco-label has guaranteed that products and services meet extremely high environmental standards taking into consideration their lifecycle, impacts, quality, performance. Environmental criteria are regularly revised to ensure that eco-labeled products and services are well above industry standards.</p>		www.svanen.nu/Eng/default.asp
<p>Umweltzeichen Geographic Scope: Austria Sectors Covered: hotels, youth hostels, campgrounds, holiday apartments, guesthouses, and restaurants Description: Since 1997, Austria has offered the "Hundertwasser" eco-label for the tourist industry. This is the Austrian symbol for environmental protection guaranteeing compliance with high environmental standards.</p>		www.umweltzeichen.at
<p>VISIT Geographic Scope: Europe Sectors Covered: accommodations, visitor attractions, and tourism operators Description: VISIT is the joint European initiative for the promotion of eco-labels and sustainable tourism development. VISIT has a dual meaning. As an invitation to consumers, "Your VISIT makes the difference - the choice is yours!" and as an invitation to tourism providers to use VISIT as platform for "Voluntary Initiatives for Sustainability in Tourism".</p>		www.yourvisit.info
Asia		
<p>Nature and Ecotourism Accreditation Program (NEAP) Geographic Scope: Australia Sectors Covered: accommodations, tours, and attractions Description: NEAP certifies eco-tourism products and tours not operators. Certification is backed by a commitment to best practice ecological</p>		www.ecotourism.org.au/neap.asp



<p>Nature and Ecotourism Accreditation Program (NEAP) Geographic Scope: Australia Sectors Covered: accommodations, tours, and attractions Description: NEAP certifies eco-tourism products and tours not operators. Certification is backed by a commitment to best practice ecological sustainability, natural area management and the provision of quality eco-tourism experiences. NEAP is now being exported to the rest of the world as the International Eco-tourism Standard.</p>		<p>www.ecotourism.org.au/neap.asp</p>
<p>Qualmark™ Geographic Scope: New Zealand Sectors Covered: accommodations, transportation providers, and tourism businesses Description: Qualmark™ is New Zealand tourism's official mark of quality. All accommodation and tourism businesses that have Qualmark™ certification have been independently assessed as professional and trustworthy based on quality, service, and cost. Ratings are based on one to five stars, and sustainable business practices are currently not evaluated as part of this program.</p>		<p>www.qualmark.co.nz</p>
<p>Relevant Case Studies:</p> <ul style="list-style-type: none"> ▪ Airline Ambassadors International ▪ America Share, Micato Safaris ▪ Friends of Africa Foundation ▪ GAP Adventures ▪ Lapa Rios ▪ Lindblad Expeditions ▪ Michoacan Reforestation Fund, The Spirit of Butterflies Tour ▪ Myths and Mountains ▪ Papoose Creek Lodge ▪ Project Ix-canaan ▪ Sierra Gorda Biosphere Reserve ▪ Toledo Institute for Development and Environment 	<p>Travelers' Philanthropy. Friends of Africa Foundation.</p>	<p>http://www.travelersphilanthropy.org/webarticles/net/templates/travelers_philanthropy.aspx?articleid=7&zoneid=5</p>
<p>Additional Sources Referenced</p>		
<p>Business Enterprises for Sustainable Travel</p>		<p>http://www.sustainabletravel.org/</p>
<p>Earth Feet</p>		<p>http://www.earthfeet.org/</p>



Responsible Travel		http://www.responsibletravel.com/
The International Centre for Responsible Tourism		http://www.icrtourism.org/
The International Ecotourism Society		http://www.ecotourism.org/
The Nature Conservancy		http://www.nature.org/
The Responsible Tourism Partnership		http://www.responsibletourismpartnership.org/
The Travel Foundation		http://www.thetravelfoundation.org.uk/
Tourism Concern		http://www.tourismconcern.org.uk/
Voluntary Initiatives for Sustainability in Tourism		http://www.visit21.net/

