

RESPONSIBLE TOURISM GUIDELINES

Activity Provider Guidelines



LUSSO



As a UK-based outbound tour operator committed to promoting *sustainable tourism practices*, we strive to work with suppliers who share our values and aim to prioritise *environmental and cultural responsibility*. To encourage alignment with our sustainability goals, we have developed the following guidelines for activity, tour and excursion providers.

Purpose Of The Guidelines



These Activity Provider Guidelines outline our expectations for tour, excursion and activity providers to support alignment with our sustainability commitments. As a responsible UK-based tour operator, we seek partnerships with suppliers who demonstrate a commitment to environmental protection, cultural sensitivity and ethical community engagement.

We recognise that many suppliers are already committed to sustainability and have implemented various initiatives within their operations. These guidelines and resources are designed to complement existing strategies while introducing new approaches to further enhance the sustainability of your business.

By adopting these principles, activity providers play a part in fostering responsible tourism and the long-term wellbeing of destinations.

Environmental Responsibility

Choose low-impact activities that aim to reduce environmental harm, such as pollution, habitat degradation and wildlife disturbance.

Opt for transportation options that reduce carbon emissions where possible and encourage more sustainable travel practices.

Encourage waste reduction, recycling and responsible resource management during excursions.

Cultural Sensitivity

Respect local customs, traditions and cultural sites, ensuring that activities contribute positively to the preservation of cultural heritage.

Seek opportunities for authentic cultural exchange and engagement with indigenous and traditional communities, prioritising mutual respect and understanding.

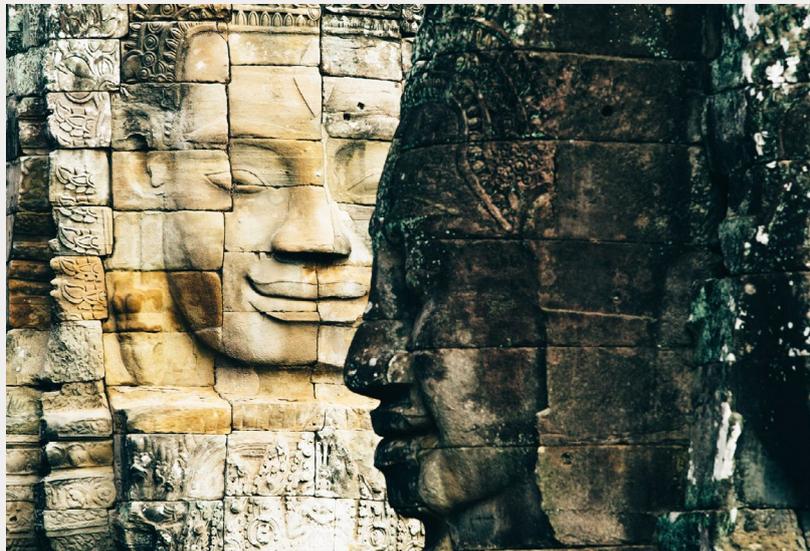
Avoid activities that may exploit or disrespect local cultures, including intrusive or inappropriate behaviour towards community members.

Sensitive Activities

Consider the sensitivity of certain activities and components within excursions, including but not limited to:

- Captive animal attractions
- Wildlife watching and visits to protected areas (including parks)
- Marine activities (snorkelling, diving, sport fishing, whale, dolphin and turtle watching)
- Visits to indigenous and traditional communities
- Visits to cultural and historically sensitive sites

Where possible, implement measures that reduce impacts on sensitive environments and communities, including adherence to local regulations and recognised best practices





Community Engagement

Foster positive relationships with local communities by supporting community-led initiatives, involving local stakeholders in excursion planning and aiming to deliver economic benefits through responsible practices.

Strive to consult and inform local communities about excursion activities that may affect them, and seek their input and feedback where appropriate.

Education & Awareness

Educate travellers about the importance of responsible tourism practices, including guidelines for minimising their environmental and cultural impact during excursions.

Provide information about the significance of sensitive activities and sites, raising awareness about conservation efforts and cultural preservation initiatives.



Continuous Improvement

Commit to ongoing evaluation and improvement of sustainability practices, seeking feedback from travellers, local communities and stakeholders to identify areas for enhancement.

Stay informed about industry best practices, trends and developments in sustainable tourism, incorporating relevant updates into excursion offerings.

By applying these principles, you can play a part in encouraging more sustainable tourism and support the long-term wellbeing of the destinations you visit. We appreciate your partnership in advancing our shared commitment to responsible travel.





Recommended Resources For Further Development

SUSTAINABILITY TRAINING

Please contact Zoe Savage-Morton, Responsible Tourism and Sustainability Manager, to enable access to Travelife Sustainability Training.
responsibletourism@lussotravel.com

GSTC (GLOBAL SUSTAINABLE TOURISM COUNCIL) INDUSTRY CRITERIA

These criteria offer sustainability guidance for tour operators and activity providers specifically.
www.gstccouncil.org/gstc-criteria/gstc-industry-criteria

ABTA ANIMAL WELFARE GUIDELINES

Specific to animal interactions in tourism.
www.abta.com/sustainability

MARINE CONSERVATION SOCIETY RESPONSIBLE SNORKELLING & DIVING

Best practices for marine-based activity providers.
www.mcsuk.org/about-us

EARTHCHECK

Widely recognised in sustainable tourism for excursions and attractions.
earthcheck.org

ONE PLANET GLOBAL TOURISM PLASTICS INITIATIVE

www.oneplanetnetwork.org/programmes/sustainable-tourism/global-tourism-plastics-initiative/join

WTTC & ANIMONDIAL NATURE POSITIVE TRAVEL & TOURISM

wttc.org/Portals/0/Documents/Reports/2022/Nature-Positive-Travel-And-Tourism-Toolbox.pdf

WTTC & UNFCC – A NET ZERO ROADMAP FOR TRAVEL & TOURISM

wttc.org/Portals/0/Documents/Reports/2021/WTTC_Net_Zero_Roadmap.pdf



Giving Us Feedback

We welcome your views on the support and information we provide. This will help us to identify what we do well and what we can do better. We invite your feedback by emailing responsibletourism@lussotravel.com

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