

Code of Conduct for excursion providers

Protecting the environment, by:



Educating customers about the fragility of natural ecosystems and the role they can play to protect them



Reducing noise and air pollution from vehicles, and driving slowly through residential areas



Respecting animal welfare (see nature-based tourism good practice manual download)



Supporting local livelihoods, by:

Supporting local arts and crafts vendors, suppliers and producers to develop their business



Creating opportunities for customers to spend more with local businesses



Using local businesses where possible, and in a fair and non-exploitative way



Respecting local cultural norms, by:

Respecting and actively promoting local culture at every stage of the excursion



Creating opportunities for customers and host communities to interact positively



Communicating 'responsible giving' principles with customers



Protecting vulnerable members of the community (eg children and elderly)