

Who has to be trained?

All the people that actively take part in one of the itineraries; in particular all those people that will be responsible for the group of tourists for a part of the itinerary (guides, drivers, attendants, hosts of accommodation structures, etc.).

Goals of Training Sessions:

Local Tour Operators become professionals in supplying Responsible Tourism services. As outlined in schedule A02, it is the service that makes the difference between a tourist resource and a tourist product.

General Guidelines:

Always remember that the quality of a holiday is dependent on its degree of safety and comfort, or the TRUST the tourist can put in the operators

Always keep the margin of worry of the tourist at a minimum.

Always maximize the positive aspects of the holiday: the attractions, the contact with local people

The ABC for Local Tour Operators:

- **(A) Awareness and security.** Make sure the tourists are protected from physical harm (violence, diseases, accidents...) throughout the holiday. No tourist has to get injured while under your responsibility. In particular make sure all operators keep up security measures to prevent dangers like:
 - Criminality
 - Accidents during transfer
 - Accidents during the activities
 - Accidents/Infection within accommodation structures

- **(B) Basic Standards.** Remember that European tourists come from a different cultural and sanitary background. Their immunity system is used to different risk factors. What is normal and safe for local population might be risky/ uneasy for tourists. Try to prevent all situations where the tourists might feel vulnerable and exposed. Always take care of
 - Personal Hygiene
 - **Water supply**
Make sure the tourists have access to water for washing at least at some point of the holiday, always after physical activities, and if possible, at least once a day (morning or evening)
 - **WC equipment**
Europeans are used to private WCs. If there are only collective sanitary structures, make sure you organize a private one – even rudimentary – for the tourists
 - Feeding
 - **Healthy food**
Make sure the food tourists eat is well cooked; raw vegetables well washed, avoid raw meat and fish, or if you use it, tell the tourists!
 - **Healthy water**
Water that tourists drink directly should be potable – boil it if you are not sure

- Environment
 - **Contact with domestic animals**
Make sure the tourists are protected from infection (diseases that domestic animals might have), throughout the holiday. Avoid extreme promiscuity with domestic animals in feeding and sleeping structures.
 - **Bugs**
If there are insects that are dangerous/very annoying for humans, try to prevent contact (use environment-friendly solutions like nets, etc.)
 - **Fierce animals**
If your itinerary plans contact with wildlife, make sure all necessary safety measures are taken. Remember that Europeans are less used to meeting fierce animals: they might put themselves into danger! Prevent situations of danger.
 - **Protect your environment**
Responsible tourists are supposed to take care of not polluting the environment of destination. Nevertheless: always take care of your environment. Make sure all garbage the tourists produce gets properly collected and disposed of. You should plan in advance how to dispose of garbage in all locations of your itineraries. Remember that a clean environment is one of your MAJOR RESOURCES to attract tourism in the first place!

- **(C) Constant Care for your tourist.** Remember that the local tour operator is the MAJOR REFERENCE POINT of the tourist. The tourist will feel lost and vulnerable if left completely on his own. Remember that the trust in local tour operators is very important to make the holiday special! The concept of constant care refers to some behavioural aspects the local tour operators should learn and apply. Apart from the general notions of communication and interaction (see E01), the awareness for security (A) and the basic standards of quality and comfort (B), local tour operators should learn how to actively take care of tourists: In particular this means active problem solving and implies three stages of behaviour:

I) PERCEPTION

The tour operator has to look out for how the tourists feel. Some tourists might suddenly have a problem that makes them feel uneasy without expressing it. The tour operator should always notice if somebody is not happy/ satisfied.

II) SOLUTION

If you perceive that someone of the tourists is unhappy with some aspect of the day/itinerary, try to understand why (put yourself into his place or simply ask him/her) and think about a solution to the problem. Solutions for the problems of one tourist should not have negative effects for the other tourists/for the local population/ be against the principles of responsible tourism.

III) ACTION

If there is a solution to the problem of the tourist, act immediately. If you think there is no solution, make sure the tourist gets to know that you have tried to solve the problem. Always explain that you tried to solve the problem and why there is no possible solution. The tourist will understand and appreciate your effort. You will gain his trust.