



GUIDELINES FOR SERVICE PROVIDERS AND TOURIST GUIDES

APPLYING SUSTAINABLE PRACTICES WHEN LEADING VISITORS THROUGH THE DESTINATION

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Tourism is an important source of income and development for local communities, but it can also cause **negative impacts on the environment, society, and culture** of the destination. Through a **sustainable approach** to organizing and conducting tourism activities, we can **reduce these negative effects** and contribute to **preserving natural and cultural values for future generations**.

Tourist service providers and guides play a key role in promoting sustainable tourism and are leaders in encouraging responsible visitor behavior.

PROMOTING RESPONSIBLE TOURIST BEHAVIOR

Every tourist should be aware of their role in preserving the destination. As guides and providers, you should educate visitors about the importance of respecting local rules, natural habitats, and cultural heritage.

Encourage tourists to:

- Stay on **marked trails**
- Avoid **picking plants** or disturbing animals
- Follow **photography rules**, especially at sacred or private locations

REDUCING ENVIRONMENTAL IMPACT

Tour planning should aim to **minimize pressure on sensitive sites**.

- Organize **smaller groups** and choose **less frequented routes** when possible
- Recommend and facilitate the use of **eco-friendly transport** such as walking, cycling, or electric vehicles
- Encourage water and energy conservation at facilities and sites—e.g., **turning off unnecessary lights** and using **biodegradable products**

SUPPORTING THE LOCAL COMMUNITY AND ECONOMY

Involving **local producers and artisans** in the tourism experience empowers the community and stimulates economic development.

Encourage tourists to:

- Buy **local souvenirs**
- Enjoy **traditional cuisine**
- Choose **locally owned restaurants and accommodations**

This supports the **preservation of traditions** and creates an **authentic experience**.

EDUCATING AND EMPOWERING TOURISTS

Use your knowledge and interpretation skills to present the **history, culture, natural richness, and current challenges** of the destination.

Inform visitors about the value of sustainable tourism and **motivate them to act responsibly**. Interactive methods and **storytelling** can enhance their engagement and understanding.

WASTE MANAGEMENT

Waste is a major issue in tourism. Ensure all waste is **properly disposed of**, and encourage tourists to **reduce and separate waste**.

Avoid the use of **single-use plastics** and promote **reusable bottles, bags, and utensils**. Posting **educational signage** in visible areas can further motivate responsible behavior.

ADAPTING TOURIST NUMBERS TO DESTINATION CAPACITY

It is essential to monitor and respect **carrying capacities** of sensitive areas to prevent overuse and environmental degradation.

Use **reservation systems** and **limit visitor numbers** during peak times to maintain a balance between tourism demand and environmental protection.

SUPPORTING AND COMPLYING WITH LAWS AND LOCAL REGULATIONS

Service providers and guides must be familiar with **relevant laws and local regulations** related to environmental protection, cultural heritage, and the rights of local communities.

Compliance and active promotion of these rules supports sustainability and improves the destination's reputation.