



## TOURISM FOR A BETTER WORLD

### Service Standards for CBTOs

This outlines the essential service standards for a Community-Based Tourism Organization (CBTO) to ensure high-quality, authentic, and responsible visitor experiences.

#### Topic 1. Cleanliness & Hygiene

- **Objective:** To provide a clean, sanitary, and comfortable environment for visitors.
- **Actionable Steps:**
  - **Accommodation:** Ensure all guest rooms and bedding are clean. Floors should be swept and mopped, and surfaces dusted daily.
  - **Toilets & Bathrooms:** Clean and sanitize toilets and showers multiple times a day. Provide soap, toilet paper, and clean towels.
  - **Kitchen & Food Prep:** Maintain a spotless kitchen. All food handlers must follow strict hygiene protocols, including washing hands regularly and using clean utensils.

#### Topic 2. Safety & Security

- **Objective:** To ensure the physical safety and security of all visitors.
- **Actionable Steps:**
  - **Infrastructure:** Regularly inspect accommodations and activity sites for safety hazards (e.g., loose railings, uneven steps).
  - **Emergency Plan:** Have a clear, well-understood emergency plan for fire, medical issues, or other crises. Ensure all guides and hosts know the plan and can direct visitors to safety.
  - **Secure Environment:** Provide a secure space for visitors to store their valuables. Inform them of any local safety precautions.

#### Topic 3. Professionalism of Hosts & Guides

- **Objective:** To ensure hosts and guides are knowledgeable, respectful, and professional.
- **Actionable Steps:**

- **Attire:** Hosts and guides should wear clean, appropriate clothing. A simple uniform or consistent color scheme can create a professional look.
- **Punctuality:** Always be on time for all scheduled activities. If there is a delay, communicate it to the guests immediately.
- **Knowledge & Communication:** Be well-informed about the local area, its history, and culture. Speak clearly, listen actively, and answer questions politely.

#### Topic 4. Authenticity & Cultural Sensitivity

- **Objective:** To provide genuine experiences that respect and preserve local culture.
- **Actionable Steps:**
  - **Genuine Experiences:** Offer experiences that are a part of daily community life, not "staged" for tourists. Avoid commodifying sacred or private rituals.
  - **Respectful Interaction:** Train guides to teach visitors about local customs and etiquette (e.g., appropriate dress, greetings). Encourage visitors to ask for permission before taking photos of people.
  - **Ethical Storytelling:** Share your community's history and traditions with pride and accuracy, avoiding stereotypes or sensationalism.

#### Topic 5. Communication & Information

- **Objective:** To provide clear, timely, and helpful information to visitors.
- **Actionable Steps:**
  - **Clear Itinerary:** Provide a detailed itinerary before the trip begins, outlining what to expect, what to bring, and what is included.
  - **On-site Information:** Have a designated person or information point for visitors to ask questions and get assistance during their stay.
  - **Feedback Channel:** Clearly communicate how visitors can provide feedback during and after their trip (e.g., through the Equera platform, a survey).

#### Topic 6. Environmental Responsibility

- **Objective:** To minimize the environmental impact of tourism activities.
- **Actionable Steps:**
  - **Waste Management:** Implement a clear system for waste disposal, including recycling and composting if possible. Discourage single-use plastics.
  - **Resource Conservation:** Encourage hosts and guests to conserve water and energy. This can be as simple as reminding them to turn off lights and taps when not in use.
  - **Protect Natural Assets:** Do not allow guests or guides to disturb wildlife or damage the natural landscape. All activities should be designed to be low-impact.