

TOUR OPERATORS PAIRCC standard based on GSTC standard

PAIRCC Standard	Indicators
Section A: Demonstrate effective sustainable management	
A1 Sustainability management plan	<ul style="list-style-type: none"> a. The Sustainability Management System is clearly documented. b. The SM System covers environmental, social, cultural, economic, quality, human rights, health and safety issues. c. The SM System includes consideration of risk and crisis management. d. Documentary evidence shows implementation of the SM system. e. The SM System includes a process for monitoring continuous improvement in sustainability performance. f. The organization should evaluate and revise its SM system at least once a year.
A2 Legal Compliance	<ul style="list-style-type: none"> a. An up to date list of all applicable legal requirements is maintained. b. Certificates or other documentary evidence show compliance with all applicable legal requirements. c. Legal requirements in all countries of operation are understood and met.

<p>A3 Reporting and communication</p>	<ul style="list-style-type: none"> a. Regular reports are made available on sustainability performance. b. Sustainability policies and actions are reported in external and internal communication material. c. Communications contain messages inviting consumer and stakeholder support. d. Communication should be done in an environmentally responsible way (use of environmentally friendly methods of communication – digital, use of recycled paper, minimizing use of paper).
<p>A4 Staff Engagement</p>	<ul style="list-style-type: none"> a. Evidence is available of staff involvement with the SM System. b. Records of courses and on-the-job training, with attendance levels, are available at least once per year. c. Staff training and guidance materials are available in accessible format (including use of culturally relevant languages where needed). d. Staff hold certificates and qualifications in relevant disciplines/skills. e. Staff holds certificates and/or competency-based qualifications in relevant disciplines/skills
<p>A5 Customer Experience</p>	<ul style="list-style-type: none"> a. A customer feedback system is in place, together with analysis of the results. The customer feedback system is based on the GSTC standard after each tour. b. Negative feedback and responses made to this are recorded. c. There is evidence of corrective actions taken on negative feedback. d. Feedback from customers is provided to tourism businesses and destinations contracted/visited.

A6 – Accurate promotion	<p>a. Images used in promotion are of actual experiences offered and places visited by customers. They also include local population from the territory.</p> <p>b. Marketing about wildlife or cultural events does not promise sightings which cannot be guaranteed.</p> <p>c. Sustainability claims are based on records of past performance.</p> <p>d. Promotional material should be in the language of the target market.</p>
A7 – Buildings and infrastructure	Indicators for A7 criteria relate to the buildings and infrastructure owned and operated by the organization or over which they have direct influence/control.
A7.1 – Compliance	<p>a. Awareness of, and compliance with, laws relating to land use and activities in the local area is demonstrated.</p> <p>b. All required licences and permits are up to date.</p> <p>c. Awareness of, and compliance with, non-statutory area management plans and guidance (e.g. for particular zones, design, etc.), is demonstrated.</p>

<p>A7.2 – Impact and Integrity</p>	<p>a. Site selection, design and access have taken account of aesthetics appeal, landscape, wildlife, biodiversity, cultural and natural heritage.</p> <p>b. Site selection, design and access have taken account of the protection of biologically sensitive areas and the assimilative capacity of ecosystems.</p> <p>c. The integrity of archaeological, cultural heritage, and sacred sites has been preserved.</p> <p>d. The integrity and connectivity of natural sites and protected areas has been preserved.</p> <p>e. Threatened or protected species have not been displaced and impact on all wildlife habitats has been minimized and mitigated.</p> <p>f. Water courses/catchments/wetlands have not been altered and run-off is reduced where possible and any residue is captured or channeled and filtered.</p> <p>g. Risk factors (including climate change, natural phenomena, and visitor safety) have been assessed and addressed.</p> <p>h. Impact assessment (including cumulative impacts) has been undertaken and documented as appropriate.</p>
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<p>A7.3 – Sustainable practices and materials</p>	<p>a. Local materials, practices and crafts have been used in buildings and design where practicable and appropriate.</p> <p>b. Native, local and endemic plants obtained from sustainable sources have been used in landscaping and decoration, avoiding exotic and invasive species.</p> <p>c. Plants have been selected for their ability to tolerate prevailing or anticipated conditions eg drought tolerant plants</p> <p>d. Sustainable design, materials and construction practices have been used in buildings, with appropriate certification where possible.</p> <p>e. Waste from construction is sorted and disposed of in an environmentally sound manner.</p>
<p>A.7.4 – Access for All</p>	<p>a. Sites, buildings and activities are accessible to persons with physical disabilities and other special needs, as appropriate to the nature of the operation.</p> <p>b. Clear and accurate information is provided on the level of accessibility.</p> <p>c. Accessibility is certified or checked with relevant experts/user bodies.</p>

<p>A8 – Land water and property rights</p>	<p>a. On sites owned and operated by the organization or over which they have direct influence/control, land ownership and tenure rights are documented.</p> <p>b. User and access rights for key resources, including land and water, are documented where applicable.</p> <p>c. There is documentary evidence of communication, consultation and engagement with local and indigenous communities.</p> <p>d. Evidence of free, prior and informed consent of local communities is documented, where relevant (showing no involuntary resettlement or land acquisition).</p>
<p>A9- Information and interpretation</p>	<p>a. Information/interpretation material about the natural and cultural heritage of areas visited is available and provided to customers in the most ecological way.</p> <p>b. Staff are informed and trained about the natural and cultural heritage of the areas visited.</p> <p>c. Information is provided to customers about appropriate behaviour in the areas visited.</p> <p>d. Guides should be local residents.</p>
<p>A10 – Destination Engagement</p>	<p>a. The organization is in contact with the local Destination Management Organization or equivalent body in those locations where it is most active (e.g. Industry association).</p> <p>b. The organization engages in the planning and management of sustainable tourism in those destinations where it is most active.</p>

Section B: Maximise social and economic benefits to the local community and minimize impacts	
B1 – Community Support	<p>a. The organization supports initiatives with local communities in areas where it is particularly active.</p> <p>b. The level and nature of contributions made to schemes in the local communities is recorded.</p> <p>c. In selecting service providers and products/experiences to feature in programmes, the organization favours those that engage with and support local communities.</p>
B2 – Local Employment	<p>a. The organization seeks to provide employment opportunities for local residents in its operations and activities.</p> <p>b. The organization monitors the level and proportion of employment it provides for local residents.</p> <p>c. Training and ongoing professional development is offered to local residents to enhance their employment opportunities.</p> <p>d. In selecting service providers and products/experiences to feature in programmes, the organization collaborate with those that provide local employment.</p> <p>e. Local staff have access to be promoted to managerial positions.</p>

B3 – Local Purchasing	<p>a. The organization regularly audits its sources of supply of goods and services.</p> <p>b. In selecting service providers and products/experiences to feature in programmes, the organization supports those that are locally owned and operated.</p>
B4 – Local Entrepreneurs	<p>a. Where appropriate, the organization provides advice and support to local service providers with whom it engages, on the quality and sustainability of their service.</p> <p>b. Opportunities for joint ventures and partnerships with local entrepreneurs are considered and pursued where appropriate.</p>
B5 – Exploitation and harassment	<p>a. The organization has a documented policy against exploitation and harassment of vulnerable groups.</p> <p>b. Action is taken to communicate and implement the policy.</p> <p>c. The organization engages with the local community, in destinations where it is particularly active, in working against exploitation and harassment.</p> <p>d. Records of employee ages are kept and show absence of any form of child labour (as defined by ILO).</p> <p>e. The organization supports action against child sex tourism.</p> <p>f. Services providers and premises where there is any evidence of possible exploitation are not contracted or visited.</p>
B6 – Equal Opportunity	<p>a. The organization has identified groups at risk of discrimination, including women, indigenous groups and local minorities.</p> <p>b. The proportion of employees drawn from each of these groups is monitored.</p> <p>c. Internal promotion includes members of these groups.</p> <p>d. The organization guarantees an equal pay for jobs regardless of where employee is from.</p>

<p>B7 – Decent Work</p>	<p>a. The organization demonstrates awareness of, and compliance with, local and international labour standards and regulations.</p> <p>b. Wage levels are monitored and regularly reviewed against norms for a living wage in the countries of employment.</p> <p>c. Training records are kept for all staff, showing the level and frequency of training received.</p> <p>d. Employee contracts show support for health care and social security.</p> <p>e. Water, sanitation and hygiene facilities are provided for all onsite workers.</p> <p>f. Employee satisfaction is monitored.</p> <p>g. An employee grievance mechanism and procedures to handle grievance matters speedily are in place.</p>
<p>B8 – Community Services</p>	<p>a. The organization monitors its impact on the availability of local services in the main areas of operation/visited.</p> <p>b. A communication/feedback/grievance mechanism is in place for communities in the main areas of operation/visited and the organization have a mechanism to solve the problem asap.</p> <p>c. Any reduction in availability of basic services to local communities, identified as the result of the organization’s activities, is addressed.</p>
<p>B9- Local Livelihoods</p>	<p>a. Local access to livelihoods is considered in decisions about development and operations.</p> <p>b. A communication mechanism is in place for local communities to report any instance of reduced access to local livelihoods in the main areas of operation/visited.</p>

Section C: Maximize benefits to cultural heritage and minimize negative impacts	
C1 - Cultural Interactions	<p>a. The organization demonstrates awareness of, and compliance with, existing international, national and local good practice and guidance for tourist visits to cultural sites and indigenous communities.</p> <p>b. The organization engages with communities/sites in reviewing guidance and creating and agreeing additional guidelines as necessary.</p> <p>c. Guidelines are effectively used and communicated.</p> <p>d. Particular measures are in place to avoid inappropriate interaction with children.</p> <p>e. The organization participates in/supports training and use of local guides.</p> <p>f. Consideration is given to the capacity and fragility of sites and communities, and to the levels of pressure on them, in determining the size, frequency and timing of group visits.</p> <p>g. Feedback from local communities and from visitors is encouraged and acted upon.</p> <p>h. The organization is in contact and involved in a regional network where good practices are valued and capitalized.</p>
C2- Protecting Cultural Heritage	<p>a. The organization makes and records monetary contributions to the protection of cultural heritage in its main areas of operation/visited.</p> <p>b. The organization provides in-kind or other support for cultural heritage in its main areas of operation/visited.</p> <p>c. The organization ensures that its activities do not impede local access to sites.</p>

<p>C3- Presenting Culture and Heritage</p>	<p>a. Sites visited and experiences offered provide an authentic experience of local culture and heritage.</p> <p>b. Living cultural heritage and traditions are evident in cuisine, retail, events and other services offered.</p> <p>c. Copyright and intellectual property rights have been observed and necessary permissions obtained.</p> <p>d. The views of the local community have been sought on the presentation of local cultural heritage.</p> <p>e. Greeters communities are invited to express themselves on any event, tradition or use that they know or practice.</p>
<p>C4- Artefacts</p>	<p>a. Any use of artefacts is transparent and/or documented and reported.</p> <p>b. Where artefacts are used, laws and bylaws have been identified that permit such use.</p> <p>c. Visitors are prevented from removing or damaging artefacts.</p> <p>d. Artefacts workshops and/or use are encouraged.</p>

Section D - Maximize benefits to the environment and minimize negative impacts	
D1.1 Environmentally preferable purchasing	<p>a. A documented environmental purchasing policy is in place.</p> <p>b. Preference is given to products and suppliers with environmental certification – notably with respect to wood, paper, fish, other foods, and products from the wild.</p> <p>c. Where certified products are not available, consideration is given to origin and methods of growing or production. The organization encourages food security and organic practices.</p> <p>d. Threatened species are not used or sold.</p> <p>e. Service providers and other operators selected and featured in tours have environmental/sustainability certification where possible.</p> <p>f. Where certified businesses are not available, the sustainability performance of service providers is considered and required improvements are communicated and implemented.</p>
D1.2 – Efficient purchasing	<p>a. Purchasing favours reusable, returnable and recycled goods and green eco packaging.</p> <p>b. Purchasing and use of consumable and disposable goods are monitored and managed.</p> <p>c. Unnecessary packaging (especially from plastic) is avoided when it is possible with buying in bulk as appropriate. If not possible, alternative reusable returnable/recyclable goods are used.</p> <p>d. The organization promotes a regional collaboration for bulk purchase of environmentally friendly products for use by visitors.</p>

<p>D1.3 Energy conservation</p>	<p>a. Energy used in the organization’s operations and those over which it has direct influence/control is monitored and managed.</p> <p>b. Renewable sources are favoured and the share of renewable energy in total energy supply is monitored and managed.</p> <p>c. Equipment and practices are used that minimize energy use.</p> <p>d. Goals for reducing energy consumption are in place. e. Staff and guests are given guidance on minimizing energy use.</p> <p>e. Staff are trained in conservation practices and guests are sensitised on conservation practices.</p>
<p>D1.4 Water conservation</p>	<p>a. Water risk in the main destinations visited has been assessed and documented.</p> <p>b. In destinations visited where water risk has been assessed as high, water stewardship goals have been determined.</p> <p>c. Water used in the organization’s operations and those over which it has direct influence/control is monitored and managed.</p> <p>d. Equipment and practices are used that minimize water consumption.</p> <p>e. Water originates from a legal and sustainable source which has not been previously affected, and is unlikely in future to affect, environmental flows.</p> <p>f. Consideration is given to cumulative impacts of tourism in the locality on water sources.</p> <p>g. Goals for reducing water consumption and including water harvesting are in place.</p> <p>h. Staff are given training and guests are sensitized on minimizing water use.</p>

D2 – Reducing Pollution	
D2.1 Greenhouse Gas Emissions	<p>a. Total direct and indirect greenhouse gas emissions from the organization’s operations and those over which it has direct influence/control are monitored and managed.</p> <p>b. Carbon Footprint per tourist/night is monitored and managed.</p> <p>c. Actions are taken to avoid and reduce significant annual emissions from all sources controlled by the organization.</p> <p>d. Actions are taken to encourage suppliers of products and services to avoid and reduce significant annual emissions.</p> <p>e. Carbon offset mechanisms are used where practical.</p>
D2.2 – Transport	<p>a. Where practical and feasible, the cleanest and most resource efficient transport options are used in the provision of tour programmes and excursions.</p> <p>b. Information is provided and promoted to customers on alternative (climate friendly) transport options, where available.</p> <p>c. Alternative transport options (e.g. bike rental, car sharing, pick-ups) for guests and staff are provided or facilitated.</p> <p>d. Markets accessible by short and more sustainable transport options are favoured.</p> <p>e. Local suppliers are favoured and daily operations seek to minimize transport use.</p>

<p>D2.3 Wastewater</p>	<p>a. The organization is aware of wastewater treatment arrangements in the main destinations visited and seeks to influence their improvement where necessary and practicable.</p> <p>b. Wastewater resulting from organization’s operations and those over which it has direct influence/control is disposed of to a municipal or government approved treatment system, if available.</p> <p>c. If suitable municipal wastewater treatment is not available, there is a system in place on site to treat wastewater (that meets international wastewater quality requirements) and ensures no adverse effects on the local population and the environment.</p>
<p>D2.4 Solid Waste</p>	<p>a. The organization is aware of waste management arrangements in the main destinations visited and seeks to influence their improvement where necessary and practicable.</p> <p>b. A solid waste management plan is in place for the organization’s operations and those over which it has direct influence/control.</p> <p>c. The solid waste management plan includes actions to reduce, separate and reuse or recycle food waste. This plan is reviewed and adapted each year.</p> <p>d. Waste disposal is to a government run or approved facility and there is evidence that the facility has no negative impact on the environment or local population.</p> <p>e. Solid waste disposed is measured by type and goals are in place to minimize non-diverted solid waste.</p> <p>f. Guidance is given to customers, staff and suppliers of products and services on minimizing waste.</p> <p>g. Staff are given training and guests are sensitized on solid waste management.</p>

<p>D2.5 Harmful Substances</p>	<p>a. An inventory of harmful substances has been made and material safety data sheets (MSDS) are held.</p> <p>b. Action has been taken to source more environmentally friendly alternatives.</p> <p>c. Chemicals, especially those in bulk amounts, are stored and handled in accordance with appropriate standards.</p> <p>d. Visitors are informed in advance to avoid use of personal toiletries and other substances which may be considered harmful to the local environment.</p> <p>e. Staff are trained in the use of harmful substances.</p>
<p>D2.6 Minimize Pollution</p>	<p>a. The potential sources of pollution covered in the criterion have been reviewed and identified.</p> <p>b. The potential sources of pollution covered in the criterion are monitored.</p> <p>c. Action is taken to minimize and where possible eliminate pollution from the sources covered in the criterion.</p> <p>d. Noise pollution at sites are taken in consideration and reduced – (e.g. vehicles running at sites).</p> <p>e. Clients are sensitized and invited to reduce their pollution.</p>

D3 Conserving biodiversity, ecosystems and landscapes	
D3.1 Biodiversity conservation	<p>a. The organization demonstrates awareness of natural protected areas and areas of high biodiversity value in the areas visited.</p> <p>b. The organization provides and records monetary support for biodiversity conservation in its main areas of operation/visited. Funds are monitored.</p> <p>c. The organization provides and records in-kind or other support for biodiversity conservation in its main areas of operation/visited.</p> <p>d. Properties owned or operated by the organization and those over which it has direct influence/control are actively managed to support biodiversity conservation.</p> <p>e. The organization is aware of, and mitigates, activity with potential to disturb wildlife and habitats.</p> <p>f. Compensation is made where any disturbance has occurred.</p> <p>g. Action is taken to encourage visitors to support biodiversity conservation.</p> <p>h. The organization engages with local conservation NGOs in its main areas of operation/visited.</p>
D3.2 Invasive species	<p>a. Properties owned or operated by the organization and those over which it has direct influence/control are monitored for presence of any invasive species.</p> <p>b. Action is taken to ensure invasive species are not introduced or spread.</p> <p>c. A programme is in place to eradicate and control invasive species.</p> <p>d. Landscaping of sites is reviewed to consider use of native species.</p>

<p>D3.3 Visits to natural sites</p>	<p>a. The organization is aware of, and complies with, existing guidelines for tourist visits to natural sites.</p> <p>b. Guidelines are used when conducting visits and informing guests.</p> <p>c. The organization engages with local conservation bodies to establish/identify issues concerning visits to particular sites.</p> <p>d. The organization participates in/supports training and use of local guides in natural sites.</p> <p>e. Consideration is given to the capacity and fragility of natural sites, to the levels of pressure on them, and to carry capacity and limits of acceptable change in determining the size, frequency and timing of group visits. <i>The organization works closely with representatives of the destination on a way to count visitors on most visited sites. Once the limit is reached, visitors are invited to visit less crowded sites.</i></p> <p>f. Feedback from local communities and from visitors is encouraged and acted upon.</p>
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<p>D3.4 Wildlife interactions</p>	<p>a. The organization is aware of, and complies with, existing local, national and international regulations and guidelines concerning wildlife interactions, including wildlife viewing.</p> <p>b. The organization engages with the development and implementation of local codes and guidelines for wildlife interactions, including wildlife viewing, as required, based on advice of wildlife experts.</p> <p>c. The organization ensures that all service providers and sites visited comply with existing local, national and international regulations and guidelines concerning wildlife interactions, including wildlife viewing.</p> <p>d. Direct interactions, in particular feeding, should not be permitted, unless specifically sanctioned by internationally accepted standards or, where standards are not available, guided by independent wildlife expert advice.</p> <p>e. Measures are taken to minimize disturbance to wildlife.</p> <p>f. Impacts on wildlife wellbeing are regularly monitored and addressed</p> <p>g. Regulations on size of groups should meet national/regional & international standards.</p>
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<p>D3.5 Animal welfare</p>	<p>a. The organization is aware of, and complies with, relevant laws and regulations concerning captive wildlife.</p> <p>b. Existing guidelines for specific tourism activities involving captive wildlife are implemented.</p> <p>c. Personnel responsible for captive wildlife have appropriate qualifications and experience and are fully licensed.</p> <p>d. The organization is aware of, and complies with, relevant laws and regulations concerning animal welfare.</p> <p>e. The organization ensures that all service providers and sites visited comply with relevant laws, regulations and guidelines concerning captive wildlife and animal welfare.</p> <p>f. There is regular inspection of conditions of captive wildlife and their housing.</p> <p>g. There is regular inspection of conditions of domestic animals and their housing and handling.</p>
<p>D3.6 Wildlife harvesting and trade</p>	<p>a. The organization is aware of, and complies with, relevant laws and regulations concerning wildlife harvesting and trade.</p> <p>b. The organization ensures that all service providers and sites visited comply with relevant laws and regulations concerning wildlife harvesting and trade.</p> <p>c. Visitors and guides are informed of regulations concerning wildlife harvesting, consumption and trade and of the need to avoid buying illegal products/souvenirs derived from threatened species of wildlife notified by IUCN or CITES.</p> <p>d. Where hunting activity is legal, it forms part of a scientifically based, properly managed and strictly enforced approach to conservation.</p>