



“DODECALOGUE”

OF THE RESPONSIBLE AND SUSTAINABLE TOURISM GUIDE

The functions of the tourism guide are many: **coordination, reception, assistance, conduction, information and entertainment of tourists**, even if the guide is a local guide, a specialized guide, a nature guide or any other type of guide, they have to focus on two main work areas: their clients and their company.

His work is based on 4 basic pillars: Cultural knowledge + Skills and practical knowledge + Languages + Serving attitude.

The responsible guide must be reasonable regarding a sustainable service:

- Observing the environment where he works (territory, accommodation, transports, services, activities...).
- Transmitting and educating travelers in the values of sustainability and responsibility.

DODECALOGUE:

1. To be informed and inform the group about the traditions, language, religions, economy and culture, among others, of the area where the guided activity will take place so as to be conscious and guarantee the minimum impact the group visit could provoke.
2. The services proposed and coordinated have to be compromised with local communities and natural environment as well as to promote local economy.
3. To suggest local gastronomy as much as possible, instead of imported menus for tourists.
4. The stops and the rest of the groups should be made in spaces that minimize discomfort and interruption of the daily life of the places visited, making use, when possible, of the areas destined for this use
5. To monitor and control the dress code of all the group components in order to adapt to the visited place, mainly in religious places. Try to avoid richness demonstrations that contrast in excess with the environment and the socioeconomic status of the visited area.

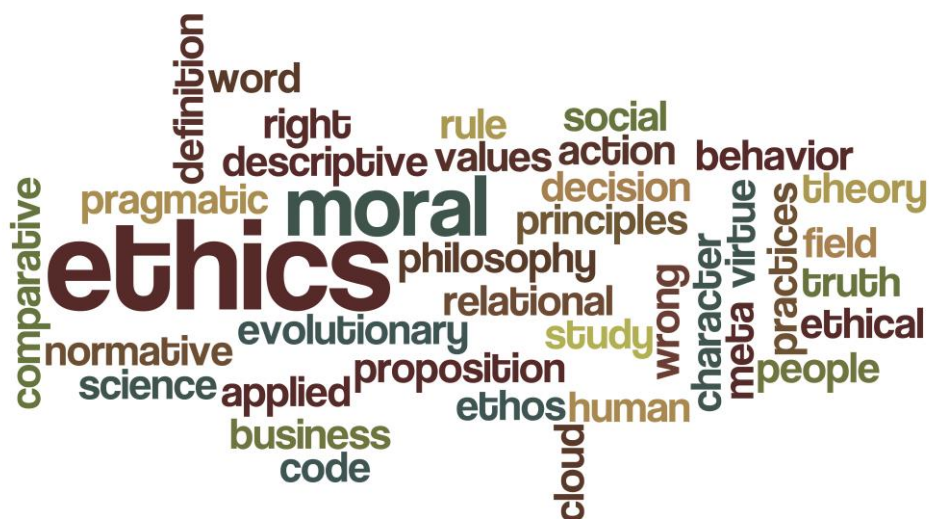
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Tarannà encourages all of their suppliers to support these concepts of responsibility and sustainability.

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6. To ensure a respectful and cordial relation between groups and visited communities. They can keep in touch after the trip through mails, letters, pictures...
7. To remember that is respectful and necessary to ask for permission in order to take picture of people, otherwise could be offensive for their traditions and beliefs.
8. To be very conscious and strict with the left footprint in the destination, to watch over the management of the residues, the souvenirs or recollection uncontrolled of archeological and geologic rests, plants or animals from protected spaces.
9. To avoid under no exception shops that promote exotic products made of endangered plants or animals purchasing, in order to avoid promotion of recollection and hunting.
10. To avoid attractions or services related to mistreated animals usage.
11. In natural spaces prevent the group from leaving the marked trails, so as to avoid disturbing plants or animals.
12. To inform, oppose (or even sue) sexual, corruptive or abused related services that can be offered to the group.



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