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## Adventure tourism — Information for participants

*Tourisme d'aventure — Informations aux participants*

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## Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see [www.iso.org/directives](http://www.iso.org/directives)).

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights. Details of any patent rights identified during the development of the document will be in the Introduction and/or on the ISO list of patent declarations received (see [www.iso.org/patents](http://www.iso.org/patents)).

Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

For an explanation on the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the WTO principles in the Technical Barriers to Trade (TBT) see the following URL: Foreword - Supplementary information

The committee responsible for this document is Technical Committee ISO/TC 228, *Tourism and related services*.

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## Introduction

### 0.1 Adventure tourism

Adventure tourism is a global industry that is growing in importance. Whether provided on a commercial, not-for-profit or charitable basis, adventure tourism activities involve an accepted, inherent element of risk and challenge. Taking risks brings rewards but also brings dangers. In order to maximize the rewards, adventure tourism activity providers need to operate as safely as practicable.

ISO 21101, ISO/TR 21102 and this International Standard provide a basis for adventure tourism activity providers to plan, communicate about, and deliver adventure tourism activities as safely as practicable.

Effective implementation of ISO 21101, ISO/TR 21102 and this International Standard will help consumers make informed choices about activities and providers.

### 0.2 Adventure tourism standards

The purpose of adventure tourism standards is to set out the minimum requirements for safety management systems and communication to participants. They are independent entities since they apply to different aspects of adventure tourism.

- ISO 21101 specifies how the adventure tourism organization manages its operations in terms of safety;
- ISO/TR 21102 provides data on the minimum competence of adventure tourism activity leaders;
- this International Standard specifies the minimum information to be communicated to participants and potential participants before, during and after the activity to ensure safety.

### 0.3 Purpose of this International Standard

This International Standard specifies general requirements for information related to contractual aspects of services that include adventure tourism activities to be provided to potential participants and other interested parties.

Provision of accurate information for participants, in conformance with this International Standard, will help participants and potential participants make informed choices about activities at the point of booking, during and after the activity. This information ensures that participants understand the risks, and can be prepared in order to mitigate the risk of harm to people and/or damage to equipment. This increases the likelihood of a safe experience.

In the context of tourism, adventure tourism activity providers need to consider communication risks, e.g. language differences, that might cause people to interpret information incorrectly. They also need to communicate about the inherent risks in adventure activities. In order to ensure effective communication, the information provided to participants needs to specify what information participants need to submit to the provider.

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# Adventure tourism — Information for participants

## 1 Scope

This International Standard specifies minimum requirements for information to be provided to participants before, during and after adventure tourism activities.

This International Standard can be used by all types and sizes of providers operating in different geographic, cultural and social environments.

## 2 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

### 2.1

#### **adventure tourism activity**

adventure activity for tourism purposes that involves a degree of instruction or leadership and a deliberate accepted element of *risk* (2.8)

Note 1 to entry: An accepted element of risk means that the participant has a minimum understanding about the risk involved.

### 2.2

#### **level of difficulty**

rating of the physical and psychological difficulty expected to be encountered whilst participating in an adventure tourism activity based on factors such as technical ability required, terrain, altitude or climate

### 2.3

#### **itinerary**

description of the component parts involved in the *adventure tourism activity* (2.1), listing times, locations and activities

### 2.4

#### **participant**

person taking part in the *adventure tourism activity* (2.1) but not a member of the leadership team

Note 1 to entry: A participant might also be referred to as “client”, “customer” or similar.

Note 2 to entry: A leadership team comprises several leaders.

### 2.5

#### **adventure tourism activity provider**

individual or organization having overall responsibility for all aspects of the provision of *adventure tourism activities* (2.1)

Note 1 to entry: Adventure tourism activities can be provided free of charge or in return for payment.

### 2.6

#### **third-party provider**

external organization or individual that provides services to the adventure tourism activity provider

### 2.7

#### **free time**

period(s) of time occurring within the overall duration of the *adventure tourism activity* (2.1), defined as being beyond the contractual obligations of the *adventure tourism activity provider* (2.5)

## 2.8

### risk

effect of uncertainty

Note 1 to entry: An effect is a deviation from the expected — positive or negative.

Note 2 to entry: Uncertainty is the state, even partial, of deficiency of information related to, understanding or knowledge of an event, its consequence, or likelihood.

Note 3 to entry: Risk is often characterized by reference to potential “events” (as defined in ISO Guide 73:2009, 3.5.1.3) and “consequences” (as defined in ISO Guide 73:2009, 3.6.1.3), or a combination of these.

Note 4 to entry: Risk is often expressed in terms of a combination of the consequences of an event (including changes in circumstances) and the associated “likelihood” (as defined in ISO Guide 73:2009, 3.6.1.1) of occurrence.

## 3 Communicating information

Communication with participants shall be accurate and accessible.

When communicating with participants, adventure tourism activity providers shall take into account the participants’:

- a) language;
- b) literacy;
- c) speech, hearing or visual impairment.

In addition, adventure tourism activity providers should consider where and in what format (e.g. printed or electronic) the information is presented.

Adventure tourism activity providers shall identify and respond to risks associated with communication during the activity (e.g. language barriers or noise) to ensure participants understand adventure tourism leader directions.

NOTE Response to communication risks during the activity could include, for example, the use of signs, hand signals or whistles.

## 4 Information before the adventure tourism activity

### 4.1 Purpose of information before the adventure tourism activity

This subclause outlines the information that shall be provided before the adventure tourism activity is booked.

Information shall be provided to potential participants before the activity to enable them to make informed choices about participating in the activity.

Because of the inherent risks in adventure tourism activities, information provided before the activity is booked shall indicate the sources of significant risk and the related safety requirements.

### 4.2 Pre-booking information

#### 4.2.1 Provider

The pre-booking information about the adventure tourism activity provider shall include:

- a) name, legal name, legal status, contact details (address, telephone numbers, e-mail address) and office hours;



- b) if the adventure tourism activity provider applies any standards, if the provider is certified and if the certifier is accredited;
- c) any relevant licenses and qualifications.

#### 4.2.2 Adventure tourism activity

The pre-booking information about the adventure tourism activity shall include:

- a) a description of the adventure tourism activity, its component parts and price;
- b) minimum and maximum number of participants and the number of leaders and other staff;
- c) component services provided as part of the adventure tourism activity to be booked, e.g.
  - 1) types of transport used and degree of comfort offered to the participant and, if third-party providers, their identity;
  - 2) type and standard of accommodation and their facilities, e.g. bathroom arrangements, leisure facilities and conditions;
  - 3) food and drink supplied, including provision for special diets;
  - 4) equipment supplied;
  - 5) portorage for equipment, if necessary over rough terrain;
- d) level of difficulty (with an explanation of criteria) for the adventure tourism activity; the level of difficulty rating assessment should take into account factors such as:
  - 1) specific level of physical fitness or psychological aptitude required of the participant;
  - 2) the duration of the activity, both the whole trip and on a daily basis;
  - 3) knowledge and skills required;
  - 4) any requirement for a recognized specific qualification;
  - 5) expected climatic conditions;
  - 6) difficulties created by the terrain to be covered;
  - 7) if relevant, difficulty level and an explanation of the criteria;
- e) itinerary of the adventure tourism activity:
  - 1) location(s);
  - 2) estimated times of departure and arrival at different venues;
  - 3) estimated duration of activity/activities;
  - 4) periods of free time;
- f) availability of emergency assistance;
- g) availability of facilities for people with special needs, children or the elderly;
- h) in the case that a group of minors are participants in a multi-day activity, the number, gender and role of leaders and other accompanying adults, e.g. parents;
- i) information on the suitability where adventure tourism activities are designed and specified for specific types of people, e.g. by age, gender or ability;