INTERNATIONAL STANDARD

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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).

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).

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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.

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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.

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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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