
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).

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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*.

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) portage 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;

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- j) details of local customs and political environment;
- k) details of local laws including, for example:
 - 1) prohibitions regarding visitor numbers, e.g. in a Natural Protected Area to reduce the human footprint;
 - 2) prohibitions regarding lighting of fires or using soap products that might upset the balance of the natural environment.

4.2.3 Agreement

The pre-booking information about the agreement between the adventure tourism provider and participants shall include:

- a) what is included in the adventure tourism activity;
- b) adventure tourism activity providers insurance relating to the participant;
- c) insurance required to participate and insurance availability;
- d) factors that might cause disruption, changes or cancellation;
- e) acknowledgement and acceptance of risk;
- f) responsibilities;
- g) complaints procedures;
- h) cancellation procedures including alternative adventure tourism activities.

4.2.4 Participant

The pre-booking information related to the participant shall include:

- a) description of any pre-activity training, orientation or qualification and where the practise for these adventure tourism activities are to be located;
- b) medical requirements, e.g. vaccines, inoculations, prophylactics;
- c) equipment or clothing to be provided by the participant needed to take part in the adventure tourism activity as safely as practicable;
- d) data that shall be requested from participants;
- e) minimum fitness levels.

5 Information supplied during the adventure tourism activity

5.1 Purpose of information supplied during the activity

This subclause outlines the information that shall be provided after the booking of the adventure tourism activity until the end of the activity.

The purpose of information provided during the activity is to:

- a) give participants clear direction to ensure that their participation in the activity is as safe as practicable, and
- b) make participants aware of any changes to the activity, free time and anything that they need to do or may do in response to changes.

NOTE Changes can occur due to issues arising in the environment such as adverse weather, to accidents or illness, to equipment breakdowns, etc. It is important that participants are adequately informed to allow them to respond to the issue. Responding might involve implementing new instructions from leaders in relation to managing the issue and related risks, or participants can be given options such as leaving the activity.

5.2 Information supplied during the activity

As a minimum, information provided during the activity shall include:

- a) a direction about what will happen at each stage of the activity and what participants need to do;
- b) any changes to previously provided information about the activity, e.g. risks, leadership, times, free time, locations or transportation;
- c) response to incidents and emergencies.

6 Information supplied after the adventure tourism activity

6.1 Purpose of information supplied after the activity

This subclause outlines the information that shall be provided after the adventure tourism activity has ended.

The purpose of information provided after the adventure tourism activity is to make participants aware of the potential implications of any issues that occurred during the activity.

6.2 Information supplied after the activity

As a minimum, where an issue has occurred that can have implications for participants, information provided after the adventure activity shall include:

- a) a description of the issue;
- b) the implications of the issue;
- c) any additional data or actions about the issue that participants need.

Bibliography

- [1] ISO 21101, *Adventure tourism — Safety management systems — Requirements*
- [2] ISO/TR 21102, *Adventure tourism — Leaders — Personnel competence*
- [3] ISO Guide 73:2009, *Risk management — Vocabulary*

