

Cultural Experiences amid COVID-19: Guidelines - DRAFT

This document is a draft distributed for global review from 08 to 12 July 2020. It is not ready for use. The text of this document will be reviewed, improved, formatted, and designed and it is expected to be published 21st of July. If you have comments and suggestion use the review template provided at:

<https://www.adventuretravel.biz/covid19guidelines-review/>

We're on a Team

The COVID-19 pandemic has entered a new phase, travel is restarting, and travelers want to travel, and companies want to operate while minimizing COVID-19 contamination risk. ATTA Activity Guidelines for Adventure Travel have been developed jointly by ATTA, Cleveland Clinic and a cohort of operators.

The **Cultural Experiences and Sightseeing amid COVID-19: Guidelines** were designed to be used together with [Adventure Travel COVID-19 Health & Safety Guidelines](#)

While the current knowledge (June 2020) indicates that the risk of the COVID-19 being passed on to others outdoors is reduced when people maintain social distancing, operating under these Guidelines should only be undertaken after thorough risk and safety assessment and compliance with existing destination government guidance.

These guidelines are intended to be a flexible framework for ATC's (adventure travel companies) to use in reopening. Companies should tailor their actual policies and practices based on their unique operations, applicable laws, regulations, and health standards in their locales, and consult with their own legal, safety, and financial advisors to develop a reopening guide for their situation.

These guidelines are not intended to be an exhaustive list of possible actions nor are they meant to encourage ATC's to resume operations before they are ready to do so. These guidelines are designed to be used as a supplement to ATC's current risk and crisis management plans, operating procedures and protocols, legal documents (e.g., terms and conditions and liability waiver), and customer trip materials – not as a substitute.

Note: This is a living document. As international and national restrictions and Public Health guidelines evolve, this document will also evolve to reflect new advice and changes to guidelines when they emerge. Guidelines have been developed in line with the most recent information coming from international and national sources related to health, tourism and outdoors activities. We welcome you feedback any time: covid19guidelinesreview@adventure.travel

Disclaimer: The information contained within these operational guidelines may change from time to time due to the evolving nature of the COVID-19 pandemic. It must not by itself be relied upon in determining obligations or other decisions. Users of this document must independently verify any information on which they wish to rely. It is expected that all business owners and management will have familiarized themselves with governmental, health authority, and regulatory guidance prior to re-opening and will have implemented all relevant requirements. Adventure Travel Trade

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Cultural Experiences And Sightseeing

Cultural experiences are very popular in the Adventure Travel industry and include activities such as an interactive cultural exchange with a local community or host, or learning about and experiencing another culture. Whilst sightseeing may not typically be considered a form of adventure travel, it is common for adventure trips to visit important or popular places of interest in that destination.

By its nature, visiting a popular area or place of interest has associated risks with maintaining distancing and other protective measures for mitigating against the risk of COVID-19 transmission. Likewise, it is important to protect local communities, especially if they are remote, and have not been affected by COVID-19. It is important to introduce these measures listed in this guideline as well as the [Adventure Travel COVID-19 Health and Safety Guidelines](#) and to assess if and when it is suitable to commence operations.

1. Group Management

- a. Small groups, FIT, or household groups should be favoured to promote distancing. Strive to keep trip participant numbers as low as reasonably possible.
- b. Physical distancing does not need to apply to household units.
- c. Physical distancing should be practiced as much as possible if the group involves more than one household unit. How each individual moves about throughout the experience will greatly influence your group's distancing practices - operators should promote the shared responsibility for distancing.
- d. A cultural experience could involve many types of activities, but regardless of the nature of a tour physical distancing should always be maintained. This is especially true if visiting a remote community in which case face coverings should also be worn.
- e. When visiting popular sites or attractions, consider going during quieter times, or pre-booking to avoid crowds. Certain places may have introduced COVID-19 procedures such as online-booking, reduced capacity numbers, and permits, as well as more obvious measures such as distancing, use of face coverings, health screening, and enhanced sanitation, etc.
- f. Consider using face coverings when in situations of higher risk of virus transmission, such as in an enclosed space, in popular areas, and in transportation.

2. Pre-Arrival, Instruction and Briefing

- a. Have screening actions in place. Before joining the activity or experience ask guests to self-assess their physical condition and self-screen their risk profile. Inform guests that if they have symptoms, however mild, or are in a household where someone has symptoms, they are advised to stay at home.
- b. For longer stays, consider additional pre-trip recommendations and screening, such as suggesting steps to limit exposure to COVID-19, using screening questionnaires, or testing.
- c. Screening and monitoring measures should be extensive for staff members.
- d. Set clear standards and boundaries for COVID-19 health and safety measures and guest participation. Make relevant information about the activity available, such as the risks involved and the measures you are taking to manage COVID-19 risks. Ensure guests understand the risks and what is expected of them to participate.
- e. Provide ample access to hand washing facilities and sanitizer. Ask that guests sanitize hands when entering any building, kitchen, or dining facility, before starting an activity and as often as needed throughout the activity.
- f. Events and briefings should accommodate for social or physical distancing. Adapt the spaces and briefings to avoid the need to get close to guests and to increase guests understanding and compliance of the additional COVID-19 measures necessary.
- g. When closer contact is required consider the use of face coverings.

3. Transport

- a. The use of vehicles to transport clients includes a higher degree of COVID-19 transmission risk. Measures to mitigate risk should be used whenever possible; Open vehicle windows, provide space in between passengers and have passengers wear face coverings. Consider the use of face shields or the use of private vehicles for transportation as additional measures.

4. Activity or experience:

- a. Special consideration should be given to social and physical distancing in regard to hosts - they are typically a key and very present element of cultural experiences.
- b. The manner of screening and monitoring of COVID-19 related symptoms should take into account the activity or trip length. Besides considering health screening customers such as checking temperatures and asking questions such as if they feel any symptoms at the start of the activity, consider what additional measures to put in place for ongoing monitoring and screening.
- c. At areas of potential concentration, it is important to organize social and physical distancing to minimize exposure, for example:

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- i. Visiting popular sites at quieter times of the day. It is likely that attractions, museums, galleries and other sites will have measures in place such as one way systems, permits and ticketing systems, wearing of face coverings, maximum numbers, enhanced sanitation and distancing measures in place. Ensure that your company checks with the venue and is aware of site regulations before visiting.
 - ii. In popular outdoor locations or areas with no controls or restrictions, it is important for the company to assess whether or not such a visit is essential, what measures can be put in place if it is essential, or if there are alternative locations or times for the visit to reduce potential contact with crowds.
 - iii. If visiting a popular cultural show or event, check with the organisers to see if there are any restrictions or measures in place. Can a private show be offered, or can the visit occur at quieter times? The organisers may have measures in place such as requiring reduced numbers, distancing, face coverings and enhanced sanitation. Nevertheless, the ATC should ensure that the measures are being observed and that their group follows the measures that are in place.
- d. Companies should check with hosts, organizers, staff or site management involved with the experience that procedures and protocols are being followed and are in line with the standards set out by the company or official advice.
 - e. For larger events such as cultural festivals or shows, or popular sightseeing locations, bookings may well need to be made in advance to limit numbers of entry. Companies should check with organizers for any procedures prior to the event.
 - f. Maintain your company standards of distancing and sanitization when encountering other groups. Often people socialize and chat at popular events or experiences-remember they might not know, nor be following, the same health and safety standards that you require of your group.
 - g. When administering first aid, some distancing methods need to be adapted or cannot be used. Use Personal Protective Equipment - PPE such as face coverings and gloves.
 - h. Consider the need for defining additional COVID-19 evacuations protocols.

5. Dining

- a. Distancing: consider alternatives to provide spacing, such as ample guest seating and spaced tables, offering private or outdoors eating locations, and scheduled meal times.
- b. Prevent surface contact where needed, for example:
 - i. Identify high use areas and touchpoints, such as; workstations, tables, menus, doors, utensils, condiments.
 - ii. Clean high use areas and touchpoints often with a rigorous enhanced sanitation regime.

- iii. Prevent contact in high use areas when possible.
- c. Food and beverages should be served by staff members who are trained and observant of precautions.
- d. Consider serving individually served meals rather than buffet or self-service.
- e. Consider how meals are transported, covered, and consumed. Attempt to individually pack food items and cover meals with a reusable lid. For food samples, consider how the customer will handle and consume safely.
- f. Ensure food safety and restaurant cleaning is in line with local official guidance.
- g. For further information on food handling see [Culinary Experiences amid COVID-19 Guidelines](#).

6. Lodging

- a. FIT or household groups should be favoured to promote distancing. Avoid members of separately booked groups or groups from more than one household unit sharing bedrooms.
- b. Attention to increased levels of sanitization and disinfection, distancing, and screening measures should all be implemented in line with hotel, local and official guidelines.
- c. For further information on lodging see [Small Lodges amid COVID-19: Guidelines](#).

6. Equipment

Enhancing sanitization is a key part of mitigating COVID-19 risk. Whenever possible, participants should avoid sharing equipment and should care for and carry their own personal equipment.

- a. Prevent surface contact where needed, for example:
 - i. Identify high use areas and touchpoints.
 - ii. Clean high use areas and touchpoints often with a rigorous enhanced sanitation regime.
 - iii. Prevent contact in high use areas when possible.
- b. Each person should have their individual equipment if equipment is required for the experience.
 - i. If certain protective clothing is provided, these items will need to be laundered appropriately after each use.
 - ii. Have guests size and choose equipment with minimum handling, and care for and carry their own equipment.

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- c. Use recommended methods for cleaning and sanitizing that have been determined to kill the COVID-19 virus, such as, appropriate rest time in between uses, or using soap and water or bleach solutions. Follow manufacturer's instructions and the recommendations of official health and safety agencies.
- d. Consider implementing safe-handling procedures for personnel who use cleaning products to clean equipment to prevent harm from chemicals or cross-contamination.
- e. Consider sanitizing any equipment or item that could be a vector for COVID-19 transmission.

7. Additional resources

- a. [ATTA COVID-19 Guide for the Adventure Travel Industry](#)
- b. Cleveland Clinic
 - i. [Return to work amid COVID-19: A Cleveland Clinic Guide](#)
 - i. [COVID-19: Creating a Safe Workplace](#)
 - ii. [Advice on Reopening Business: Frequently Asked Questions](#)