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20 Important Questions which can help CBT Projects to find out more about potential tour operator partners

Thailand Community-based Tourism Institute (CBT-I), 2009

1. Please describe the style of your company. What kinds of tours do you offer?
2. Please describe your target tourists (reason for travel, age, nationality)
3. Do you mostly organise group tours or tours for independent travelers?
4. Does your company currently run programs in rural villages in [my country]?
5. Approximately how many tourists does your company send to villages / year?
6. What are the expectations of your guests when they go on rural, village tours?
7. What are your positive experiences of operating tours in rural communities?
8. What challenges have you faced when operating tours in rural communities?
9. What tour leaders / guides do you use? (full-time, freelance, local, western)?
10. Has your company ever used the services of local community tour guides?
11. What are your positive / negative experiences with local community guides?
12. Does your company provide any information to your guests about how to travel with sensitivity to the environment and local culture?
13. Has your company ever conducted training to increase your staffs' understanding of environmental or cultural issues?
14. What does your company do to ensure that your tours have positive benefits and few negative impacts on local communities and the environment?
15. Does your company support any kind of social or environmental projects?
16. Has your company ever received a tourism award?
17. Does your company have a responsible travel or environmental policy?
18. Does your company run village tour programs yourself / through local agents?
19. Are you interested to send your guests to tourism projects which have been developed and managed by community groups (Community Based Tourism)?
20. Would you be prepared to work together with local people to develop new rural tour programs, and to use the services of local people in the village?