



*The Thailand*  
**Community Based Tourism**  
**Institute**

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## Criteria for selecting responsible tour operator partners

The Thailand Community-based Tourism Institute (CBT-I), 2008

Community-based Tourism (CBT) can be a very enjoyable experience for guests and hosts, as well as create benefits for the environment and society.

However, for tour operators, working with CBT can be challenging. CBT groups expect to participate in areas of tour development, operation and marketing where tour operators usually make all the decisions. CBT can also be more expensive. To increase your chances of success, it's helpful to select tour operator partners with a sincere commitment for Responsible Tourism.

The list below offers some simple guidelines which will help you to identify committed tour operators. There are various ways that you can find out this information, such as studying the brochures or websites of tour operators, meeting tour operators face-to-face, or discussing by phone or e-mail.

### CBT-I Criteria for Selecting Responsible Tour Operator Partners

1. Promotional materials and policy (or equivalent document) show that the tour operator is clearly committed to the principles of responsible tourism.
2. The tour operator makes clear efforts to operate tours which benefit and have minimum negative impacts on local communities and the environment.
3. The operator conducts training to increase their staffs' knowledge and skills to operate responsible tours, with minimum impact on local culture and nature.
4. The tour operator is prepared to work in cooperation with CBT communities to develop, operate, market and monitor CBT programs
5. The operator is prepared to use local community staff (e.g. local guides)
6. The tour operator is prepared to pay a fair price to the community for services.
7. The tour operator is prepared to inform tourists about local codes of conduct
8. The tour operator is experienced at operating rural tours in villages
9. The operator is a specialist in an area relevant to CBT sites.
10. The operator has a good reputation / positive profile.