



## SAFETY FIRST

### “Risk and safety management skill-building in adventure tourism destinations”

*International capacity development program on risk and safety management for micro-, small- and medium sized tourism service providers in Morocco, Kyrgyzstan, Georgia, North Macedonia and Turkey*



#### The safety challenge

Majority of the tourism service providers in the world are micro-, small- and medium sized companies. Safety is a vital component to provide quality products and services in the increasingly competitive global tourism industry. Travelers are more and more aware of risks associated with journeying to foreign countries and safety is an important criterion in their choice of destination. Likewise, international tour operators become increasingly demanding from their local subcontractors on safety management. In particular, the latter are increasingly expected to implement and demonstrate rigorous safety management procedures. However, in developing and emerging countries, many tour operators and their extended suppliers (guides, drivers, accommodations) struggle to apply international safety standards for their businesses and local activities.

#### *Be adventurous but understand and manage your risks!*

*John Telfer, Product & Operations Director, Explore Worldwide*

#### Our approach

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and international tour operator Explore Worldwide have joined forces in a strategic partnership to **reinforce the safety skills of tour operators and their extended suppliers** (guides, drivers, accommodations, etc).

Explore Worldwide provides a **long-standing expertise** and an **extensive network** to support the development of training materials that are tailored to the needs of the target groups of the program. GIZ provides **in-country expertise** to deliver efficient **on the ground support** and trainings.

An international capacity development program is set up to support awareness building, sharing of knowledge and provision of tailored trainings for tourism service providers to **enhance operational safety standards during tours**.

The program is targeting **Kyrgyzstan, Morocco, North Macedonia, Georgia** and **Turkey**. The countries<sup>1</sup> were chosen based on their importance for adventure tourism and the role model position they can play for the region. The program is working in the different countries in partnership with the ongoing private sector - and rural development projects of the GIZ.

**Technical assistance** to support skill-building is delivered based on the demands and needs of the different countries. Trainings and workshops are organised at **national** and **regional level**.

<sup>1</sup>In Kyrgyzstan the program is working with tour operators based in Bishkek that work nationwide; in Morocco with tour operators that are based in Marrakesh and work in mountain - and desert region; in North Macedonia with tour operators in Ohrid and Skopje ; in Georgia with tour operators in Tbilisi with nationwide coverage. In Turkey tour operators and intervention area still to be confirmed.

#### Our Services<sup>2</sup>

##### 1/ Training and coaching

Tourism service providers can apply for technical experts to support **training and coaching** on risk and safety management:

- **Tour operators** are supported in setting up **risk and safety management systems** that are aligned to national and international standards. **Quality management** tools are used to assess operational safety performance, provide guidance and promote continuous improvements.



## Contact Information

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- **Tourism guides** receive support to improve professional skills in **health and safety** that are aligned to the specificities and needs of their tours.
- **Accommodations** (small hotels, guest houses, etc) receive support to improve **safety standards** (fire safety, food safety, physical safety, sanitary and hygiene safety, safety related to accessible travel and environmental issues). Safety assessment of accommodations is done through field visits using standard safety check lists.

### 2/ Training curricula

**National tourism associations, training centres and tourism universities** can apply for technical support to **integrate** risk and safety management in their training curriculum.

Promoting risk and safety management into national training curriculums contributes to **sustainability** and **ownership** of the program.

### 3/ Traineeships

**Young people** and/or **young professional** can apply for a short-term **traineeship** in risk and safety management within experienced tour operators. Trainees participate in a specific safety management E-learning course and join a multiday tour to gain practical, hands-on experiences in the field.

### 4/ International platform

A website ([www.riskmanagement4tourism.org](http://www.riskmanagement4tourism.org)) is developed to **share knowledge and promote exchange**. Generic and country specific training material, E-learning tools and best practices are freely accessible. **Self-learning** and **self-assessment** are actively promoted.

A **monitoring and evaluation plan** of the program is accessible through the website and provides an overview of the results.

<sup>2</sup>*Services are open to all suppliers: from Explore Worldwide but also tourism service providers that are not part of the supply chain of Explore Worldwide.*

## The benefit:

The program aims to foster the competitiveness of the adventure tourism destinations and increase the quality by focusing on safety issues. Improving the risk and safety management skills of tourism service providers is part of the overall quality management to deliver safe and qualitative tourism products.

## Example from the field:

In Kyrgyzstan is a mountainous country with important adventure tourism potential. The program supports through training and coaching 5 Bishkek based tour operators to design, implement and monitor comprehensive **risk and safety management systems**. Trainings on safety management were organized for **50 guides and guide candidates**. Class room training was combined with specific outdoor trainings to simulate real life situations. Specific **training resources** for guides and tour managers were developed in Russian and English. Specific **surveys** are developed for guides and drivers to monitoring knowledge and safety practices.

**20 small accommodations** were visited in an important tourism destination the Issyk-Kul region For each accommodation baseline and corrective action plans were developed. The program is promoting self-assessment on regular base. Further visits are planned to monitor improvements in safety standards. The program works in close collaboration with **KATO** (Kyrgyz Associations of Tour operators) and **TUK** (Trekking Union Kyrgyzstan) to integrate risk and safety management in training curricula. Concise and practical **brochures** were developed to provide information on the **minimum legal safety measures** for accommodations, transport companies and tour.

## At a glance

<b>Duration</b>	01.05.2019 – 30.04.2022
<b>Country</b>	Kyrgyzstan, Georgia, Macedonia, Turkey, Morocco
<b>Objective</b>	Micro-, small- and medium-sized tourism service providers are implementing a modern risk and safety management system.
<b>Partners</b>	Explore Worldwide and GIZ
<b>Results</b>	1/ By April 2022, 90% of the 500 targeted tourism service providers (staff of national tour operators, guides, drivers and accommodation services) are developing a modern and tailored risk and safety management system and practices according to international safety standards 2/ By April 2022, 10 training centres / universities / tourism associations provide a training course on risk and safety management with a training curriculum including training material developed with the support of the project. 3/ By April 2022, 150 trainees in the target countries of the project have after their traineeship improved their skills and knowledge in risk and safety management. 4/ By April 2022, 30 national associations, training institutions and companies, have registered and use an international platform to facilitate exchange and learnings on best practices.

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