



Historical attractions

Historical attractions aren't always easy to market to customers, especially if they're not overtly interesting visually. They need to be brought alive in some way, so what can you do differently to enthuse them?

- What about a picnic and storytelling or finding a local person with a personal experience of the place e.g. granddad was part of the archaeological team? Find opportunities to link the past to the present. How has history influenced how the people live today?
- You could create your own unique excursion by seeking out under-visited places and working with them to upgrade facilities or the product. This can really differentiate your offering to customers.
- You do need to make sure customers don't climb on or remove any historical structures or artefacts for souvenirs. Even if it's not forbidden by the local government, best practices should always be adopted. If it's a religious site, make sure customers follow appropriate etiquette in terms of dress, behaviour.
- The entrance fee or other earnings can really keep these places safe for future generations and preserve the unique history of your destination.

Natural attractions

When including natural attractions on your excursion route, consider the following:

- Natural attractions, such as 'protected' areas and national parks, are ecologically sensitive areas, therefore you need to make sure any excursion complies with existing rules and regulations. Regulations governing visits to protected areas should be available at the visitors centre or from the relevant government authority and you can make sure you pass on to your customers.
- Consider what you can do to adopt best practice environmental measures – make sure customers don't litter and all rubbish is collected. If recycling facilities aren't available, can you collect it and recycle it in resort? You also need to make clear quite basic messages – don't pick the flowers, disturb the animals, start fires or drop cigarette ends, do stick to the paths.
- Employ a knowledgeable guide who can provide insight into the local habitat and wildlife. Their enthusiasm will provide added value to the customers' experience.

Encourage guides to follow best practice

Guides can sometimes ignore or be ignorant of good practice, especially when encouraged by customers. This may include going off-road to see more animals, driving up too close to an animal or even throwing stones to get its attention. In the sea, it could also mean illegal anchoring or walking across coral. Ensure your excursion adopts best practice by:

- A)** Making sure you understand what best practice is. You can check with the attraction itself and ABTA has Animal Attraction Guidelines that give clear advice on best practice for any excursions involving wildlife.
- B)** Communicating clear guidance on appropriate behaviour to holidaymakers.
- C)** Ensuring your guide is properly trained and qualified. There are many resources available in responsible guiding. You can also check to see if the relevant government authority e.g. National Park offers any training.
- D)** If there is no representative on the excursion, you could get someone to 'mystery shop' the trip to check standards.

Please remember, there are also occasions when it's better to not do as the locals do. Just because they're making a bonfire or throwing dead fish heads onto the beach doesn't mean that your customers should follow suit.