



ADVENTURE TOURISM CODE OF GOOD PRACTICE GUIDE



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1. INTRODUCTION

1.1. What is the aim of SATSA's work in Adventure Tourism?

SATSA's Code of Good Practice (CoGP) provides a framework for safe and responsible planning and delivery of guided/led participant adventure activities.

The CoGP is intended to strike a balance between providing guidance on the safety of participants and ensuring appropriate behaviours while conducting activities. Appropriate behaviours help protect our environmental and cultural heritage and help us respect the rights of other users. Environmental sustainability principles are an example of this.

This Code of Good Practice (CoGP) is designed to guide any adventure activity operator in Southern Africa. It is a voluntary good-practice framework for safe and responsible planning and delivery of guided/led participant adventure activities.

To raise the standard of Southern Africa's Adventure industry, and in the absence of government or other private body regulation for the entire industry, SATSA brought together operators within the industry to develop this general CoGP and related individual activity standards.

The overarching goal is to provide a good practice framework with benefits such as:

- The use of a common format and guidance which simplifies risk management.
- Increasing professionalism in the Southern African Adventure Industry.
- A community-led project helps lead to wider acceptance and usage.
- A centrally managed body which allows jurisdictions to focus more on helping providers improve risk management with flow-on effects for both actual and perceived participant safety.
- It allows the utilisation of the best ideas and the pooling of expertise from a range of volunteers to ensure that the CoGP and framework are developed by members for members.

The CoGP addresses the commonalities of adventure activities and should be read with the relevant published standards that have been developed per activity.

1.2. SATSA's Adventure Industry Roadmap and Framework

For more details on the project, SATSA's Adventure Industry Structure, definitions, and outcomes please access [SATSA's Adventure Tourism Roadmap and Framework](#).

2. COMPLIANCE

2.1. The full good practice framework

- The Adventure Tourism CoGP which addresses the common requirements for all types of adventure activities.
- Category CoGPs which address the common requirements for category-specific activities.
- Individual Activity Standards provide guidance specific to the various activities.

2.2. Voluntary compliance with the good practice framework is set out as follows:

General CoGP:

- Member signature of compliance to the CoGP.
- Analysis and approval from the Adventure Chapter Committee.
- A SATSA CoGP certificate is issued.
- A list of compliant CoGP Adventure Members is published and used for marketing purposes.

Category CoGP:

- Member signature of compliance to the specific Category CoGP.
- A CoGP certificate with the specific category compliance is issued.

Individual Activity Standards:

- Member signature of compliance to Standards (once developed for their activity).
- Published list of compliant Adventure Members per standard.

2.3. Who is an adventure activity provider?

An activity provider can be any organisation – business, community group, government agency or any other group – that organises and leads adventure activities. Individuals can also be activity providers if they have the ultimate legal duty of care to participants.

In general, the SATSA CoGP and associated standards relate to a provider as a ‘whole organisation’, rather than to ‘specific roles’ within the organisation.

Please see SATSA’s Adventure Tourism Categorisation below.

2.4. Do you have to use the SATSA CoGP?

SATSA’s CoGP and standards are a voluntary framework and there is no legal requirement to comply with this. However, they can become mandatory if the government adopts them as a regulation.

Although they are voluntary, the adoption of this framework is strongly encouraged and will most likely be a requirement for SATSA membership following SATSA AGM 2023 approval. Each case will be considered individually should the member not have enough time to implement the CoGP requirements.

Having been developed by the adventure sector and activity experts, they offer guidance based on the best available knowledge and experience.

It provides general guidance and information by suggesting frameworks, principles, and processes, to deliver adventure activities as safely as possible.

2.5. Is private recreation covered by CoGP and Standards?

Private recreation activities are not intended to be covered in the CoGP and Standards. SATSA’s focus is on providers delivering guided/led participant adventure activities.

3. HOW TO USE THE CODE OF GOOD PRACTICE

- 3.1. Read the General CoGP and the relevant Category CoGP and the relevant individual standards (as and when published) for your activity.
- 3.2. Consider your organisation’s safety management system, policies, procedures, and any other relevant guidance.
- 3.3. Complete and sign the CoGP Checklist and submit it to SATSA.

4. SATSA TOOLKITS

To assist you in developing or enhancing your systems and plans, SATSA will develop the following toolkits shortly:

- 4.1. **AT004 – Standard Operational Procedures Toolkit**
- 4.2. **AT005 – Risk, Safety & Incident Toolkit**
- 4.3. **AT006 – Leadership & Guides Toolkit**
- 4.4. **AT007 – Participant Care Toolkit**

5. CONTACT INFORMATION

Should you require assistance of any kind, please contact SATSA as follows:

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