



# International stock-take of risk management and safety in the adventure and outdoor commercial tourism sectors

**Disclaimer:** The Department of Labour has made every effort to ensure that the information contained in this report is reliable, but makes no guarantee of its accuracy or completeness and does not accept liability for any errors. The information and opinions contained in this report are not intended to be used as a basis for commercial decisions, and the Department accepts no liability for any decisions made in reliance on them. The Department may change, add to, delete from or otherwise amend the contents of this report at any time without notice.

The material contained in this report is subject to Crown copyright protection unless otherwise indicated. The Crown copyright protected material may be reproduced free of charge in any format or media without requiring specific permission. This is subject to the material being reproduced accurately and not being used in a derogatory manner or in a misleading context. Where the material is being published or issued to others, the source and copyright status should be acknowledged. The permission to reproduce Crown copyright protected material does not extend to any material in this report that is identified as being the copyright of a third party. Authorisation to reproduce such material should be obtained from the copyright holders.

ISBN 978-0-478-36036-3

January 2010

© Crown copyright 2010

Department of Labour

PO Box 3705

Wellington

New Zealand

[www.dol.govt.nz](http://www.dol.govt.nz)

## Contents

Summary .....	5
1. Introduction .....	7
Method .....	7
Scope .....	7
Definition & size of adventure tourism sector – globally .....	8
Incident reporting.....	8
2. Australia .....	10
Size of tourism industry .....	10
Incident rates .....	10
Approaches to safety management.....	10
New South Wales .....	12
Northern Territory .....	13
Queensland .....	13
South Australia .....	13
Tasmania .....	13
Victoria .....	13
Western Australia.....	14
3. Canada.....	14
Selected Canadian provinces and territories.....	15
4. Chile .....	16
Size of tourism industry .....	16
Activities .....	16
Incident rates .....	16
Approaches to safety management.....	16
5. Costa Rica.....	17
Size of tourism industry .....	17
Approach to safety management .....	17
6. France .....	18
Size of tourism industry .....	18
Incident rate.....	18
Approach to safety management .....	18
Current work on quality management .....	19

7.	Ireland .....	19
	Size of tourism industry .....	19
	Approach to safety management .....	19
8.	Norway .....	21
	Size of tourism industry .....	21
	Incident rate .....	21
	Approach to safety management .....	22
9.	Switzerland .....	22
	Size of tourism industry .....	22
	Incident rate .....	23
	Approach to safety management .....	23
10.	United Kingdom .....	24
	Size of tourism industry .....	24
	Incident rates .....	24
	Approaches to safety management .....	24
	Northern Ireland .....	27
	Scotland .....	29
	Wales .....	31
11.	United States of America .....	32
	Size of the tourism industry .....	32
	Incident rates .....	33
	Approaches to safety management .....	33
	Utah .....	33
12.	Other countries .....	34
	India .....	34
	Brazil .....	35
13.	Work currently being undertaken for regulation & Quality Assurance .....	35
14.	Conclusion .....	35
	References .....	36
	Websites referred to .....	37

## **SUMMARY**

This stock-take has been prepared to inform the 2009-10 review of adventure tourism in New Zealand being led by the Department of Labour. It canvases the regulation of adventure tourism activities in various countries, primarily in Australia, Canada, Chile, France, Ireland, Norway, Switzerland, the United Kingdom, and Utah in the United States.

### **Size of the adventure tourism sector**

Tourism is a significant contributor to the economies of the countries examined: OECD data (2009) shows that as a proportion of GDP, tourism in general ranges from 2% in Canada to 6.3% in France (and 9.2% in New Zealand). The adventure activity sector is considered to be a growing part of the tourism industry in all of these countries. However, due to the lack of standardised definitions it is not possible to provide a set of comparable statistics showing the size of the adventure activity sector in the countries examined in relation to employment numbers and types, participation, and economic value.

### **Incident rates**

Information on incident rates for adventure tourism is poor. While work has been done on some activities and some locations, incident databases are in their infancy.

### **Approaches to safety and risk management**

Internationally, risk and safety management in adventure activities has increasingly received the attention of government agencies. In addition to workplace health and safety legislation, regulatory or non-regulatory accreditation of safety provision in adventure activities (for people who are dependent on the leadership and judgement of others) can be categorised in the following ways:

- accrediting the provider organisation's fitness to oversee the risk management and safe delivery of the activity
- certifying the activity instructor/guide who is with a dependent client.

Accreditation (not statutory regulation) of providers is overtaking the certifying of instructors/guides. Provider accreditation takes into account all the elements of operation quality (one of which is instructor/guide qualifications and competence).

In the countries examined in this work, provider accreditation is generally non-statutory (an exception being providers of some activities for under 18 year olds not in the company of their parents in the UK), and incorporates inspection.

Although this review has found little comment on the relative merits of statutory versus non-statutory schemes, the latter appear to be preferred perhaps because:

- voluntary regimes may in effect be obligatory in order for providers to obtain insurance, access public land or make use of state supported marketing
- statutory regulations tend to set minimum standards whereas accreditation emphasises high standards

- non-statutory accreditation schemes provide a balance between credible assurance of safety standards without excessive administration burden on providers or supervisory bodies.

The table below indicates the approaches taken to the adventure tourism sector as a whole by the jurisdictions included in this review.

<b>Non-statutory accreditation programmes</b>	<b>Statutory regulations</b>	<b>Other</b>
Australia - Adventure Activity Standards	Costa Rica - Regulations for the Operation of Adventure Tourism Activities	Australia – no federal regulation of the sector
Brazil - Aventura Segura programme	France – statutory qualifications for activity leaders	Canada – no federal regulation of the sector
Chile - Quality System for Adventure Tourism	United Kingdom - AALA (under 18s without parental guidance)	Northern Ireland – currently considering an accreditation scheme
France – Quality Tourism brand	Yukon (Canada) - Wilderness Tourism Licensing Act	USA – no federal regulation of the sector
India – Basic Minimum Standards for Adventure Tourism activities		
New Zealand - Outdoorsmark <sup>1</sup>		
Switzerland – Safety in Adventure certifications		
United Kingdom - Adventuremark		

### **Effectiveness of approaches**

No material evaluating the various approaches in relation to improved safety was found in the course of this work, however licensing or accreditation of the provider rather than certification of an instructor or leader appears to be preferred presumably because as it encompasses more dimensions of performance than instructor accreditation.

Annett (2005) who reviewed the approaches in a number of countries considers (without providing supporting reasons) that the most effective schemes are those in France and the UK where it is an offence to offer some activities without going through the appropriate systems and where there are statutory standards and safeguards in place to protect the dependent participant's interests.

### **Current work on approaches to safety and risk management**

The International Organisation for Standardisation (ISO)<sup>2</sup> is currently working to develop consensus-based International Standards in adventure tourism that would provide a common basis for safety management.

<sup>1</sup> OutdoorsMark (launched in 2004) is the national outdoor safety quality assurance programme designed specifically for organisations involved in outdoor education, outdoor recreation, and adventure activities (outdoorsnz.org.nz).

<sup>2</sup> The International Organisation for Standardisation is a network of the national standards institutes of some 162 countries, with a central office in Geneva, Switzerland, that coordinates the system and publishes the finished standards (iso.org).

# 1. INTRODUCTION

This stock-take of approaches to safety management in the adventure tourism industry was prepared in November - December 2009 to inform the review of adventure tourism in New Zealand being led by the Department of Labour.

The review looks primarily (but not exclusively) at Australia, Canada, Chile, France, Ireland, Norway, Switzerland, the United Kingdom, and Utah in the United States.

This report presents information on the size of the tourism sector in these countries, data on incident rates in the sector where available, and the approach to safety and risk management.

## Method

Internet searches using the following sources were used to prepare this report:

1. international and national agencies: standards bodies, health, tourism and travel, and outdoor recreation organisations
2. national and state (territory, province etc) tourism agencies
3. academic journals.

Where required, some agencies were contacted for further information.

## Scope

This stock-take presents an overview of the approach to safety management in adventure tourism activities; it does not explore the financing and monitoring of such schemes in any depth.

It was intended in this work to identify the impact of regulatory agencies on adventure tourism enterprises and activities, however after a search of the literature, this was excluded from the stock-take as it is a topic that requires primary research.

Internationally, adventure activities generally comprise all or some of those listed below. Hunting and fishing have been largely excluded from this review.

<b>Land</b>	<b>Water</b>	<b>Air</b>
Abseiling	Canoeing	Ballooning
Caving	Dragon boating	Hang gliding
Fell running	Kayaking	Heli-bungy jumping
Gorge walking	Sailing	Gliding
Hill walking	Sailboarding	Parachuting
Ice climbing	Wave skiing	Paragliding
Off-piste skiing	White-water rafting	Scenic aerial touring
Off-road cycling	Windsurfing	Skydiving
Orienteering		
Mountaineering		
Pony trekking		
Pot-holing		
Rock climbing		
Sea level traversing		

## Definition & size of adventure tourism sector – globally

This paper focuses on outdoor activities offered by commercial operators – not those activities pursued independently by tourists. There is no agreed definition of adventure tourism. Broadly, the term is used to describe 'guided commercial tours where the principal attraction is an outdoor activity which relies on features of the natural terrain, generally requires specialised sporting or similar equipment, and is exciting for the tour clients' (Buckley 2006).

In addition, the line between the adventure sector and the ecotourism<sup>3</sup> sector is blurring. Although ecotourism has a less clearly defined link to risk, the increased involvement of clients in unfamiliar and unpredictable environments means that risk management issues are also relevant to ecotourism (Bentley et al 2009).

As definitions of these sectors are not concrete and studies are often oriented towards destination or primary reason for visit, precise data on the adventure tourism market do not exist. There is little reliable detailed information regarding the adventure tourism sector in terms of simple statistics which map the size of the sector by number of organisations, employees, participants, or gross value added (a measure of the financial worth of a sector). Furthermore, international standard industry and standard occupational classification codes are unreliable due to the lack of a specific outdoor-related code (EQFOA 2008).

However, the ISO, in reviewing the need for adventure tourism related industry standards, has estimated that outdoor travel represents around 50% of the travel market. The core market for active travellers is 15-25% of international travel. Tourism, including adventure tourism, is growing, as demonstrated by the increase in the number of types and operators of adventure tourism (ISO/TC228 Subcommittee on Adventure Tourism 2009).

The economic contribution of tourism to the countries included in this work is shown below in Table 1.

**Table 1: Economic contribution of tourism**

	Australia 2008	Canada 2007	Chile 2008	France 2007	NZ 2007	Norway 2008	Switzerland 2007	UK 2007	US 2006
% of GDP	3.5%	2.0%	3.1%	6.3%	9.2%	3.2%	2.9%	-	-
% of Gross Value Added	-	-	-	-	-	-	-	2.6%	2.6%
% of total employment	4.7%	3.8%	-	-	9.7%	6.2%	4.4%	-	-
No. of jobs	-	-	-	1.8m	-	-	-	2.7m	8.6m

Source: OECD 2009

## Incident reporting

Information on incident rates for adventure tourism is poor. Studies tend to be ad hoc, and drawn from different sources (eg, surveys of adventure activity providers or participants, and analysis of hospital emergency department data). Snow sports and diving have been investigated most intensively (Buckley 2006). There are reports on the frequencies of different injuries in these activities and the effects of age, experience and safety equipment on injury rates.

Such studies provide a useful overview of key risk areas for prioritisation of preventive activities, notably improved risk management and visitor education and awareness. However they say little about possible causation and risk factors for adventure and ecotourism incidents, nor help with understanding the quality

<sup>3</sup> Ecotourism is commonly identified as a variation of 'a spectrum of nature based activities that foster visitor appreciation and understanding of natural and cultural heritage and are managed to be ecologically, economically and socially sustainable' (Tourism Queensland 2003).

of current risk management activity across the wider tourism operator sector (Morgan and Fluker 2006 cited in Mansfield & Pizam 2006). Accident and disease statistics for different areas and activities are a distinct gap in the research literature (Buckley 2006).

There are several incident database projects underway, some specific to particular activities, one national one in New Zealand and an international project – the International Incident Database (IIDB). The latter is headed by the IIDB Working Group, an international consortium of programme and risk managers in the outdoor education field. The goal of the IIDB Working Group is to define an international standard for collecting incident data for outdoor and adventure-based programmes. Having a common standard will allow the industry to communicate across programs about incident types, rates, etc and will thus improve the safety of programmes. It will also allow a comparison of incident data and rates to other industries (see [incidentdatabase.org](http://incidentdatabase.org)) .

No evaluative material on these databases was available for this review. However reviews of other incident reporting databases (eg, van der Schaaf & Kanse 2004, Healey et al 2006) suggest that even when functioning, gaps in incident reporting are likely to remain.

## **2. AUSTRALIA**

### **Size of tourism industry**

In 2007-08, tourism generated about AUD 40.6 billion (approximately 3.6% of Australia's total GDP). In 2007-08, tourism industry employment was estimated to be 497,800 people; approximately 4.7% of total employment. Domestic tourism represents approximately three quarters of all tourism consumption. In 2008 there were 5.6 million foreign visitor arrivals, a decrease of 1.0% on 2007. International visitors to Australia spent AUD 27.0 billion (OECD 2009).

According to International and National Visitor Survey statistics from 2006, 36% of all international visitors (1.8 million inbound tourists) and 16% of all domestic tourists (12 million tourists) to Australia participated in adventure activities during their trip. The most popular adventure activities for both groups were bushwalking, water sports, surfing, snorkeling, and scuba diving (Tourism Queensland cited in Bentley et al 2009).

### **Incident rates**

There is no national incident database in Australia. One Australian wide study (Wilks et al 2002 cited in Bentley 2009) involved an analysis of 1,513 overseas visitor deaths across Australia during the 4-year period 1997-2000. Of the 307 recorded accidental deaths (20% of all overseas visitor deaths), the main causes were motor-vehicle (51%) and water-related (24%). Water-related deaths comprised accidental drowning and submersion, the largest category, and water transport accidents. Just 25 cases (8% of accidents) involved accidental falls, this figure being notably lower in comparison to that found for New Zealand where falls during adventure activities are the major type of injury reflecting the differences in environments and visitor activities between the two countries (Bentley et al 2009). While older visitors were responsible for the large majority of fatalities overall, the largest accident counts were observed for the 20-29 age group. This aligns with New Zealand research and is representative of the age range for adventure recreation participation (Bentley et al 2009).

### **Approaches to safety management**

Commercial tourism operators are subject to mandatory legal requirements, in relation to trade practice and Health and Safety legislation, and specific legislation such as the Victorian Government (2001) Maritime Act (1998) (Mansfield & Pizam 2006). Thus operators have a Duty of Care to employees and clients as employers and persons controlling a place of work or work area. Operators must identify, assess and control hazards in order to manage exposure to risk of employees and clients. Further, Australian commercial operations are subject to damage claims from injury incidents and may have to pay compensation to those parties suffering loss or injury, particularly where their Duty of Care to clients is breached.

### **Non-statutory safety and environmental standards for adventure providers**

#### *Adventure Activity Standards*

Australia's first safety and environmental standards for adventure providers were introduced in 2003 with the aim of encouraging responsible and consistent practices across Victoria's adventure industry. Developed by the Outdoor Recreation Centre (ORC) in partnership with the Victorian Government and industry stakeholders, Adventure Activity Standards (AAS) apply to both

commercial and not-for-profit providers. The Standards outline minimum risk management and environmental responsibilities, covering key business practices, such as leader competency, emergency procedures, equipment, and commitment to environmentally sustainable operations. The standards were developed in consultation with the industry.

At the time of the introduction of AAS in Victoria the adventure activities industry was in crisis with 44 Victoria providers going out of business in two years due to an inability to obtain or afford insurance. Insurance claims had exceeded premiums during the same period by a ratio of 1.43:1. (See Allen-Craig 2002 for background to the insurance issues.)

In 2004, the Sport and Recreation Ministers' Council endorsed a proposal for each State and Territory to institute its own variation of the Adventure Activity Standards (AAS). Accordingly, AAS are being established in each state/territory as minimum voluntary guidelines.

The Council of Australian Government finalised an intergovernmental agreement in 2008 to facilitate a consistent skills base for licensed and regulatory activity through the use of training package qualifications and units of competency.

Driving forces for introducing the standards included

- promoting the safety of adventure participants
- protection for providers against legal liability claims and penalties
- assistance in obtaining insurance cover.

AAS are not statutory standards by law. Legal liability for injuries or property damage is primarily governed by the law of Contract and Negligence. The AAS have been established as minimum standards for organisations conducting outdoor recreation activities for dependant groups (where participants have a level of dependence upon the leader). However commercial activity providers will be aware that AAS have been applied by most managers of crown land as a legal requirement of necessary licenses.

#### *The National Outdoor Leader Registration Scheme (NOLRS)*

In addition to AAS, there is the National Outdoor Leader Registration Scheme (NOLRS). NOLRS was established in 2003, with registered leaders in Western Australia, Queensland, New South Wales and the Northern Territory. The NOLRS benchmarks national standards for outdoor leadership. NOLRS is intended to improve quality assurance within the outdoor industry and provide a number of other potential outcomes for outdoor leaders, land managers, employers and policy makers, including:

- national recognition of skills, knowledge and experience irrespective of the outdoor leader's pathway to a qualification
- a tool for monitoring currency of skills, knowledge and experience of outdoor leaders
- a mechanism for 'quality management' in training options relevant to the industry by delivery of training to meet the national industry standard
- a database for agencies and employers seeking to monitor the status of outdoor leaders
- increased public confidence in outdoor programme delivery.

Following feedback from individual leaders, government agencies, outdoor organisations and training providers, a review of all aspects of the NOLRS was

conducted in 2006 and as a consequence a number of significant changes were made to produce NOLRS Version 2. The major changes were:

- A number of new activity areas
- Removal of some knowledge and skills requirements (or competencies) from the requirements for some activities or Registration Levels
- Additional Registration Levels for some activity areas (eg. Instructor Registration Levels for bushwalking)
- Introduction of a range of 'Restricted Guide' Registration Levels
- Access to the Scheme from a range of training outcomes including the tertiary sector and commercial and not-for-profit training providers
- Introduction of the concept of NOLRS preferred assessment providers
- Clarification of 'currency requirements' for leaders entering the Scheme
- Recognition within NOLRS of 'experienced' leaders (who have operated for more than six years at a particular Registration Level)
- Addition of minimum experience requirements for newly graduated leaders
- Revised re-registration requirements.

Registration is now available within the NOLRS for the following activities:

- Abseiling (Artificial Surfaces)
- Abseiling (Natural Surfaces)
- Bushwalking
- Canyoning
- Challenge Ropes Course (High Ropes)
- Challenge Ropes Course (Low Ropes)
- Climbing (Artificial Surfaces)
- Climbing (Natural Surfaces)
- On Road Cycle Touring
- Mountain Biking

(For further information see [outdoorcouncil.asn.au](http://outdoorcouncil.asn.au))

## **New South Wales**

The NSW AAS project is at the stage of forming Technical Working Groups for each Activity Standard, to develop, review, assess and modify each Standard to a preliminary NSW draft level, suitable for public comment.

There are six adventure activities which are the subject of this initial project stage:

- Abseiling
- Bushwalking
- Canoe & Kayak
- Challenge Ropes Courses

- Mountain Biking
- Rockclimbing

Additional activities will be the subject of future project stages (see [oric.org.au/AAS-NSW](http://oric.org.au/AAS-NSW)).

## Northern Territory

The only regulatory body within the Northern Territory in regards to safety in adventure tourism is WorkSafe NT, which is focused on health and safety in employment.<sup>4</sup>

## Queensland

The Queensland Adventure Activity Standards have been developed by the Queensland Outdoor Recreation Federation on behalf of the Department of Local Government, Sport and Recreation.

Areas currently (October 2009) covered are:

Land	Water
Abseiling	Canoeing/kayaking
Bushwalking	(flatwater, sea, whitewater)
Caving	Recreational angling
Climbing	River rafting
Challenge ropes courses	Surfing
4 wheel driving	Snorkelling
High ropes	
Low ropes	
Mountain biking	
Rock climbing (natural surfaces)	
Trail bike touring	
Trail horse riding	

Source: Tourism Queensland ([tq.com.au](http://tq.com.au))

## South Australia

Adventure Activity Standards were endorsed in South Australia in 2006 and closely mirror the format and content of the Victorian AAS.

## Tasmania

The project to develop Tasmanian Adventure Activity Standards (AAS) is a cross-agency initiative being led by Sport and Recreation Tasmania. The AAS have been prepared with the involvement of a wide cross-section of the Tasmanian (and Victorian and South Australian) outdoor industry and reflect the minimum standards for planning and undertaking outdoor adventure activities with inexperienced and/or dependent participants.

([development.tas.gov.au/sportrec/current\\_projects/adventure\\_activity\\_standard](http://development.tas.gov.au/sportrec/current_projects/adventure_activity_standard))

## Victoria

A consortium of four Victorian government agencies (Sport and Recreation Victoria, Department of Sustainability and Environment, Parks Victoria and Tourism Victoria) support and fund the AAS project in Victoria. The funding

<sup>4</sup> Communication from Tourism NT

consortium has an ongoing role on the steering committee for the project ensuring that the AAS are endorsed and recognised by the Victorian State Government (orc.org.au).

Fifteen activities are currently covered by Victoria AAS with several others in draft form (see orc.org.au for further information).

## **Western Australia**

Western Australia operates an Industry Quality Framework to provide a comprehensive model of quality assurance based on industry standards for consumers, insurers, adjudicators, policy makers and for providers of outdoor adventure activities in Western Australia.

The key components of the framework include:

- organisational accreditation for organisations
- Adventure Activity Standards for the activities the organisations run, and
- Leader Registration (NOLRS) that confirms the currency of their skill set and related qualifications including first aid
- Codes of Practice
- Industry Standards Panel

As such, NOLRS and the AAS are imbedded into accreditation. AAS are also imbedded modules in other accreditation programs including the National Tourism Accreditation Program (NTAP) and the Australian Camps Association Campsite and Outdoor Activity Provider Accreditation Scheme. For commercial operators, NTAP accreditation is a licensing requirement of the Department of Environment and Conservation (DEC). In this way, AAS application is a required condition of entry to DEC managed lands. The Tourism Council of WA and Outdoors WA jointly audit the requirements for accreditation.

The Industry Quality Framework is managed, maintained and developed by the Industry Standards Panel under the guidance of the Board of Outdoors WA. (outdoorswa.org).

## **3. CANADA**

### **Size of tourism industry**

Tourism (domestic and international) contributes 2% to Canada's GDP and accounts for 3.8% of national employment. The sector's contribution in both these measures has remained broadly stable over the past five years. A high proportion of international tourists (54%) come to Canada for leisure purposes (including outdoor activities and sports) (OECD 2009).

### **Incident rate**

No national data could be found on adventure tourism incident rates in Canada.

### **Federal approaches to safety management**

There is no overall federal regulation of the adventure tourism sector as a whole. However, some water related adventure tourism activities are federally regulated. For example, adventure tourism operators are included under the Marine Liability Act 2009 (tc.gc.ca). Approaches to safety management in selected provinces and territories of Canada are described below.

## **Selected Canadian provinces and territories**

### **British Columbia**

Adventure travel is not regulated as a sector, however a number of statutory requirements apply to outdoor programmes such as the Park Act, Motor Vehicle Act, Workers Compensation Act and the Occupational Health and Safety Regulations. (Most adventure tourism businesses in British Columbia are required to register and pay Workers Compensation assessments ([worksafebc.com](http://worksafebc.com).) Failure to observe these rules and regulations can result in prosecution by the relevant statutory authority.

In addition, many operating guidelines in outdoor programs are not set by legislation, but by generally accepted procedures known as 'practices.' A practice is a common, habitual, or expected way of doing something. Some practices are developed to meet specific standards set by industry bodies ([worksafebc.com](http://worksafebc.com)).

### **Newfoundland & Labrador**

Adventure tourism is not regulated as a sector. Licenses may be required if operators take participants into protected areas (e.g. parks or wilderness reserves), or wild life features in the activities (e.g. ocean kayaking and whale watching). Angling or hunting require licenses and an Outdoor Identification Card indicating that the participant has taken a firearm safety/hunter education course. Water related activities are regulated in relation to operator competency, and safety compliance; pleasure craft must be licensed.

The Workplace Health, Safety and Compensation Act requires all employers performing work in the Province of Newfoundland and Labrador to register with the Workplace Health, Safety and Compensation Commission (the Commission). Coverage is mandatory for all workers, including the owner, directors or managers, even if the owner is the only worker. A non-incorporated business is not required to register if the only workers are the proprietor or partners. Adventure tourism operators are required to take a St. John Ambulance First Aid course in order to be covered by the Commission ([bsc-sec.ca](http://bsc-sec.ca)).

### **Nova Scotia**

There is no statutory regulation of the adventure tourism sector. However, commercial operators are advised to obtain some sort of certification such as that offered by activity organizations, sports governing bodies or the Canadian Tourism Human Resource Council. The latter organization requires a three step process involving a written exam, a performance review and an industry evaluation ([tians.org](http://tians.org)).

### **Yukon**

The Yukon *Wilderness Tourism Licensing Act* came into effect in 1999 to regulate the wilderness tourism industry and to help protect Yukon's future. Anyone who takes clients into the Yukon wilderness in return for any kind of fee or reward needs to have a Wilderness Tourism Licence.

Operators must meet several requirements to be eligible for a Wilderness Tourism Licence, including:

- Workers' Compensation coverage for employees.
- 1,000,000 (\$CAD) Public Liability Insurance for clients
- A valid Yukon Business Registration.
- Guides must have valid First Aid and CPR certificates

The Act establishes basic standards for backcountry safety and no-trace travel. However it is primarily focused on minimizing damage to the wilderness qualities that attract tourists. The Act requires monitoring of the number of tourists on Yukon's rivers and wilderness areas so that wilderness carrying capacity thresholds can be identified ([environmentyukon.gov.yk.ca](http://environmentyukon.gov.yk.ca))

## 4. CHILE

### Size of tourism industry

International tourist arrivals totalled 2,710,000 in 2008, an increase of 45% on 2004, representing an annual average rate of growth of 9.7%. Income from tourism (foreign exchange receipts) reached USD 1 617 million in 2008. Tourism's share of GDP has been gradually increasing up to 3% in 2008. Growth in the tourism sector has tended to exceed GDP growth and adventure tourism is the fastest growing sector of the market (OECD 2009).

### Activities

Land	Water	Air
Canyoning	Canoeing	Hot Air Balloon
Caving	Hydrosled	Paragliding
Free climbing.	Hydrospeed	Parasailing
Horseback Riding	Hydrobob	
Mountaineering	Rafting	
Off Road activities	River Kayaking	
Trekking	Sea Kayaking	
Skiing	Scuba diving	

Source: ([catachile.cl/Reglamento](http://catachile.cl/Reglamento))

### Incident rates

No data was available for incident rates in the adventure tourism sector in Chile.

### Approaches to safety management

The National Tourism Service (Sernatur), in conjunction with the Institute for Standardization and with the support of Innova Chile Corfo, have developed a non-statutory quality certification system for adventure tourism and tourist guides tourist accommodation services, travel agencies and tour operators. ([calidadturistica.cl](http://calidadturistica.cl), OECD 2009).

The quality system has technical rules laying down minimum requirements to be met by a company that carries out adventure activities. These rules and standards relate to, for example, staff (instructors/guides), services, equipment, and accident or incident procedures.

The quality system for adventure tourism includes 4 stages:

#### Starting the process (stage 1)

At this stage the company must be duly registered with Sernatur and express their intention to join the Quality System at the National Tourism Service. Sernatur conducts a background check. Adventure Tourism operators must certify both the adventure tourism company and a specialized guide.

#### Implementation (stage 2)

At this stage the company should know the requirements of the relevant technical standards for their operation and have implemented these for management, safety, equipment and personnel as stated in the relevant standard.

### **Certification (stage 3)**

Operators apply to the relevant Certification Body in relation to the standards that must be met, to verify compliance with the rules. Once certificated, the company and its specialized instructor/guide(s) apply to the National Tourism Service to apply for the Quality Tourism Label and are entered onto the registry of certified services. From that time the company may use the Seal of Quality Tourism as a tool for promotion and marketing.

### **Monitoring (stage 4)**

The Seal of Quality awarded by Sernatur is valid for three years for adventure tourism and similar activities. Companies are audited annually by the certification body to maintain certification.

## **5. COSTA RICA**

### **Size of tourism industry**

Cost Rica has a \$1.92-billion-a-year tourism industry, and 1.9 million foreign visitors in 2007. It thus has a rate of foreign tourists per capita of 0.46, one of the highest in the Caribbean Basin, and above Mexico (0.21), the Dominican Republic (0.38), and Brazil (0.03) (wikipedia.com). (Tourist Statistics are available in Spanish at [visitcostarica.com](http://visitcostarica.com).)

### **Approach to safety management**

Adventure tourism activities are regulated.<sup>5</sup> To be granted official operating permits, registered tourism companies must meet safety standards and have insurance coverage.

### **Activities**

Adventure tourism is defined as those recreational activities involving a level of physical-sport abilities with an identified risk and in direct contact with nature. They include:

---

<sup>5</sup> Executive Decree No.29421-MEIC-TUR of March 23 of 2001, published in La Gaceta No. 77 of April 23 of 2001, amended by Executive Decree No. 31095-MECI-S-TUR of January seventeen of 2001, published in La Gaceta No. 63 of March 31 of 2003 available at [http://www.visitcostarica.com/ict/paginas/leyes/pdf/Regulation\\_for\\_the\\_Operation\\_of\\_Adventure\\_Tourism\\_Activities.pdf](http://www.visitcostarica.com/ict/paginas/leyes/pdf/Regulation_for_the_Operation_of_Adventure_Tourism_Activities.pdf)

<b>Land</b>	<b>Water</b>
Bungee jumping	Kayaking (sea or river)
Canopy tour (gliding between trees with pulleys and harnesses)	River or White Water Rafting
Caving	Scuba diving
Climbing	
Descent with ropes	
Equestrian activities	
Hiking	
Sky walk or sky trek (walks over hanging bridges)	
Mountain biking	

Source: visitcostarica.com

### **Monitoring**

The Costa Rica Tourist Board and the Ministry of Health have obligations to 'constantly and randomly' perform inspections.

## **6. FRANCE**

### **Size of tourism industry**

Tourism in France accounts for 6.3% of gross domestic product and generates 1.8 million jobs (direct and indirect).<sup>2</sup> France has been the top-ranking international destination in terms of volume for the past 15 years, but now faces a new international environment in which global growth is driven by flows outside Europe and competitive new products are emerging (OECD 2009).

### **Incident rate**

No data could be found on adventure tourism incident rates in France.

### **Approach to safety management**

The legal rules applicable to the tourism sector are codified in the Tourism Code. (OECD 2009). France operates a system of statutory qualifications (Diplomes d'Etat, Brevets d'Etat) for individuals leading or taking charge of groups of people in sporting activities, including a full range of adventure activities. It is a criminal offence to take people into some environments without the appropriate statutory qualification. This includes mountaineering, off piste skiing, kayaking, rafting and river swimming on certain types of whitewater, and mountain walking. A national register of qualifications is kept under the Répertoire National des Certifications Professionnelles (Annett 2005).

National Sports Associations are responsible for developing the qualifications, which are then mandated by Government. In some cases qualifications from other jurisdictions are accepted as equivalent following a moderation process. (Annett 2005)

Some age groups are excluded by law from participation in some adventure activities – for example primary schools may not take pupils into caving experiences, swimming in moving water, air sports, shooting, high mountain walking, glacier travel, rafting, canyoning or nights in mountain refuges. For activities such as riding, mountain biking, sailing, archery instructors with specified state qualifications must be employed. (Annett 2005)

## Current work on quality management

From 2010, it is planned that the French Quality Tourism brand will incorporate some sports and adventure activities. Quality standards are being developed by a national working group led by Quality Tourism with sports federations and professional organizations, and tested in a number of pilot areas. The quality of the activities and instruction will be assessed prior to an organisation receiving the Quality Tourism brand ([qualite-tourisme.gouv.fr](http://qualite-tourisme.gouv.fr)).

### Activities

The activities identified to date to integrate into the Quality Tourism brand in 2010 are:

Land	Water	Air
Bungee jumping	Diving	Parachuting
Climbing	surfing	Paragliding
Cycling	Sport fishing	
Equestrian activities	Whitewater activities and	
Golf	other water activities	
Hiking		
Mountain biking		
Sand-yachting		
Skiing and other activities on		
Snow slides		
4x4 off road trekking		

Source: [qualite-tourisme.gouv.fr](http://qualite-tourisme.gouv.fr)

## 7. IRELAND

### Size of tourism industry

According to figures published by the Central Statistics Office, there were 8.0 million overseas visitors to Ireland in 2008. These visitors generated an estimated EUR 4.8 billion in service exports. Together with a projected EUR 1.5 billion generated by tourism spending by Irish residents, Irish tourism is estimated to be worth at least EUR 6.3 billion in 2008 (equivalent to 4.1% of GNP). In employment terms, it is estimated that in 2008, the Irish tourism and hospitality industry sustained close to 250,000 jobs (OECD 2009).

Activity tourism was worth €1.2bn to the Irish economy in 2008, €650mn generated by overseas markets and €540mn from the domestic market. The average spend of overseas visitors engaging in activities is 38% higher than the average overseas visitor. Britain and Mainland Europe are the primary source overseas markets for activity tourism accounting for almost a quarter of activity tourists. However the domestic market dominates the sector at 71% of the overall market (Fáilte Ireland 2009).

### Approach to safety management

The information in this section of the review comes largely from Annett 2005. Updated information on the progress of the statutory registration scheme was unavailable at the time of preparing the review.

### Statutory registration scheme

In Ireland the Adventure Activities Standards Authority Act was passed in 2001<sup>6</sup> to provide the basis for a statutory registration scheme for adventure activities

<sup>6</sup>See <http://www.irishstatutebook.ie/ZZA34Y2001.html>

providers. The Act establishes an authority to operate the scheme and to bring forward regulations. Under the Act adventure activities providers are defined as:

- Anyone who provides to members of the public for payment or reward:
  - training, instruction, supervision or leadership in an adventure activity
  - facilities, (including equipment for hire at a specified location) for the carrying on of an adventure activity.

The Minister may amend the definition of a provider. All providers will come into scope, provided that they receive payment or reward. There is no distinction between providers of activities for children, and those who work exclusively with adults.

Adventure activities are defined as hill walking (above 300m); orienteering above 300m; caving, dinghy sailing, kayaking; canoeing; surfing with a surf board; wind-surfing; scuba-diving; snorkelling; abseiling; archery; rock climbing. The Minister may amend the definition of adventure activities by adding to, or deleting from, this list. In legislation passed in the same year, Ireland introduced statutory controls on the use of small, fast powered craft, such as personal watercraft, water-ski boats, etc., which may be used by adventure activity providers.

The functions of the Adventure Activities Standards Authority (AASA) are to encourage, foster, facilitate and regulate the safe operation of adventure activities within the State. AASA's primary function is to establish and maintain a register of adventure activity providers and make this available to the public. It can investigate accidents and make special reports on safety issues and incidents.

The Act establishes that no person shall act as an adventure activities operator, unless he or she is entered in the register in respect of that adventure activity. AASA is empowered to draw up codes of practice for activities and to approve appropriate codes of practice drawn up by other bodies (e.g. governing bodies of sport). Adventure activities providers are then required to comply with such a code of practice.

AASA is empowered to draw up a scheme for the regulation of adventure activities in the State and to set up an inspectorate. The inspectorate will be provided with warrants, which enable them to enter registered, or unregistered, providers' premises to establish whether activities are being provided, or whether codes of practice are being applied. Inspectors' powers are considerable and include being accompanied by a police officer (Garda Síochána), where serious obstruction is envisaged.

The Authority has provision for 14 members - all Ministerial appointees, with 4 appointed by Ministers of relevant departments (Tourism, Sport, Recreation; Education and Science; Occupational Safety and Health); 4 representative of Governing Bodies; 4 representatives of providers; one of adventure activities staff; and one independent member, who is knowledgeable of the industry. The Authority must consist of not less than 6 women, and not less than 6 men. Members have a 5-year term of office.

Although there was momentum in the early stages towards establishment of the Authority progress is currently slow with nominations to the authority having been made but with no authority yet appointed and no regulations finalised. Regulations have been drafted. Responsibility for moving forward lies with the Department of Communications, Energy and Natural Resources although the

legislation was developed under the auspices of an interdepartmental working group that includes sport, education and tourism (Annett 2005).

Since Annett's 2005 review there is no evidence anything has changed; this section of the report is still being researched.

### **Voluntary schemes**

#### *The Association for Adventure Sports (AFAS) Inspection And Approval Scheme (Ireland)*

The Association for Adventure Sports was set up by adventure sports governing bodies in Ireland to deal with issues of joint significance. In 1989, AFAS set up a voluntary adventure centre inspection and approval scheme and established a Centre Standards Board to oversee its operation. Initially, the scheme was set up in collaboration with Bord Fáilte (Irish Tourist Board). It continued until 2001, when new legislation established the statutory scheme, discussed above.

The AFAS scheme provided an inspection, spot-checking and approval mechanism for a limited number of adventure activities for which the governing bodies had established both centre-based standards and individual qualifications; i.e. archery, hill walking, mountaineering, and rock climbing, canoeing, caving orienteering, surfing, and snorkelling.

The governing bodies were responsible for setting the standards for each activity, whilst the Centre Standards Board required evidence of adequate public liability insurance, an appropriate safety statement and an effective operation manual for the centre. A small team appointed by the Board, latterly on a contracted out basis, carried out the annual inspections, which were restricted to those activities requested by the centre seeking approval. A centre could be approved, therefore, for caving, whilst also providing other activities for which approval was available, but not sought.

At its peak the AFAS scheme approved just under 40 centres per annum - less than half of centre-based providers in Ireland, but including all of those with a major throughput of children. Approval was a pre-requisite for advertising in Bord Fáilte publications. The scheme was discontinued in anticipation of the new statutory registration scheme, but neither was in place at the time of Annett's review in 2005 (Annett 2005) and it remains unclear what is in place now - this is still being researched.

## **8. NORWAY**

### **Size of tourism industry**

In 2005, the tourism industry was around 4% of GDP and almost 7% of employment. While there has been a trend towards growth in overnight stays, tourism industry statistics are described by the Norwegian government as inadequate. This makes it difficult to get a clear picture of the size and importance of tourism in Norway (Norwegian Ministry of Trade and Industry 2008).

### **Incident rate**

No data could be found on adventure tourism incident rates in Norway. Note that the government strategy for tourism mentions safety only once - in relation to cycle ways: 'The Norwegian Public Roads Administration is working on signposting national cycle routes and sets requirements for adequate traffic safety and practicability standards. The routes are marked with their own cycle signs, and

maps, route descriptions and other necessary information has been prepared' (Norwegian Ministry of Trade and Industry 2008).

### **Approach to safety management**

The tourism and leisure industry includes activity and adventure companies, travel agencies, tourist offices, tour operator service, including guiding and tour operations. Tourism & leisure activities are regulated in Norway under various Acts. In addition to regulations on employment rights, health and safety and environmental care, tourism and leisure operators have responsibilities to provide a safe environment for employees and users of their services under the Working Environment Act and consumer services legislation. In addition there are specific regulations addressing the safety of river rafting.

### **Who is responsible**

The owner/manager has overall responsibility when it comes to marketing, implementation and overall organization. Other employees also have duty of care liability relating to their work areas, and must have adequate training.

The owner /manager is obliged to ensure that work equipment made available to employees is suitable for the work they perform. Employers must provide the necessary education and training in the safe use of work equipment. The more complex the work equipment, the more extensive the training is to be.

### **Obligation to have requisite knowledge**

The owner/manager of must acquire the necessary knowledge to assess health and safety risks, i.e. they should have specialised knowledge of the service's nature and risks associated with it.

### **Obligation to inspect and maintain equipment**

The duty of care obligation applies to personal protective equipment and other products that a business offers as part of the service. This may include helmets, joint protectors, ski equipment, playground equipment, skateboard/ramps, trampolines and other sports and leisure products. The owner /manager must consider the safety of the products offered and inspect and maintain equipment to maintain adequate safety.

### **Obligation to provide information**

The owner or manager business that provides services is required to provide users with adequate and relevant information so that they are able to assess the safety of the service. The information should be clear, easily accessible and adapted to user needs. In practice, such information can be provided through instructions and demonstrations before and during the provision of the service.

## **9. SWITZERLAND**

### **Size of tourism industry**

In 2005, tourism's direct value added comprised 2.9% of Swiss GDP, and it accounted for 4.4% of total employment (full-time equivalent). In 2007, tourism provided 5.1% of Swiss export income, making it the country's fourth-largest export industry, after chemicals and metals, mechanical engineering, and clock- and watch-making. The government estimates that the natural environment of Switzerland generates some CHF 2.5 billion worth of tourism revenue per year (OECD 2009).

## **Incident rate**

No data could be found on adventure tourism incident rates in Switzerland.

## **Approach to safety management**

Switzerland introduced (stricter) regulations on adventure sports after a 1999 canyoning accident in the Bernese Oberland killed 21 people. The 'Safety in Adventures' measures were brought in and backed by the cantons, the Federal Sport Office, the Swiss Outdoor Association and the Swiss Council for Accident Prevention. The Safety in Adventures Foundation (an oversight partnership that includes tourism offices, government agencies, insurers and industry associations) aims to improve safety among air and adventure services and awards the Safety in Adventures label (myswitzerland.com).

Certified businesses must show evidence of their respect for nature and care for the protection of clients. The label (a blue letter 's' with the Switzerland Tourism edelweiss insignia) confirms that firms have introduced their own safety objectives. It shows clients that a company has met high safety standards and sets a common standard by which tourism organisations, insurance suppliers and the authorities can judge companies. Holders are seen to have exemplary standards, even in other areas such as environmental protection.

Companies are evaluated by an independent organisation which specialises in audits and consults experts.

### **'Safety in adventures' requirements**

- employees must be trained, experienced and possess appropriate personal aptitudes.
- equipment must guarantee the maximum safety to users.
- all activities should be planned out, and action plans identified for emergency situations.
- self-testing and regular evaluation of the conditions for safety are required.
- third parties involved in any activity should meet the same requirements.
- all checks and assessments must be recorded (Swiss Association for Quality and Management Systems 2006)

### **Swiss cabinet opposed to a national law**

Federal regulation of adventure activities has come under parliamentary consideration since 1999. Switzerland's seven-member cabinet is opposed to a national law governing the safety of adventure sport. In a statement released in August 2009 the cabinet said it saw no reason to place activities (including canyoning, river rafting and bungee jumping) under federal legislation. It made the decision based on a recommendation by the Federal Sport Office. Federal authorities consider that the industry's self-regulation has been effective (swissinfo.ch 26 August 2009).

## 10. UNITED KINGDOM

### Size of tourism industry

Tourism in the UK is worth around £86 billion (in 2007), 2.7% of UK Gross Value Added. Tourism directly supports over 1.4 million jobs and indirectly supports around 2.7 million jobs. It is the fifth largest industry in the United Kingdom, comprising around 289,000 businesses (OECD 2009).

Adventure tourism is a growing element of the domestic tourism market in the UK, particularly in Scotland and Wales, but also in many English destinations. At least 10% of UK holidays currently involve some form of participation in adventure activities, and adventure holidays now account for approximately 4% of all domestic holidays taken in the UK (Keeling 2003).

### Incident rates

There is no national surveillance of injuries occurring in tourists in England, Wales, and Northern Ireland (Health Protection Agency 2007).

### Approaches to safety management

#### Statutory scheme

A statutory Adventure Activities Licensing Scheme was introduced in England, Wales and Scotland in 1996 (following the Adventure Centres (Young Persons) Safety Act, 1995, the Adventure Activities Licensing Regulations, 1996, and an Order designating Tourism Quality Services Ltd (TQS) as the independent Adventure Activities Licensing Authority (AALA)).

The Act and Regulations require a provider of facilities for adventure activities to hold a license if they provide facilities for adventure activities for people under 18 years of age, in return for payment, or, under certain circumstances, if the provider is a local authority.

A licence is not required by -

- voluntary associations offering activities to their own members (e.g. Scout groups, local canoe clubs, etc)
- schools and colleges offering activities only to their own pupils or students
- activities where youngsters are each accompanied by their parent or legally appointed guardian (not including a teacher, or youth leader).

#### *Licensable activities*

Licensable activities are categorised under four types as shown below:

<b>Climbing</b>	<b>Watersports</b>	<b>Trekking</b>	<b>Caving</b>
Abseiling	Canoeing	Fell running	Caving
Ice climbing	Dragon boating	Hill walking	Pot-holing
Gorge walking	Improvised rafting	Mountaineering	
Ghyll scrambling	Kayaking	Orienteering	
Rock climbing	Wave skiing	Pony trekking	
Sea level traversing	White-water rafting	Off-road cycling	
	Sailing	Off-piste skiing	
	Sailboarding		
	Windsurfing		

Source: hse.org.uk

Licensing only applies to trekking activities in remote or isolated environments (defined as moor and mountain country, more than 30 minutes travelling time on

foot from the nearest road or refuge). In other cases, there are location criteria - for example, climbing on natural terrain requires a licence, but climbing on a purpose-built climbing wall does not

The AALA scheme is based on sound safety management approaches and places the primary duty on the provider for ensuring the safety of young people using facilities for adventure activities. The scheme requires that the provider has a systematic approach to recognising risks and ensuring that steps are taken to control them. The procedures for obtaining a license are appended.

#### *Inspection*

The AALA employs a team of inspectors to carry out inspection and licensing work throughout Great Britain with each inspector having a specific area of operation. The inspectors have powers to grant, refuse, or revoke a license, and may carry out spot checks at any time at no charge to the provider. Licenses contain standard conditions, in respect of requirements to maintain the safety procedures notified, to make the license details available to the public, and to co-operate with the licensing authority in respect of further inspections and providing further information. Non-standard conditions may be applied to a license, where the provider has not fully satisfied inspectors on the full range of possible activities. These may specify and or restrict:

- the activity covered
- the upper hazard levels within the activity
- the geographical area used
- the time of year of operation.

Annual reports from the AALA to the HSE provide information on the number of licence revocations (and reasons), and time spent on inspections. These reports can be viewed at <http://www.hse.gov.uk/aala/licensing-authority.htm>

#### *Statutory maximum period for which a license can be awarded*

The statutory maximum period for which a license can be awarded by the AALA is three years. The duration depends on factors, such as the turnover of staff, the predictability of the activity and conditions, the number of activities offered, the number of clients, and the track record of the provider.

#### *Guidance notes*

Since 1997, the AALA has produced a series of guidance notes that the industry in general refers to, including a self-assessment framework. This has been used as a benchmarking tool within, and outside of, the under-18s provider sector. The [aala.org.uk](http://aala.org.uk) website updates providers and the public on issues of clarification, interest or concern.

#### *Triennial review of the licensing scheme*

The licensing scheme underwent a Triennial Review in 1999 with wide consultation and feedback from the industry. The primary concerns were:

- the perceived 'draconian' nature of licensing imposed on a safe industry
- the perceived lack of logic in the scope of the legislation in respect of the thresholds at 18 years and between commercial and non-commercial providers
- license lengths differing from 1 to 3 years, and a perceived lack of transparency in decisions on which providers will be awarded long or short licenses

- costs of licensing, particularly for those on one-year cycles.

The outcome of the review, however, was for no change to be made to the system in place, although considerable discussion was undertaken about options for an alternative voluntary system to be put in place to replace licensing (Annett 2005).

A second review (initiated in 2002) consulted on the options for a less draconian scheme and also led to the full statutory licensing scheme being retained but with a number of changes as follows:

- a new set of regulations was passed -The Adventure Activities Licensing Regulations 2004
- the license fee was simplified to a single payment of £620 irrespective of license length (1-3 years)
- AALA was given more flexibility in the timing of inspection visits to enable all of the activities to be viewed at the most appropriate seasons.

No other substantive changes were made although again the review had led to calls for the scheme to be replaced by a non-statutory scheme or to be accompanied by an opt in licensing scheme for a wider range of types of provider (Annett 2005).

Following devolution of administration to the Scotland and Wales assemblies Adventure Activities Licensing arrangements were deemed to be a function of the devolved administrations. In 2003 the Scottish Office (Sports Policy Unit) and Sport Scotland commissioned a review of the options for adventure activities, as will be described further below.

### **Voluntary schemes**

In 2006 the Adventure Activity Industry Advisory Committee<sup>7</sup> (AAIAC) commissioned a review all of the non-statutory schemes operating in the field of outdoor adventurous activities, to identify gaps in the accreditation provision.

The review found no single existing non-statutory accreditation scheme met the requirements of all providers or user groups. The review recommended a non-statutory accreditation scheme on the grounds it would provide the optimum balance between credibility and assurance of good safety standards without placing unnecessary burdens on either providers or governing agencies. This model had the additional advantage of building on the many existing 'excellent' schemes currently in operation ([adventuremark.co.uk](http://adventuremark.co.uk)).

#### *Adventuremark*

Subsequent to the review, the phased introduction of the Adventuremark scheme began in 2009. Adventuremark is a non-statutory safety scheme devised by the AAIAC) for providers of adventurous activities that are outside the scope of the Adventure Activity Licensing regulations. AAIAC, have appointed Adventure Activity Associates Ltd as the supervising body responsible for operating Adventuremark (see [adventuremark.co.uk](http://adventuremark.co.uk) ).

---

<sup>7</sup> Around the time of the second review of the AALA the HSC's Adventure Activities Industry Advisory Council AAIAC was discontinued as the HSC view was that the body was out of step with other industry advisory bodies and did not contribute significant value to industry consultation. However, the group continues on a non-statutory basis as a liaison body for HSC. The AAIAC is representative of a wide range of stakeholders from the UK adventure activities sector. It works with the industry to identify, develop, and disseminate good practice, and to advise Governments and Agencies accordingly.

Adventuremark is suitable for activity providers who are out of the scope of the regulations but want an independent accreditation. It is also available for AALA licence holders who would like an accreditation of the activities they offer but which are not in scope of licensing. (For more detail see [adventureactivityassociates.co.uk](http://adventureactivityassociates.co.uk).)

Other non-statutory inspection and accreditation schemes remain, such as those offered by tourist boards and various national governing bodies of sports.

#### *National governing body of sport, and professional centre accreditation and approval schemes*

A small number of governing bodies of sport have provider accreditation schemes - in most cases, developed prior to the development of the national registration, licensing and accreditation schemes discussed above. These include the Royal Yachting Association, the British Canoe Union, and the Professional Association of Dive Instructors. Other sports, such as mountaineering, have no centre-based recognition schemes, but place high value on appropriate levels of instructor/coach/leader qualifications gained through professional coach development schemes. Details of these are available through respective Governing Bodies. Mountain Leader Training UK for example, publishes guidelines on the use of mountaineering qualifications to underpin the safety of activities within a range of organisations.

National Governing Body of Sport (NGB) qualifications are at the core of the guidance to AALA from the Health and Safety Executive on the Adventure Activities Licensing Regulations. AALA is required to have regard to guidance in the publications of relevant national governing bodies for adventure activities where that guidance is directly relevant to the safety of participants at the hazard level of the activity to which the hazard level applies. Appendix II of the guidance sets out relevant NGB awards for fewer than 10 different levels of hazard and activity and sets these as standards against which equivalent qualifications and experience should be tested ([hse.org.uk](http://hse.org.uk)).

The AALA scheme in England Wales and Scotland has apparently not reduced demand for this type of accreditation as it arguably communicates better to the informed participant. A further issue is a low awareness of AALA and what it means amongst general customers (Annett 2005).

#### *A specification for activities outside the UK*

In April 2007 The British Standards Institution (BSI) published BS 8848: A Specification for adventurous activities, expeditions, visits and fieldwork outside the UK. The standard specifies requirements that have to be met by an organiser of adventurous trips conforming to good practice. It is aimed at expedition organisers, universities and other organisers of field trips, gap year travel companies and providers of adventurous holidays. BS 8848 encapsulates considered opinion as to what is good practice and was developed because of consumer concerns about the risks associated with adventurous holidays, fieldwork, and expeditions. BS 8848:2007 can be purchased for £100 ([bsigroup.com](http://bsigroup.com)).

## **Northern Ireland**

### **Size of tourism industry**

The total income generated by tourism in 2003 was worth some 3.5% of Gross Value Added (GVA) or £783 million to the Northern Ireland economy. However, only about a quarter of this was due to visitors from outside Northern Ireland (0.9% of GVA or £199 million) with the rest being accounted for by Northern Ireland residents. External visitors' contribution to the Northern Ireland economy

is the lowest of the countries of the UK or Ireland. In total, some 36,700 jobs are supported by resident and non resident tourism activity (28,700 Full Time Equivalent) with about one quarter of these accounted for by out of state visitors (Cogentsi 2007).

## Activities

The following activities are available in Northern Ireland.

Land	Water	Air
Abseiling	Canoeing, kayaking and rafting and all associated activities	Gliding
Archery, target and field	Powered water sports including jet skiing, water skiing and tour boating	Microlight flying
Caving	Rowing	Paragliding
Combined water and rock activities including bouldering, gorge walking and coastal traversing	Sailing - including windsurfing and land yachting	Sky diving
Cycling	Sub aqua activities	
Dirt boarding/mountain boarding	Surfing - including surf boarding, body boarding, kayaking and wave skiing	
Equestrian sports		
Hill walking		
Kite related activities		
Mountaineering,		
Off road 2 & 4 wheeled motor sport		
Orienteering		
Outdoor shooting including paint balling		
Rock climbing,		

Sources: Annett 2005b & Northern Ireland Tourist Board (nitb.com)

## Incident rates

A review of providers was carried out in 2005 to gain some indication of participation, risk management practices and the level of incidents and dangerous occurrences (Annett 2005b). The safety record of the providers was established by asking them to record the numbers of major incidents, dangerous occurrences, and near misses experienced and recorded in each of the past three years (2002-2004). Relating these to the number of sessions provided overall, the incidence of major incidents was 1 per 28,739 activity sessions, the incidence of dangerous occurrences the same, and the incidence of near misses 1 per 9,837 activity sessions.

## Approach to safety management

The Activity Centres (Safety of Young Persons) Northern Ireland Order 1997 came into operation in Northern Ireland in June 1998. The Act empowered the Department of Education, in consultation with the Department for Economic Development to introduce a licensing scheme for Northern Ireland to extend to providers of adventure activities for people under 18 years of age, where there is a component of instruction provided. The order required a further set of statutory regulations to define the scope of activities and types of organisation that will be covered by the scheme. The order allowed for the appointment of a licensing authority but made no stipulation on its form (Annett 2005).

As a result of new accreditation schemes in Great Britain,<sup>8</sup> the Minister for the Department of Culture, Arts and Leisure more recently requested Sport Northern

<sup>8</sup> That is, in addition to the AALA scheme, the non-statutory Adventuremark accreditation and 'Learning Outside the Classroom' for which an accreditation scheme within the outdoor activity sector has been developed (for further information on this latter scheme see lotc.org.uk)

Ireland to manage the investigation into options for a scheme in Northern Ireland. After review a non-statutory scheme was recommended. There was the potential in Northern Ireland to have a single scheme that would cover all of the areas covered in Great Britain by the AALA scheme, Adventuremark and Learning Outside of the Classroom (LOtC) accreditation. However, after discussion with education representatives it was clear that LOtC would not be developed in NI. Consequently the proposed Northern Ireland scheme has focused on providing non-statutory accreditation to all providers whether they work with young people or adults for financial reward or voluntarily. The scheme however will not cover the requirements under the LOtC accreditation. The business case for a non-statutory adventure activity accreditation scheme has now been submitted by Sport Northern Ireland back to the Department of Culture Arts and Leisure, and discussion continues (email Sport Northern Ireland 8 December 2009).

The adventure activity industry in Northern Ireland is an important developing industry for both tourism and education and Sport Northern Ireland want to ensure that there is a good 'buy in' from the industry, thus the costs for accreditation have been kept to a minimum for the providers. Furthermore as there is no history of a statutory scheme in Northern Ireland providers are not used to paying large sums for such a scheme. The costs in the business case have been set at £300 over two years for the providers (£200 in year 1 and £100 in year 2.) This will then require approximately £520,000 of public money over four years to subsidise the scheme (approx £130K per annum). It is anticipated that there would be approx 260 providers accredited by the scheme within three years.

The Department of Culture Arts and Leisure will expected to announce in the New Year whether they are prepared to invest in the proposed scheme. (email Sport Northern Ireland 8 December 2009).

## **Scotland**

### **Size of tourism industry**

In their survey of the adventure tourism sector, Page et al (2005) describe it as 'nascent and developing, with key gaps in certain aspects of provision.' They found it impossible to identify the precise scale, nature and extent of adventure tourism in Scotland. For this reason, they looked at sector from a supply side perspective and established that there were 351 operators in Scotland (Page et al 2005). The United Kingdom Tourism Survey calculated the 2003 volume and value of Scottish activity holidays at 2.2 million trips and £631 million expenditure. (where activity holidays are part or all of the holiday) (cited in Greenwood & Yeoman 2007).

### **Activities**

Adventure tourism product is represented in general by sports activities. These are divided into categories of earth, air, water and ice (Greenwood & Yeoman 2007).

### **Incident rates**

No data was available on incident rates in the adventure tourism sector in Scotland.

### **Approaches to safety management**

As noted above, following devolution of administration to the Scotland and Wales assemblies Adventure Activities Licensing arrangements were deemed to be a function of the devolved administrations.

### *2003 review of the AALA scheme in Scotland*

The 2003 review of the AALA scheme in Scotland found that, despite initially finding the scheme a burden, the Scottish industry considered that the licensing scheme had created important gains in safety and the dissemination of best practice and the process of inspection had been a developmental one. For this reason and because all providers, good and bad, are required to participate, there was reluctance to abandon the statutory scheme. The restriction to commercial providers was felt to exclude some of the highest risk parts of the industry from licensing, including the charitable and youth sectors and for this reason there was a desire to move towards a statutory scheme that was more inclusive (Annett 2005).

The final recommendation of the 2003 review was to introduce, on a UK basis, a new statutory scheme based on registration and inspection of all providers of adventure activities (whether commercial or otherwise) rather than the existing licensing scheme.<sup>9</sup> However, no change was made to the Scottish situation following the report, and licensing continued within the AALA system described above for the whole of Great Britain (Annett 2005).

### *VisitScotland's Visitor Attraction Grading Scheme (Leisure and Activity Centres)*

This voluntary national grading scheme - provided by VisitScotland, as part of its overall suite of grading and quality assurance schemes - covers leisure pools, sports centres, outdoor pursuits providers, such as horse riding, off-road driving, water sports, golf ranges, etc. It covers the following aspects of provision for visitors:

- orientation
- layout
- audience level
- booking procedures
- attitude, efficiency, knowledge and appearance of staff
- equipment condition and suitability

A safety element has been introduced, on the basis of checking that, where appropriate, activity centres have national governing body of sport accreditation, or an AALA license. No arrangements are in place for activities where such accreditation or licensing does not exist.

Over 80 activity centres participate in the leisure and activity section of the scheme. A minority are adventure activity providers and there is a small overlap with AALA licenses. Those seeking grading must also be members of their Area Tourist Board. Grading and approval is on a two yearly cycle. The scheme is operated by the Association of Scottish Visitor Attractions, on behalf of VisitScotland, with the inspectors qualified in customer care.

Grading is represented by 1-5 stars ranging from fair to exceptional. These gradings do not relate to the safety, or risk management, of the operation, and current web-based information on the scheme makes no reference to any safety or risk management requirements. The scheme is essentially a quality assurance tool on customer care and facility standards and a marketing tool for businesses,

---

<sup>9</sup> A licence gives permission from the relevant authority for a provider to carry out a specific activity. The right to give a licence also implies the right to deny a provider a licence. Under registration, there is only a duty to register, and to keep within relevant legislation. If a provider registers, they may carry out the activity.

with a display plaque for graded centres. The scheme has a flat rate, two-year, membership fee of just under £125, which includes the inspection visit. A second inspection, where adjustments must be made as a result of the first inspection, is charged at a rate of £75 (Annett 2005).

#### *Current review of quality assurance systems*

VisitScotland are currently reviewing quality assurance systems. A proposed model for the future will be tested with both the industry and consumers before it is rolled out. One of the key features of the model is a new entry point to the 'standard' scheme to encourage the maximum possible business participation in quality assurance. This would be based on compliance with legislative requirements. The entry level would enable VisitScotland to engage with any business which can demonstrate compliance with legal requirements. The intention, subject to the outcome of the consultation, is that the new scheme will be rolled out from early 2010 with full implementation by 2012 (visitscotland.org).

## **Wales**

### **Size of tourism industry**

Tourist visits involving adventure activities either as their main or a secondary purpose of visit, currently account for at least 1.25 million visits to Wales per year, and in the order of £180 million of direct visitor spending. They make up approximately 13% of domestic trips, nights and spend in Wales. Adventure holidays (where participation in adventure activities is the main holiday purpose) account for about 4% of the domestic holiday market for Wales (wales.gov.uk).

### **Incident rates**

No information was found on incident rates in the adventure tourism sector in Wales.

### **Activities**

The following activities are listed by the Wales Tourist Board (visitwales.com).

<b>Land</b>	<b>Water</b>	<b>Air</b>
Abseiling	Diving	gliding
Archery	Canoeing	hangliding
Bouldering	Jet-skiing	microlighting
Bungee jumping	Kayaking	paragliding
Caving and pot holing	Kitesurfing	
Clay pigeon shooting	Ribbing	
Coasteering	Sailing	
Downhill riding	Surfing	
Gorge walking	Wakeboarding	
Hill walking/ trekking	Water-skiing	
Land yachting	White water rafting	
Mountain biking – trail riding	Windsurfing	
Mountaineering		
Orienteering		
Paintballing		
Parakarting		
Quad biking		
Rock climbing		
Rope courses		
Sea level traversing		
Skiing		
Snowboarding		

Trail biking		
4x4 driving		

Source: visitwales.com

### **Approach to safety management**

The Welsh Assembly Government does not offer its own accreditation inspection. Its policy is to recognise schemes run by National Governing Bodies or Trade Bodies (noting that there is statutory legislation in force in Wales and England that affects certain activity operations and some providers are required by law to obtain a licence from the AALA).

#### *Wales Tourist Board - accreditation scheme for activity providers*

The Wales Tourist Board operates a quality assurance scheme that includes safety as an integral part. This voluntary scheme was set up in 1992. The accreditation scheme is based on an annual renewal cycle and automatic inspections. Providers are expected to show evidence that they have designed effective operating procedures, based on a set of guidelines and a code of practice from the Wales Tourist Board. The emphasis within the code of practice is on the safety and welfare of participants, as well as management and quality provisions. It includes elements on customer care, facilities (including the condition of vehicles used to transport participants), cleanliness, minimum accommodation standards and environmental practices. The guidelines relate to specific activities and fall into two categories - those issued by recognised governing bodies of sport, and those developed by the Wales Tourist Board. It also requires that all other relevant legislation is being followed.

Fees to providers range, based on a scale reflecting the number of activities offered. Arrangements for all activities are inspected, but only those providers, which offer some form of instruction in an activity, can enter the scheme. It is not applicable, for example, to a hirer of go-karts.

Only providers who hold an AALA license, who are accredited through the Wales Tourist Board scheme, or who hold an approved governing body centre accreditation, may advertise in Wales Tourist Board publications. The Wales Tourist Board provides an explanation of licensing arrangements within relevant activity tourism publications. Literature for the scheme also emphasises requirements for statutory licensing for those providing adventure activities for under-18s (Annett 2005).

## **11. UNITED STATES OF AMERICA**

### **Size of the tourism industry**

The travel and tourism industries in the United States are major contributors to the nation's GDP, accounting for 2.6% of value-added to the US economy in 2006. In a USD 14 trillion economy, travel and tourism are of paramount importance. Travel and tourism-related exports now account for 26% of all US services exports and 8% of total US exports of all goods and services. According to the U.S. Travel and Tourism Satellite Accounts, the industry produced nearly USD 1.4 trillion in total economic output for the US economy (USD 767 billion of direct tourism output plus USD 585 billion of indirect tourism output by ancillary industries) in 2008. The travel and tourism industry is one of America's largest employers, supporting (either directly or indirectly) one out of every sixteen US jobs. In 2008, US travel and tourism industries supported 8.6 million American

jobs, of which 1.2 million jobs were supported by travel and tourism-related exports (OECD 2009).

## **Incident rates**

There is no surveillance system that tracks the nationwide incidence of wilderness-related morbidity and mortality. There is very limited data about injury incidence and prevalence, costs, relative risks of injury from different activities, risk and protective factors, and effective programs to prevent sport and recreation injuries. While some medical emergency department surveillance data are available (eg, nemsis.org) they exclude the large proportion of sport and recreation injuries that are treated in primary care settings, sports medicine clinics, orthopedic clinics, and chiropractic clinics (cdc.gov).

## **Non fatal outdoor recreational injuries**

Data from one study show that from January 2004 through to December 2005, an estimated 212,708 persons were treated each year in US emergency departments for outdoor recreational injuries. The annual rate of injuries was 72.1 per 100 000 population. Males accounted for 68% of the injuries. The lower limb (27%), upper limb (25%), and head and neck region (23%) were the most commonly injured body regions. Fractures (27.4%) and sprains or strains (23.9%) were the most common diagnoses. Traumatic brain injuries were diagnosed in 6.5% of injuries, and 5% of injuries resulted in hospitalization or transfer to another hospital (Flores et al 2007).

## **Approaches to safety management**

The Federal Government does not regulate travel and tourism as a distinct industry. However, some sectors such as transportation are regulated at the federal level. States and local areas of government may regulate the conduct of travel and tourism business within their jurisdiction (OECD 2009). The example of Utah is provided below.

## **Non-statutory accreditation schemes**

An accreditation programme jointly sponsored by the Association for Experiential Education and the Council for Outdoor Education operates throughout the United States and Canada (Gass & Williamson 1995). The fifth edition (October 2009) of the Manual of Accreditation Standards for Adventure Programs (first published in 1993) is the latest edition of the standards used by the AEE Accreditation Program to review and accredit programs (see aee.org).

There are also a number of agencies and organizations that provide similar standards such as the American Camping Association and the Girl Scouts of America for a broad range of outdoor activities, and groups which set standards for specific activities such as the American Canoe Association (Gass & Williamson 1995).

## **Utah**

### **Size of tourism industry**

Tourism, travel and recreation is a major contributor to Utah's economy, and adventure tourism is a significant element of this market. Traveller spending rose an estimated 6.2% in 2008 to \$7.1 billion and is estimated to have generated \$631 million in state and local tax revenues. There are an estimated 113,030 jobs in travel and tourism-related industries - 67,729 direct tourism jobs and 45,301 indirect tourism jobs (approximately 8.8% of total Utah non-farm jobs). Three-quarters of Utah's visitors come from the western United States, while

international visitors accounted for 3.77% of total non-resident visitation with an estimated 740,000 visits in 2008 (travelutah.gov).

### Activities

Land	Water	Air
Caving	Canoeing	Paragliding
Canyoning	Rafting	
Free climbing	River Kayaking	
Horse trekking	Scuba diving	
Mountaineering		
Off road vehicle activities		
Skiing		
Snowboarding		
Trekking		

Source: travel.utah.gov

### Incident rates

There appears to be no routine collection of incident data for the adventure tourism sector. While Utah is part of a national emergency medical services database this does not appear to collect – or report on – the variables that would enable analysis of adventure tourism incidents. It also, obviously, only records incidents where emergency medical services are involved.

### Approach to safety management

There would appear to be no specific regulation of commercial adventure tourism operators as a sector; rather commercial operators come under activity type legislation (eg, maritime regulations) and often location specific regulations as the majority of adventure tourism activities take place in state parks or on other public land. For example, each outfitting company carrying passengers for hire on Utah waters has to register with the Utah Division of Parks & recreation annually, prior to commencing operations. Registration requires the completion of the prescribed form and providing the following:

- evidence of current and valid business license,
- evidence of a current and valid river trip authorization(s),
- Special Use Permit(s), or performance contract(s) issued by an appropriate federal or state land managing agency,
- evidence of general liability insurance coverage, and
- the required fee

(stateparks.utah.gov).

### Monitoring

Due to lack of regulation of the sector as a whole, there is no monitoring regime for the industry as such. However, watercraft (not just commercial operators), and other activities in state parks are subject to random inspection by state park rangers (travel.utah.gov).

## 12. OTHER COUNTRIES

### India

Development of adventure tourism is a part of a national policy for the diversification of tourism products in India. A set of non-statutory guidelines on safety and quality norms in adventure tourism (Basic Minimum Standards for Adventure Tourism activities) has been formulated to cover land, air and water based activities (indiainbusiness.nic.in).

## **Brazil**

The Aventura Segura programme in Brazil was created as a partnership of the Ministry of Tourism with the Brazilian Association of Business Travel Adventure and Ecotourism (ABETA) and Sebrae. It provides for the creation of certification program and technical material and is operating in 16 regions throughout Brazil (atta.org).

### **13. WORK CURRENTLY BEING UNDERTAKEN FOR REGULATION & QUALITY ASSURANCE**

In addition to work currently being undertaken in countries as described above, the ISO is developing adventure tourism standards. Endorsed by the global Adventure Travel Trade Association (ATTA), the ISO Adventure Tourism Working Group (ISO TC 228) had its first meeting in 2009. Brazil (Associação Brasileira de Normas Técnicas) and the United Kingdom (British Standards Institution) lead the working group.<sup>10</sup>

### **14. CONCLUSION**

Internationally, adventure tourism is seen as a growing economic opportunity. Consequently safety standards for adventure tourism providers are becoming more formal and organized. In most cases examined in this review, (and probably more widely internationally), the development of standards has been done on voluntary terms. In the countries examined in this stock-take there are no regulatory initiatives that encompass the adventure tourism sector as a whole. However participation in voluntary regimes may in effect be obligatory in order for providers to obtain insurance, access public land or make use of state supported marketing. Both 'voluntary' accreditation schemes and limited regulatory licensing regimes have in common a focus on instructors'/guides' skills, organisational safety management systems and equipment standards.

This stock-take has identified the lack of literature on the challenges faced by established enterprises and activities in relation to their respective regulatory agencies internationally. This is a topic that requires primary research.

---

<sup>10</sup> For more information about the ISO TC 228 Adventure Tourism Working Group meeting, contact Janaina Zonzin, ABETA Public Relations Coordinator, janaina@abeta.com.br.

## REFERENCES

- Allen-Craig S (2002) Current initiatives – legal responsibilities and risk management strategies in outdoor recreation. Available at [www.ausport.gov.au/fulltext/2002/achper/Allen-Craig.pdf](http://www.ausport.gov.au/fulltext/2002/achper/Allen-Craig.pdf)
- Annett J (2005) Adventure Activities; Arrangements for licensing and accreditation in GB, Ireland and other jurisdictions. Report prepared for the Department for Culture, Arts and Leisure and the Sports Council for Northern Ireland
- Annett J (2005b) Adventure activities in Northern Ireland - a statistical account of provision. Report prepared for the Department for Culture, Arts and Leisure and the Sports Council for Northern Ireland
- Bentley TA, Cater C, Page SJ (2009) Adventure and ecotourism safety in Queensland: operator experiences and practice. Available at <https://dspace.stir.ac.uk/dspace/bitstream/1893/997/3/JTMA-D-08-004301.pdf>
- Buckley RC (2006) Adventure tourism research: a guide to the literature. *Tourism Recreation Research* 31(2): 75-83
- Cogentsi (2007) Tourism in the Northern Ireland economy Vol 1. Northern Ireland Tourist Board
- EQFOA (2008) Industry Occupational Map for the Outdoor Sector
- Fáilte Ireland (2009) Tourism adventure & activity holidays update. Research and Policy Unit November 2009
- Flores AH, Haileyesus T & Greenspan AI (2007) National Estimates of Outdoor Recreational Injuries Treated in Emergency Departments, United States, 2004–2005. *Wilderness and Environmental Medicine: Vol. 19, No. 2*, pp. 91–98
- Gass MA & Williamson J (1995) Accreditation for Adventure Programs. *The Journal of Physical Education, Recreation & Dance*, Vol. 66
- Greenwood I & Yeoman C (2007) What will activity and adventure tourism look like in 2015. Report prepared for Visit Scotland
- Healey N, Bell J & Stephens M (2006) UK Water-Related Incident Database Gap Analysis. Final Report RMS/06/14. Health & Safety Laboratory, UK
- Health Protection Agency (2007) Mortality and non-infectious morbidity in travellers from the United Kingdom. Foreign travel-associated illness.
- Keeling A (2003) Getting into Action – the UK Adventure Tourism Market, Insights March 2003
- Mansfield Y & Pizam A (Eds) (2006) *Tourism, security and safety: from theory to practice*. Oxford: Elsevier
- Morgan D & Fluker M (2006) Risk management for Australian commercial adventure tourism operation. In Mansfield Y & Pizam A (Eds) (2006) *Tourism, Security and Safety: From Theory to Practice* (pp. 153-168). Oxford: Elsevier
- Norwegian Ministry of Trade and Industry (2008) *The Government's Tourism Strategy: Valuable Experiences - National Strategy for the Tourism Industry*. Norwegian Ministry of Trade and Industry

OECD (2009) OECD Tourism Trends And Policies 2010: Draft Chapter 4 - Country Profiles. 84th Session Of The Tourism Committee, OECD Centre For Entrepreneurship, SMEs and Local Development

Page SJ, Bentley TA, Walker L (2005) Scoping the nature and extent of adventure tourism operations in Scotland: how safe are they? *Tourism Management* 26: 381–397

Priest S & Gass M (date?) The Future of Adventure Programming. Article posted on [adeventuresafety.org](http://www.adventuresafety.org) available at [http://www.adventuresafety.org/media/pub\\_articles/future\\_adv\\_program.htm](http://www.adventuresafety.org/media/pub_articles/future_adv_program.htm) accessed 5 December 2009)

Swiss Association for Quality and Management Systems (2006) Certification of Safety System for Outdoor and Adventure Activities

van der Schaaf T & Kanse L (2004) Biases in incident reporting databases: an empirical study in the chemical process industry *Safety Science* Volume 42, Issue 1, January 2004, Pages 57-67

Wilks J, Pendergast D, Wood MT (2002) Overseas visitor deaths in Australia: 1997-2000. *Current Issues in Tourism*, 5: 550-557 cited in Bentley TA, Cater C, Page SJ (2009) Adventure and ecotourism safety in Queensland: operator experiences and practice. Available at <https://dspace.stir.ac.uk/dspace/bitstream/1893/997/3/JTMA-D-08-004301.pdf>

## **Websites referred to**

### **International organisations**

Organisation for Economic Co-operation & Development	<a href="http://oecd.org">oecd.org</a>
Adventure Travel Trade Association	<a href="http://atta.org">atta.org</a>
International Organisation for Standardisation	<a href="http://iso.org">iso.org</a>
International Incident database	<a href="http://incidentdatabase.org">incidentdatabase.org</a>
<b>Australia</b>	
Outdoor Council of Australia	<a href="http://outdoorcouncil.asn.au">outdoorcouncil.asn.au</a>
<i>New South Wales</i>	
Outdoor Recreation industry Council – NSW Adventure Activity Standards	<a href="http://oric.org.au/AAS-NSW">oric.org.au/AAS-NSW</a>
<i>Queensland</i>	
Tourism Queensland	<a href="http://tq.com.au">tq.com.au</a>
Queensland Outdoor Recreation Foundation	<a href="http://qorf.org.au">qorf.org.au</a>
<i>Tasmania</i>	
Sport & Recreation Tasmania	<a href="http://development.tas.gov.au/sportrec">development.tas.gov.au/sportrec</a>
<i>Victoria</i>	
Outdoors Recreation Victoria	<a href="http://orc.org.au">orc.org.au</a>
<i>Western Australia</i>	
Outdoors WA	<a href="http://outdoorswa.org">outdoorswa.org</a>

## **Canada**

Transport Canada	tc.ga.ca
<i>British Columbia</i>	
Worksafe BC	worksafebc.com
<i>Newfoundland and Labrador</i>	
Business Service Network	bsc-sec.ca
<i>Nova Scotia</i>	
Tourism Industry Association of Nova Scotia	tians.org
<i>Yukon</i>	
Environment Yukon	environmentyukon.gov.yk.ca

## **Chile**

La Asociación de Agencias de Turismo de Aventura	catachile.cl
--	--------------

## **Costa Rica**

Costa Rica Tourist Board	visitcostarica.com
--------------------------	--------------------

## **France**

Qualite Tourisme	qualite-tourisme.gouv.fr
------------------	--------------------------

## **India**

Ministry of External Affairs (Government of India)	indiainbusiness.nic.in
--	------------------------

## **Ireland**

Failté Ireland (National Tourism Development Authority)	failteireland.ie
---	------------------

## **New Zealand**

NZ Incident Database	incidentreport.org.nz
OutdoorsMark	outdoorsnz.org.nz

## **Norway**

Government Norway	regjeringen.no
	www.regelhjelp.no

## **Switzerland**

Swiss National Tourist Office	myswitzerland.com
Swiss News	swissinfo.ch

## **United Kingdom**

Adventure Activities Licensing Authority	hse.gov.uk/aala
AdventureMark	adventuremark.co.uk
British Standards Institution	bsigroup.com
Health & Safety Executive	hse.gov.uk
Learning Outside the Classroom	lotc.org.uk
<i>Scotland</i>	
Scottish Tourist Board (Visit Scotland)	visitscotland.com

*Wales*

Wales Tourist Board [vistwales.com](http://vistwales.com)

*Northern Ireland*

Northern Ireland Tourist Board [nitb.com](http://nitb.com)

**United States**

Centers for Disease Control [cdc.org](http://cdc.org)

National EMS Information System [nemsis.org](http://nemsis.org)

Association for Experiential Education [aee.org](http://aee.org)

Council for Outdoor Education [coe.org](http://coe.org)

*Utah*

Utah Office of Tourism [travel.utah.gov](http://travel.utah.gov)

Utah State Parks [stateparks.utah.gov](http://stateparks.utah.gov)