WORKING MATERIAL 1.7 · CHAPTER 1 — THE VISION OF OWNERSHIP (SECTION A) · SETTING: WADI MUSA (PETRA), JORDAN

Information Sharing: Telling Guests How to Behave Well

Source: Francesco Dore, The Helm and the Lens, Volume 7a — GSTC Hotel Standard v4.0, subchapter 1.7 (book page 85)

GUIDING QUESTION

Most hotels near a great site tell guests when the gates open and how much the ticket costs. Far fewer tell them how to behave once they are through the gates, in the village on the way, or with the people they meet. Who in the hotel is responsible for that second kind of information, and what does the standard expect it to look like?

1 · Verification Pact: market claims against the standard

Copied from the book. The last column is for your property: what holds here, and how you know it.

What is claimed	Binding?	What actually holds	In our property
Behaviour at the site is the guide's job, not the hotel's	No	A6.4 asks the hotel itself for documented guidelines covering the hotel, the community and excursions	
A map and opening hours satisfy the information requirement	No	A6.2 refers to the destination's natural environment, local culture and heritage, not logistics	
Staff who grew up locally need no training	No	A6.1 asks for training on the destination's nature, culture and heritage, and A6.3 for documented staff guidelines	
The hotel must write its own code of conduct for the site	Only partially true	The guidelines say destination authorities' guidelines are used where available; the hotel documents and communicates them	
Guidance must be printed and placed in every room	No	Priority goes to sustainable formats; personal briefings and durable materials are acceptable alternatives	
English is enough, since most guests speak it	No	A6.6 asks for languages relevant and understandable to both staff and guests	

2 · Common mistakes — a self-check

Tick each mistake you recognise in your own property, and note where it shows.

☐ Treating maps, opening hours and bookings as the whole of the information the hotel owes its guests.

☐ Assuming that guides, tour operators or the site will brief guests on behaviour.

☐ Writing a code for the site without first collecting the guidance destination authorities already publish.

☐ Giving guidance to guests that staff have never seen, discussed or agreed with.

☐ Producing guidance in a single language when staff and guests speak several.

☐ Forgetting guests who need large print, audio or screen-reader-compatible formats.

☐ Printing disposable leaflets when a briefing, a durable card or a digital format would do.

☐ Phrasing guidance as a list of prohibitions without explaining why each behaviour matters.

3 · A Checklist for Guidance That Reaches the Guest

The book's checklist, with a column for your own answer.

Question	Why it matters	Our answer
Do we hold a documented page of behavioural guidance covering the hotel, the community and excursions?	A6.3 and A6.4 ask for documented guidelines, not improvised answers	
Did we use guidance from the destination authorities before writing our own?	The guidelines to A6 say such guidance is used where available	
Have all staff, not only front office, been trained, with records kept?	A6.1 requires staff training on the destination; records make it verifiable	
Is the guidance available in the languages our staff and guests actually speak?	A6.6 asks for relevant and understandable languages for both	
Can a guest with a visual impairment receive the same guidance?	A6.7 asks for accessible formats when necessary	
Does the guidance reach guests before they leave for the site, not after?	Guidance after the visit cannot prevent the behaviour it addresses	

4 · What would show this is working

Questions drawn from the subchapter's reading of the standard and its practical application. Indicator references point to the GSTC Hotel Standard v4.0; where the evidence lives is this book's practice, not a requirement of the standard.

Question	Where the evidence lives	Seen?
Have staff been trained on the destination's natural environment, culture and heritage (A6.1)?	Training content and attendance lists	☐
Are there documented behavioural guidelines for staff, and for guests in the hotel, community and on excursions (A6.3, A6.4)?	Written guidance documents	☐
Where destination authorities publish visitor guidance, have we used it?	Source documents kept with the guidance	☐
Is information available in languages relevant to staff and guests (A6.6)?	Language versions of guest and staff material	☐
Can it be offered in accessible formats when needed, by environmentally responsible means (A6.5, A6.7)?	Large-print, audio or digital versions; format choices	☐

> *What this sheet is not: the GSTC Hotel Standard does not prescribe this form. It is a working aid drawn from the book; the standard's criteria, indicators and guidelines govern the real case. Independent material; not affiliated with or endorsed by the GSTC. The standard's own text at www.gstc.org prevails.*