Baltic Blues Travel

Sustainable Excursion Policy

Date of approval: 01.09.2026

Approved by: Managing Director

Review period: Every 2 years

Commitment to Sustainable Excursions

Baltic Blues Travel is committed to promoting and delivering excursions in a responsible and sustainable manner, in alignment with our Sustainability Policy and Travelife sustainability requirements. Excursions form an essential part of our tourism product and supply chain, and we recognize our responsibility to ensure that all excursions protect the environment, respect cultural heritage, and contribute positively to local communities.

Baltic Blues Travel organizes excursions as an integrated component of its tour programmes and does not outsource excursion design to third-party excursion operators. Excursions typically include visits to cultural institutions, museums, national parks, nature reserves, local farms, and community-based establishments. Guiding services may be provided either by qualified local guides employed by the excursion site or by Baltic Blues Travel tour leaders accompanying the group, who are trained in sustainability and responsible tourism practices.

The sustainability performance of excursion sites is a key factor in our excursion selection and management process. When selecting excursion sites, Baltic Blues Travel gives strong preference to establishments that demonstrate responsible environmental management, respect for cultural and natural heritage, fair labor practices, and positive contribution to local communities. Within the operational and budget framework of each tour, Baltic Blues Travel prioritizes the most sustainable excursion options available.

Scope

This policy forms part of Baltic Blues Travel's overall Sustainability Policy and applies to the selection, management, and monitoring of excursion sites and establishments included in our tours.

This policy applies to:

- cultural sites, museums, and heritage locations
- national parks, nature reserves, and protected natural areas
- local farms and community-based excursion sites
- all guides, tour leaders, and staff involved in excursion delivery

This policy is effective immediately upon approval and applies to all current and future excursions.

The Managing Director and Sustainability Coordinator are responsible for implementation and monitoring.

This policy will be formally reviewed every two years.

Identification of Sensitive Excursions

Baltic Blues Travel has identified three categories of sensitive excursions based on their potential environmental, cultural, or social impact:

Cultural heritage sites, including historic monuments, museums, churches, and protected heritage locations, which require respectful visitor behaviour and preservation of cultural integrity.

Nature parks and protected areas, including national parks, nature reserves, and biodiversity-sensitive environments, where visitor activities must minimize environmental impact and protect ecosystems.

Local farms and community-based experiences, involving interaction with local communities and traditional livelihoods, requiring respectful engagement and support for local economic and cultural sustainability.

Special sustainability guidelines and guide briefings apply to all sensitive excursions.

Sustainable Excursion Principles

Baltic Blues Travel selects excursion sites based on the following sustainability principles:

Quality, safety, and suitability

Excursion sites must maintain high standards of safety, hygiene, and operational quality, ensuring safe and comfortable experiences for guests.

Sustainable excursion options exist across all budget categories, and Baltic Blues Travel aims to select the most sustainable options available within client budget parameters.

Fair and responsible business practices

Excursion sites must:

- comply with national laws and regulations
- respect human rights and fair labor practices
- ensure fair and safe working conditions
- prevent child exploitation and discrimination

Baltic Blues Travel applies a zero-tolerance policy toward child exploitation and human rights violations.

Environmental protection

Baltic Blues Travel prioritizes excursion sites that demonstrate responsible environmental practices, including:

- waste reduction and proper waste management
- reduction of single-use plastics
- efficient use of energy and water
- protection of biodiversity and natural environments

Excursion sites located in protected natural areas must comply with environmental regulations and conservation principles.

Biodiversity and wildlife protection

Baltic Blues Travel does not support excursions that negatively impact wildlife or biodiversity.

Excursion sites must:

- protect natural habitats and ecosystems
- ensure animal welfare and ethical wildlife practices
- avoid exploitation of protected or endangered species
- Ensure that wildlife species are not harvested, consumed, displayed, sold, or traded, except as part of a regulated activity that ensures that their utilization is sustainable and in compliance with local, national and international law. The excursion site does not promote souvenirs or food that contain threatened flora and fauna species as indicated in the CITES treaty and the IUCN 'Red List'. Should any such criminal behavior come to light, Baltic Blues reserves the right to terminate the contract without notice."

Tour leaders provide guests with guidelines to ensure responsible behaviour in natural environments.

Cultural heritage protection

Excursion sites must respect and preserve cultural and historical heritage.

Baltic Blues Travel ensures that excursions:

- respect religious and cultural traditions
- prevent damage to heritage sites
- promote cultural understanding and preservation

Support for local communities

Baltic Blues Travel prioritizes excursion sites that contribute positively to local communities.

Preferred excursion sites:

- support local employment
- use local products and services
- respect community traditions and rights
- contribute to local economic sustainability

Evaluation and Monitoring of Excursion Sites

Baltic Blues Travel evaluates excursion sustainability through:

- site visits conducted by management, staff, or sustainability coordinator
- guide observations and operational monitoring
- client feedback and tour evaluations
- supplier communication and sustainability assessment

These evaluations help identify responsible excursion sites and support continuous improvement.

Guide and Tour Leader Responsibility

Tour leaders and guides play a critical role in implementing sustainable excursion practices.

Tour leaders are responsible for:

- providing sustainability briefings to guests before excursions
- ensuring respectful behaviour at cultural and natural sites
- protecting biodiversity and wildlife
- promoting sustainable transport and responsible consumption
- reporting sustainability concerns to Baltic Blues Travel

Baltic Blues Travel provides sustainability training to all tour leaders.

Stimulating Improved Sustainability Practices

Baltic Blues Travel actively promotes sustainability among excursion sites through:

- direct communication with excursion managers
- sharing sustainability guidelines and best practices
- providing feedback and recommendations for improvement
- prioritizing sustainable excursion sites in long-term cooperation

Communication with Excursion Sites

Baltic Blues Travel communicates sustainability expectations through:

- contracts and cooperation agreements
- supplier codes of conduct
- operational communication and site visits
- guide feedback and monitoring

Excursion sites are encouraged to improve sustainability practices.

Sanctions and Corrective Action

If an excursion site is found to violate sustainability principles, Baltic Blues Travel may:

- issue a warning and request corrective action
- suspend cooperation temporarily
- terminate cooperation permanently

Baltic Blues Travel will immediately terminate cooperation with excursion sites involved in:

- child exploitation
- illegal wildlife activities
- severe environmental damage
- illegal or unethical practices

Continuous Improvement

Baltic Blues Travel is committed to continuous improvement in excursion sustainability through:

- regular policy review
- guide and staff training
- supplier sustainability evaluation
- integration of sustainability principles into all excursion planning

This ensures responsible tourism practices and alignment with Travelife sustainability standards.