

# What to Look for in a Trusted Guideline

## C H E C K L I S T

### Criteria to Inform Decisions

Tourism businesses are seeking practical, comprehensive, explicit, and consistent guidelines that can be applied to most tourism operations across Canada. This is to avoid consumer confusion, increase confidence in the health and safety practices of the industry (for both workers and consumers), and create a “level playing field” (conditions that are fair for everyone).

Use this list to decide if you are working with trusted guidelines. Visit the recommended sources for additional information or to help you adapt existing guidelines.

- Industry focus:** contains information and context that is specific to the types of businesses in the tourism sector
- Canadian context:** content is applicable in Canada with Canadian references
- Widely endorsed by industry:** based on input, review, or validation by industry subject experts (e.g., business owner/operators)
- Applies to most tourism businesses across Canada:** aims to support universal application across Canada, setting a high but attainable standard of practice that can be trusted by consumers and ensures rigorous practice
- Contains information on how to apply the guidelines:** information is explicit, in plain language, and easily understood
- Aligned with government regulations, policy initiatives or directions:** content is concordant with Canadian laws and compliant with practices recommended by authorities
- Linked to practical information:** contains additional information sources to help users apply the guidelines and to inform users of source material, where applicable
- Updated regularly to reflect best practices:** organization offers a commitment to updating the guidelines as frequently as required, with an explicit statement showing when the guidelines were last updated

Recommended sources for guidelines:

- [Canada.ca/Coronavirus](https://Canada.ca/Coronavirus)
- [Canada.ca/en/services/business/maintaining-your-business](https://Canada.ca/en/services/business/maintaining-your-business)
- [Restaurants Canada](https://RestaurantsCanada.ca)
- [Hotel Association of Canada](https://HotelAssociation.ca)
- [Indigenous Tourism Association of Canada](https://IndigenousTourismAssociation.ca)

## N O T E S

