

# Clothing & safety

Keep your customers safe and comfortable, respecting their cultural, and religious needs.



**Culture Ready**

ADDING VALUE TO TOURISM

People from different parts of the world dress differently and have different norms concerning what is comfortable and acceptable.



## **Skin exposure**

The amount of skin that women show varies. Asian cultures favour modesty, so women usually wear clothes with high necklines and skirts that cover their knees.

## **Religious considerations**

People who identify as Muslim or Buddhist may dress according to their religious beliefs. Men and women may wear robes. Women may wear a black cloak called an abaya and/or a headscarf (hijab) in public.

## **Shoes**

Some guests are in the habit of removing shoes before entering a building. This maintains cleanliness but also symbolizes leaving the outside world where it belongs. In some countries (particularly Thailand), you should never show the soles of your shoes to others as it's considered highly disrespectful.

## For tour operators

- Do you have protocols in place to care for visitors who wear clothing as part of religious practice?
- Is it appropriate for your visitors to remove their shoes in your tourism business? If shoes were removed, would this be a safety issue? Consider signage if so.

## For accommodation providers

- Consider providing guests with a shoe rack to keep shoes tidy.
- Consider providing guests with disposable/washable slippers.

1. Watch the Industry Insights video about Shotover Canyon Swing.



2. Think about how Stu made his visitors feel safe and describe one thing you could apply in your business.

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3. What impact could it have on your visitors?

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