



Responsible Tourism Policy

Our commitment to sustainable, authentic and responsible travel in Coastal Tuscany

Our Commitment

At Terra Toscana Tours, we believe that tourism should create positive impacts for local communities, protect the environment, and preserve the authentic character of Tuscany. Every experience we design aims to support local businesses, respect nature, and offer meaningful connections between our guests and the people who live and work in our region.

Carbon Reduction

Our tours are designed to minimise environmental impact by promoting low-carbon travel. We use premium electric mountain bikes as our primary mode of transport, operate exclusively in small groups (maximum 8 guests), minimise vehicle transfers, use support vehicles only when necessary for safety or logistics, encourage reusable water bottles, reduce single-use plastics, and prioritise local suppliers. We continuously seek opportunities to reduce our carbon footprint while maintaining the highest quality guest experience.

Protecting and Restoring Nature & Biodiversity

The landscapes of Coastal Tuscany are our greatest asset. We cycle only on authorised roads and trails, respect protected natural areas, follow Leave No Trace principles, protect wildlife and natural habitats, educate guests about local ecosystems, and support producers who actively care for the landscape through sustainable agricultural practices.

Supporting Local Communities

Supporting local people is at the heart of every Terra Toscana Tours experience. We collaborate with family-owned wineries, farms, restaurants and artisan producers, promote lesser-known villages including Canneto, Monteverdi Marittimo and Querceto, recommend locally owned accommodation and businesses, and purchase products and services from local suppliers whenever possible.

Providing Local Benefits from Tourism

We believe tourism should benefit everyone. We create opportunities for small family businesses, promote rural communities that receive relatively little international tourism, help preserve local traditions, encourage respectful interaction between visitors and residents, and support inclusive tourism by offering electric bikes that allow people with different cycling abilities to enjoy the experience together.

Protecting Local Culture

Our experiences celebrate authentic Tuscany through local traditions, regional cuisine, family-owned businesses and historic villages while encouraging respect for local customs and cultural heritage.

Animal Welfare

Terra Toscana Tours does not promote activities involving captive wild animals or experiences that negatively impact animal welfare. Wildlife encountered during our tours is always observed respectfully and from a safe distance.

Guest Safety

Guest safety is our highest priority. Every tour includes professional route planning, premium maintained e-bikes, a comprehensive safety briefing, helmets, small groups, support vehicles when required, and guides trained in emergency procedures and first aid.

Continuous Improvement

Responsible tourism is an ongoing commitment. We review this policy annually, seek feedback from guests and partners, and continuously improve our environmental and social practices in line with recognised best practice.

Our Promise

We believe the best journeys leave lasting memories—not lasting impacts on the environment. We are committed to protecting Tuscany's landscapes, supporting its communities, and offering authentic experiences that future generations can continue to enjoy.