

TOURISM WITH INSIGHT

Tourism with Insight German NGO

CODE FOR RESPONSIBLE TOURISM

We, the responsible host population

Tourism should supplement our economy. It also represents a danger to our culture and environment.

We therefore want to control its development.

We encourage community participation in decision-making.

We will cease development if it leads to an intolerable burden for our population and environment.

We want to avoid the pitfall of economic imperatives.

We limit tourism development targets to what is desirable, not what is feasible.

We want to keep control over our land. We pursue an active planning and land-use policy. We decline to sell land to non-locals. We limit new construction by zoning policies and the use of existing buildings and infrastructure.

We want to protect nature with careful land management, nature reserves for valuable eco-systems and the participation of environmentalists in planning and construction.

We will avoid overdependence on tourism by strengthening agriculture and small-scale trade.

We will try to improve the quality of jobs in tourism.

We want our local culture to remain alive.

We shall use tourism marketing to promote socially and environmentally responsible behaviour.

I, the tourist

I look forward to my holidays, but I (and others) will get more out of them if I do not use them thoughtlessly.

It is tempting to do things I would never do at home: I shall avoid this danger. I want to enjoy myself without offending or harming others.

I am a tourist like any other. I accept this and shall not try to stand apart from other tourists.

I want to learn more about the country and its people. I shall adjust to my hosts instead of demanding the opposite.

I shall try to learn from new experiences.

Leisure for tourists means work for our hosts. I shall not exploit this situation.

I accept some responsibility for the environment in which I travel. I shall be content with what is offered and shall not continually demand more comfort. I shall use environmentally-friendly transport and walk wherever I can.

I will take my time and observe, meet other people, etc.

I choose travel offers which produce the greatest benefit for the host population. Bargaining for lower prices may mean exploitation.

I occasionally choose to stay at home. There is much to be discovered in my neighbourhood. Travel should not become routine.

We, the travel business

We shall promote tourism which is economically productive, socially responsible and environmentally friendly.

We shall encourage interested, considerate and environmentally-conscious travel among our clients.

We shall bear in mind the rights of the local population, and respect local laws and customs.

We shall collaborate with the host population.

We shall continuously train our staff.

Our advertising must be honest and responsible. We shall avoid erotic enticements.

Our guides have a responsibility to promote tourism with insight and understanding to our clients.

We shall not organise trip to ethnic groups who live apart from our western civilisation.

The activities of our business partners must meet the same high environmental and social standards.

In our professional associations, we will formulate principles encompassing the ethics of tourism.