Ethical Travel Guidelines

Think Globally

- Traditional tourism often brings money only to individuals of the developed world.
- Approximately 40% of the cost of a holiday booked through a standard tour operator goes to the airline; 20% to the tour operator; 10% is used in the destination country on importing goods that tourists demand; and about 13% is used for debt servicing, leaving an average of 17% to the destination country.
- Ethical travelling is compared to purchasing fair trade products.
- In 1999, 38% of tourist holidays were taken in the developing world.
- Many employees in the tourist industry are forced to smile, even under unfair working conditions.
- All-inclusive trips basically prevent local markets from having access to tourists.
- At traditional tourist hubs, local culture becomes a performance, rather than ritual.
- The inappropriate clothing worn by some tourists can alienate locals and make them uncomfortable in their own country.
- Beach side resorts are often the result of a company displacing fisheries.

Act Locally

- Drinking and eating local products will support the local economy. Often, juice, beer and cereal are imported to please tourists.
- Supporting the drug trade can also be harmful for local populations. In areas where there was previously no drug trade, locals will begin selling drugs to tourists to generate profit. Often, this leads to addiction problems in their own communities.
- Watch out for greenwashing: as the ecotourism industry grows, there is a lot of misleading advertising used to jump on tourist dollars. (ex: green signs, lodge in the forest that dumps garbage into streams). Look for places to visit that are actually sustainable.
- Crafts sold for tourists are sometimes made on a different continent, but marked with insignia that would indicate that they are locally made.
- Be careful when paying locals for photographs, as one individual saw that paying a farmer quite a bit for a photograph led the farmer to become a beggar.
- Be courteous and culturally sensitive: do not spend the entire visit on your cell phone—enjoy the experience firsthand.

Say No to Plastic!

Plastic fills up landfills, so avoid using plastic water bottles and plastic bags (bring cloth bags for laundry).

According to the Earth Policy Institute, 1,500 water bottles are thrown in the garbage every second. And just to make bottles for the United States of America, 17, 000, 000 barrels of oil are used annually, which could fuel 100, 000 cars for a year.

Arnold, Emily and Janet Larson. "Bottled Water: Pouring Resources Down the Drain." *Earth Policy Institute.* Earth Policy Institute, 2 February 2006. Web. 10 August 2010.

"The average tourist uses as much water in 24 hours as a third-world villager would use to produce rice for 100 days" (United Nations, qtd. in Pattullo and Minelli 25).

Ethical Travelling: Good for Everyone

BENEFITS HOST:

- Alleviates poverty (money goes to locals instead of corporations)
- Pride instilled in marginal communities
- Helps community projects (schools, clinics, wells, etc.)
- Ensures that women have a more central role in the community
- Rural citizens do not need to migrate to the city for work
- Considers environmental sustainability
- Tourists enjoy themselves more, which makes the hosts happier

BENEFITS TOURIST:

- More authentic cultural experience
- Smaller footprint left in travel destination
- Fun
- Can be luxurious or simple
- Can be inexpensive
- Happy hosts make tourists more welcome
- Ensures a sustainable future for favourite holiday destinations

Source
Pattullo, Polly and Orely Minelli. *The Ethical Travel Guide: Your Passport to Exciting Alternative Holidays.* Sterling: Earthscan, 2006.

For More Information, Check Out:
http://www.tourismconcern.org.uk/
http://www.responsibletravel.com/

Carbon Offsetting

Calculating your carbon emissions:

1. Go to Less.ca
2. Click on the tab that says "Offset my Flight Now"
3. Enter your flight route information (origin, destination, stopover cities)

The total distance of my flight route is _____km
My total emissions for the trip are _____kg
The cost of offsetting my footprint is _____ CAD

Offsetting these emissions means finding a way to absorb the emissions, or reducing an equivalent amount of emissions.
-Trees are carbon sinks, meaning they absorb carbon.
-Investing in renewable energy projects is considered a more sustainable and permanent way of offsetting carbon emissions. When buildings and transportation systems can be fitted with renewable energy sources, they avoid emitting carbon in the future.

Learn More!

Read up on carbon offsetting and compare carbon offsetting companies. Check out the report by the David Suzuki Foundation and Pembina Institute (see "Reference" below) to learn more.

Why Less.ca?

Less.ca received the highest rating in the David Suzuki Foundation's report on carbon offsetting because it:
-Is *additional:* the carbon offsetting project is the result of the offset purchases, and would not have happened without the purchase.
-Ensures that its projects are *accurately quantified:* the amount of emissions the project avoids generating are calculated before offsets are sold.
-is *audited* and has received certification from *The Gold Standard.*
-Has *permanence:* all offset projects with Less are renewable energy projects.

Reference

David Suzuki Foundation and Pembina Institute. *Purchasing Carbon Offsets: A Guide for Canadian Consumers, Businesses, and Organizations.* David Suzuki Foundation and Pembina Institute., 2009. Web.

What are "high altitude emissions"?

The effects of the carbon dioxide emitted by airplanes are amplified by the altitude at which the airplanes fly. Airplanes fly in the stratosphere, where greenhouse gas emissions have a large "positive radiative factor." This means that the quantity of radiation and heat coming into the atmosphere is greater than the heat leaving the atmosphere, resulting in a warmer earth.

To counteract the negative effects of high altitude emissions, www. less.ca has implemented the recommendation of the Intergovernmental Panel on Climate Change by applying a factor of 2.7 on airplane emissions.

You can opt out of applying the 2.7 factor, though it is recommended that you do not, in order to accurately reflect the environmental impact of your flight.

Environmental Contract

Name :_____

Travelling around the world is a great privilege, especially considering over 95% of the world's population has never taken an airplane.

The opportunity to travel is accompanied by a certain responsibility. A flight ticket does not accurately reflect the environmental and social costs of travelling. We need to be conscious of this throughout the project.

We must ask ourselves how we can "pay" the environmental price of our privilege.

Here are some suggestions of actions you can take in your daily life to reduce your environmental impact:

- ☐ I will no longer drink bottled water.
- ☐ I will no longer use plastic bags.
- ☐ I will not buy new clothes.
- ☐ I will only use active (biking, walking) or collective (public transit) methods of getting to school.
- ☐ I will reduce my consumption of meat.
- ☐ I will put all my meals-on-the-go in containers.
- ☐ I will favour local food over imported food.
- ☐ When possible, I will buy organic food.
- ☐ I will only purchase goods that are truly necessary, and only after thinking the purchase through.
- ☐ I will lower the heating in the winter and raise the house temperature in the summer.
- ☐ I will purchase eco-friendly household cleaning products.
- ☐ I will practice the 3R Principle: reduce, reuse, recycle (in that order).
- ☐ I will start a compost at home.
- ☐ I will use both sides of paper.
- ☐ I will convince my family to follow my eco-friendly choices.

In addition, I will also :

_____

_____

_____

Signature :_____ Date :_____

Consumption Reduction Trick

Before purchasing goods, ask yourself the following 3 questions:

1. *How many times am I going to use this?*
2. *Do I really need this?*
3. *Can I replace this with something I already have?*

Keep in mind that as you travel, you will be consuming non-carbon resources, such as paper and water. Think about your total footprint, and not just your carbon footprint. This contract gives ideas on how to start living more sustainably.

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