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The Guide to Making Travel Matter

“Our [Responsible Travel Guide](#) is just an overview of how we think like-minded travellers can impact the world in a positive manner. This is a journey that we need to take together, so please save & read this document for current & future travel plans. Travel Matters is always keen to learn about your insight, so don't be a stranger, get in contact.

Have an unforgettable and enjoyable holiday.”

(Karen Simmonds, CEO)

What is Ethical Tourism?

Ethical tourism simply means tourism which benefits people and the environment in different destinations. It can offer a better income to families living in the area, by sourcing products and services locally.

A brand-new role for consumers in the tourism market has emerged from three trends: first, there is a thirst for different and more ‘exciting’ holidays; second, there is a growing realisation of the negative impacts of tourism – its clod-hopping footprints in other people’s homes in the deserts, forests, seashores and mountains of the world; and, third, of course is climate change.

Travel Matters supports the [UN Sustainable Development Goals](#) and works alongside several charities and tour operators to help as much as possible the completion of the Global Goals.

We truly believe that tourism has the potential to become sustainable and could have the following characteristics:

Economic Prosperity

Long term competitive and tourism businesses, who offer fair pay and conditions for all employees - There are maximum economic benefits to local communities, when products and services for tourism are sourced locally. Sustainable tourism should be relevant to every holiday sold and should offer an opportunity to customers concerned about their travel making a difference.



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Social Equality

Sustainability offers great benefits to customers keeping destinations special, offering safe and satisfying new experiences whilst having the opportunity to interact with happy locals, who are truly benefiting from their visit. More and more people are increasingly concerned about sustainable travel and want to make a positive difference.



Environmental & Cultural Protection

It's absolutely vital for destinations to conserve ancient culture and traditions, as well as wildlife and the natural habitats. We encourage accommodation providers and holiday makers to conserve energy and by that we help reducing carbon emissions. Most importantly it helps ensure there will be great destinations for us all to visit for generations to come.

Keeping destinations special is important to everyone and every small step towards making that possible matter a great amount.



Terms related to Sustainable Tourism –

Responsible tourism, refers to the consumers' choice of destination and mode of transport based on their ethical, political and racial sensitivities, as well as being concerned for the environment and local culture.

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Green Tourism

Historically the definition of this term has been travel which is environmentally friendly or benign that in general does not concern itself with cultural or economic elements of the destination. Current uses of the term are becoming broader to incorporate full sustainable tourism principles.

Ethical Tourism

Ethical tourism has evolved as a term when one considers travelling to, or developing tourism in a destination where ethical issues are the key driver, e.g. social injustice, human rights, animal welfare or the environment. Ethical tourism is geared towards encouraging both the consumer and industry to avoid participation in activities that contribute or support negative ethical issues.

Ecotourism

Ecotourism, also known as ecological tourism, is a subset of sustainable tourism which focuses on ecology. Ecotourism tends to be encountered in destinations where flora, fauna, and cultural heritage are the primary attractions.

Fly Smart with Travel Matters

By flying smart you can take responsibility for your carbon emissions and encourage the airlines and airports to exercise their responsibility.

Charities such as [Trees for Cities](#) are planting trees and restoring forests in the UK and all over the world. If you want to go the extra mile in offsetting your carbon footprint, you can reach out to them and let them know you'd like to make a donation. Alternatively, we can also facilitate this conversation.

Given the nature of our industry, we have a responsibility to actively play our part in protecting the environment. We are beyond excited to announce our recent partnership with Trees for Cities. We have pledged that for every trip that you book with us, we will plant a tree.



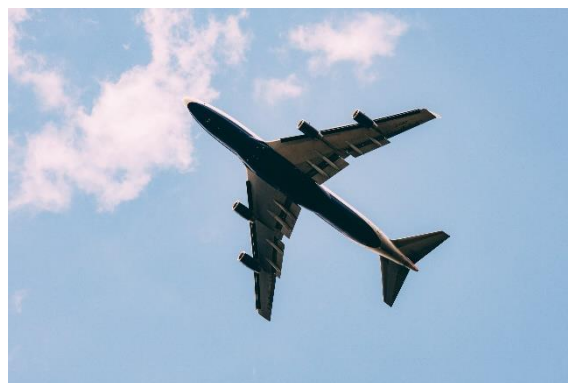
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The next step of your holiday planning is to decide how you will be seeing as much of your destination as possible and we realise that exploration usually requires transportation. If Car Pooling, Public Transportation and Walking are not viable options then perhaps consider an Eco-Friendly vehicle for your sustainable journey. Travel Matters works with [ROLZO](#), a leading company in travel & electric vehicles (EV's). ROLZO have a fleet of all-electric vehicles that will suit your mobility requirements, which will further help reduce the environmental impact of your holiday.

R O L Z O

Flying Tips

Aviation and air travel are perhaps the biggest environmental barriers that travellers face. We're always looking to update our [Tips](#), so let us know your thoughts in the following –



- Fly less – take the train wherever possible, reduce your air miles for leisure and work.
- Fly more carbon efficiently – make purchasing choices that will encourage airlines to reduce their emissions such as carrying less baggage, choosing a charter flight or economy flight and your emissions will generally be less.
- Fly with airlines that fill their planes.
- Think about holidaying closer to home. The concept of a Staycation originated in roughly 2009 and it's been increasingly growing in popularity.
- Try and avoid internal flights within a destination. Use local public transport where possible or go on foot, by train or any electric forms of transport.
- Think about taking fewer shorter breaks by air. Shorter flights and multiple stopovers are more polluting per passenger mile than longer flights as take off and landings generate a significant part of the total emissions per flight.
- Enjoy fewer, but longer breaks where your holiday creates some real benefits to conservation and local communities in the country you're visiting.

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Our Holidays, Their Homes

Your holiday destination is a place where people live; people who may have different values and sensibilities to your own. Opening up your mind to new cultures and traditions should be one of the most magical aspects of a holiday, for everyone involved. Small acts of sociable behaviour can involve you learning a few words of the local language before you go – your stumbling attempts will be appreciated even if they cause hilarity.

Local people will welcome you more readily if you have thought carefully about how to behave as well as wearing appropriate clothes.

One vital aspect to remember during a trip is that not everybody likes having their picture taken. Don't treat people as part of the landscape. Put yourself in their shoes and imagine how it might feel for them to be photographed. Ask first and respect their wishes.

We have a few [ideas](#) on how to consider your behaviour & actions whilst abroad:

Haggle with Humour

Try to keep your money in the local economy; eat in local restaurants, drink local beer or fruit juice rather than imported brands and pay a fair price when you're buying souvenirs and handicrafts. Bargaining can be great fun, so haggle with humour – but remember that if you bargain too hard, sheer poverty might make a craftsman accept a poor price just so that he can feed his family that day.

Pay what something is worth to you!

No Time to Waste

We highly recommend the use of materials such as reusable filtered water bottles, bamboo cutlery sets or reusable coffee cups.

Waste disposal methods are often very basic, so think about what happens to your rubbish. In the case of not having the opportunity to take reusable products with you, please use biodegradable products, recycle as much as possible and use as little packaging as you can. Discarded plastic bottles can ruin a landscape – worth thinking about when you buy bottled water. Tap water is often assumed to be of poor quality even when it is fine to drink. If you are unsure, use water purification tablets.

Keep Children Smiling

It is best to never give anything directly to children, not even sweets – a child who is begging may think there is no need to go to school. **There are plenty of ways to help that will have a much more positive impact.** You could donate to a local school, hospital or orphanage for example. Get in touch if you'd like some recommendations on this topic.

Respect the Locals' Work

Whilst your visit may provide some economic benefits to local people, it can also use up scarce resources. For example, water is in short supply in many tourist destinations and hotels put a huge strain on an already limited resource.

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Alarmingly, one tourist can use as much water in one day as a village would use to produce rice for 100 days.

Even the most eco-friendly hotels may be using local people's water supplies so do please ask your hotel manager about their policy on water use. And do your bit by using as little as possible. The places you visit on holiday are often the ones most threatened by climate change. Don't forget your good habits just because you are on holiday – remember to turn off lights and fans when you leave your room and don't leave the television on standby.



Travel Matters Responsible Travel Tips

1. Promote and facilitate the reduction, reuse and recycling of materials.
2. Reduce your energy consumption.
3. Question the water quality, including the efficient treatment of sewage, which avoids discharge into marine and river environments.
4. Reduce and manage your litter.
5. Create your own adventure by getting out and about via public transport, bicycles and walking. These environmentally friendly ways of exploring really help you get closer to the country you have come to visit and its very essence.
6. Respect the local culture and traditions. Please ensure your dress and behaviour is appropriate for the place you visit. If you're unsure, you can talk to local people, ask your travel representative or host at your accommodation or even have a quick search online.
7. Giving to children can encourage begging. A donation to a project, health centre or school might be more constructive.
8. Please don't buy products from endangered plants or wild animals, including hardwoods, corals, shells, ivory, fur, feathers, skins, horns, teeth, reptiles and turtles.
9. Please don't have your photograph taken with any wild animals (such as lion and tiger cubs, chimpanzees, bears, snakes or exotic birds). These animals are taken from the wild when they are very young, often mistreated and disposed of when they get too large or difficult to handle.
10. Work with local partners in long – term relationships ensuring local people benefit economically and socially from your visit.
11. Ensure that guides and others involved are paid a fair wage.
12. Try to make Fairtrade local purchases when possible.
13. Build links with locally based tourism projects.