01 WTM World Responsible Tourism Day – Wednesday 14 November 2007

Wednesday 14 November 2007 is the date for the first WTM World Responsible Tourism Day.

It ties in, as it will every year, with World Travel Market's established, highly successful and dedicated Responsible Tourism Day.

WTM World Responsible Tourism Day is the first opportunity for travel and tourism to become one powerful and unifying force.

A force that inspires, demonstrates and leads by example.

A chance to show the world that the moment has come to make a real difference that will keep our beaches clean, preserve our stunning scenery, save wildlife and glory in our historic buildings and precious heritage.

But it's not just about helping to save the planet. Although that in itself is a project of giant, unimaginable proportions.

We have a responsibility too to help local people wherever they might be, provide them with shelter, jobs, clean water, food and education. Protect them from exploitation, corruption and deceit. Offer them the right to a decent and dignified standard of living where the next generation can flourish in the knowledge that those before them have taken a sensible, responsible and meaningful approach to the world in which we live.

Making the difference personally and corporately is what WTM's World Responsible Tourism Day is all about.

Standing proud, head and shoulders above other industries, taking your share of the responsibility that must be an essential part of our long term legacy.

The international travel and tourism industry is making an increasing contribution to responsible and sustainable tourism with many companies and organisations taking action. But it is not all good – and we have to understand that more needs to be done.

Imagine what the international travel and tourism industry can do if every professional reaches out and accepts this challenge by taking action.

For example, 202 represented countries and regions participate at World Travel Market; nearly 50,000 industry professionals meeting together to discuss and conduct business.

World Travel Market is the only business event of its kind. It proves without a shadow of a doubt that in travel and tourism there are no barriers or borders. Trust and friendship, working together for the common good, making change happen in a positive and constructive way is already taking place.

Taking part in WTM's World Responsible Tourism Day does not necessarily mean undertaking a massive or complicated initiative, involving millions of people or thousands of kilometres of beautiful coastline – although of course we will be urging governments, destinations, travel companies, operators, agencies from every sector to get involved too.

Collectively small ideas can change the course of the industry for years to come.

It may simply be a drop in the ocean for you as an individual, but together we can and will form a global tidal wave of better practice, honest opinion and development.

No matter where you are in the world, no matter what your role or specific interest in travel and tourism, you, your colleagues and organisations can become involved in WTM's World Responsible Tourism Day.

In your office, shop, airport, hotel and resort.

If circumstances do not permit you to attend World Travel Market, that's OK too!

It does not stop you from participating in WTM World Responsible Tourism Day.

This is a bold, soaring and determined initiative for everyone, wherever they are and what ever they are doing.

You can share in the excitement, colour and news of crucial new market intelligence, trends and developments that are the very essence of World Travel Market by logging on to World Travel Market's website www.wtmwrtd.com where the industry will be able to keep up-to-date with WTM World Responsible Tourism Day initiatives around the world.

There is one other dimension to responsible tourism that we have not yet touched on – consumers.

Increasingly, as people live ever more hectic urban lives, there is a gradual dawning of recognition that we cannot continue to visit beautiful tourism destinations worldwide without accepting responsibility for their long term preservation and sustainability.

Consumers everywhere are beginning to stir.

They know that tourism destinations are incredibly fragile, that without action they will not remain the same as they are now.

WTM World Responsible Tourism Day is for consumers too.

We need their help, their support and their commitment.

The time to speak out has come. We can no longer pay lip service to responsible tourism.

02 What is Responsible Tourism

Many within the travel and tourism industry have taken time to define what responsible tourism is.

People have agreed that responsible tourism is not a tourism product or brand. It is a way of doing tourism.

That responsible travel to natural areas conserves the environment and sustains the well being of others.

In 2002 280 delegates from 20 countries attended the Cape Town Conference on Responsible Tourism in Destinations preceeding the World Summit on Sustainable Development in Johannesburg.

Representatives from all sectors of tourism came together to agree the characteristics of responsible tourism.

They agreed in a declaration that responsible tourism:

- minimises negative economic, environmental and social impacts
- generates greater economic benefits for local people and enhances the well being of host communities; improves working conditions and access to the industry
- involves local people in decisions that affect their lives and life chances
- makes positive contributions to the conservation of natural and cultural heritage embracing diversity
- provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues
- provides access for physically challenged people
- is culturally sensitive, encourages respect between tourists and hosts, and builds local pride and confidence

03 What Are the Aims of WTM World Responsible Tourism Day?

There are four key objectives for creating this day. We want the industry to work together to:

- help drive change by educating more responsible behaviour with the travel and tourism industry and travelling public
- explore the issues of how countries and destinations are made more sustainable including case studies of best and worst practices
- take even greater responsibility for contributing to sustainable tourism
- harness the influence of World Travel Market as an international business forum to encourage the industry to drive the responsible tourism agenda forward

Additionally, World Travel Market will create a dedicated marketing programme to attract media and the industry, to raise issues and share solutions globally. This will run through 2007, culminating in a full programme of events on WTM World Responsible Tourism Day on Wednesday 14 November 2007 from stage debates and seminars to networking events and sharing of case histories.

04 Responsible Tourism initiatives and case studies

World Travel Market has brought together some of the best examples of responsible tourism initiatives to illustrate what the industry has already achieved. They are though only a few of the thousands of successful initiatives being undertaken throughout the world by individuals, companies, charities and academics.

Outlined are examples relating to both conservation and sustainability and corporate social responsibility

Conservation and sustainability

Tribes

Tribes was one of the first tour operators set up to specifically promote holidays which benefit local people, wildlife and environment.

Key initiatives include providing a 'travelling with respect" leaflet for clients; keeping group sizes small (up to usually eight); giving clients additional information about the people they may meet and the kinds of lives they lead; promoting and providing advice to community tourism initiatives; not selling services which are detrimental to local people or the environment; donating funds to 'The Tribes Foundation' a charity set up to support poor local communities affected by tourism; setting up of two tourism projects to increase the income of coffee growers in Kilimanjaro and Peru; measuring how clients perceive their responsibility through client feedback forms and asking suppliers to complete a questionnaire about their working practices and commitment to responsible practices.

Nihiwatu Resort

Nihiwatu is an upmarket resort in Indonesia dedicated to reducing poverty. Since 2001, guests have donated over $450,000 to local projects including providing 22 water stations producing clean water to 4,400 villagers. They have seven clinics in a 45 sq km area providing quality healthcare to 10,000 people; support four primary schools and 1,200 students with a full range of school supplies.

Sustrans

Sustrans is the UK's leading sustainable transport charity whose vision is a future in which people choose to travel in ways that benefit their health and the environment. Their flagship project, the National Cycle Network, covers 10,000 miles of which one third is traffic free. Over 201 million journeys were made on the Network in 2004 allowing people to travel in a way that does not add to current pollution levels; 50 million trips on the Network replaced a car trip.

Guerba

Guerba operates small group trekking, overland, adventure and discovery tours. They have worked with their Nepal operator to pioneer the use of kerosene stoves on Himalayan treks to avoid competing with locals for wood and deforesting the areas.

They have raised over £50,000 to purchase land for the Amani Children's Home in Moshi, Tanzania for the orphans and street children at the base of Mount Kilimanjaro.

The Venus Company

The Venus Company provides the best al fresco Mediterranean style dining experience in a UK beach setting whilst integrating environmental and social care into every business decision. Venus is especially proud of its packaging achievements using environmentally friendly cardboard products – elemental chlorine free bags, plates, wooden cutlery and cups.

Association of Small Scale Enterprise in Tourism (ASSET)

ASSET assists over 70 small tourism businesses to increase the income of poor Gambians by helping groups and individuals to become formal organisations and enhancing, diversifying and better presenting members' products, so maximising incomes.

Basecamp Masai Mara

Basecamp Masai Mara in Kenya sets out to conserve biodiversity and promote sustainable use of the environment and the nature upon which it depends. Their Masai 'arts and crafts' project empowers disadvantaged local Masai women to sell traditional crafts along fair trade agreement principles, ensuring the women receive 75% of the sale price.

Discovery Initiatives

Discovery Initiatives are a responsible nature operator actively using ecotourism to fund and support worldwide conservation. They work in partnership with international and local wildlife agencies to offer travel programmes that support, educate and fund wildlife conservation and local community enterprises.

In eight years they have pioneered this approach in 35 countries and have worked with 27 separate organisations and projects, contributing nearly £600,000 to wildlife conservation organisations.

Whitepod

Whitepod provides an alternative means to explore the Swiss Alps. Using dome shaped tents, pitched on raised wooden platforms, Whitepod was designed to provide a sustainable and viable alternative to mass tourism in the Alps, especially in the winter when the considerable increase in demand for skiing holidays results in an alarming recourse to artificial snow and the panning of additional ski runs.

The Centre for Alternative Technology (CAT)

The Centre of Alternative Technology (CAT) is a visitor attraction in Snowdonia in Wales. It aims to inspire, inform and enable people to live more sustainably. The centre is completely self sufficient in energy, water and sewage treatment. It is open seven days a week demonstrating sustainable technologies and innovative solutions to environmental problems.

Rural Organisation for Social Elevation (ROSE)

ROSE is a non governmental, not for profit organisation working in India. It aims to enhance the health, education and quality of life for the rural poor by means of a volunteer based tourism programme. Its primary function is to create a space for visitors to learn about, and contribute to the Kanda community.

Robin Pope Safaris, South Luangwa, Zambia

Jo and Robin Pope are committed advocates of training Zambian staff members. Their staff are well paid, well treated and well motivated with a company ethos that has engendered loyalty. Last year around $100,000 was donated to local schools for pupils, teachers and property improvements. Jo has also helped the villagers of Kawaza village to set up and run their own viable village tourism.

Source: First Choice Responsible Tourism Awards organised by responibletravel.com in association with World Travel Market, The Times and Geographical Magazine

Corporate Social Responsibility

Singapore Airlines

Singapore Airlines has long practiced good corporate citizenship through support for the arts, sports and education. It also has invested significantly in terms of time and money to providing long term support for disadvantaged people. The company has pledged $4 million to the Movement for the Intellectually Disabled of Singapore (MINDS) to help build a new headquarters and workshop employing up to 400 intellectually disabled members. Company employees are encouraged to volunteer to assist with other MINDS fund raising activities. In Indonesia the company is running a seven year scholarship programme that will benefit 4,000 school and university students.

Marriott International

Marriott actively supports communities around the world through its wide ranging outreach programme 'Spirit to Serve Communities'. It encourages its hotels and employees to give resources, time and energy to activities that help solve critical needs – helping sick children, building houses, mentoring students, assisting in disaster recovery and keeping the environment clean.

The company works in co-operation with non profit partners such as International Red Cross and Red Crescent Societies, Habitat for Humanity International and Children's Miracle Network. An annual day is set aside to encourage employees to get involved.

Avis

Avis supports a range of community, charitable, sporting and arts activities around the world. In Europe it supports the UNICEF British Airways Change for Good programme including providing special envelopes in rental cars and stations to encourage staff and customers to donate to UNICEF.

A large range of country specific programmes are run to help local community issues. It regularly supports community relief following major disasters such as floods and earthquakes.

Tata Group

As part of a long standing commitment to support community development the Tata Group, which includes the Taj Group of Hotels has integrated corporate social responsibility into group wide management processes with the setting up of a specialist division.

The Tata Council for Community Initiatives is a network of nearly 200 Tata community and environment champions representing over 85 business units across India. The company is committed to developing communities helping intergrate child labourers into mainstream education, helping local businesses develop and thrive and to improve quality of life.

Source: WTTC

Just a Drop

Just a Drop, founded in 1998, is the only dedicated international travel and tourism industry charity of its kind. Run by volunteers from the industry it raises funds to provide clean water to children and their families close to their homes. Its volunteer status ensures that 85% of its funds are put directly back into projects which include the building of hand pumps, wells, latrines and health and sanitation programmes. To date it has improved and saved the lives of over 800,000 people in 24 countries around the world.

Source: World Travel Market

05 What you can do to support the initiative

Everyone can get involved in WTM World Responsible Tourism Day – from the most senior management executives to the newest junior recruit; from your regular suppliers to your customers.

Your idea could be big or more modest. But whatever you decide to do to become involved, you know you are joining hundreds of other like-minded, caring companies and individuals around the world who are coming together on one day as a single force for action.

Plan ahead to ensure your initiative can form part of your 2007 marketing strategy and so as many people can be involved as possible.

Here's some huge ideas – and smaller ones too - to get you thinking!

- set aside a day/week/month/year to raise money for responsible tourism projects inviting staff, suppliers and clients to participate
- support World Travel Market's Just a Drop charity with fund raising such as a collection, promotion, competition or draw
- invite/ incentivise your staff/clients to suggest responsible tourism initiatives within your organisation
- develop strategies for practical action towards sustainable use and management of tourism's natural resources
- suggest that all the staff, including senior management give up a meal on the day and give the money to a sustainable tourism cause
- adopt a school, clinic, community or job centre in an area in which you are involved in tourism
- hold a reception, dinner or other social and networking event for staff, business contacts and suppliers and ask everyone to raise money for a responsible tourism cause
- create a campaign advising customers how to be more responsible and caring on holiday, publish a leaflet, make reference to it in your brochure, include on your website, place a letter about responsible tourism to customers when sending them their tickets and itinerary
- hold an auction online or at a company event to raise money for a sustainable tourism project
- have a staff Fun Day, dress up, do crazy activities, raise money – all in the name of WTM World Responsible Tourism Day
- create a WTM World Responsible Tourism Day 2007 Calendar
- launch a campaign at national, regional and local level to save or restore an area or building within a tourism area in which you or your company are involved; find partners; raise money to support it; think longer term
- involve customers in collecting unwanted toys to give to deprived children in a tourism area in which you are involved
- run a local community WTM World Responsible Tourism Day
- work with local schools, businesses and shops to highlight importance of responsible tourism
- build local community partnerships to develop initiatives to support the community

06 The benefits of involvement

Becoming involved in WTM's World Responsible Tourism Day can have commercial benefits, as well as the personal satisfaction that you have achieved something worthwhile for future generations.

As part of your participation:

- tell us what you are doing to support the initiative so we can help you promote your involvement
- promote your initiatives through press releases, radio and TV interviews
- use the WTM World Responsible Tourism Day logo on your literature
- create a database of case histories
- organise a photo call with the media
- highlight on your website your responsible tourism initiatives
- include in your brochures and other sales and marketing literature
- inform and gain the support of your local/regional/national government representatives for WTM World Responsible Tourism Day

07 Use of the WTM World Responsible Tourism logo and video

World Travel Market has created a simple and modern logo which everyone participating in WTM World Responsible Tourism Day can apply to use as a symbol of universal industry ACTION.

So why not use the logo on:

- letterhead
- complimentary slips
- advertisements
- direct mail
- brochures
- point-of-sale
- at presentations
- at exhibitions, conferences and events
- on your website

Marketing Support

Additionally we have produced a specially commissioned WTM World Responsible Tourism Day video which can be downloaded from www.wtmwrtd.com

During 2007 World Travel Market will be undertaking an extensive international marketing campaign to support the initiative through other worldwide Reed Travel Exhibitions' events, advertising, PR, direct mail as well as forming further partnerships with companies and associations within the travel and tourism industry.

Look out for the regular online newsletters that will inspire you, including news and information about who is supporting WTM World Responsible Tourism Day and what they are planning for the day.

Getting your message across

In publicising your involvement with WTM World Responsible Tourism Day don't forget to consider:

- press releases
- feature articles
- case studies
- radio and TV interviews
- your website
- creating partnerships

08 Join our WTM Responsible Tourism Day Advisory Panel

We are in the process of setting up a WTM World Responsible Tourism Day advisory panel which will be announced in the first quarter of 2007.

We want this initiative to be truly representative of the industry hence inviting all sectors to be involved in growing and developing the Day.

So don't be shy to come forward. If you are interested in joining the panel please contact WTM World Responsible Tourism Day co-ordinator **Julia Jeal on +44 (0) 1732 866121 or at wtmwrtd@janelarcombecommunications.com**

09 Just A Drop – The Water Link

Four million people die every year from water related diseases because the only water they have to drink and bathe in is dirty and polluted. Yet it can take a little over £1.00 or 1.55 Euros or $£1.45 to provide a child with clean water for ten years.

The Just A Drop Charity launched in 1998, is the only global travel and tourism industry charity to give children everywhere a right to life. Clean water has been provided to thousands of children and their families. Just A Drop raises money to build wells, hand pumps and health and sanitation programmes in order to giver children and their families access to clean water close to their homes.

WTM World Responsible Tourism Day will give extra international impetus to raising money for the charity – one simple but valuable way for the industry to support the day.

There's more information on the charity, its work, events and how to donate online on the Just a Drop website www.justadrop.org

10 WTM World Responsible Tourism Day 2008/2009

Make sure you put these WTM World Responsible Tourism Day dates in your diary

2007	Wednesday 14 November
2008	Wednesday 12 November
2009	Wednesday 11 November

11 Keep us informed Your World Travel Market contact

Let us know how you are supporting the initiative by completing the form at the back of this pack and faxing it back to our WTM World Responsible Tourism Day co-ordinator Julia Jeal :
Fax : +44 (0)1732 866121

WTM World Responsible Tourism Day.
Help Save the Planet. Change Lives.

www.wtmwrtd.com

12 Application to use WTM World Responsible Tourism Day Logo

To apply to use the WTM World Responsible Tourism Day logo please complete this form and return to Julia Jeal, WTM World Responsible Tourism Day co-ordinator on telephone/fax +44 (0) 1732 866121 or email wtmwrtd@janelarcombecommunications.com

Company

Industry sector

Contact first name

Contact Last name

Contact Title

Contact Address

City State

Postal code Country

Email Tel Fax

Responsible Tourism initiative (briefly outline)

Who will initiative be targeted at?

What benefits will your initiative bring to local communities, the environment, tourist experience? Please refer back to section 2 for guidelines.

Please attach any relevant additional information

WTM terms and conditions apply. Log on to wtmwrtd.com for details.