



AETHNIC RESPONSIBLE TOURISM POLICY





WHA1 IS RESPONSIBLE



is “*tourism that creates better places for people to live in, and better places to visit*”

– Cape Town Declaration (2002)

- Everyone in the tourism industry must take **Action** and **Responsibility** to make tourism more sustainable.
- RT requires a **holistic** and coordinated approach of all stakeholders.





CHARACTERISTICS OF RESPONSIBLE TOURISM

involves local people in decisions that affect their lives and life chances;

provides **access** for physically challenged people;

generates **greater economic benefits for local people** and enhances the well-being of host communities, improves working conditions and access to the industry

minimises negative economic, environmental, and social **impacts**;

is culturally **sensitive**, engenders **respect** between tourists and hosts, and builds local pride and confidence.

makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's 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;



«Our Responsible Tourism Policy...

*"is our way to be **more accountable** of our operations, to prove our **commitment** and **reliability** as a Responsible Tourism Association. With this policy we commit ourselves to do all we can to ensure that all our travels and projects have a positive impact on the hosting communities, as well as guarantee you an **unforgettable unique experience.**"*



aethmic
Asociación de turismo sostenible

1 FIN
DE LA POBREZA



2 LUCHA CONTRA EL
HAMBRE



5 IGUALDAD
DE GÉNERO



7 ENERGÍA ASEQUIBLE
Y NO CONTAMINANTE



8 TRABAJO DECENTE
Y CRECIMIENTO
ECONÓMICO



AETHNIC RESPONSIBLE TOURISM CRITERIAS'

10 REDUCCIÓN DE LA
DESIGUALDAD



11 SUSTAINABLE CITIES
AND COMMUNITIES



12 CONSUMO
RESPONSABLE



16 PAZ, JUSTICIA
E INSTITUCIONES
SÓLIDAS



17 ALIANZAS PARA
LOGRAR
LOS OBJETIVOS





ALWAYS USING LOCAL SUPPLIERS & SERVICES

Strong links with the local community, **no leaks of profits** outside the country, and pro-poor tourism



LOCAL FOOD



LOCAL
ACCOMMODATION



LOCAL
GUIDES

BEHAVIOURS WITH OUR GROUND PARTNERS

AETHNIC CRITERIA'S

Ecologi
cal

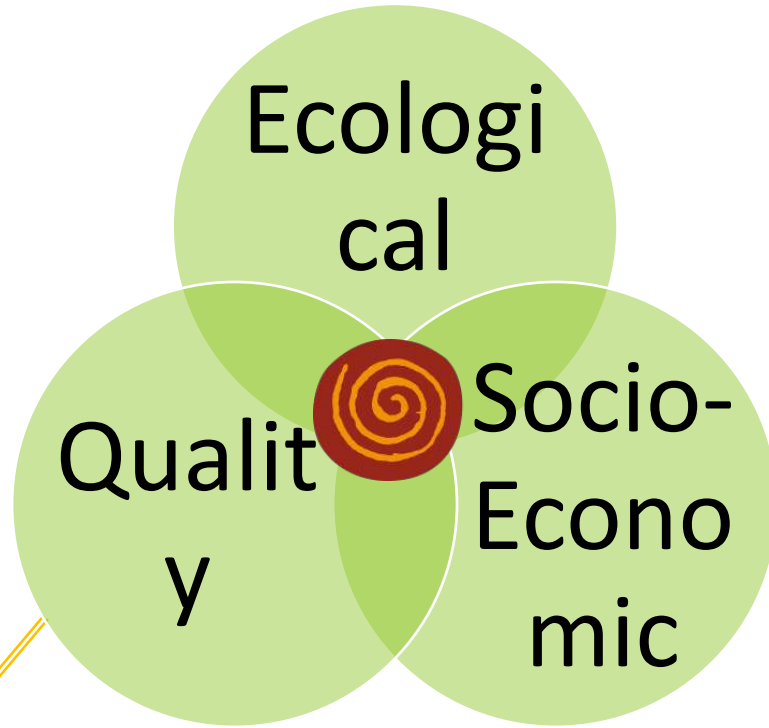
Qualit
y

Socio-
Econo
mic



- ✓ **Water:** consumption, reutilization, quality and treatment of residual waters
- ✓ **Solid waste:** reduction, reutilization, recycle and final disposition
- ✓ **Biodiversity:** conservation and improvement of nearby ecosystems
- ✓ **Energy:** supply, consumption and efficiency, solar panels, energy saving lightbulbs
- ✓ **Construction:** sustainable, in line with the surrounding architectural design in order to respect the visual impact
- ✓ **No acoustic pollution:** by the establishment or outside

AETHNIC TRAVELS CRITERIA'S



- ✓ Basic requirements of **comfort and hygiene** in the accommodation (mosquito net, hot water, etc.).
- ✓ A **feedback questionnaire** during the travel, and once tourists are back.

- ✓ Local property
- ✓ Local labour
- ✓ Employment of youth and women
- ✓ Child labour control
- ✓ Fair Trade
- ✓ Use of local materials
- ✓ Collaboration in conservation activities
- ✓ Community engagement



NUTRICIO SIN
FRONTERAS

FUNDACIÓN MUJERES
POR ÁFRICA

CHAUEN
RURAL

KALAMISSOO
GROUP

ASSET

Aethnic collaborates with several local NGOs to include unique learning experiences while discovering the destination.

The aim of this partnerships is to raise awareness, empathy and activism towards the issues faced by the local communities

SUPPORTING POVERTY ALLEVIATION and LOCALS EMPOWERMENT PROJECTS



CHILD PROTECTION

*“the exploitation of human beings in any form, particularly sexual, especially when applied to children, **conflicts** with the fundamental aims of tourism”- UNWTO, the Global Code of Ethics for Tourism .*

Aethnic is member of the Responsible Tourism Forum and part of ECPAT (a network of local civil society organisations to end the sexual exploitation of children around the world).





TRAIN RESPONSIBLE TRAVELLERS

Before
departure

All Aethnic travellers are getting a concise and practical guide about the destination

During the
travel

Travellers will also receive a complementary preparation on responsible behaviours, by one of our local coordinators, once they arrive at the first itinerary location.

Afterward
s

By training and informing Aethnic seeks to boost the positive effects of tourists on the local community and make them ambassadors of Responsible Tourism in their future travels.

RAISE AWARENESS AND TRAIN PROFESSIONALS ABOUT RT



- Give **talks** on sustainable and responsible tourism in schools and other institutions,
- Organize **workshops** for business and single professionals in the tourism sector.
- The **website** will contain a section with information about Responsible Tourism

Please, check our anual report to see activities done to raise awareness on responsible tourism.

