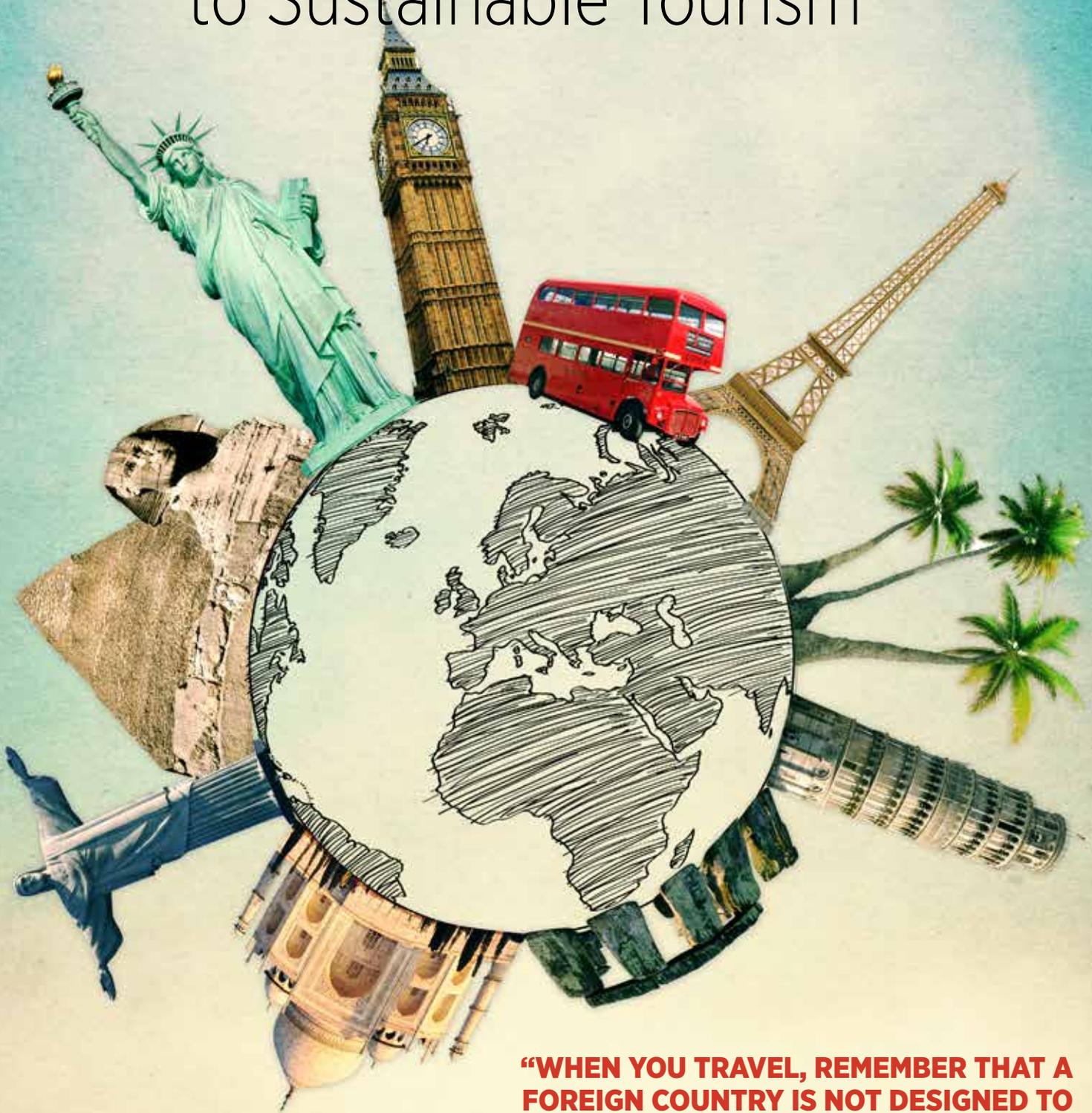


JANUARY 2013

[www.blueandgreentomorrow.com](http://www.blueandgreentomorrow.com)

# THE GUIDE

to Sustainable Tourism



**“WHEN YOU TRAVEL, REMEMBER THAT A FOREIGN COUNTRY IS NOT DESIGNED TO MAKE YOU COMFORTABLE. IT IS DESIGNED TO MAKE ITS OWN PEOPLE COMFORTABLE”**  
**CLIFTON FADIMAN, AMERICAN ESSAYIST, CRITIC AND EDITOR.**

**blue&green**  
tomorrow

# About BLUE & GREEN TOMORROW

➔ **Essential intelligence on sustainable investing and living**

Blue & Green Tomorrow wants to support innovative businesses that balance the needs of the planet, its people and our prosperity.

➔ We aim to provide our readers with the knowledge they need to make informed choices without prejudice, scaremongering or greenwash.

➔ **We want the world to be as blue and green tomorrow as it was yesterday.**

➔ We believe that everyone can play a part and anyone can make a difference. Not by going back through misplaced nostalgia to some bygone age, but by striding out to a bright new future in which we take advantage of the new approaches that can improve our quality of life, the food we eat, the air we breathe, the water we drink and the land we live on.



LIFE  
IS FOR LIVING  
WITHOUT  
COSTING  
THE EARTH.  
THERE IS NO  
PLAN (ET) B.

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# FOREWORD

To travel is to live: or so said 19th century Danish author Hans Christian Andersen in his autobiography, *The Fairy Tale of My Life*.

Travel to Andersen would have been rather different to how we know it. Journeys from England to the US by ship took two to three weeks back then – and were relatively uncommon; whereas we can now get to New York by plane in less than eight hours. Breakthroughs in transport throughout the 20th century were met with an increased desire from the public to see far-flung corners of the Earth for themselves. And as prosperity increased, so did our ability to hop on planes to see places that were once inaccessible.

Now, over a billion people cross international borders every year – 4,000% higher than the 25 million annual tourists in the 1950s. But all this comes at a cost – which is where our Guide to Sustainable Tourism comes in.

How we travel and where we travel to have lasting impacts – and not just in the form of photo albums and postcards.

Climate change and sustainability are high on the political agenda, and reducing our environmental impact from travelling – while balancing the economic needs of developing countries – is a challenge being tackled at the very top.

The quote on the front cover, from American essayist, critic and editor Clifton Fadiman, reminds us just what travel and tourism is all about: “When you travel, remember that a foreign country is not designed to make you comfortable. It is designed to make its own people comfortable.”

This brings us back to one of the cornerstones of the notion of sustainability, which says people should leave their mark on the planet; not their footprint. But the encouraging thing is that sustainable tourism is becoming more widely accepted – so much so that UNESCO, the United Nations Educational,

Scientific and Cultural Organisation, now believes it will go from ‘alternative’ to ‘mainstream’ within a decade.

Blue & Green Tomorrow’s readers seem to think so, too. In a recent poll, almost half of respondents said they would be considering the ethical or environmental footprint of their main holiday this year. Furthermore, a quarter said they would be partially considering this.

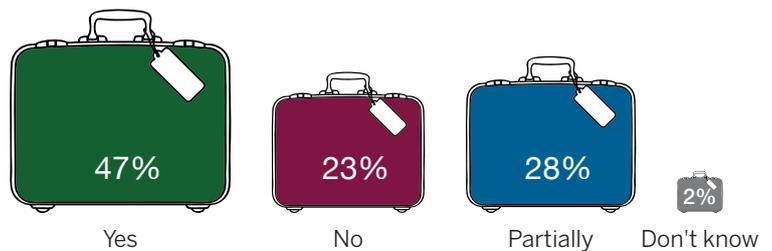
Sustainable tourism isn’t about sacrificing the quality of your holiday. Far from it. It’s about ensuring all parties – yourself, the local community and the planet – reap the most benefits possible, environmentally, socially and financially.

But most importantly, it’s about ensuring future generations – your children, their children and so on – have the opportunity and privilege to visit these places for themselves.

Enjoy reading our Guide. We hope it inspires you to make responsible, sustainable and more informed choices when planning your holidays over the next year.

*Alex Blackburne*  
EDITOR, BLUE & GREEN TOMORROW

Will you consider the ethical or environmental footprint of your main holiday in 2013?



Source: Blue & Green Tomorrow  
blueandgreentomorrow.com

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# COMING

# SOON

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## THE GUIDE

to Sustainable Investment



### 2013 REPORTS:

**MARCH** - Guide to Investment

**APRIL** - Guide to Fairtrade

**MAY** - Guide to Clean Energy

**JUNE** - Guide to Climate Change

**JULY** - Guide to Charity and Philanthropy

**SEPTEMBER** - Guide to Banking

**OCTOBER** - Guide to Investment

**NOVEMBER** - Guide to Shopping

**DECEMBER** - Guide to Sustainability

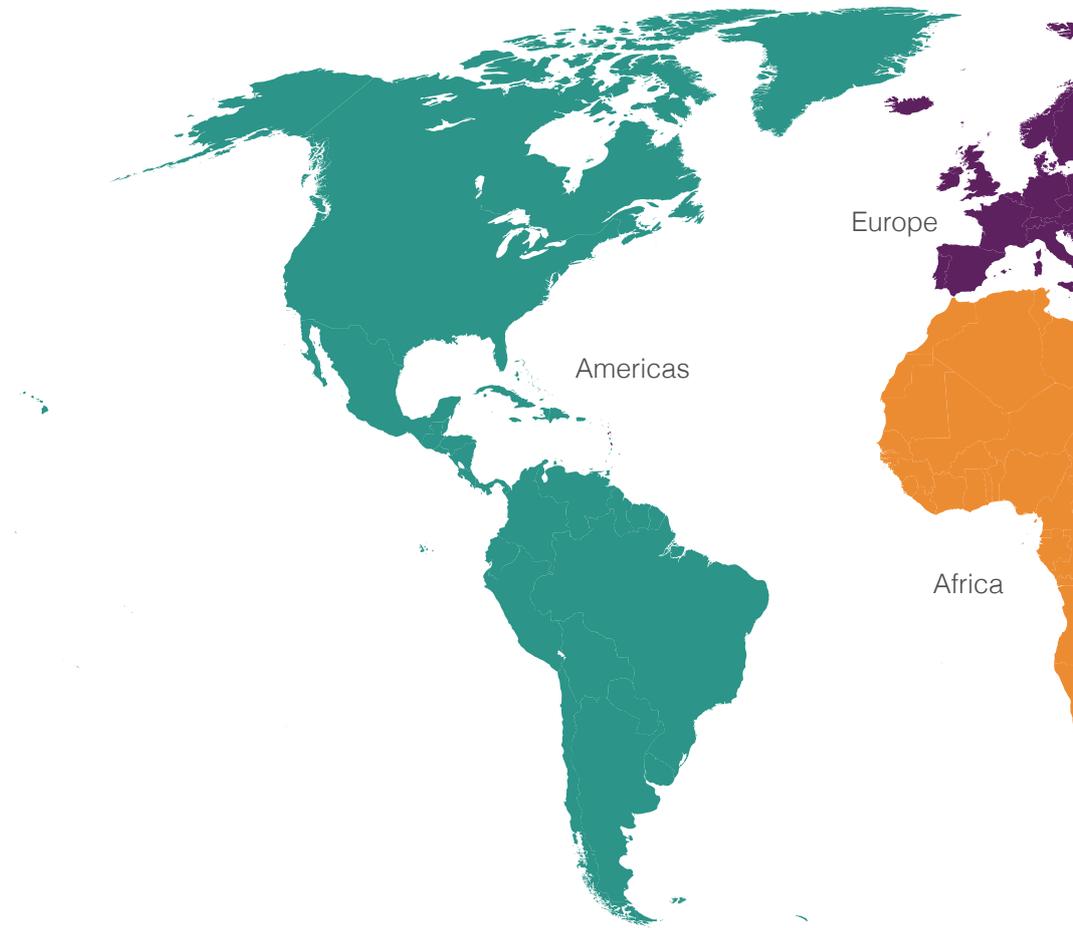
**DECEMBER** - Guide to 2014

### MARCH 2013:

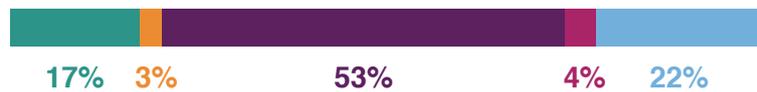
The third instalment of our flagship Guide to Sustainable Investment will aim to provide readers with informed, enlightened and responsible investment choices.

# In 2012, a record one billion tourists crossed international borders.

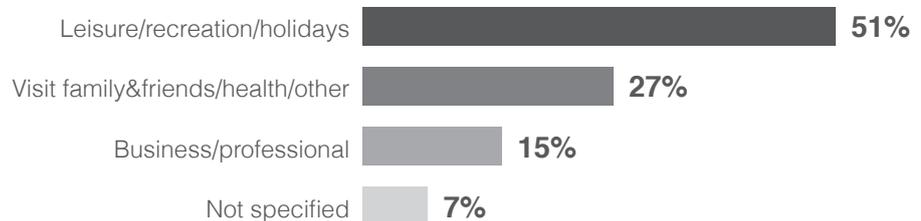
Source: UNWTO



## Where do they come from?

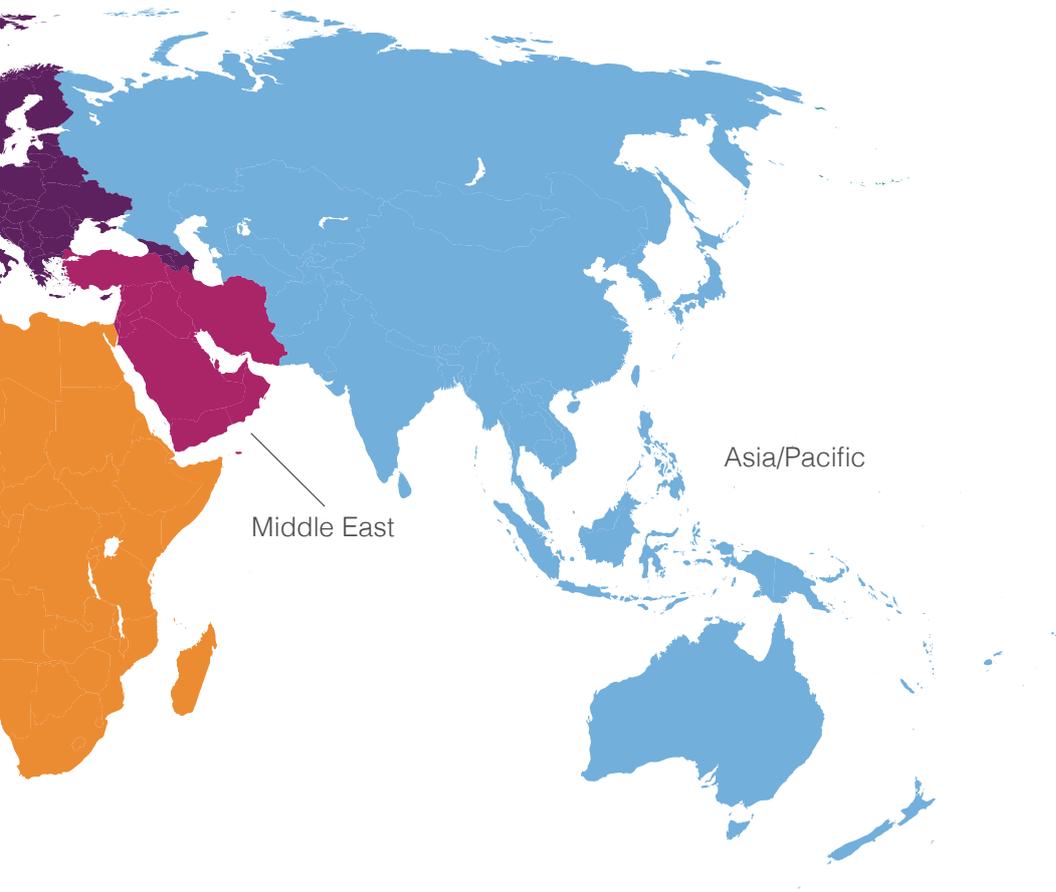


## Why do they travel?

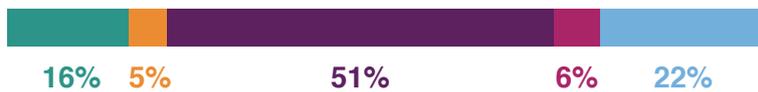


- ✈ 9% of GDP\*
- ✈ 1 in 12 jobs\*
- ✈ US\$ 1.2 trillion in exports
- ✈ 6% of world trade
- ✈ 8% of exports in least developed countries

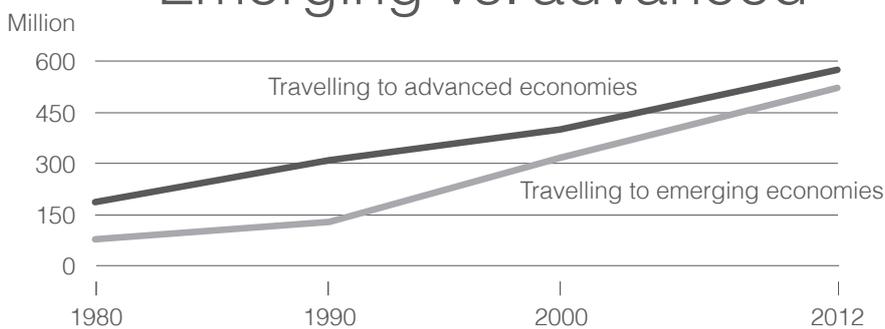
\*(Direct, indirect and induced)



## Where do they go?



## Emerging vs. advanced



# SUSTAINABLE TOURISM IN THE NEWS



## SUSTAINABLE TOURISM: AN ESSENTIAL LINK IN THE WORLD'S 'VALUE CHAIN'

June 11, 2012

According to a report released last week by the United Nations Economic Commission for Africa (UNECA), as little as 22% of total tourism revenues land directly in east African communities. The report, titled 'Towards a Sustainable Tourism Industry in Eastern Africa', recognises that the tourism industry is directly linked with economic and social development worldwide. The comprehensive analysis plays an essential role in mapping development strategies for eastern regions of Africa and notes that, when well-managed, the tourism industry can create opportunities for small and medium-scale enterprises.

Full story: <http://blueandgreentomorrow.com/2012/06/11/sustainable-tourism-an-essential-link-in-the-worlds-value-chain/>

## SUSTAINABLE TOURISM LABELLED A 'KEY TREND' BY LUXURY TRAVEL NETWORK

August 23, 2012

One of the world's leading luxury travel networks has picked out sustainable tourism as a "key trend" at its 24th annual Travel Week. Styled as the luxury travel industry's answer to the world-renowned Fashion Week, Virtuoso's event took place from August 11-17, and brought together dozens of high-calibre travel providers from around the globe. And sustainable tourism – an increasingly popular movement that aims to lay out new ways of experiencing the many wonders of the world – emerged as one of the week's focal points.

Full story: <http://blueandgreentomorrow.com/2012/08/23/sustainable-tourism-labelled-a-key-trend-by-luxury-travel-network/>

## SUSTAINABLE TOURISM CAN HELP TACKLE THE WORLD'S BIGGEST CHALLENGES, SAYS UN OFFICIAL

September 28, 2012

Ban Ki-moon has played up the role of tourism in tackling some of the world's most urgent challenges, including climate change and a global shift to a green economy.

The UN secretary-general was speaking to mark the World Tourism Day celebrations yesterday – in which thousands of people across the globe clubbed together to raise the awareness of tourism's importance.

"One of the world's largest economic sectors, tourism is especially well-placed to promote environmental sustainability, green growth and our struggle against climate change through its relationship with energy", said Ban in a statement.

Full story: <http://blueandgreentomorrow.com/2012/09/28/sustainable-tourism-can-help-tackle-the-worlds-biggest-challenges-says-un-official/>



### AITO ANNOUNCES WINNERS OF SUSTAINABLE TOURISM AWARDS

*November 26, 2012*

The Association of Independent Tour Operators (AITO) has announced the names of three companies that have won accolades at its annual Sustainable Tourism Awards.

Held at a private dinner at the Millennium Grosvenor Hotel in Kensington last Tuesday, the group handed out the trio of gongs to tour operators that have excelled in their field in the past year.

“AITO’s annual Sustainable Tourism Awards are not just a flash-in-the-pan marketing gimmick but represent real effort and long-term commitment from all involved”, said chairman Derek Moore.

“One of the key criteria is that projects should be replicable by other AITO members and in the wider industry, thus spreading the benefits of the initiatives still further.”

**Full story:** <http://blue-andgreentomorrow.com/2012/11/26/aito-announces-winners-of-sustainable-tourism-awards/>

### UN URGES ACTION AS WORLD WELCOMES BILLIONTH TOURIST OF 2012

*December 13, 2012*

The UN World Tourism Organisation (UNWTO) has revealed that as of today, a billion people have crossed international borders in 2012 – a new annual record – and outlined what each tourist can do to ensure they travel sustainably.

The number of yearly tourists has grown from just 25 million people in the 1950s to a billion today – an increase of nearly 4,000%.

With the tourism sector now accounting for one in every 12 jobs and 9% of global GDP, UNWTO has urged tourists to “make their actions count” by finding ways to benefit the people and places they visit on their travels.

**Full story:** <http://blue-andgreentomorrow.com/2012/12/13/un-urges-action-as-world-welcomes-billionth-tourist-of-2012/>

### UN EMPHASISES ‘VITAL ROLE’ OF SUSTAINABLE TOURISM

*January 7, 2013*

The United Nations General Assembly has adopted a resolution that recognises sustainable tourism as hugely influential in the battles against poverty and environmental protection. The resolution, titled ‘Promotion of ecotourism for poverty eradication and environment protection’, was accepted unanimously by members, meaning the usual protocol of voting for resolutions was redundant.

UNWTO, the agency responsible for the development of sustainable tourism within the UN, has applauded the resolution’s passing.

**Full story:** <http://blue-andgreentomorrow.com/2013/01/07/un-emphasises-vital-role-of-sustainable-tourism/>



# IS IT CONTRADICTIONARY TO FLY SOMEWHERE FOR A 'SUSTAINABLE' HOLIDAY?



@bluegreentweet



[www.facebook.com/blueandgreentomorrow](http://www.facebook.com/blueandgreentomorrow)



[editor@blueandgreentomorrow.com](mailto:editor@blueandgreentomorrow.com)

One of the most contentious aspects of sustainable tourism is air travel. Can flying ever be 'sustainable' when considering the carbon footprint of your holiday?

Is the projected increase in aviation's greenhouse gas emissions enough to warrant a clampdown on flying? Or are the economic benefits of tourism too great for too many to ban flights? We're here to lay out the pros and cons of flying – after which, you'll hopefully have enough knowledge and ammunition to shape an argument either way for yourself.

There is no right or wrong answer. There are simply various solutions – the overriding one of which must include sustainability at its very heart.

Let us know on which side of the debate you sit on – pro- or anti-flying. We'd be really interested to hear your views.

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# ARGUMENTS IN FAVOUR OF AIR TRAVEL

POWERED FLIGHT IS ONE OF MAN'S GREATEST ACHIEVEMENTS. EVER SINCE THE WRIGHT BROTHERS TOOK TO THE AIR FOR THE VERY FIRST TIME AT THE BEGINNING OF THE 20TH CENTURY, IT HAS ACTED AS A CATALYST OF DISCOVERY AND EXPLORATION FOR MILLIONS OF PEOPLE EVERY YEAR.

But sustainable tourism – which isn't about not travelling, but instead, improving the ways we travel to and experience new destinations – has always enjoyed a rather prickly relationship with air travel. Many claim that our inclination to fly is contradictory in our search for sustainability – which means balancing the needs of the planet, its people and everyone's prosperity – but there are a number of reasons why this isn't the case.

In the context of sustainable tourism, there are countless places whose economies depend on the constant flow of relatively affluent travellers landing on their doorstep each year. To stop flights to these places would effectively be issuing them with a sentence of austerity: probably the main argument for people in the pro-air travel camp.

At the beginning of 2011, for instance, it was revealed that the Pacific island of Fiji was getting 900m Fijian dollars (£325m) a year from tourism alone – a figure that made up a quarter of the country's GDP – as over 600,000 tourists flocked to the island in 2010. This was despite its government pledging just 23.5m Fijian dollars to assist in the promotion of Fiji.

A return on investment of nearly \$14 for every dollar spent.

Josefa Tuamoto, who back then was CEO of the country's tourism board, said, "We are s...t extremely thankful to the

“AIR TRAVEL HAS REVOLUTIONISED OUR CULTURE, MAKING ONCE-IN-A-LIFETIME EXPERIENCES YEARLY OCCURRENCES



government for the critical role tourism plays in enabling us to continue to promote Fiji not only in our traditional overseas source markets but additionally in several important emerging source markets including China and India.”

Fiji’s remote location 2,000km north of New Zealand means it depends on international tourism. People from Australia, New Zealand and the US are the most common visitors, but it also attracts a healthy amount of Europeans, too. Only Australasian tourists, who could opt to travel to Fiji by boat if needed, could feasibly still visit the island if we didn’t have air travel.

But the loss of flight would not only leave huge economic holes.

People in developed countries find themselves in a privileged position in that they can jump on a plane and be on the other side of the world within a matter of hours. The old cliché, “travel broadens the mind”, is truer now than it has ever been before in history.

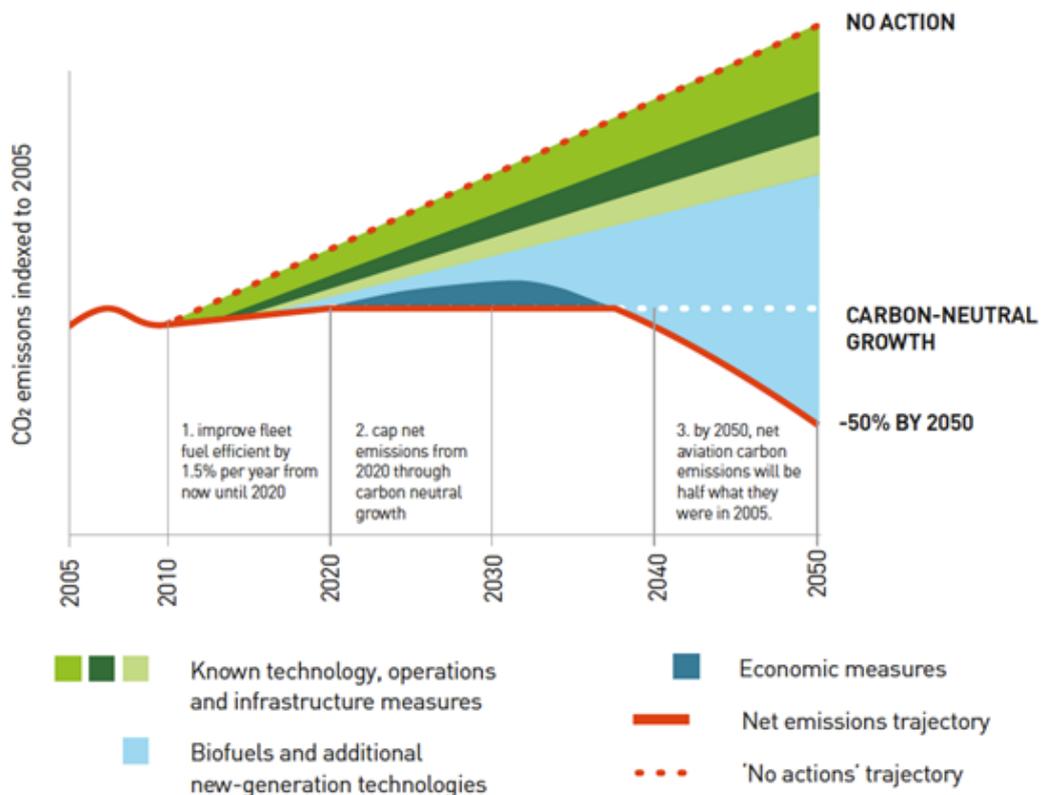
Once upon a time – and not that long ago – travel was reserved for a select affluent group, who could afford to cross the Atlantic in luxury to experience the wonders of the Americas.

Indeed, there are still people in this country of a certain generation who have never set foot on

foreign soil. Yes, you could argue this is a cultural thing, but the popular inclination to holiday in Scarborough, Eastbourne and Brighton as opposed to Morocco, Tanzania and Kenya is irrefutably a thing of the past. Air travel has revolutionised this culture, making once-in-a-lifetime experiences yearly occurrences.

Powered flight has made once unreachable wonders accessible to all. And the need to consider the ethical or environmental impact of our holidays goes hand-in-hand with this. An increasing number of people are choosing trips that include sustainability work, while others go into local communities to get a flavour of their way of life. Conservation and aid efforts worldwide would be lost – or at least severely impacted – without the use of air transport to ferry volunteers, scientists and charities back and forth with supplies, medicine and healthcare.

A big argument for the anti-air travel camp revolves around the environmental impact of flying. But the aviation industry only contributes 2% of the global human-caused carbon dioxide emissions. It transports nearly three billion passengers a year, employs over eight million people worldwide and despite only carrying 0.5% of world trade shipments in volume, carries 35% by value.



Source: <http://www.aviationbenefitsbeyondborders.org/>

**CONSERVATION AND AID EFFORTS WORLDWIDE WOULD BE LOST – OR AT LEAST SEVERELY IMPACTED – WITHOUT THE USE OF AIR TRANSPORT TO FERRY VOLUNTEERS, SCIENTISTS AND CHARITIES BACK AND FORTH WITH SUPPLIES, MEDICINE AND HEALTHCARE**

“Those aircraft aren’t just flying for the tourists; they are also flying to fulfil a whole range of different needs; not least of which is the transport of goods.”  
When it comes to the alternatives to flying, few serve as a suitable replacement to air travel. One big reason for this is timings.

The Intergovernmental Panel on Climate Change (IPCC) believes aviation’s contribution to global greenhouse gases could be up to 10 times higher by 2050. So to deal with air travel’s increasingly heavy footprint, carbon offsetting serves as one solution. This means compensating the emissions produced from your travels, usually by investing relatively small amounts into things such as renewable energy and the planting of trees.



According to ClimateCare.org, it costs just under £21 to offset a 12,000 mile flight from Heathrow to Tokyo that emits 2.79 tonnes of CO2. Meanwhile a shorter flight – Aberdeen to Gatwick (851 miles) – costs just £1.30. All small prices to pay to counterbalance the impact of your flights.

One line of argument suggests that the travel industry must seek to plainly reduce emissions instead, but local economies and environments all over the world are benefitting right now from offset schemes that have helped them to grow. While it is mainly commercial flights that are targeted by anti-flying groups, one aspect that many people fail to consider is just what else is travelling on the plane with the passengers.

“People often forget that if you’re flying on vacation to Thailand or from Bangkok back to London, your plane is not just about passengers who’ve been on holiday”, Paul Steele, executive director of the Air Traffic Action Group said in last year’s Guide to Sustainable Tourism.

“You’ve got business people, government people, but also, importantly, the belly of that plane is full of goods. The aviation industry transports 35% of the value of the world’s goods.

It takes around two hours to fly from Cape Town on the south-western coast of South Africa to the country’s capital Johannesburg in the north. This journey would take at least 14 hours by car in comparison.

High-speed rail has been championed a viable alternative, but only around 25,000km of high-speed network across 21 countries exists at the moment. Then there’s the small problem of what to do when you get to the big wet blue thing between us and the US or Australia or Brazil. There are such things as boats, yes, but by the time you’ve spent a week at sea trying to get to Mexico from Southampton, for example, it’ll be time to come back again.

If campaigners protest against flying on environmental grounds, their anger should also be pointed towards shipping, which is even more harmful than aviation. It contributes between 4-5% of global carbon emissions, and if figures from BP and Institute for Physics and Atmosphere are to be believed, this share could increase by as much as 75% by 2020.

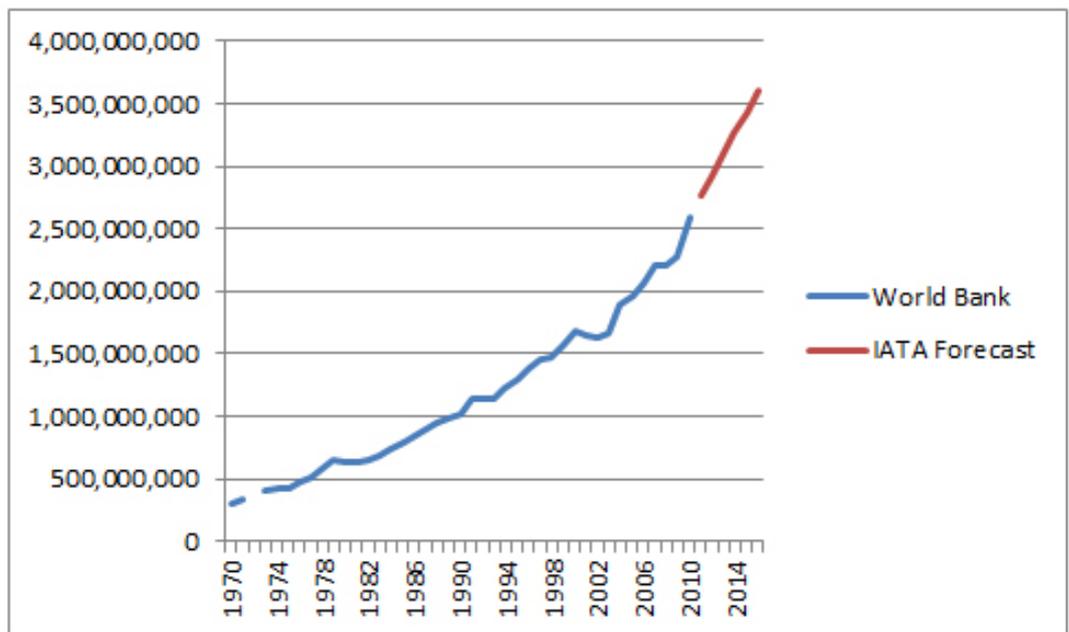
With this in mind, air travel remains the most viable option for overseas travel. Without it, economies would crash, natural wonders would be lost and conservation efforts would be sparse, but above all, our lives would be far worse off.

# ARGUMENTS IN OPPOSITION TO AIR TRAVEL

PLANES ARE NOISY, DIRTY AND A MAJOR CONTRIBUTOR TO AIR POLLUTION (WITH ITS DAMAGE TO HUMAN HEALTH) AND CLIMATE CHANGE (WITH ITS THREAT TO OUR VERY WAY OF LIFE). AIRPORT EXPANSION IS PROFOUNDLY UNPOPULAR AND FUNDAMENTALLY UNNECESSARY. TO SUGGEST THAT WE CAN MAKE AIR TRAVEL SUSTAINABLE IS NONSENSE, ENVIRONMENTALLY DAMAGING AND A DANGEROUS DISTRACTION FROM CLEANER ALTERNATIVES.

World Bank Data indicates that the growth in air travel passengers numbers has been rapid, rising from just 310m in 1970 to 2.6bn in 2010 (the latest available data). The growth has been 5% per year on average, with just five of those forty years exhibiting negative growth (1980, 1981, 1993, 2001 and 2002). The International Air Transport Association (IATA) released an industry traffic forecast in December 2012 showing that airlines expect to carry 3.6 billion passengers in 2016. That is 800 million more than the 2.8 billion passengers carried by airlines in 2011. One in four of those new passengers will be accounted for by China. As emerging economies industrialise and their

middle classes grow rapidly, the desire to travel long haul similarly increases. Air travel accounts for significant amounts of noise and air pollution. Some of the toxic fumes pumped out of airplanes include CO<sub>2</sub>, O<sub>3</sub>, CH<sub>4</sub>, NO<sub>x</sub>, H<sub>2</sub>O vapour, contrails, SO<sub>4</sub> and soot – all of which are damaging to our environment and health. By distance, “air travel produces by far the largest amount of GHG emissions per passenger kilometre of any form of transportation”, or so say known environmentalists British Airways in promoting their climate fund. Flight exacerbates greenhouse gases’ effect, as they create greater radiative forcing at higher altitudes than lower ones, by as much as 2.7 times.



The Intergovernmental Panel on Climate Change (IPCC) estimated that air travel contributes 3.5% of anthropogenic climate change, both CO<sub>2</sub> and non-CO<sub>2</sub>, and that this will rise to 5% by 2050. The highest modelled projections being 15%. Air travel contributes just 0.8% of world GDP, but 3.5% of the world's greenhouse gas emissions. Defenders of air travel will often talk about its role in bringing people together, creating much needed wealth for developing nations from tourism and trade. Planes do transport 0.5% of world trade by volume but 35% by value. But at what cost?

Under huge pressure from governments and the public, the industry is becoming more efficient and less polluting, but this more often to save money and increase profit rather than any newfound social conscience. Ultimately any progress in this area is akin to making low tar cigarettes: they will still kill people; it just takes a little longer.

Offsetting is also a cop out and has rightly been described by Friends of the Earth as a "dangerous distraction". The unchecked exponential growth of air travel will come at a huge cost to future generations. Defending it on the grounds of convenience, due to speed, could easily be used to defend a multitude of unsustainable activities.

As Henry David Thoreau reputedly put it, "Thank God men cannot fly, and lay waste the sky as well as the Earth."

### THE ALTERNATIVE IS 'GETTING THERE...'

The cruising speed of the Boeing 747-8, the latest and largest variant in this leviathan of long haul jets, is 570mph and can carry up to 467 passengers. The troubled Boeing Dreamliner cruises at 567mph with 290 passengers and the Airbus 380 cruises at 587mph with a staggering 853 passengers.

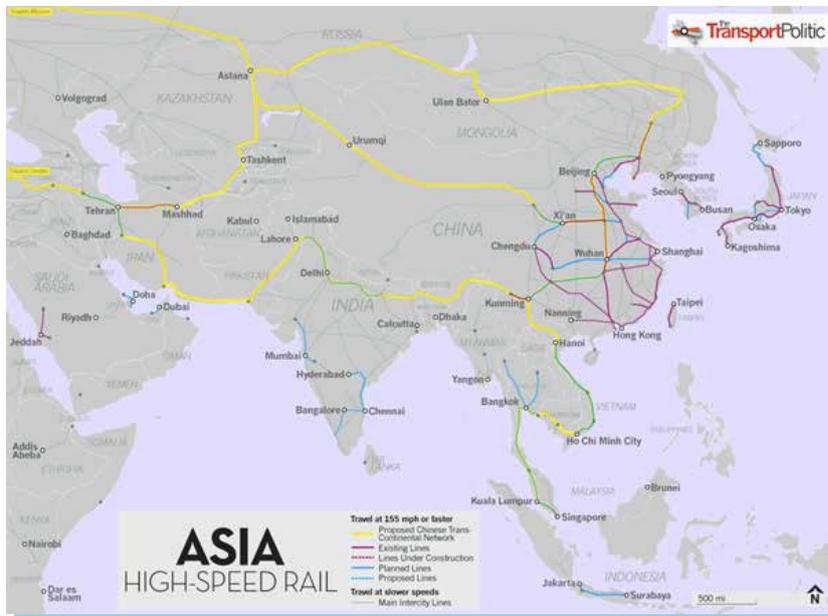
By comparison, the record holding high-speed train, the SNCF TGV, topped 357mph in a trial

in 2007, an impressive two-thirds of the 747's cruising speed, without the jets and carbon emissions. The newest TGVs can carry over 500 passengers.

It's worth noting an average domestic flight emits 29 times as much carbon dioxide as a high-speed electric train.

So, can high-speed intercontinental rail become a realistic alternative to long haul flights?

The Chinese seem to think so. Over the next few years, the Chinese government intends to spend \$113 billion per year on railway infrastructure and "plans to link the country's high-speed rail network to cities as far as London, Berlin, Moscow, New Delhi and Singapore."



The Daily Mail reported this highly ambitious plan in 2010, exploring how a London to Beijing journey could take two days by train. It currently takes 10 hours of uncomfortable flight, often circling in holding patterns, with many hours of spent in security, waiting for luggage and travelling expensively into or out of city centres at either end.

Critically though, travelling by train would emit just 3.4% of the emissions of a similar length flight. What cost in time would you pay for a more sustainable future? What price will we have to pay for not creating a more sustainable future? Boarding a train at George Gilbert Scott's stunning Victorian-Gothic St Pancras, under the largest single-span roof structure of its time, created by William Henry Barlow's, and getting

off said train two days later in Beijing sounds really rather wonderful. Especially, after when you consider you will have passed through Paris, Berlin, Warsaw, Kiev, St Petersburg, Moscow, and used the legendary trans-Siberian railway.

### AN ULTRA-HIGH-SPEED TRAIN OF THOUGHT

However, and this is where it gets exciting. High-speed trains are relatively under developed, having been created by the Germans in 1902, although regularly scheduled high-speed rail travel was still more than 30 years away. Bridge building (the longest being 165km in China) and advanced tunnelling (the longest being 57km and in Switzerland) means more and more straits and mountains can be crossed or gone under.

A maglev, or magnetic levitation, train could easily exceed the rail high-speed record of 357mph, but would require new tracks being laid. The current record is the Japanese maglev at 361mph.

Stepping out of a science fiction novel is the vactrain, or vacuum train, which operates very much like a maglev, but in an airless tunnel. It is thought this could easily reach 620mph, although theoretically speeds could be as high as 4-5,000mph! At 620mph, our 8,150-mile journey from London to Beijing would take just 13 hours, city-to-city.

Rocket sleds have reached 6,460mph unmanned and 632mph manned, but would rather defeat the object.

Obviously, planes cannot operate in a vacuum, as they need air to fly, which places a limit on air speed. Concorde's top speed was 1,354mph.

High-speed rail ignites incredibly strong passions as we have recently seen in Britain over HS2. However, relentless airport expansion, exponential air passenger and air freight growth and the noise, and air pollution such growth will create must be more even more intolerable, than a 22 metre wide, 13,116km long track.

George Stephenson's 1826 decision to use the narrow standard gauge has held train speeds down for decades. However, track and rolling stock technology has overcome many of those limitations and new types of track and train are emerging to take us ever faster.

The Air Traffic Action Group, a pro-flight lobby, estimates that the air industry will spend \$1.3

trillion on 12,000 new aircraft from 2010 to 2020 to meet their target of just 1.5% fuel efficiency per annum.

\$1.3 trillion (that's \$1,300,000,000,000) would build 86,000 kilometres of high-speed rail (based on the \$15.1m/km of LGV Est in France opened in 2009) or 6.5 high-speed rail links from London to Beijing, which might be overkill. The earth is just over 40,000km in circumference. While there are only 25,000km of high speed rail, a rapid expansion would be an economic, social and environmental good, whereas a rapid expansion of air travel benefits a few at a huge cost to the environment.

And all this at just 3.4% of the emissions.

Is ultra-high-speed rail just a simple flight of fantasy, if you excuse the pun? Put simply, no. Powered flight before the 19th century and land speeds of greater than 500mph before 1965 seemed impossible. Landing a man on the moon, and more importantly, bringing him back, seem impossible. Only a great person with enormous vision made those things happen.

At Rice University in 1962, JFK told his nation

## “THE UNCHECKED EXPONENTIAL GROWTH OF AIR TRAVEL WILL COME AT A HUGE COST TO FUTURE GENERATIONS”

that they would have to address the many technological challenges of putting a man on the moon, “not because they are easy, but because they are hard, because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win.” Connecting the world with affordable, economy-growing, carbon emission-reducing high speed rail would be the kind of goal that would serve to organize and measure the best of our energies and skills. Britain created the rail age and we could help lead the high speed rail age, if we chose to. Or, we could just keep flying, pumping toxins into our air, and see what that does to our planet and our children's future.

# LEADING THE GLOBAL DRIVE TO SUSTAINABLE TOURISM

BLUE & GREEN TOMORROW CAUGHT UP WITH THE UNITED NATIONS WORLD TOURISM ORGANISATION – THE WORLD GOVERNING BODY FOR THE TRAVEL AND TOURISM INDUSTRIES – ABOUT ITS WORK IN PUSHING FOR SUSTAINABLE TOURISM.

## What does sustainable tourism mean to UNWTO?

UNWTO defines sustainable tourism as: “Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.”

Sustainability principles in our sector refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability. Therefore, guidelines for sustainable development and management practices should be applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments.

This requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Neither can we forget the role of tourists themselves. Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

## What are the benefits of making the global travel and tourism industries sustainable?

Tourism is one of the world’s leading socio-economic activities. Last year we surpassed, for the first time ever, one billion international tourists and, according to UNWTO forecasts, this growth will continue up to 1.8 billion in 2030. Against this backdrop, the benefits of sustainability in tourism are clear: it is a vital economic activity, it generates revenue for developing countries where the steepest growth rates are registered and

tourism is a huge job creator. Sustainable tourism is the only way to ensure all existing benefits prevail. Given the sheer size of global tourism, the sector is in a unique position to benefit local communities economically and socially and to raise awareness and support for the preservation of the environment.

## What is the economic case for sustainable tourism?

Sustainability is key for business as it consolidates the basis upon which tourism, literally, operates and exists. Furthermore, nature tourism, ecotourism, heritage, cultural, adventure, rural and community tourism are taking the lead in tourism markets, and an even faster growth is expected in the coming years.

Consumers value positively sustainable policies conducted by tourism companies and are willing to pay more for more sustainable options. Investing in sustainable tourism is an element of competitiveness and an added value to companies and destinations as it can help reduce the costs related to energy, water and waste, while increasing the quality of the tourism products and experiences. Indeed, there are a number of studies which confirm a growing demand for more environmentally friendly tourist services, and a growing numbers of consumers willing to pay more to companies that benefit local communities and conservation.

## Ban Ki-moon recently said that tourism can help fight climate change and push a global shift to a green economy. How does it fit into tackling the world's biggest challenges?

The UN has singled out tourism as one of the 10 sectors that can drive the transformation to what we call the green economy. This implies

improving human wellbeing and reducing inequalities over the long-term, environmental risks and ecological scarcities. Applied to tourism development for example, it is becoming ever clearer that investing in environmentally-friendly tourism can drive economic growth, lead to poverty reduction and job creation, while improving resource efficiency and minimizing environmental degradation.

And this has positive spill overs to critical social goals, such as poverty reduction. Tourism's geographical expansion and labour-intensive nature, for example, supports a spread of employment and can be particularly relevant in remote and rural areas where many of the poor live.

### **Sustainability was the central theme of World Tourism Day in September. What reception did it have and why did UNWTO opt for this theme?**

The UNWTO General Assembly decides the themes for World Tourism Day, which we try to align with general UN observance years (energy in 2012, water in 2013). 'Tourism and Sustainable Energy: Powering Sustainable Development' as last year's theme and campaign, underscored tourism's role in a brighter energy future, promoting access to modern, efficient and affordable energy services.

Tourism has its part to play and the sector has already taken important steps towards this future – improving energy efficiency and increasingly using renewable energy technologies in its operations. These steps are creating jobs, lifting people out of poverty and helping to protect the planet.

### **How can investors play a role in encouraging a shift to sustainable tourism?**

Investors are increasingly aware that the return on their investment in sustainable tourism can be swift and substantial and that by protecting the values of biodiversity, ecosystems and cultural heritage, they are also responding to a growing demand for natural and cultural authenticity. This move towards more sustainable tourism would create additional employment and revenue in local communities; respond to changing consumer demands for a more sustainable travel experience; increase competitiveness and significantly reduce operating costs for tourism businesses.

Yet, it is clear from the UNWTO Tourism in the Green Economy: Background Report that investment is still one of the major challenges in the transition to a green economy in tourism. In that regard, in order to mobilise and maximise tourism investment, the report calls for a) better access to tools and financing for small and medium-sized tourism enterprises, in particular from governments and international organizations through public-private partnerships; b) public policies and support, such as subsidies, that encourage private investment in green tourism and c) for destination planning and development strategies as the first step towards the greening of tourism.

### **What is the consequence for the global economy and environment if we continue with business-as-usual and don't adopt a more sustainable tourism industry?**

The continuing expansion of tourism requires careful management. We need to ensure that we maximise the economic and social benefits of this immense sector while at the same time addressing its potential negative impacts on the environment and in our common heritage. This is at the heart of UNWTO's mandate as the UN specialised agency in the field of tourism: the development of responsible, sustainable and universally accessible tourism.

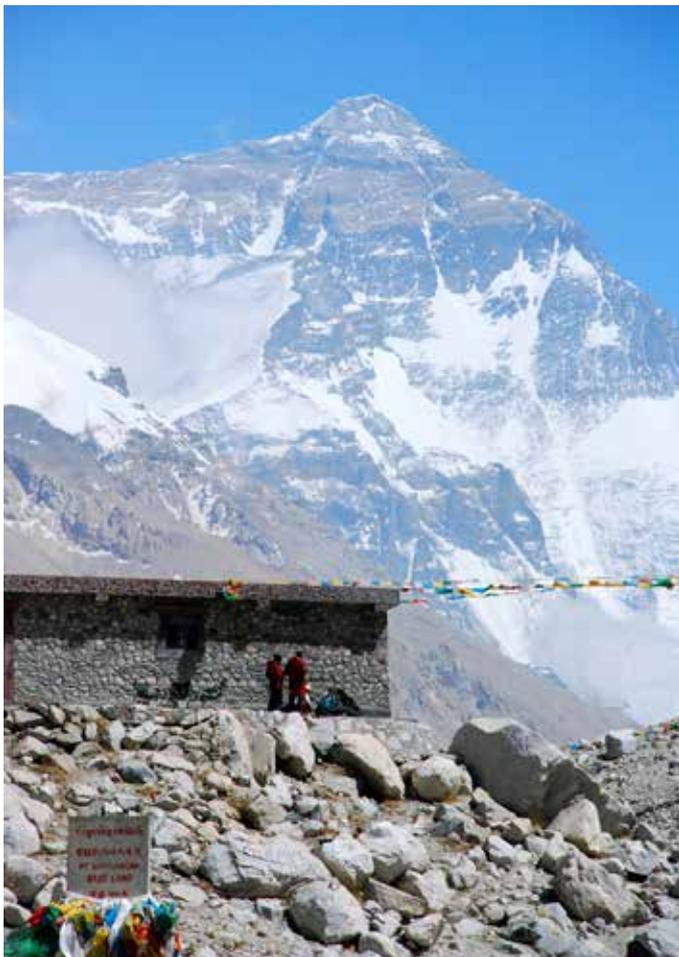
Tourism brings in much needed investment (a critical factor in most developing countries), creates employment locally (thus allowing for populations to stay in their communities of origin) and generates important export earnings, which are essential to have access to imports of other good and service such as modern technology. Again, the numbers speak for themselves. More than one billion international tourists mean also a huge responsibility and the power to foster positive change by winning the increasing support of the private sector, and raising awareness among millions of travellers around the world.



[www.unwto.org](http://www.unwto.org)

# WHAT IS THE ASSOCIATION OF INDEPENDENT TOUR OPERATORS?

THE ASSOCIATION OF INDEPENDENT TOUR OPERATORS – ALSO KNOWN AS AITO – IS AT THE FOREFRONT OF SUSTAINABLE TOURISM. REPRESENTING SOME OF BRITAIN'S BEST SPECIALIST TOUR OPERATORS THAT ALL PLACE SUSTAINABILITY HIGH ON THEIR AGENDA, IT AIMS TO ENSURE ITS MEMBERS PROVIDE CUSTOMERS WITH EXPERIENCES TO REMEMBER – NOT AT THE EXPENSE OF THE PLANET.



Choice, quality and service are three pillars preserved in AITO's quality charter, and the sustainable tourism credentials of potential members are reviewed prior to them signing up to the organisation. Its commitment to sustainability has seen AITO nudge ahead of global competitors in the field, becoming the first tourism membership association to incorporate responsible tourism into its principles. "All members acknowledge the importance of AITO's sustainable tourism guidelines, which recognise the social, economic and environmental responsibilities of tour operating", AITO's charter reads. "Those demonstrating their achievements beyond the pure acceptance of this principle are recognised by the award of 2



to 5 star status.”

AITO’s sustainable tourism committee – led by Chris Breen, who spoke to B&GT for last year’s Guide to Sustainable Tourism – is tasked with ensuring members are adhering to the organisation’s guidelines.

“Essentially, it is our job to influence the way the different members of AITO to operate from a sustainability perspective”, Breen said.

“All members of AITO are completely (and proudly) independent and many of them are doing outstanding things when it comes to sustainable tourism in the areas of the world where they operate. We try to collate a lot of that information and promote it to newer members who want help and guidance on how they can improve, whether it’s here in the UK or overseas.”

AITO’s members are all specialist tour operators. They either focus on one type of tourism (e.g. safari, mountain trekking) or a specific destination. What connects all of them, though, is their commitment to sustainable tourism. The three pillars of travel enshrined in AITO’s charter – choice, quality and service – must be incorporated into a member’s business.

Since 2008, AITO has ranked its members based on their responsible tourism credentials. Two stars and above means the member has gone above and beyond the minimum requirements expected. For a full, comprehensive rundown of all the star-rated AITO members, have a look at page 24 of this Guide.

When asked last year about what drives people to become involved in one of AITO’s inspiring projects, Chris Breen said, “Largely, in my experience, the people who are involved in this good work around the world—certainly all of my industry colleagues, friends and associates—are very much doing it for the right reasons; because they want to improve the lives of people in the destinations they work in—be that Nepal, Gabon, Brazil, Mexico or wherever. “A lot of what is done by tour operators is borne out of a great passion for a particular region. In my case, it was my first really wild experience of going to a really wild place.

That experience helped me build a company, which has helped me personally look at different parts of the world with a respectful head on my shoulders—and it’s a fantastic privilege to be able to say that.”

Each year, AITO hands out a set of honours at its Sustainable Tourism Awards to members that have excelled in the field over the past year.

Chairman Derek Moore said the awards “represent real effort and long-term commitment from all involved”, before announcing that Explore [www.explore.co.uk](http://www.explore.co.uk), Lanzarote Tourist Board [www.turismolanzarote.com](http://www.turismolanzarote.com) and Adventure Alternative [www.adventurealternative.com](http://www.adventurealternative.com) would be picking up accolades in 2012.

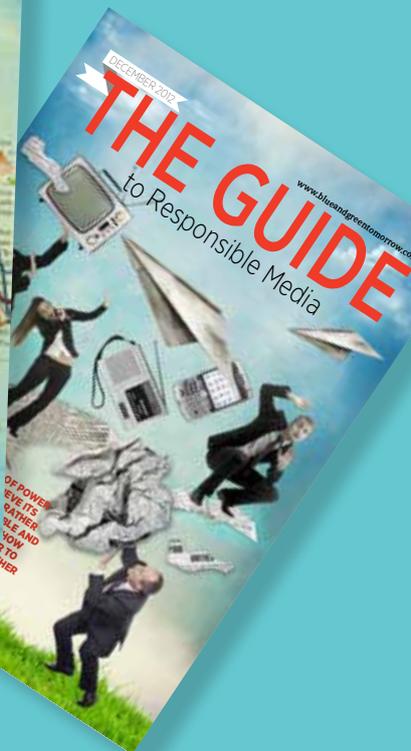
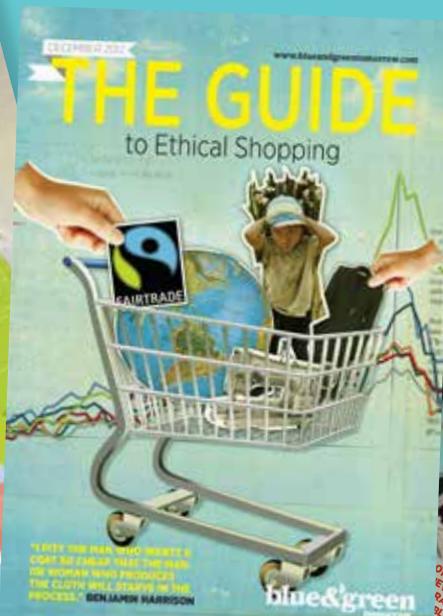
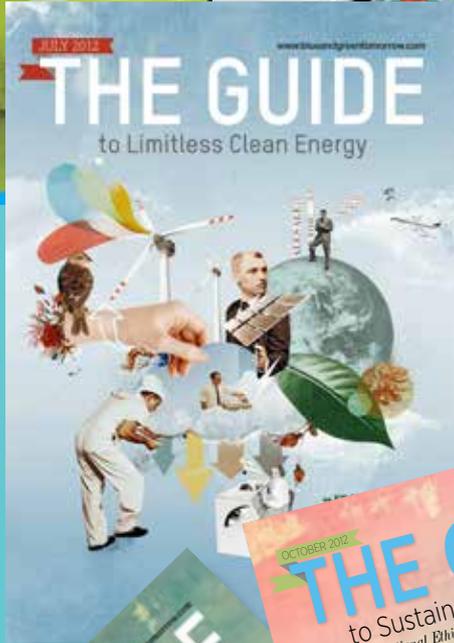
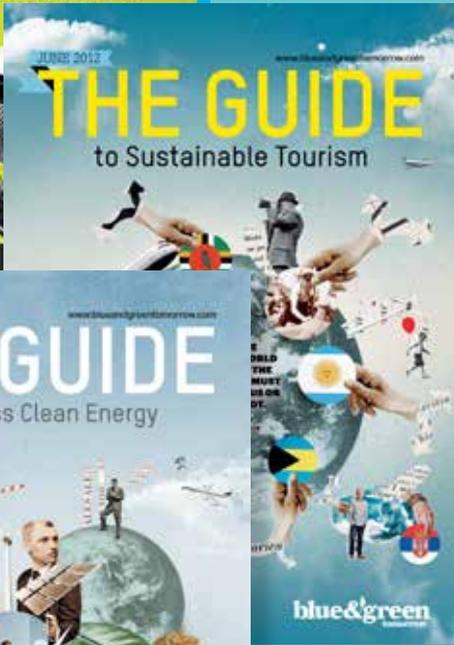
“All show clear environmental commitment and demonstrate intelligent thinking that’s produced admirable projects that deserve our recognition”, added Moore. “We hope that others are inspired to emulate AITO members’ efforts.”

On AITO’s website, there are tips on how to travel more sustainably, as well as a comprehensive list of all its members and accredited tour operators.



# PREVIOUS

## reports



The Guide to Sustainable Tourism 2013 is the first Blue & Green Tomorrow report of the year. We published seven in 2012, and you can read each one by clicking on the respective cover.

## Write for us....

Whether anonymously, under a pseudonym, or with your name published loud and clear.

Journalism is changing rapidly through a digital and social media revolution. It is no longer the preserve of press barons and elite groups; journalism is now democratic and everyone has a voice.

And though that means there's a lot of noise and rubbish out there, there's a lot of great stuff, too.

The role of media has changed. We still write stories every day about the amazing people and organisations that make a positive difference to the world in which we live, but we also promote and publish the most relevant blogs, tweets and articles from our readers.

We want to report on the diverse voices of our audience and beyond—regular people writing as travellers, investors and consumers.

So, if you blog, tweet or write about sustainability we want to hear from you. You don't need to be an experienced or aspiring writer or worry about article length, spelling or grammar—we'll tidy that up for you.

We can't publish everything, but if it's likely to resonate with our readers or challenge them in some way, you'll fly to the top of our list.

Join us today by emailing [editor@blueandgreentomorrow.com](mailto:editor@blueandgreentomorrow.com) with your thoughts and contributions.

# ASSOCIATION OF INDEPENDENT TOUR OPERATORS (AITO) MEMBERS

THE FOLLOWING IS A SELECTION OF THE BEST, MOST POPULAR AND MOST SUSTAINABLE AITO MEMBERS.



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# ADVENTURE ALTERNATIVE

GAVIN BATE, DIRECTOR AND FOUNDER OF ADVENTURE ALTERNATIVE, CHATS WITH BLUE & GREEN TOMORROW.



## Describe Adventure Alternative in one sentence.

An established adventure travel company that I founded during years of travelling and guiding, with a principle of making tourism sustainable for all my local companies and staff in order to give them a proper well-paid career on a level playing field, but that also provides quality professional trips.

## How is Adventure Alternative unique?

The business model is unusual in that it invests heavily in setting up local Adventure Alternative companies in all the countries where we sell trips, and provides the money and advocacy to enable that company to become financially self-sufficient and hopefully to sell itself as a ground handler to other Western companies on a level playing field where the lowest price is not the only factor.

For me, it is all about the equality. I just want to make it fair: employees get monthly salaries not day rates; get salaries higher than local averages because of the nature of the product; get benefits and allowance the same as we expect here; and a share of the gross profits gets put into training and development and assets.

I'm not saying Adventure Alternative is unique in this respect, but it's definitely quite unusual. Sustainability has to be properly articulated in the company strategy and followed up with actions and money. I think we're quite unusual in taking

such an interest in the welfare of our staff on the ground in the countries where we operate.

## What does sustainable tourism mean to you?

It means that my company and the regional companies I have set up will have a life when I'm long gone, and it will provide a product that takes into account the impact on everything from the environment to welfare of all staff wherever they are. It's basically looking beyond the financial bottom line, to the consequences and implications of what we do.

## Do you expect more or less people to book sustainable travel in 2013?

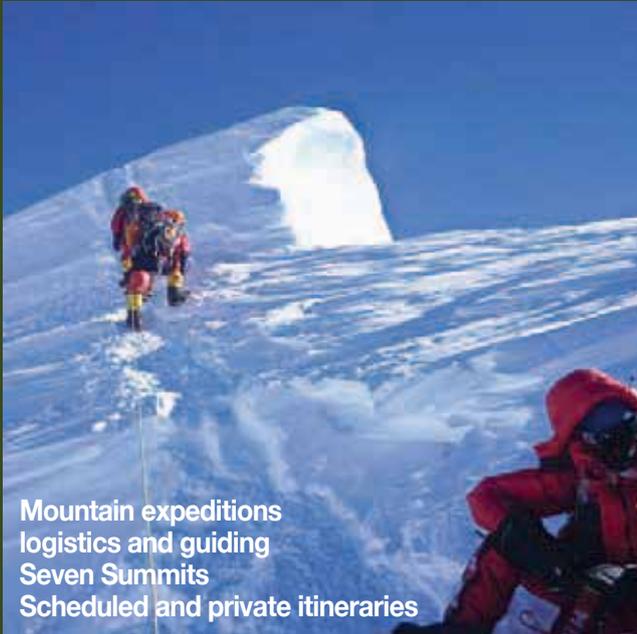
The trends tell different stories, some say that people now prefer staycations; some say that more people are travelling than ever. My experience is that sustainable travel is an ever more crucial component in the choice of holidaymakers, and in reality, the consumer is expecting sustainable measures in their holidays.

## Tell us about some interesting tours that Adventure Alternative is running in the next year.

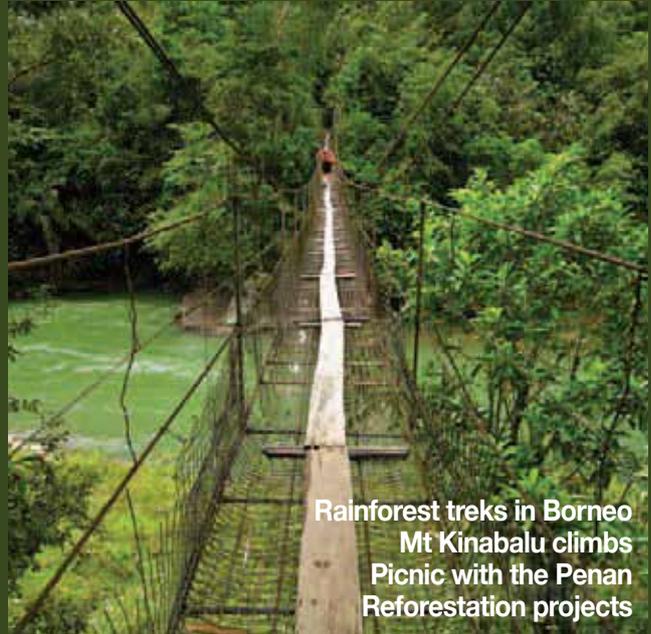
There's a total solar eclipse coming up in November and we are running trips to northern Kenya and also Sao Tome and Principe which include an amazing adventure followed by watching this beautiful event.

# ADVENTURE ALTERNATIVE

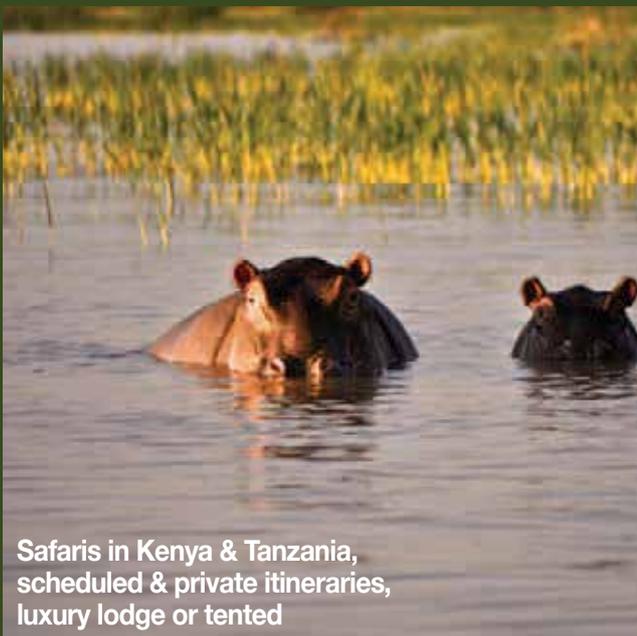
The Responsible Adventure Travel Company



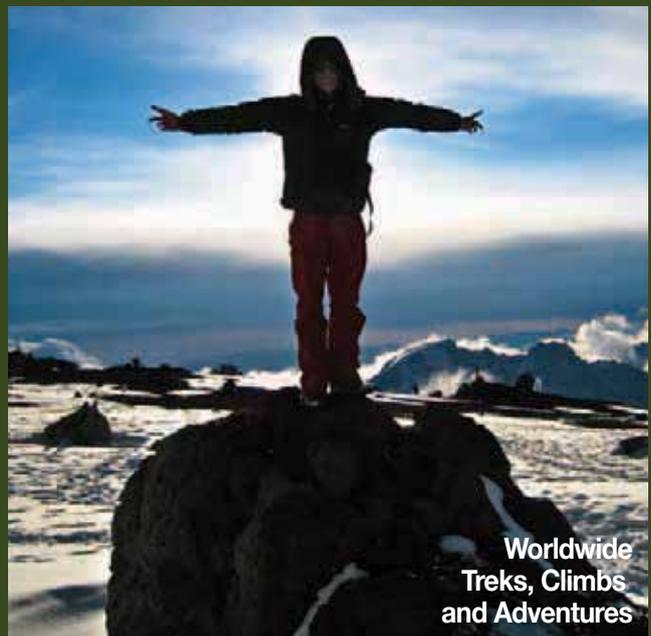
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Picnic with the Penan  
Reforestation projects



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Worldwide  
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and Adventures

Adventure Alternative is an award winning UK adventure travel company. Our operations around the world have strong ethics and principles behind them. Adventure Alternative underwrites, donates and supports the Moving Mountains Trust and is also a member of AITO, which has a commitment to quality, assurance and expertise and includes sustainable tourism as a membership criterion.

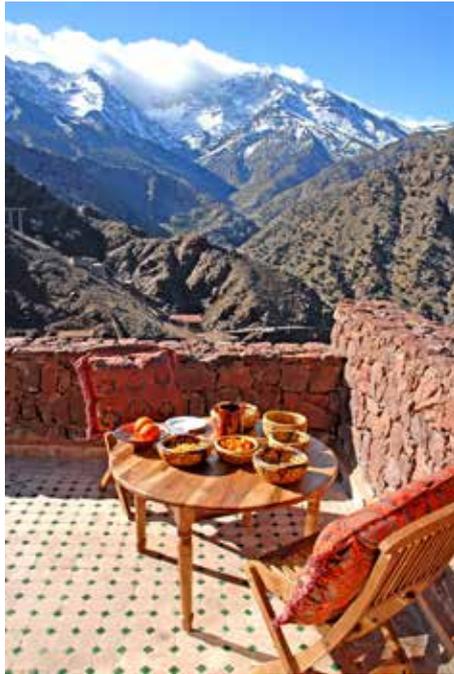
Regional Offices in UK, Kenya, Nepal, Tanzania, Russia & Borneo

[AdventureAlternative.com](http://AdventureAlternative.com)

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# DISCOVER LTD

MIKE MCHUGO, FOUNDER OF DISCOVER LTD, TELLS BLUE & GREEN TOMORROW MORE ABOUT HIS TOUR COMPANY.



## Describe Discover Ltd in one sentence.

Founded in 1978, Discover Ltd has been successfully arranging sustainable trips to Morocco for over three decades.

## How is Discover Ltd unique?

We've won numerous awards for sustainable tourism, including: British Airways Tourism for Tomorrow, Best Mountain Resort Responsible Tourism Award and Moroccan Responsible Tourism Award.

## What does sustainable tourism mean to you?

Protecting the environment; providing fair pay to all the components of the supply chain and employing local labour in the destination country.

## Do you expect more or less people to book sustainable travel in 2013?

I would hope more as people realise that this is increasingly the acceptable way to travel and so it will increasingly become the norm.

## Tell us about some interesting tours that Discover Ltd is running in the next year.

Discover allows you to build your own itinerary, not only staying at our spectacular Kasbah du Toubkal, but combing your stay with visits to Marrakech and Essaouira or any other location throughout the spectacular kingdom that is Morocco.

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# WILD FRONTIERS

NATALIE MORRIS OF WILD FRONTIERS EXPLAINS WHAT THE ORGANISATION HAS IN STORE FOR THE COMING YEAR.



recognised by industry professionals in the form of the Guardian Ethical Travel Award, confirming our place at the forefront of ethical adventure travel. The foundation's biggest project to date is a sponsored school in the Hushey Valley in mountainous northern Pakistan, which is going from strength to strength with a new classroom, additional teachers and educational materials, thanks to the money our clients help to raise when attending our events or taking the ultimate K2 trekking challenge.

Reaching our 10th birthday in July last year not only made us stop and reflect at just how far Wild Frontiers had come since setting off to explore northern Pakistan with our first group a decade ago, but to look at exciting times ahead.

With a cacophony of global issues to negotiate – from ash clouds and Arab springs, currency fluctuations and world economic meltdowns, 2012 proved to be an interesting (if challenging) year for most travel companies. But through these volatile



For an independent company like Wild Frontiers, the award has proved invaluable by bringing the company into the periphery of the general public and getting our name out there, again proving that sustainability really does increase business.

In 2013, the company has continued its progress, developing our program of cutting edge trips, cultural tours and active adventures to far flung corners of the planet.

As well as our quintessential destinations such as India, Pakistan, Central Asia and Ethiopia, the growth of the company has allowed us to branch into new areas and revisit old favourites.

Reconnaissance trips this year include a journey into the remote north of Peru to explore the region of the Cloud Warriors and visiting the Raymillacta Festival; a unique wildlife experience tracking mountain gorillas in Rwanda, Burundi and the Congo; walking trips through Oman and the Palestinian territories; and a cultural adventure through stunning yet unexplored Bangladesh. For travellers with a real thirst for adventure there is a wealth of exciting destinations on offer – from horseback adventures in Cuba to cultural departures in Iraqi Kurdistan, Algeria, Ladakh and Oman.

Whilst “responsible travel” and “ethical tourism” have been key phrases in the travel industry for the past few years, the success of Wild Frontiers continues to support the case for ethical and sustainable business more generally.

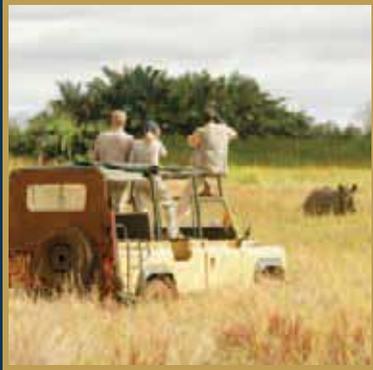
times, we believe we have managed to build one of the world's leading adventure travel companies, largely due to our unique handle on sustainable tourism.

Ensuring we don't leave a heavy footprint in the places we travel, the company's ethic has always been to go one step further and have a positive impact on the remote communities we visit. In the early years this was achieved by channelling a portion of our profits into locally-run community projects, so that the tourist dollar was used to benefit everyone, not just individuals working in the travel industry.

In 2009, we invested in this concept further by launching the Wild Frontiers Charitable Foundation, an independent charity dedicated to directing much-needed funds to NGOs and development projects.

In 2012, we were delighted when our efforts were

# WILD FRONTIERS



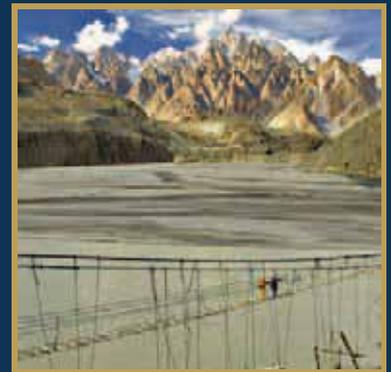
## WILD CULTURE

Small group tours and tailor-made travel



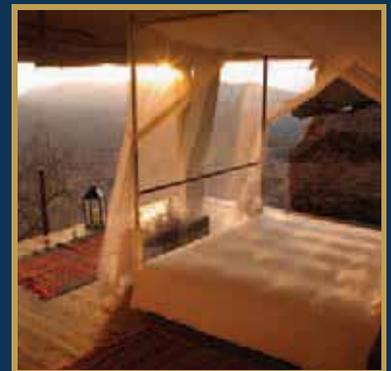
## WILD & ACTIVE

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## WILD CHILD

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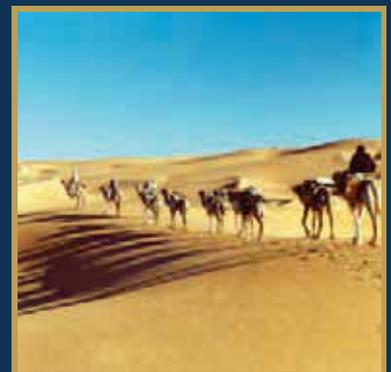
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# THE MAJESTY OF AFRICA

**F**ounded in 1995, Cedarberg African Travel prides itself on tailor-made holidays and safaris across the deserts, hills and expansive plains of Africa. Its mission is to match each journey to the requirements of their discerning clients. Cedarberg African Travel believes that all aspects of tourism in Africa and other less developed countries should be of benefit to the visitor, the local community and the environment.

At the heart of the operation are two sisters: Kate Bergh, founder of Cedarberg African Travel, living in South Africa since 1993, and Ginny Russell in the UK. Kate's home looks over the beautiful Cedarberg mountains of the Western Cape. Kate loves this inspiring location as a base for sharing the delights and wonders of Southern Africa. The innovative company understands and has real involvement in its locality. It is situated on the family's old farm; it employs a significant number of local people, mainly women, and contributes to the community with its pre-school for the farm children. Its ethos of independent and small group tourism, using locally-owned accommodation and guides, supports communities and generates wealth and employment wherever it operates.

Speaking with Ian Russell at Cedarberg, this close geographic relationship between the staff and the evolving



African travel landscape is the one that differentiates the company from many others.

*"What makes our operation unique is that we have a base in South Africa—a lot of companies tend to be based in the UK", says Ian. "We are very much in touch with what is happening now in Southern Africa. We also have consultants who live in Cape Town. So it is very much a business spread between the three places."*



Cedarberg's dedicated team in South Africa work very hard ensuring their knowledge of the regions is current. *"If we say that somewhere there is good for families, it means that one of our South African staff has been there with their family."*

Among the holiday options available are many that include sustainability by their very nature, such as safaris to Africa's premier wildlife regions, including the primates of Madagascar, Rwanda and Uganda; romantic honeymoon holidays in Mozambique and the Indian Ocean; unforgettable walking tours in the Cedarberg and Cape, self-drive in Namibia and South Africa, and many other exciting itineraries. Cedarberg Travel provides local knowledge, enthusiasm, personal service and professionalism. You will get *"honest and friendly service"* and comprehensive knowledge to minimise hassle and maximise value. Being a



member of both the Southern African Tourism Services Association (SATSA) and the Association of Independent Tour Operators (AITO) ensures that Cedarberg provides the high standard of service required by their codes of conduct.

Additionally, the amount of advice and tips offered by the company and previous clients means that the Cedarberg website is a unique forum and database of journeys and recommendations that allow each customer to make a truly informed decision. Ian explained to *B&GT* the importance of being part of and having extensive knowledge of the African sub-Saharan region. The travel landscape changes and evolves on a regular basis, but by being on the ground, Cedarberg Travel has up to date information of the best hotels, the best restaurants and the most celebrated regions. *"If the place stays the same but the people change, it's a different experience, so we keep on top of all that—having a base down there makes it much easier."*

For Cedarberg it is all about people and their environment.

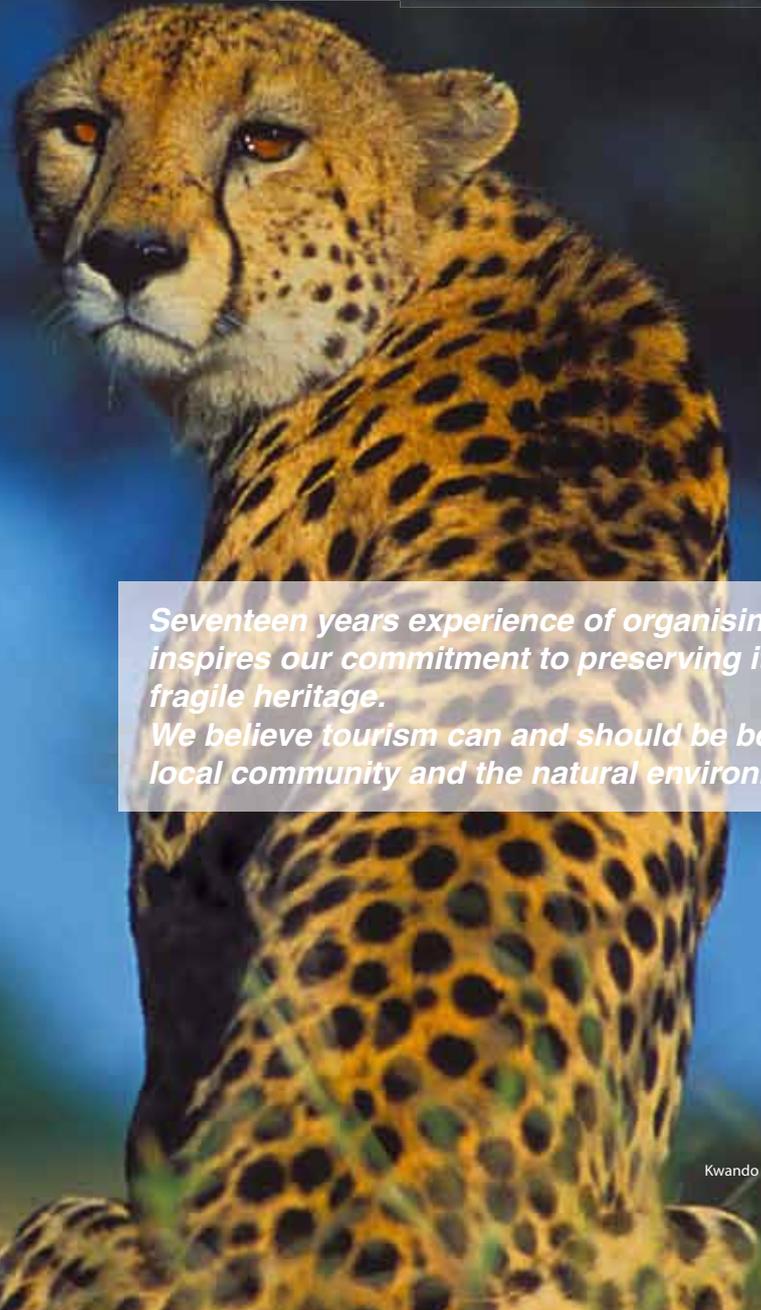
**Cedarberg**  
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For more information about Cedarberg African Travel visit the website: [www.cedarberg-travel.com](http://www.cedarberg-travel.com), or, to speak with an expert, email [info@cedarberg-travel.com](mailto:info@cedarberg-travel.com) or call 020 8898 8533.

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*Seventeen years experience of organising travel in Africa, inspires our commitment to preserving its beautiful and fragile heritage. We believe tourism can and should be beneficial to the local community and the natural environment.*

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# ARCHIPELAGO CHOICE

IAN COATES, MANAGING DIRECTOR OF ARCHIPELAGO CHOICE, WRITES ABOUT ONE OF ITS MOST POPULAR TOURIST DESTINATIONS.

**S**traddling the mid-Atlantic ridge around 950 miles west of Lisbon lies the stunning Azores archipelago. Often described as the tips of the lost continent of Atlantis, the islands maintain an old world charm that is difficult to find almost anywhere in Europe.

The nine islands of the Azores are spread over 450km and can be divided into three distinct geographical groups: eastern, central and western. The islands are the tips of giant volcanoes which reach up from the ocean floor to a high point of 2351 metres above sea level. They are a real haven in the Atlantic Ocean to transatlantic yachtsmen and also to a vast range of marine life. The Azores are considered to be one of the premier whale and dolphin watching sites in the world. In the spring it's possible to observe migrating blue whales; in the summer months there are sperm, fin and beaked whales and throughout the year the islands are home to female sperm whales and their calves. Not only that, but you regularly see bottlenose, common, spotted, Risso's and striped dolphin around the islands and this is one of the main reasons many people visit the islands.

However, for those who prefer to keep their feet firmly on terra firma, the islands have some wonderful day walks which range from two to six hours and are well within the capability of the moderately fit. Walking is one of the best ways to explore the islands and you'll be able to witness secluded lagoons as you stroll from one coastal plain to the next, climb Portugal's highest mountain (Mount Pico, 2351 metres), sense the tranquillity that surrounds the great crater lakes and see the moonscape results of the most recent Azorean eruption.

If your preferred pace is faster, then the Azores offer some wonderful cycle touring. A lovely (gentle) route is a cycle around Pico Island which takes four to seven days and takes in its quiet country roads and magnificent coastal views; where you can stop off at small family run wine co-operatives and visit the fascinating whaling

museums.

The Azores are idyllic but they are not a beach destination. If you are drawn towards remote islands where visitors feel unique and special, have an interest in the natural world, and have a curious streak, the Azores could well be the perfect destination.

Ten years ago I was introduced to the Azores by my wife and like most people I had a vague inkling as to where they were, but beyond that they were a bit of a mystery. Looking back to my first visit I distinctly remember two things; the feeling of being somewhere very special due to the lack of tourists and breathtaking scenery, and the surprise of diving into the aquamarine ocean at 8am one October morning expecting an exhilarating dip only to find the water was warm! One question that is frequently asked of me is, "Do you think there is enough for us to do in the Azores?" Spoilt for choice sums it up. I have visited the Azores every year for the past 10 years with my wife and now my young family and each time we go, whether it's a holiday or for work, we still find lots of new and exciting things to do.





archipelago°  
choice

Fly a thousand miles from Portugal into the middle of the Atlantic and you'll find the Azores – a spectacular group of 9 volcanic islands. Still one of Europe's undiscovered gems, the islands combine an Old World charm and a natural beauty that you might want to keep secret.

# AZORES



As an Azores specialist tour operator we not only provide friendly expert service tailoring holidays but we also believe the islands should remain a special place for local people and visitors alike.

We support various conservation projects around the islands including a marine education project and the Azores bullfinch project as well as encouraging low impact tourism amongst our clients.

Our sustainable travel credentials have earned us the highest 5 star award from AITO.





YOUR HOLIDAY. YOUR ADVENTURE.

Booking is easy!  
Use our website or call us direct:

 book by phone 017687 75672

 book online at [www.azoreschoice.com](http://www.azoreschoice.com)



# SELECTED AITO MEMBERS

## OASIS OVERLAND

Based in Somerset, Oasis Overland aims to maximise the benefits of travel for local communities by using local suppliers and guides in each of its trips. Founded in the late 1990s, its friendly team has considerable experience in adventure travel. It runs expedition trips in the Middle East, South America, Africa and Central Asia.

[www.oasisoverland.co.uk](http://www.oasisoverland.co.uk)



## IN THE SADDLE

In The Saddle combines horse riding with travel to every corner of the world.

Founded in the 1990s and based in Shropshire, the company offers trail rides, centre based rides, camping rides, 5 star luxury rides, short breaks, expeditions, holidays for experienced riders, holidays for novice riders and even holidays for people who have never ridden before.

[www.inthesaddle.com](http://www.inthesaddle.com)



## MARTIN RANDALL TRAVEL

Martin Randall launched his eponymous travel company in 1988. The company specialises in high-brow cultural tours to far-flung places. From archaeology to ballet, history to music; Martin Randall Tours covers all bases. In January 2010, the Daily Telegraph described the company as “the leader in the field of expert-led cultural tours”.

[www.martinrandall.com](http://www.martinrandall.com)



**MARTIN RANDALL TRAVEL**  
AWARD-WINNING EXPERT-LED CULTURAL TOURS



## SAFARI CONSULTANTS

Safari Consultants is a specialist in tailor-made travel to East and Southern Africa and the Indian Ocean Islands. Founded in 1983, it uses a wide range of accommodation options and safari providers, from adventurous tented camps to luxurious safari lodges. Its team is blessed with in-depth knowledge of the regions it specialises in, as well as the safari industry more generally.

[www.safari-consultants.co.uk](http://www.safari-consultants.co.uk)

### SUNVIL

Sunvil is an award-winning tour operator that offers a variety of holidays, ranging from packaged hotel and villa breaks in Greece and Cyprus to bespoke travel itineraries off-the-beaten-track in Europe and beyond. The company is committed to sustainable tourism, aiming “to create better places for people to live in, and better places for people to visit”.

[www.sunvil.co.uk](http://www.sunvil.co.uk)

**Sunvil**  
find the real country

### EXPLORE

Explore has been running small group adventure holidays since 1981.

It currently boasts over 450 tours in over 120 countries, and has won awards for its services – making it one of the most popular tour operators in the world. It is strongly committed to responsible travel, looking to maximise the community benefit in each of its holidays.

[www.explore.co.uk](http://www.explore.co.uk)

**EXPLORE!**

### AUDLEY TRAVEL

According to founder Chris Burkinshaw, “Audley Travel specialises in tailor-made travel itineraries for discerning travellers seeking authentic experiences around the world.” Its dedicated team of specialists work to pick out the best holiday possible – all the while taking into account its environmental and social impact. It was recently voted top tour operator at the 2012 Wanderlust Readers’ Travel Awards.

[www.audleytravel.com](http://www.audleytravel.com)

AUDLEY

### KE ADVENTURE TRAVEL

KE is one of the world’s leading independent adventure holiday travel specialists, with 29 years’ experience of operating small group adventure holidays. It offers over 300 holidays, including trekking, walking, discovery, mountain biking, climbing, safaris, winter adventures and family trips to a whole host of exciting and original destinations all over the world.

[www.keadventure.com](http://www.keadventure.com)



### ON FOOT HOLIDAYS

As its name suggests, On Foot Holidays specialises in self-guided walking holidays, or as it likes to call it, "the art of slow travel".

With locations available all over Europe, including Austria, Italy, Spain, France, Croatia and Portugal, its service is perfect for anyone who wants a laidback break that encapsulates the continent's stunning scenery.

[www.onfootholidays.co.uk](http://www.onfootholidays.co.uk)



### KUDU TRAVEL

Kudu Travel specialises in guided cultural walking tours with music festivals, opera, art and architecture, wildflowers, birdwatching, wildlife and gourmet food and wine. It is committed to sustainable tourism, saying, "The privilege of travel has a counterpart in properly considering our impact on the places and people visited."

[www.kudutravel.com](http://www.kudutravel.com)



### TRIBES

Tribes offers tailor-made holidays to destinations in Africa, Asia, the Middle East and South America. Founded in 1998 by husband and wife duo Guy and Amanda Marks, it aims to offer customers the best possible experience while also ensuring environmental and social responsibility. It was named the world's leading green tour operator at the World Travel Awards in 2008, 2009 and 2010.

[www.tribes.co.uk](http://www.tribes.co.uk)



### CACHET TRAVEL

Cachet Travel is a small, independent tour operator that aims to provide a high level of personal service.

Its detailed local knowledge and excellent contacts makes it one of the UK's leading specialist operators to Crete, Samos, Turkey, Madeira, Porto Santo and the Canary Islands - a position that enables it to offer a uniquely appealing range of properties in these destinations.

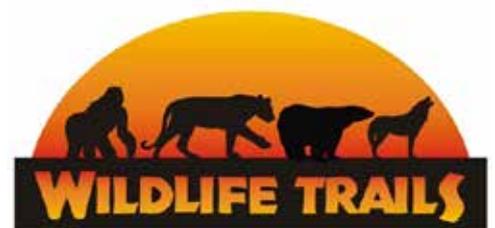
[www.cachet-travel.co.uk](http://www.cachet-travel.co.uk)



### WILDLIFE TRAILS

Wildlife Trails was founded in 1999 by biologist and conservationist Allan Blanchard. It specialises in tailor-made wildlife tours around the world; with a focus on expert advice, realistic stays in National Parks, quality private guides and giving something back to the local communities that surround the parks, and believes strongly in responsible tourism.

[www.wildlifetrails.co.uk](http://www.wildlifetrails.co.uk)



# AITO MEMBER DIRECTORY

IN AUTUMN 2008, AITO LAUNCHED A STAR RATING SYSTEM FOR RESPONSIBLE TOURISM. TWO STARS AND ABOVE MEANS THE MEMBER HAS GONE ABOVE AND BEYOND THE MINIMUM REQUIREMENTS EXPECTED BY AITO.

## FIVE STAR TOUR OPERATORS



|   |  |
|---|--|
| ABERCROMBIE & KENT                        | <a href="http://www.abercrombiekent.co.uk">www.abercrombiekent.co.uk</a>         |
| ADVENTURE ALTERNATIVE                     | <a href="http://www.adventurealternative.com">www.adventurealternative.com</a>   |
| ANDANTE TRAVELS                           | <a href="http://www.andantetravels.co.uk">www.andantetravels.co.uk</a>           |
| ARCHIPELAGO CHOICE                        | <a href="http://www.azoreschoice.com">www.azoreschoice.com</a>                   |
| AUDLEY TRAVEL                             | <a href="http://www.audleytravel.com">www.audleytravel.com</a>                   |
| COX & KINGS TRAVEL                        | <a href="http://www.coxandkings.co.uk">www.coxandkings.co.uk</a>                 |
| DISCOVER                                  | <a href="http://www.kasbahdutoubkal.com">www.kasbahdutoubkal.com</a>             |
| DISCOVER ADVENTURE                        | <a href="http://www.discoveradventure.com">www.discoveradventure.com</a>         |
| DRAGOMAN                                  | <a href="http://www.dragoman.com">www.dragoman.com</a>                           |
| EURO CAMP                                 | <a href="http://www.eurocamp.co.uk">www.eurocamp.co.uk</a>                       |
| EXPERT AFRICA                             | <a href="http://www.expertafrica.com">www.expertafrica.com</a>                   |
| EXPLORE                                   | <a href="http://www.explore.co.uk">www.explore.co.uk</a>                         |
| INNTRAVEL                                 | <a href="http://www.inntravel.co.uk">www.inntravel.co.uk</a>                     |
| JOURNEY LATIN AMERICA                     | <a href="http://www.journeylatinamerica.co.uk">www.journeylatinamerica.co.uk</a> |
| KE ADVENTURE TRAVEL                       | <a href="http://www.keadventure.com">www.keadventure.com</a>                     |
| MOUNTAIN KINGDOMS                         | <a href="http://www.mountainkingdoms.com">www.mountainkingdoms.com</a>           |
| NATURE TREK                               | <a href="http://www.naturetrek.co.uk">www.naturetrek.co.uk</a>                   |
| NOMADIC THOUGHTS                          | <a href="http://www.nomadicthoughts.com">www.nomadicthoughts.com</a>             |
| SERENITY HOLIDAYS                         | <a href="http://www.serenityholidays.co.uk">www.serenityholidays.co.uk</a>       |
| SUNVIL HOLIDAYS                           | <a href="http://www.sunvil.co.uk">www.sunvil.co.uk</a>                           |
| SUNVIL TRAVELLER - REAL LATIN AMERICA     | <a href="http://www.sunvil.co.uk">www.sunvil.co.uk</a>                           |
| THE TRAVELLING NATURALIST                 | <a href="http://www.naturalist.co.uk">www.naturalist.co.uk</a>                   |
| TRIBES TRAVEL                             | <a href="http://www.tribes.co.uk">www.tribes.co.uk</a>                           |
| TUCAN TRAVEL                              | <a href="http://www.tucantravel.com">www.tucantravel.com</a>                     |
| WILD FRONTIERS                            | <a href="http://www.wildfrontiers.co.uk">www.wildfrontiers.co.uk</a>             |
| WILDERNESS SCOTLAND & WILDERNESS JOURNEYS | <a href="http://www.wildernessscotland.com">www.wildernessscotland.com</a>       |
| WILDLIFE TRAILS                           | <a href="http://www.wildlifetrails.co.uk">www.wildlifetrails.co.uk</a>           |

**FOUR STAR TOUR OPERATORS** 

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|---|--|
| 1ST CLASS HOLIDAYS  | <a href="http://www.1stclassholidays.com">www.1stclassholidays.com</a>           |
| A GOLFING EXPERIENCE  | <a href="http://www.agolfingexperience.com">www.agolfingexperience.com</a>       |
| ARBLASTER & CLARKE WINE TOURS                                     | <a href="http://www.winetours.co.uk">www.winetours.co.uk</a>                     |
| AUTHENTIC ADVENTURES  | <a href="http://www.authenticadventures.co.uk">www.authenticadventures.co.uk</a> |
| BALTIC HOLIDAYS   | <a href="http://www.balticholidays.com">www.balticholidays.com</a>               |
| BENTS BICYCLE & WALKING TOURS                                     | <a href="http://www.bentstours.com">www.bentstours.com</a>                       |
| BRIDGE & WICKERS  | <a href="http://www.bridgeandwickers.co.uk">www.bridgeandwickers.co.uk</a>       |
| BRIGHTWATER HOLIDAYS  | <a href="http://www.brightwaterholidays.com">www.brightwaterholidays.com</a>     |
| CLASSIC TOURS   | <a href="http://www.classictours.co.uk">www.classictours.co.uk</a>               |
| CTS HORIZONS  | <a href="http://www.ctshorizons.com">www.ctshorizons.com</a>                     |
| DISCOVER THE WORLD  | <a href="http://www.discover-the-world.co.uk">www.discover-the-world.co.uk</a>   |
| EQUESTRIAN ESCAPES  | <a href="http://www.equestrian-escapes.com">www.equestrian-escapes.com</a>       |
| EXPERIENCE TRAVEL   | <a href="http://www.experiencetravelgroup.com">www.experiencetravelgroup.com</a> |
| FLEEWINTER  | <a href="http://www.fleewinter.com">www.fleewinter.com</a>                       |
| FRONTIER CANADA/FRONTIER SKI/<br>FRONTIER SAFARI/AMERICAN ROUNDUP | <a href="http://www.frontier-travel.co.uk">www.frontier-travel.co.uk</a>         |
| GEODYSSEY   | <a href="http://www.geodyssey.co.uk">www.geodyssey.co.uk</a>                     |
| GREAT RAIL JOURNEYS   | <a href="http://www.GreatRail.com">www.GreatRail.com</a>                         |
| GREAVES TRAVEL  | <a href="http://www.greavesindia.com">www.greavesindia.com</a>                   |
| IN THE SADDLE   | <a href="http://www.inthesaddle.com">www.inthesaddle.com</a>                     |
| INDUS EXPERIENCES   | <a href="http://www.industours.co.uk">www.industours.co.uk</a>                   |
| INTERNATIONAL TRAVEL CONNECTIONS                                  | <a href="http://www.itcclassics.co.uk">www.itcclassics.co.uk</a>                 |
| MARTIN RANDALL TRAVEL   | <a href="http://www.martinrandall.com">www.martinrandall.com</a>                 |
| MCCABE PILGRIMAGES  | <a href="http://www.mccabe-travel.co.uk">www.mccabe-travel.co.uk</a>             |
| MCKINLAY KIDD   | <a href="http://www.mckinlaykidd.co.uk">www.mckinlaykidd.co.uk</a>               |
| MICKLEDORE TRAVEL   | <a href="http://www.mickledore.co.uk">www.mickledore.co.uk</a>                   |
| ON FOOT HOLIDAYS  | <a href="http://www.onfootholidays.co.uk">www.onfootholidays.co.uk</a>           |
| PETER SOMMER TRAVELS  | <a href="http://www.petersommer.com">www.petersommer.com</a>                     |
| REGALDIVE   | <a href="http://www.regaldive.co.uk">www.regaldive.co.uk</a>                     |
| RIDE WORLD WIDE   | <a href="http://www.rideworldwide.com">www.rideworldwide.com</a>                 |
| SCANDINAVIAN TRAVEL   | <a href="http://www.scandinavian-travel.co.uk">www.scandinavian-travel.co.uk</a> |
| SNOWBIZZ  | <a href="http://www.snowbizz.co.uk">www.snowbizz.co.uk</a>                       |
| SPECIALISED TOURS   | <a href="http://www.specialisedtours.com">www.specialisedtours.com</a>           |
| THE RUSSIA EXPERIENCE   | <a href="http://www.trans-siberian.co.uk">www.trans-siberian.co.uk</a>           |
| TRAVEL DESTINATIONS   | <a href="http://www.traveldestinations.co.uk">www.traveldestinations.co.uk</a>   |
| VACATIONS TO AMERICA  | <a href="http://www.vacationstoamerica.com">www.vacationstoamerica.com</a>       |

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| VENUE HOLIDAYS        | <a href="http://www.venueholidays.co.uk">www.venueholidays.co.uk</a>             |
| VISIONS HOLIDAY GROUP | <a href="http://www.visionsholidaygroup.co.uk">www.visionsholidaygroup.co.uk</a> |

### THREE STAR TOUR OPERATORS

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|---|--|
| 1ST CLASS HOLIDAYS  | <a href="http://www.1stclassholidays.com">www.1stclassholidays.com</a>           |
| A GOLFING EXPERIENCE  | <a href="http://www.agolfingexperience.com">www.agolfingexperience.com</a>       |
| ARBLASTER & CLARKE WINE TOURS                                     | <a href="http://www.winetours.co.uk">www.winetours.co.uk</a>                     |
| AUTHENTIC ADVENTURES  | <a href="http://www.authenticadventures.co.uk">www.authenticadventures.co.uk</a> |
| BALTIC HOLIDAYS   | <a href="http://www.balticholidays.com">www.balticholidays.com</a>               |
| BENTS BICYCLE & WALKING TOURS                                     | <a href="http://www.bentstours.com">www.bentstours.com</a>                       |
| BRIDGE & WICKERS  | <a href="http://www.bridgeandwickers.co.uk">www.bridgeandwickers.co.uk</a>       |
| BRIGHTWATER HOLIDAYS  | <a href="http://www.brightwaterholidays.com">www.brightwaterholidays.com</a>     |
| CLASSIC TOURS   | <a href="http://www.classictours.co.uk">www.classictours.co.uk</a>               |
| CTS HORIZONS  | <a href="http://www.ctshorizons.com">www.ctshorizons.com</a>                     |
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| EXPERIENCE TRAVEL   | <a href="http://www.experiencetravelgroup.com">www.experiencetravelgroup.com</a> |
| FLEEWINTER  | <a href="http://www.fleewinter.com">www.fleewinter.com</a>                       |
| FRONTIER CANADA/FRONTIER SKI/<br>FRONTIER SAFARI/AMERICAN ROUNDUP | <a href="http://www.frontier-travel.co.uk">www.frontier-travel.co.uk</a>         |
| GEODYSSEY   | <a href="http://www.geodyssey.co.uk">www.geodyssey.co.uk</a>                     |
| GREAT RAIL JOURNEYS   | <a href="http://www.GreatRail.com">www.GreatRail.com</a>                         |
| GREAVES TRAVEL  | <a href="http://www.greavesindia.com">www.greavesindia.com</a>                   |
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| INDUS EXPERIENCES   | <a href="http://www.industours.co.uk">www.industours.co.uk</a>                   |
| INTERNATIONAL TRAVEL CONNECTIONS                                  | <a href="http://www.itcclassics.co.uk">www.itcclassics.co.uk</a>                 |
| MARTIN RANDALL TRAVEL   | <a href="http://www.martinrandall.com">www.martinrandall.com</a>                 |
| MCCABE PILGRIMAGES  | <a href="http://www.mccabe-travel.co.uk">www.mccabe-travel.co.uk</a>             |
| MCKINLAY KIDD   | <a href="http://www.mckinlaykidd.co.uk">www.mckinlaykidd.co.uk</a>               |
| MICKLEDORE TRAVEL   | <a href="http://www.mickledore.co.uk">www.mickledore.co.uk</a>                   |
| ON FOOT HOLIDAYS  | <a href="http://www.onfootholidays.co.uk">www.onfootholidays.co.uk</a>           |
| PETER SOMMER TRAVELS  | <a href="http://www.petersommer.com">www.petersommer.com</a>                     |
| REGALDIVE   | <a href="http://www.regaldive.co.uk">www.regaldive.co.uk</a>                     |
| RIDE WORLD WIDE   | <a href="http://www.rideworldwide.com">www.rideworldwide.com</a>                 |
| SCANDINAVIAN TRAVEL   | <a href="http://www.scandinavian-travel.co.uk">www.scandinavian-travel.co.uk</a> |
| SNOWBIZZ  | <a href="http://www.snowbizz.co.uk">www.snowbizz.co.uk</a>                       |
| SPECIALISED TOURS   | <a href="http://www.specialisedtours.com">www.specialisedtours.com</a>           |

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| THE RUSSIA EXPERIENCE | <a href="http://www.trans-siberian.co.uk">www.trans-siberian.co.uk</a>           |
| TRAVEL DESTINATIONS   | <a href="http://www.traveldestinations.co.uk">www.traveldestinations.co.uk</a>   |
| VACATIONS TO AMERICA  | <a href="http://www.vacationstoamerica.com">www.vacationstoamerica.com</a>       |
| VENUE HOLIDAYS        | <a href="http://www.venueholidays.co.uk">www.venueholidays.co.uk</a>             |
| VISIONS HOLIDAY GROUP | <a href="http://www.visionsholidaygroup.co.uk">www.visionsholidaygroup.co.uk</a> |

**TWO STAR TOUR OPERATORS** 

|                              |  |
|------------------------------|--|
| ABSOLUTE ESCAPES             | <a href="http://www.absoluteescapes.com">www.absoluteescapes.com</a>               |
| ANATOLIAN SKY HOLIDAYS       | <a href="http://www.anatoliansky.co.uk">www.anatoliansky.co.uk</a>                 |
| BEACHCOMBER                  | <a href="http://www.beachcombertours.co.uk">www.beachcombertours.co.uk</a>         |
| CACHET TRAVEL                | <a href="http://www.cachet-travel.co.uk">www.cachet-travel.co.uk</a>               |
| CICERONI TRAVEL              | <a href="http://www.ciceroni.co.uk">www.ciceroni.co.uk</a>                         |
| CITIES DIRECT                | <a href="http://www.citiesdirect.co.uk/aito">www.citiesdirect.co.uk/aito</a>       |
| CLASSIC COLLECTION HOLIDAYS  | <a href="http://www.classic-collection.co.uk">www.classic-collection.co.uk</a>     |
| DISTINCTIVE AMERICAS         | <a href="http://www.distinctiveamericas.com">www.distinctiveamericas.com</a>       |
| EXPRESSIONS HOLIDAYS         | <a href="http://www.expressionsholidays.co.uk">www.expressionsholidays.co.uk</a>   |
| FFESTINIOG TRAVEL            | <a href="http://www.ffestiniogtravel.com">www.ffestiniogtravel.com</a>             |
| GIC - THE VILLA COLLECTION   | <a href="http://www.gicvillas.com">www.gicvillas.com</a>                           |
| HERITAGE GROUP TRAVEL        | <a href="http://www.grouptravel.co.uk">www.grouptravel.co.uk</a>                   |
| INSCAPE FINE ART STUDY TOURS | <a href="http://www.inscapetours.co.uk">www.inscapetours.co.uk</a>                 |
| IONIAN ISLAND HOLIDAYS       | <a href="http://www.ionianislandholidays.com">www.ionianislandholidays.com</a>     |
| JUST GRENADA                 | <a href="http://www.justgrenada.co.uk">www.justgrenada.co.uk</a>                   |
| KIRKER HOLIDAYS              | <a href="http://www.kirkerholidays.com">www.kirkerholidays.com</a>                 |
| LA JOIE DE VIVRE             | <a href="http://www.lajoiedevivre.co.uk">www.lajoiedevivre.co.uk</a>               |
| LIMOSA HOLIDAYS              | <a href="http://www.limosaholidays.co.uk">www.limosaholidays.co.uk</a>             |
| MOSAIC HOLIDAYS              | <a href="http://www.mosaicholidays.co.uk">www.mosaicholidays.co.uk</a>             |
| OKAVANGO TOURS & SAFARIS     | <a href="http://www.okavango.com">www.okavango.com</a>                             |
| OXALIS HOLIDAYS              | <a href="http://www.oxalis-adventures.com">www.oxalis-adventures.com</a>           |
| PAX TRAVEL                   | <a href="http://www.paxtravel.co.uk">www.paxtravel.co.uk</a>                       |
| PRESTIGE HOLIDAYS            | <a href="http://www.prestigeholidays.co.uk">www.prestigeholidays.co.uk</a>         |
| RAMBLERS WORLDWIDE HOLIDAYS  | <a href="http://www.ramblersholidays.co.uk">www.ramblersholidays.co.uk</a>         |
| SCOTT DUNN                   | <a href="http://www.scottdunn.com">www.scottdunn.com</a>                           |
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# MORE AND MORE COUNTRIES

ARE INCREASINGLY DEPENDENT ON TOURISM TO BRING IN THE REVENUE THEY NEED. SO IT'S WORRYING THAT SO MANY TOURISM BUSINESSES STILL HAVEN'T WOKEN UP TO THE DAUNTING ENVIRONMENTAL, SOCIAL AND ECONOMIC CHALLENGES THAT ARE ABOUT TO ENGULF THEM.

*The massive impact* THAT CLIMATE CHANGE, FOR INSTANCE,

WILL HAVE ON TOURISM DESTINATIONS AND TOURISM BUSINESSES HAS ONLY JUST BEGUN TO SINK IN.

ADD TO THAT RISING ENERGY PRICES, WATER SHORTAGES, DECLINING BIODIVERSITY, LET ALONE CONCERNS ABOUT WAGES, HUMAN RIGHTS AND BASIC ENTITLEMENTS FOR EMPLOYEES IN THE TOURISM INDUSTRY, AND IT LOOKS VERY MUCH LIKE A 'PERFECT STORM' OF PRESSURES THAT WILL HAVE TO BE ADDRESSED WITHOUT FURTHER DELAY.

**ALL THE MORE REASON**

*to look to the industry leaders -*

COMPANIES THAT ARE ALREADY REDUCING COSTS WHILE SIMULTANEOUSLY BUILDING REPUTATION AND MARKET SHARE BY PUTTING THE PRACTICE OF SUSTAINABLE TOURISM AT THE HEART OF THEIR ENTERPRISES.

**THIS IS NOW A FAST-MOVING, EXTREMELY DYNAMIC AREA: THOSE THAT GET IT RIGHT WILL THRIVE; THOSE THAT DON'T WILL PERISH AND WE ARE JUST BEGINNING TO SEE THE FIRST EVIDENCE OF THAT AS THE IMPACTS OF CLIMATE CHANGE BEGIN TO BITE.**

- JONATHON PORRITT, ENVIRONMENTALIST, WRITER AND FOUNDER OF FORUM FOR THE FUTURE.

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Blue & Green Tomorrow works with experienced independent financial advisers who specialise in and understand how money can be used to create a secure future for you, for your families and for our planet. Give one of them a call and talk about your plans - you may even find you sleep easier at night if, like us, you want a better future for all. Your hard-earned money can do some of the hard work of making that happen while you sleep.



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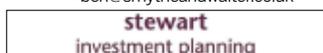
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 Website: smytheandwalter.co.uk  
 Email: lee@smytheandwalter.co.uk  
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 Website: stewartinvestmentplanning.co.uk  
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- Abbott and Booth Ethical Financial Planning
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- Barry Brown (adviser)
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# blue & green newsletter

Every week thousands of people like you read our e-newsletter to catch up with the stories they may have missed, the trends they need to understand and the knowledge that allows them to create a more sustainable investment portfolio and lifestyle.

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- 2 Invest in a nicer ISA** which supports dynamic green technologies whilst generating a healthy return
- 3 Swap your credit card** for one that raises money for good causes every time you spend
- 4 Go for a greener mortgage or insurance policy** and offset some of the carbon emissions produced by your home
- 5 Visit [www.YourEthicalMoney.org](http://www.YourEthicalMoney.org)** to find out how you can make a positive difference with your money



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