

Sustainable Adventure Travel and Your Company: Encouraging Sustainable Tourism for Corporate Travel Policies and Individuals



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If we want to live in a better world —

and by 'better' we mean a world with clean air and water, and where more people have not only the freedom but also the education required to make choices —

we need everyone to understand the value and importance of “sustainable” behaviors.



Who is 'everyone?'

It's You, Your Team, and Your Customers

For people to understand the value of sustainable behaviors, they must first have experiences that allow them to feel their connection to the environment and people around the world.

Travel & tourism, especially “niche” forms such as adventure and volunteer tourism, offer the experiences that help us begin to feel these connections.



XOLA Consulting, Inc.

Xola believes that tourism, especially niche forms of tourism such as adventure travel, have the power to positively transform both travelers and the destinations they visit, bridging divisions between people and nations.

Xola services are focused in four core areas:

- Business strategy
- Operations management
- Industry research
- Destination development

We work with tour operators & governments to develop adventure tourism. We also support corporations interested in incorporating adventure tourism programs into CSR initiatives.

Through *Off the Radar* we connect excellent entrepreneurial, adventure travel operators with passionate travelers.



Defining sustainable tourism & travel

- Sustainable tourism defined: “First, do no harm.”
It is basic to good destination stewardship
- Sustainable tourism does not abuse its product —
the destination.
- Sustainable tourism creates an experience for travelers

Xola works with operators and its partner the Adventure Travel Trade Association to advocate for the adventure industry to take ‘Do No Harm’ one step further: Do Good.



Your Company + Staff Can Support Sustainable Tourism

- Select service providers carefully
- Try volunteer tourism
- Reduce your carbon footprint
- Participate in traveler philanthropy



Select service providers carefully

Purchase trips from reliable tour operators

- www.travelofftheradar.com
- www.adventure.travel
- www.responsibletravel.com

Select destinations that promote environmental and socially responsible tourism

- [Honduras](#)
- [Norway](#)
- [Romania](#)

Stay in hotels and fly airlines that have an environmental management strategy

- Greenhotels.com
- Rezhub.com



Try volunteer tourism

- Travelers work for short periods on projects established to enhance the environment or the community
- Travelers seek to benefit from the intrinsic rewards of contributing to such projects
- Experience can be less rugged than traditional volunteer programs; trip duration is usually 1-3 weeks



Volunteer tourism benefits

Tour operators

- Incorporate existing community assets, instead of transforming them

Communities

- Learn to generate revenue from existing skill sets and environmental attributes
- Receive aid for common needs — medical, educational, business

Travelers

- Add the emotional benefits of “giving back” to the standard list of tourism’s intangible benefits: rest, relaxation, cultural exploration, adventure
- Opportunity for authentic personal interactions with people in the destinations they visit
- Episodic type of volunteer experience combined with travel attracts people who may not typically volunteer in their home setting



Top destinations for volunteer tourism

Destination	Number of projects	Types of Projects
India	51	■ Building
Ecuador	47	■ Community Welfare
Costa Rica	43	■ Teaching
Ghana	37	■ Environmental regeneration
Honduras	28	■ Business
Guatemala	26	■ Cultural development
China	23	■ Environmental research
Kenya	21	■ Medical
Brazil	15	

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**From: Niche Tourism, Contemporary Issues, Trends & Cases; Marina Novelli; 2006*



WAVES for Development combines a surfing holiday in Northern Peru (where the world's longest left-hand breaking can be found) with volunteering with local youth

Local kids often don't have the opportunity to learn to surf; interaction with visitors gives them this chance

This summer July 21- Aug 17 guests can travel from Lima to Lobitos on a 4x4 desert "surfari" with Waves partner Earth Sessions and Olas Peru Surf Travel.

www.wavesfordevelopment.org



Reduce your carbon footprint

- Fly direct
- Rent hybrid or flexfuel vehicles
- Use a carbon calculator
- Participate in a carbon offsets program



Traveler philanthropy

- Make donation to local charity or NGO while visiting destination
- Participate in tour operator give-back program
- Donate only needed items once you arrive in destination and through NGO or tour operator

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Sources for responsible travel

- Corporate Social Responsibility (CSR) programs
- Online
- Non-profit organizations
- Specialty tour operators & travel agencies

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Include travel & tourism in CSR programs

- Employee volunteer adventures — strengthen community relationships in foreign markets and increase employee engagement in the company
- Corporate team building through adventure travel
- Adopt a travelers' code of ethics
- “Green” your business travel supply-chain

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Online resources for responsible travelers

Adventure.travel

BraveNewTraveler.com

About.com

Worldhum.com

travelofftheradar.com

Voluntourism.org

ConnectedTraveler.com

Conservation.org

NationalGeographic.com

WHL.travel





Non-profit organizations supporting responsible travel

- Conservation International
- National Geographic
- Conservation Fund
- Sustainable Travel International
- The International Ecotourism Society
- Climate Care
- Earthwatch Institute
- Global Exchange
- Travelers' Philanthropy
- Waves for Development

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Specialty tour operators & travel agents

- Mountain Travel Sobek
- Backroads
- OARS
- Solimar Travel
- PEPY
- Step Out Experience
- North Andaman Tsunami Relief
- Global Vision International
- GAP Adventures



Adventure tourism can be part of the solution to some of the world's most pressing problems because at the root of every problem and every solution is a thought, an idea, a way of viewing the world.

To change the world, we have to change how we think.



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