



**THE PRINCIPLES OF THE LATA  
SUSTAINABILITY CHARTER  
OCT 2018**

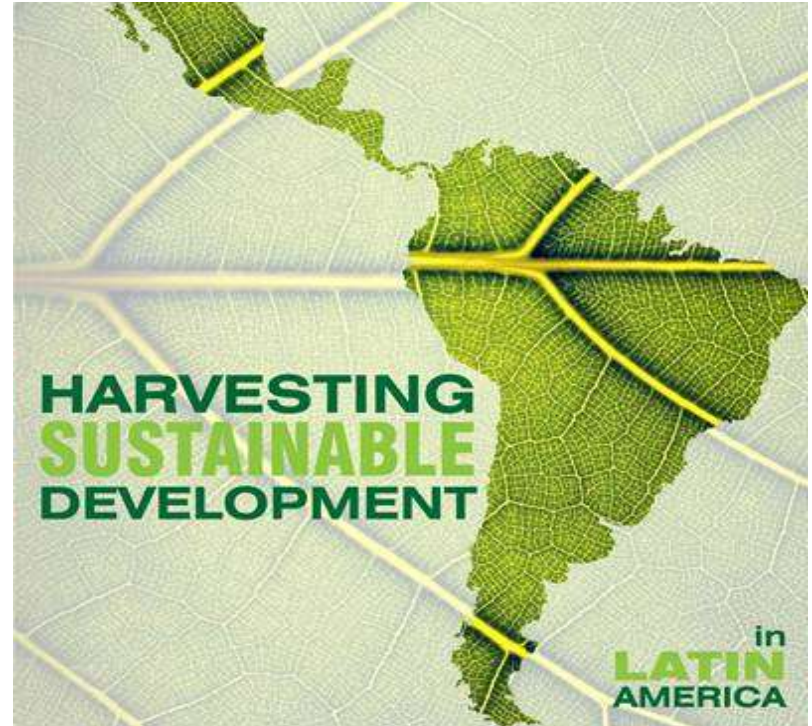


**Presented by Trudi Pearce  
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## Bans on Plastic Straws Are Growing. But Is the Travel Industry Doing Enough?

Global momentum has built in recent months to ban plastic straws and replace them with biodegradable paper ones. But cruise lines and luxury resorts are lagging.





[Play video: Peru Ponchos](#)







[Play video](#)



1. To operate in a way that minimises your organisation's negative impact on the environment.
2. To ensure that tourists are made aware of local environmental challenges and what part they can play in sustainable tourism.
3. To ensure that your employees and contractors are treated fairly.
4. To ensure that the communities in which you operate benefit positively from tourism.
5. To operate in a way that ensures that the economic benefits of tourism are fairly distributed throughout the supply chain.





## WE COMMIT

To making Latin America a leading sustainable destination for travellers. By supporting our members with a sustainability charter, tourism can be a force for good, bringing economic and social benefits, and raise awareness of environmental challenges.

## The principles of the LATA sustainability charter are:

- To operate in a way that minimises your organisation's negative impact on the environment.
- To ensure that tourists are made aware of local environmental challenges and what part they can play in sustainable tourism.
- To ensure that your employees and contractors are treated fairly.
- To ensure that the communities in which you operate benefit positively from tourism.
- To operate in a way that ensures that the economic benefits of tourism are fairly distributed throughout the supply chain.



## LEAVE NO TRACE

TOP TIPS ON HOW TO BE A RESPONSIBLE TRAVELLER FOR YOU AND YOUR CLIENTS BOUGHT TO YOU BY

Here are our top tips for you and your clients on how to be a responsible traveller:



### BEFORE YOU BOOK YOUR HOLIDAY

- Plan your route to minimise carbon emissions.
- Read up on the principles of Leave No Trace - <https://lnt.org/learn/7-principles>
- Ask and review the company's policy on responsible tourism.
- Does the travel company or accommodation have an accessibility policy?

### BEFORE YOU TRAVEL

- Bring environmentally friendly products with you such as your water-to-go bottle and reusable coffee cup.
- Read up on local cultures and learn a few words of the local language.
- Remove all excess packaging and leave it at home.
- Ask for tips relating to responsible travel in your chosen destination.
- Ask whether there are local conservation or social projects to visit on your trip.
- Be aware of any excursions on your trips that involve wild or captive animals.
- Ask if there are useful gifts that you could pack for your hosts, local people or schools.

### WHILE ON HOLIDAY

- Hire a local guide.
- Use public transport, hire a bike or walk when convenient.
- Respect people and their local cultures.
- Use water carefully.
- Where possible pick up rubbish and re-cycle.
- Get involved in beach clean-ups.
- Ask your hosts and the local guides/operators how they invest in sustainability.
- Be mindful of what you buy. Avoid products made from endangered species, hard woods or ancient artefacts and leave shells and coral alone.

### WHEN YOU GET BACK

- Provide comments or feedback about your holiday to your travel company, hotel or tourist board.
- For issues regarding human rights or wildlife exploitation for tourism, contact relevant charities.



**SIGN UP**



Launch principles Charter @ELA 2018.

## Workshop

Build and gather benchmark data collection from members in terms of where they are on their roadmap to sustainability.

Publish benchmark data and define improvement goals.

Launch "Journey to Sustainability" - a process to provide members with access to case studies, methodologies and advisors to improve sustainability.

Provide quarterly updates on sustainability in travel via website, blog, providing more links to content and resources.

Conduct first feedback loop with members.

Tailor and improve resources.

Present update and results at @ELA 2019.



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The path to sustainability is always better when travelled together, and we hope you will join us on the journey.

Thank you