

CONSCIOUS TRAVELER



How to make meaningful changes through ecotourism

You can change the lives of residents leaving a **POSITIVE FOOTPRINT WITH YOUR VISIT**



ESCUELA DE
HOSPITALIDAD Y TURISMO | *udla*



THE TEN COMMANDMENTS OF THE CONSCIOUS TRAVELER

1. GET INFORMED IN ADVANCE ABOUT YOUR DESTINATION

- a. Fall in love with the place and its traditions, recognize local leadership, their knowledge, and values.

2. AVOID COMMON PLACES

- a. Looking for UNPOPULAR places, you contribute to the new tourism trend "UNDERTOURISM" – Lesson learned POST COVID-19.
- b. Look for places where the carrying capacity is determined by THE ECOSYSTEM AND BIODIVERSITY, not by laws or economics.

3. RESEARCH YOUR NEEDS AND PROVIDE SOLUTIONS – EVEN IF IT IS A SMALL BUT SIGNIFICANT SOLUTION

- a. Set a good social and environmental approach as a goal, respecting both the local worldview and the biodiversity.

4. BE FLEXIBLE AND GENEROUS IN YOUR BEHAVIOR AND SHARING YOUR LIFE EXPERIENCES

- a. Promote the reassessment of LOCAL CULTURE towards decent work, fair trade, and gender equality.

5. RESPECT THEIR LIFESTYLE, CULTURE, TRADITIONS AND TRY TO LEARN FROM THEM

- a. Learn from the most respected of the place: elders, sages, leaders.
- b. Be respectful when taking photographs or videos of the processes, rituals, and traditions. Always ask before using your camera and/or sharing and publish them.

6. RECOGNIZE ITS ORIGENS AND TRY TO INTEGRATE IT IN YOUR LARGER UNDERSTANDING OF THE HOLISTIC HUMAN EXPERIENCE

- a. After knowing its essence, open your mind and heart to integrate the experience and become a more open and respectful person to the diversity.

7. HONOR AND ADD VALUE TO ITS CULTURAL AND ENVIRONMENTAL CAPITAL, IDEALLY EMPOWERING THE COMMUNITY THROUGH ACTIONS AND WORDS

- a. During and after your stay, be responsible for the verbal and visual information you share.

8. **BE RESPONSIBLE FOR YOUR WASTE. PROMOTE THE CIRCULAR ECONOMY, THE POTENTIAL FOR WASTE TO BE AN INCOME GENERATOR, AND THE IMPLEMENTATION OF NEW TECHNOLOGIES**
 - a. Avoid the creation of **NON-RECYCABLE, COMPOSTABLE OR REUSABLE** waste.
 - b. If you know replicable techniques for *reuse, recycling* or *composting*, share your knowledge and experience.

9. **GET INFORMED ABOUT ITS GOOD SOCIAL, CULTURAL AND ENVIRONMENTAL PRACTICES**
 - a. Never “carry memories” with you that are part of **ARCHAEOLOGICAL REMAINS, ELEMENTS OF BIODIVERSITY OR LOCAL CULTURE**.
 - b. If you encounter good practices, encourage and support their implementation.

10. **Contribute with your visit to raise their PRIDE OF BELONGING AND PLACE, supporting the recognition of UNIQUE IDENTITY, toward non-discrimination. ENCOURAGE SELF-ASSESSMENT!**

