

## **PATA Traveller's Code**

The PATA Traveller's Code was approved by the PATA Sustainable Tourism Committee at its April 13, 2002 meeting in New Delhi, India.

### **PATA Traveller's Code -- Sustaining Indigenous Cultures**

*"Travel is a passage through other people's lives and other people's places."*

#### **Be Flexible**

Are you prepared to accept cultures and practices different from your own?

##### **1. Choose Responsibly**

Have you elected to support businesses that clearly and actively address the cultural and environmental concerns of the locale you are visiting?

##### **2. Do Your Homework**

Have you done any research about the people and places you plan to visit so you may avoid what may innocently offend them or harm their environment?

##### **3. Be Aware**

Are you informed of the holidays, holy days, and general religious and social customs of the places you visit?

##### **4. Support Local Enterprise**

Have you made a commitment to contribute to the local economy by using businesses that economically support the community you are visiting, eating in local restaurants and buying locally made artisan crafts as remembrances of your trip?

##### **5. Be Respectful and Observant**

Are you willing to respect local laws that may include restrictions of your usage of or access to places and things that may harm or otherwise erode the environment or alter or run counter to the places you visit?

*Copyright (c) 2002 by the Pacific Asia Travel Association. This code may be reproduced freely with full credit to the Pacific Asia Travel Association.*

## **APEC/PATA Code for sustainable tourism**

The Pacific Asia Travel Association (PATA), at its Annual General Meeting and Conference in Kuala Lumpur, Malaysia in April 2001, in commemoration of the 50th Anniversary of the founding of PATA, and looking with vision to the next 50 years of the organization and the continuing growth of tourism and travel in Pacific Asia region, hereby

1. Declares and reaffirms its commitment to tourism and travel growth which is sustainable in the terms set out in the PATA Charter, namely (Article IV)

“In a manner which recognizes the urgent importance to practice an environmental ethic that supports responsible conservation and restoration of Pacific Asia’s unique combination of natural, social and cultural resources”

2. Adopts and undertakes to promote to its members the PATA code of Environmental Conduct, as set out below, and to adhere to this Code in its own activities.

3. Confirms its commitment to supporting the environmental accreditation scheme Green Globe.

4. Affirms its commitment to working with partner organizations, including the APEC Tourism Working Group, World Tourism Organization, World Travel and Tourism Council, World Wildlife Fund, that have made commitments to work for sustainable tourism in the Pacific Asia region, and to work with PATA to achieve that goal.

5. Undertakes to carry out a series of meetings and workshops for PATA members and members of partner organizations, across the PATA region, to raise awareness of the importance of environmentally and culturally sustainable tourism, and of the range of best practise management options and experiences which contribute to this.

*Passed by the PATA Board of Directors on April 8, 2001 at the 50th Annual PATA Conference in Kuala Lumpur, Malaysia.*