PLEDGE

Sustainable Tourism Code of Good Practice

Sustainable Tourism actively fosters appreciation and stewardship of the natural, cultural, and historic resources and special places by local residents, the tourism industry, governments, and visitors. It is tourism that is viable over the long term because it results in a net benefit for the social, economic, natural, and cultural environments of the area in which it takes place. Therefore:

pledges to support these principles of the FAB Region Sustainable Tourism Code of Good Practice:

1. Integrity of place: We will be active stewards of our destination, developing and improving it only in ways distinctive to the locale, accurate and reflective of its natural and cultural heritage, and sensitive to its peoples, society and culture;

2. Enrich tourism experience: We will work to ensure that our visitors are satisfied, enthusiastic, and supportive. We will listen to their interests and concerns, so that they will make return visits and take home travel stories that encourage others to visit the FAB region as well;

3. Environment: We will work to minimize water usage and air and water pollution, solid waste, invasive species, loss of habitat, light and noise pollution, and energy consumption;

4. Human Impact: We will support nationally accepted standards of tourism ethics and human rights in relations with our employees, customers, suppliers, and fellow community members;

5. Collaborate with Communities: We will collaborate with and respect the rights and values of the community, First Nations, property owners, agencies and organizations, customers, suppliers and employees. We will support education, planning, decision-making and stewardship for sustainable community development and delivery of tourism programs and services;

6. Maintain destination appeal: In order to sustain and enhance our natural, cultural, historic, and scenic appeal we will support efforts to avoid tourism overcrowding. We will urge that the design of new developments suit their locale environmentally, culturally, and aesthetically;

7. Sharing best practices: We will continue to promote sustainable tourism principles by sharing best practices in our company or organization and to collaborate on sustainable tourism educational efforts and policy development;

8. Share our story: We will work to engage visitors and residents in exploring the FAB Region’s distinctive characteristics, so that tourists gain a richer experience and residents develop pride in the communities where they live and work;

9. We will post publicly this Sustainable Tourism Pledge and the actions and policies with which we support it, and to the extent feasible, provide an open venue for others to comment.

__________________________
Signature Company/organization

__________________________
Signature FABN

__________________________
Signature Partner
The Sustainable Tourism Code of Good Practice is adopted from principles originally put forward by the National Geographic Society and subsequently by the Destination Stewardship Center. The Code has been slightly modified to be appropriate for UNESCO Biosphere Reserves by Frontenac Arch Biosphere with the kind permission of the Destination Stewardship Center, Jonathan Tourtellot, Founder and CEO.

The Sustainable Tourism Code of Good Practice is intended as a set of principles specifically for tourism related businesses.

How to use the Sustainable Tourism Code of Good Practice

At its simplest, the Code can be set up as three online elements by any tourism enterprise that chooses to sign and participate in a sustainable tourism self-certification program. A Biosphere Reserve, acting as a Sustainable Tourism Stewardship Council (STSC) can assist such tourism businesses by posting and promoting a coordinated program and lending credibility.

To Adopt the Sustainable Tourism Code, an enterprise should provide these 3 things:

1. What We Promise
   The Sustainable Tourism Code, posted online and in the place of business and signed by the participating company or organization; a local Sustainable Tourism Stewardship Council (STSC) should help to promote all businesses participating in the program.

2. What Actions Are We Taking
   A Matching statement, posted online and in the place of business of the organization’s actions and policies in support of each of the first 8 principles of the Code.

3. Tell Us How We Are Doing
   In keeping with the 9th principle, a place online for public comments on the efficacy of the stated actions and policies, preferably hosted by the STSC to ensure neutrality and credibility

Once the URLs are set up, this program basically administers itself, requiring only routine monitoring by the STSC.

Certification

A more advanced variation is to provide 2nd or 3rd party certification.

This model can generate a modest revenue stream for STSC activities through a reasonable participation fee adjusted for the size of each business.

An enhanced program could provide bronze-silver-gold achievement levels, with appropriate processing fees.

Third party certification provides the best credibility and avoids conflict of interest. A phasing of the steps can be considered, with full certification being implemented once a critical number of businesses have signed a pledge to adopt the Code.