

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:

(Company/Organization Name)

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.