



respect 

TRADEMARK OF NATUREFRIENDS INTERNATIONAL

Travelling Respectfully

Tips for fair travel



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The brochure „Travelling Respectfully“ (now in its 6th edition), provides useful information and tips and points out possibilities to travel in a respectful and sustainable way.

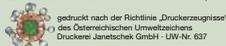
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Introduction

*Your behaviour in a foreign country makes a difference!
Contribute to making tourism sustainable – for everyone*

Tourists leave their mark on the living conditions of the local population as well as on the state of natural and cultural attractions. How can I – as tourist – contribute so that these influences benefit the country, its population and me?

This brochure aims to encourage reflections on the impact of tourism and make the most important aspects of “sustainable” tourism comprehensible – in a humorous way and with many useful tips.

A Tanzanian proverb says “When visiting others, rather open your eyes than your mouth”. Open-mindedness for the country and its people can really make a difference: you as the visitor might be seen from a completely different perspective. Give it a try – your journey will gain in quality!

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Our holiday – their home

According to UNWTO, the number of international tourist arrivals amounted to 1,087 billion in 2013. More than half of these came from Europe.

Different, seemingly “exotic” cultures are tempting. More than a third of all journeys go to so-called developing countries, which accounts for the significance of tourism in North-South relations.

Tourism is considered one of the most important economic sectors worldwide. It provides opportunities for the destinations to earn foreign exchange and improve the living conditions in the country: tourism creates jobs in the hotel and hospitality industries; traditional crafts are promoted, manufacturing of art and souvenirs as well as trade offer additional sources of income for the local population.

But when the needs of everyone involved are not taken into consideration tourism can also lead to more inequality and grave environmental problems, or overstrain local cultures.

How to get in the right mood

Sometimes it is better not to have ready-made answers but to be interested and to ask questions. Scrutinise your own opinions and attitudes; critically question stereotypes, prejudices and facts often taken for granted. See for yourself how things are by thoroughly observing them.

Before you start your journey, ask yourself:

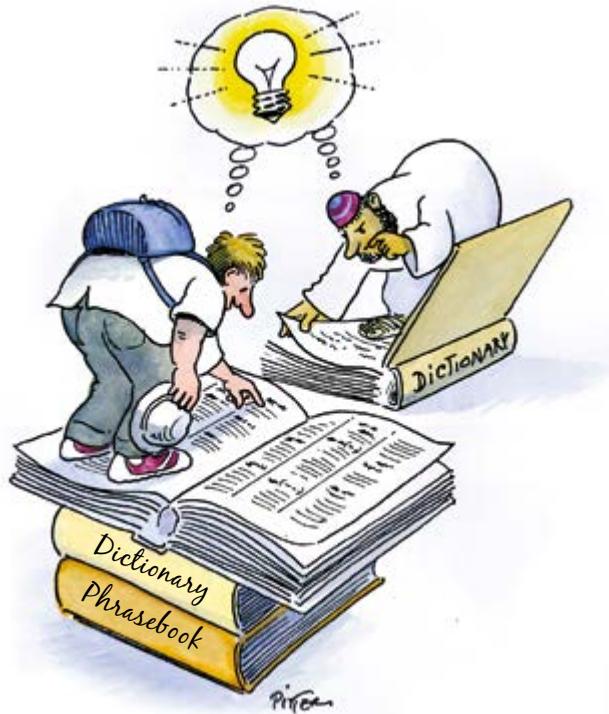
- What do I look forward to? What do I willingly leave behind?
 - Who is pleased with my travelling? At home? In the country I go to?
 - Do I want to learn something on this journey? What do I want to learn?
 - Which persons do I want to get to know? What do I already know about them? What do they know about me? What do I expect from them?
 - Who benefits from my journey? To whom might it do harm?
 - What will I bring on this journey and what do I want to take home? What kinds of thoughts, presents or souvenirs?
- Could I involuntarily hurt somebody in the country I go to? By means of a tip that I give, presents, words, habits, demeanour or photographs?
 - How do people see me? In their eyes, am I an “intruder”, somebody who brings money from abroad, or a guest from a different world?
 - How do I feel as a stranger to another culture?
 - How much time will I spend in cities and how much in the countryside?
 - Is there time for unexpected encounters and conversations? How much time do I have for myself? How much time will I take to really get to know the country and its people?
 - Do I look forward to going back home? Why (not)? To what/whom do I look forward to (or not)?

Attitude

Appreciate the difference: travelling requires open-mindedness and tolerance. "Different" does not equal "bad".

- If impressions give rise to fear, you feel unable to cope with a situation or find fault with everything, you probably suffer from culture shock. Stay serene.
- Be curious and open-minded. Accept the differences and appreciate them. Be respectful towards locals and meet them on an equal footing. They are neither "exotic" nor "primitive".
- You will have more intensive experiences and thus benefit more if you focus on a particular region. Don't try to "tick off" whole countries or even continents. Less is more – you're on holiday, after all!
- Re-discover the term "to have plenty of time". Punctuality is a different concept in different cultures. Patience is a virtue – almost everywhere.





Conversation

It doesn't hurt to smile! Smiling connects people and soothes the soul – at home as well as abroad.

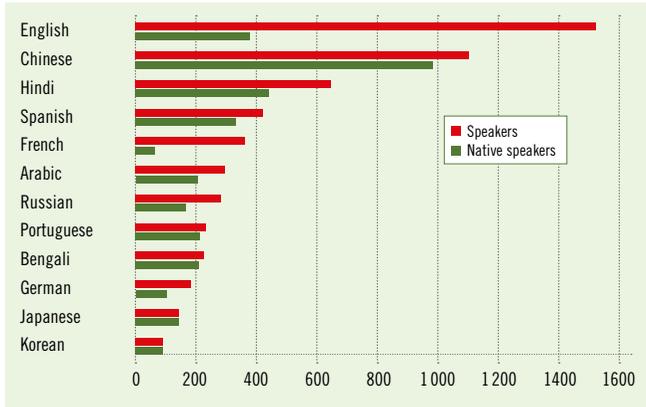
- Always try to be polite, friendly and patient, even in case of problems. Don't raise your voice. Just like at home, it will get you nowhere, but will poison the atmosphere and make you lose your face.
- Having some command of the English language helps a lot – don't be afraid of speaking it! When travelling to Latin America, you should at least have a basic knowledge of Spanish and in numerous regions in Africa it helps to know a little French.
- There are many countries with dozens of languages. It's fascinating to learn lesser-used languages, especially if you want to get to know locals and the country more intensively.
- You should at least know the commonly used words and gestures to say "Hello", "Goodbye" and "Thank you". Remember that there are countries in which "thank you" is not said very frequently. It sometimes suffices to smile or nod.

On <http://journals.worldnomads.com/language-guides> you can download a language app for iPhones.

It provides important words in different languages from Arabic and Khmer to Swahili and includes audio files to practise pronunciation.

Languages of the world

The most widely spoken languages throughout the world (in millions of speakers and native speakers)



Source: *weltsprachen.net, Statista 2013*

Linguistic diversity in world regions:

- All in all, there are more than **7,100 languages** around the world. 2,146 (30.2%) of these are spoken in Africa, 1,060 (14.9%) in America, 2,304 (32.4%) in Asia and 1,311 (18.5%) in the Pacific region. With 284 languages, Europe only makes up 4% of the living languages.
- **6%** of all languages are spoken by **94%** of the world population. By contrast, 94% of the languages of the world are spoken by only **6%** of the world population.
- Spanish is spoken in **31 countries**, amongst others in all Latin American countries with the exception of Brazil (where many people understand it, though).
- French helps to communicate in many African countries, in eastern Canada and in parts in Cambodia, Vietnam and Laos.
- Portuguese isn't only the official language in Portugal and Brazil, but also in several former colonies in Africa and Asia, for example in Cape Verde and Mozambique.
- About 3,000 languages of the world's 7,100 official languages are endangered. Many of those are increasingly replaced by predominant languages, used less and less and not taught to the next generations. Globalised tourism also has a share in this development.

More information on the languages in the world

www.ethnologue.com, www.sil.org, www.unesco.org



Know how

Preparation will help you to better understand the country you visit – you will thus have more enriching experiences.

- The more you know about the destination, the less likely you are to hurt the feelings of locals.
- Start the journey in your head! You can find information in guide books, specialised literature and documentaries on the radio, on television and on the Internet. Find links on www.nf-int.org
- Good guide books don't only describe tourist destinations and sights, but also people and their everyday lives. You should also acquaint yourself with the current political situation, environmental issues and human rights. Local non-governmental organisations and international organisations often provide information on your destination in English.
- You will get better insight into the lives and thoughts of people in different parts of the world by reading contemporary literature. More and more works of authors from developing and threshold countries are being translated into English.
- Talk to people who know the country you are going to – for example people who come from these countries and live and work among us now.



Hospitality

Every traveller hopes to encounter real hospitality. For free. But hospitality is not a one-way street.

- Hospitality can be overwhelming, but it is not always selflessly extended. Hosts often expect something from it: entertainment, status, an address abroad, support or an invitation in return.
- Giving presents to the hosts is often uncommon. Inquire about these customs in the respective country. Small gifts from your home country, such as pictures, postcards or small presents for children can bring joy. Take into consideration that 'family' includes everyone from the extended family in many parts of the world.
- Don't act as a doctor if you are a layperson. Donating medication is only wise when having consulted with doctors or medical facilities beforehand.



Find more information on:

www.nf-int.org/dmdocuments/NFI_BarrierefreierTourismus.pdf

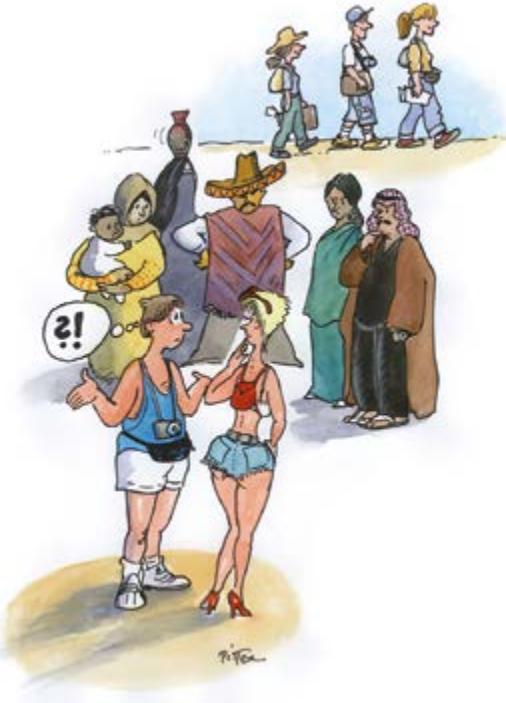
www.barrierefreie-reiseziele.de

www.wheelmap.org

Accessible Tourism

Almost every traveller can find him- or herself faced with obstacles. This doesn't only concern the about 50 million people with disabilities in Europe, but, amongst others, our ageing population.

- In general, thorough preparation and reliable (!) information are important for travellers with physical handicaps, as they enable people to also get to know the region outside the hotel.
- Don't hesitate to check with your tour operator or hotel manager – this is often all it takes so that they can cater to your special needs.
- Before you start your journey, ask your supplier of transportation services for special services for people with reduced mobility. Thus they can organise options to facilitate baggage transport and getting on or off the bus, train or flight.
- Use the Internet to search for wheelchair-accessible locations. On www.wheelmap.org you can find a virtual map of wheelchair-accessible locations all around the world. It is also available as app for smartphones.
- Look for destinations specialised in accessible tourism offers: pram and wheelchair-accessible hiking trails, guided tours in several languages including sign language or guides for the visually impaired.



Clothes make the man

We love the warmth and the sun. But this doesn't entitle us to stroll through cities and sanctuaries in our beachwear.

- Travellers should take care to dress appropriately in other cultures. Let yourself be guided by what locals wear.
- It is often considered inappropriate and disrespectful for women to wear hot pants or tight tops. Cover your shoulders. Men shouldn't wear undershirts, and shorts are uncommon in many parts of the world.
- Tantalising and provocative appearance and clothes are often met with incomprehension. Topless sunbathing is even forbidden in the U.S.
- In damp and hot regions, it is sensible to wear lightweight clothing which is not too tight, made from natural fibre or breathable microfibre. An umbrella will not only protect you from the rain, but also from the sun.



Accommodation

Choose your accommodation carefully. You will often find good accommodation and fair conditions in middle-class hotels or family-run businesses. If possible, use recognised sustainability labels as a basis for your decision.

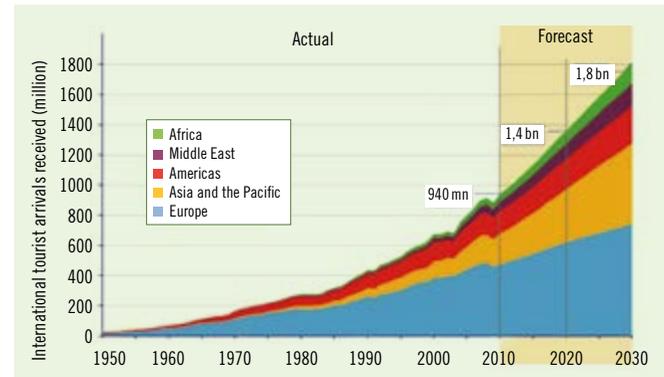
- Small, simple accommodations are often run by the owners themselves. The money you spend there will, as a rule, benefit the local population. However, it's especially in businesses such as these outside Europe that employees are ill-paid and have to work long hours. Exploitative child-labour is not uncommon either.
- The revenues of international luxurious hotels often benefit large corporations. On the other hand, employees often have better, or at least regulated, working conditions.
- You can strike a balance by choosing a medium-sized hotel run by locals.
- Should you remark poor working conditions or inadequate water or waste treatment, talk to the hotel management or inform your tour operator.
- You can find more information on sustainability labels for accommodations on the pages 80 and 81.

Changing climate

The effects of climate change are becoming increasingly perceptible. They already take devastating forms in developing countries – for example in the form of more frequent natural disasters. Tourism also contributes to climate change, especially through air travel.

- Global air traffic has a share of about 5% in man-made climate change.
- But it is not only the CO₂ which harms the environment. In great heights, airplanes emit cirrus clouds, contrails or nitrous gases which also contribute to global warming. The actual impact of a flight on the climate is about three times the amount of the CO₂ it emits.
- Air traffic is the fastest-growing source of greenhouse gases worldwide. It is estimated that flight emissions will increase four- to sixfold over the next 40 years, if air traffic is not reduced. Savings made by technological progress are eaten up by the rapid growth.
- The airplane is the means of transport which harms our climate most. One single long-distance flight can already exceed the amount of emissions that a person would be entitled to in a whole year, if they keep their impact on the climate low.
- Climate change consequences are unfairly and unequally distributed. People in developing countries are hit particularly hard, although their contribution to climate change is relatively small compared to other countries.

International travels

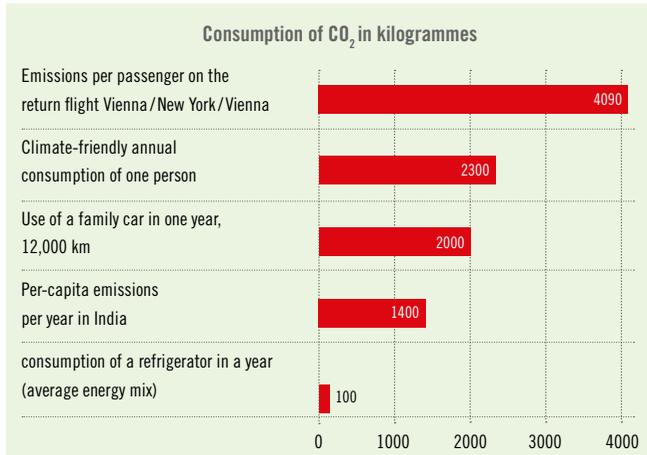


Source: UN World Tourism Organization, 2013

International tourist arrivals increase continually – and with them, the impact of air travel on the climate.

Tips for climate-fair journeys

The impact of a return flight Vienna/New York/Vienna on the climate – a comparison



Source: www.atmosfair.de, applies an RFI factor 3

- Opting not to go by plane means to actively protect the climate. Avoid flights when there are means of transport that are more environmentally friendly. A comparison: an aircraft produces 350 grammes of CO₂ equivalents per passenger kilometre and a car 140 grammes, whereas the train and bus produce 20 to 30 grammes respectively.
- It's especially short-haul flights that strain the environment disproportionately, as take-off and landing are the stages where additional energy is used. Opt for mini-breaks in or near your home country and stay on the ground.
- Try to fly less frequently, but stay in one place for a longer time. This will also benefit the local population. Rule of thumb: for a flight of up to 2,000 km distance you should stay at the destination for at least 8 days, for a flight of more than 2,000 km distance you should stay at least 14 days.
- Some needs – such as swimming, sunbathing and relaxing – can also be met in nearby destinations, you don't need to go to the other end of the world.
- If you want to explore a remote country, culture and nature and can't make do without going by plane, there's the possibility of paying a voluntary climate levy (see the tips on the next page).

Voluntary climate levy – good to know about!

International air traffic is exempt from the UN climate change commitments. Therefore it is important that travellers “compensate” the greenhouse gases their flight causes with a voluntarily donation to a climate protection project. With help of these climate protection projects, the same amount of greenhouse gas emissions as the flight caused can be saved elsewhere.

Serious providers of climate levies comply with the following criteria:

- The climate protection projects comply with the “CDM Gold Standard”. This standard was developed by environmental organisations and guarantees that emissions be saved traceably, sustainably and in due consideration of social and ecological guidelines. (www.cdmgoldstandard.org)
- The emissions calculator uses the Radiative Forcing Index (RFI), a factor which takes into consideration the increased greenhouse effect of pollutants in higher altitudes. An RFI of at least 2.7 is adequate.
- The provider ought to point out that refraining from a flight is best to save the climate and recommend that especially short-distance flights (up to about 1,000 km) should be replaced by more environmentally friendly means of transport such as train or bus. Paying a climate levy is not a legitimisation to not change the way of travelling and thus continue to pollute the environment.
- The provider ought not to be a not-for-profit business.

Recommended providers that comply with these criteria:

nachdenken • klimabewusst reisen



www.atmosfair.de*



www.myclimate.org



www.klima-kollekte.de

* rated best in several independent comparative studies.

Comparative studies that assess providers of climate levies with regards to the quality of their climate projects, emission calculators and customer communication can be found at www.verbraucherfuersklima.de (German only).



Poor air quality

Air pollution and fine particulate pollution caused by car traffic have reached disastrous levels in developing countries, especially in big cities.

- Use local public transport as often as you can. That way, you will also get to know the country and the people better.
- Don't rent a car, rather take a taxi or for hours or for a whole day. In most cases, this costs about the same, but by taking a taxi you reduce the danger of producing an accident and at the same time you help to secure a job. Furthermore, the driver is sure to know his or her way around the place and will surely be delighted to give you a few tips.
- Take a scarf or something similar with you to cover your nose and mouth on an "open" drive in rickshaws or scooters.
- You should give preference to food and drinks from the region. Long transport routes don't only cost a lot of money, but also pollute the environment.



Financial recognition

People working in tourism depend on tips.

- Inquire whether it is common to give tips and how high they usually are. This can vary from region to region.
- Suitcase carriers, chambermaids, waitresses and waiters often can't live on their wages alone. Give a generous tip if the service was good, but don't exaggerate, as you might give rise to false expectations.
- If the service was bad, give less money or don't tip at all. Explain why you weren't content with the service in a friendly way, without arrogance.
- Don't ever get involved in bribery. You would only contribute to the widespread corruption, a more "sophisticated" way of begging and fraud.



Say cheese!

Photos and films can capture unforgettable impressions. But you need to be respectful.

- Don't consider locals as mere "photo objects".
- Don't take pictures without asking or even against the wishes of people. Usually you can ask for their assent simply by smiling, making eye contact or nodding.
- After a friendly conversation, many people voluntarily have a picture taken of them "to remember".
- If you promise to send a picture, keep your promise.
- Show utmost restraint when it comes to rituals or religious ceremonies.
- If somebody charges "right to one's own picture", either give a tip or refrain from taking the picture.
- Before taking a picture, always ask yourself whether you would like to have such a picture taken of you or your son or daughter.



Souvenirs

Carefully chosen souvenirs are nice keepsakes and can benefit the local economy.

- Make sure that the souvenirs you buy have really been manufactured in the country you visit. You thus support local craft and the local economy.
- In order to avoid sell-out of local culture (and cultural treasures), don't buy antiques.
- Don't secretly pick up pieces from archaeological sites and take them home. These are often precious cultural treasures that should rather be exhibited in a local museum.
- Don't buy products made from endangered species of flora and fauna (e. g. bags made from crocodile leather, carvings made from ivory, mounted animals). In many European countries, importing such products is liable to legal prosecution for reasons of protection of species.
- Inquire about import and export regulations. For example, corals intended as a souvenir can cause problems with the authorities.



At a bazaar

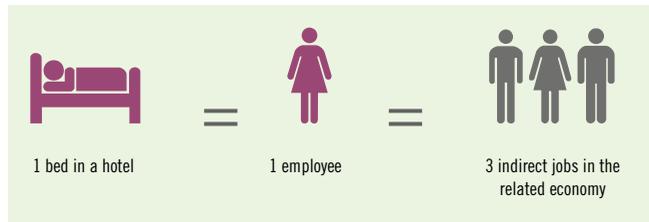
Colourful markets and bazaars are among the highlights of every journey. Haggling has to be learned, though.

- Do only haggle if you are really interested in buying something: haggling is communication as well as game.
- Be fair. The more you smile while haggling, the more fun it will be. If you accept the first-mentioned price with a grim face, you will lose money and not be a partner for a fair and good trade.
- At oriental bazaars, a glass of tea is part of the ritual. Accepting it won't oblige you to buy anything.
- Many street hawkers are extremely poor. They often have clear minimum prices. Don't haggle mercilessly for every cent.
- If you don't like haggling, you better buy in shops where there are fixed prices.

Tourism creates jobs – directly and indirectly

About 240 million people work in tourism and the related economy, about half of those work in the informal sectors, without employment contract or worker's protection.

Intensity of labour in the tourism sector

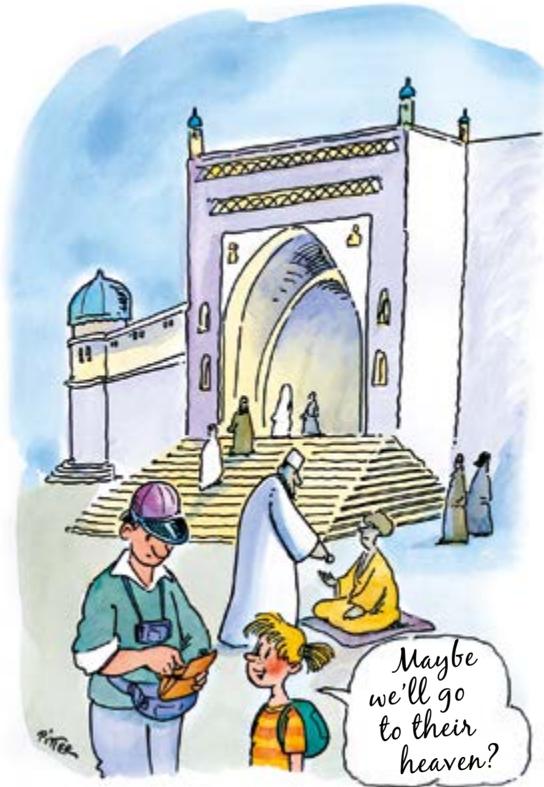


Source: ILO: *Reducing Poverty through Tourism*, 2008

Street hawkers

Tourism does not benefit everyone to the same degree. If a street hawker approaches you, bear in mind that they also try to earn a living from tourism.

- The informal economy is a labour-intensive sector, requires few qualifications, is easy to enter into and uses local resources.
- Locals who don't have formal jobs in tourism might try to make a living by selling self-made jewellery, food etc.
- Be respectful towards street hawkers. They try to earn a living for themselves and their families. Don't react in an annoyed manner if their approach initially seems obtrusive.



Consciously donating and helping

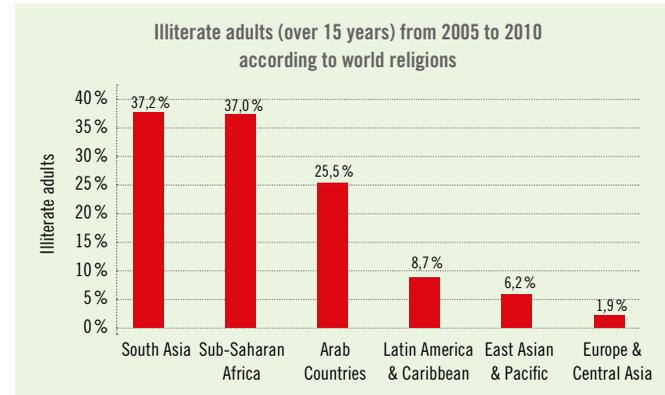
Without social protection and government aid, many people have to resort to begging.

- It is difficult to treat beggars in the right way. Pay attention to whether locals give them money, which is often the case in front of temples and mosques.
- “Successful” begging children play truant. Please don’t give any money to children as a matter of principle, even if it is difficult. Giving money means to maintain this vicious circle and the money often only benefits the organised adult beggars acting in the background.
- Refrain from short-term voluntary service, so-called “voluntourism”, in schools and children’s homes. It needs a lot of time to work with children and build mutual trust. You should leave it to local, educated professionals.
- Rather support child rights organisations or projects and programmes for children by reputable aid and development organisations.

Worldwide income disparity and educational disadvantages

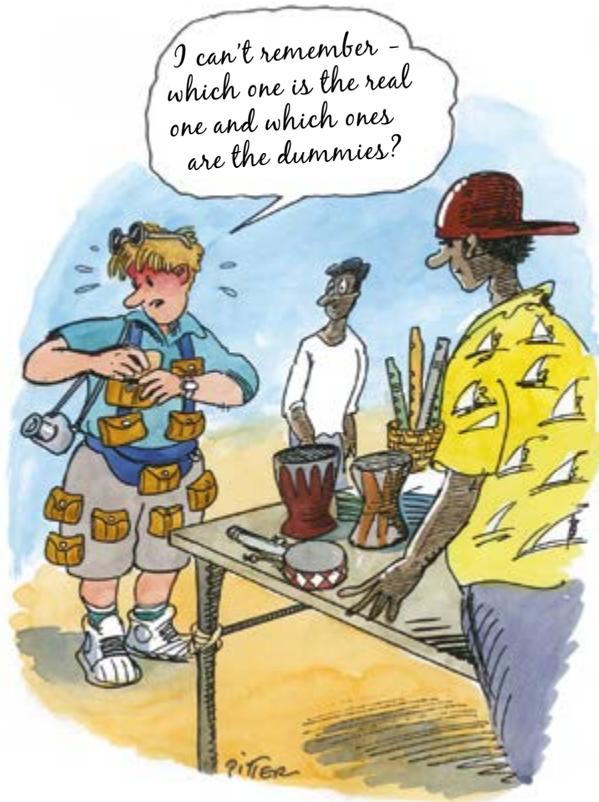
- **Nine in ten** people in the countries with high income rank amongst the top 20 % in the global distribution of income.
- The income of the world's **500 richest people** is higher than the total income of the 416 million poorest people in the world.
- The term “absolute poverty level” has been defined by the World Bank as follows: the per-capita income is below **1.25 USD/day**. Currently, about 1.29 billion men and women live in absolute poverty; this amounts to more than one in five people in this world.
- Poverty is more than money and income: People are also considered poor when they are excluded from the social life – for example, having no access to medical care or education – and when they have no opportunity of changing their living conditions.

Education – an important indicator



Source: Statista, United Nations Development Programme, 2013

- 774 million adults can't read or write, almost two thirds of them are women.
- The opportunity of attending school is a human right and basis for the economic and social development of a country. But not all children in the world have access to education – and much less have access to free education. Throughout the world, more than **61 million school-age children** don't attend school, and **more than half of them are girls**.



Crime

It's not easy to cope with the extreme gap between wealth and misery. The lack of prospect for many young people and malfunctioning legal systems are reasons for criminality.

- You should not be afraid, as fear won't help – in any situation. All around the globe – and especially in tourist destinations – there is criminality. Be attentive and watchful.
- All Western tourists are considered “rich” in developing countries. Show restraint: exhibiting your wealth will increase the risk of falling victim to theft or mugging.
- Keep your money and documents close to your body and put valuables in various pockets.
- Keep away from drugs! There are high sentences involved the world over, in some countries it's even death penalty.



Water

Water is a precious resource. It is very scarce in many tourist destinations and should not be wasted mindlessly.

- Inquire about the water conditions in your destination and chose hotels which adapt their water use to the environment. Spacious hotel complexes with park-like pastures that need constant watering have a tremendous water consumption.
- During the wet season, water is often even scarcer due to muddy water pipes and conduits as well as missing opportunities for water purification.
- Only take short showers when water is scarce. Turn odd the tap while brushing your teeth and report dripping taps. Refuse to have towels and bed linen changed every day in order to save water and chemicals.
- Golf players should be aware of the fact that golf courses need especially exhaustive watering and excessive fertilisation which pollutes the soil and ground water.

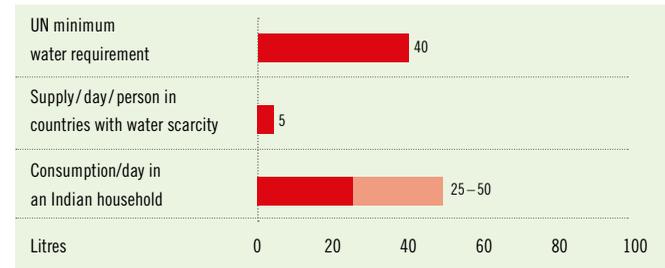
Access to water – a human right!

- About **1.1 billion people** in **80 countries** need to make do with less than **20 litres** of water a day. **884 million people** don't have access to clean drinking water.
- In 2025, **1.8 billion people** are expected to live in countries with absolute water scarcity. This shortage increases the risk of armed conflicts about the vital resource.
- Every year, about **1.8 million people** die from contaminated water and a lack of sanitation and hygiene.
- The poorest households in El Salvador, Jamaica and Nicaragua spend an average **10% of their income** on water.

Sources: FAO, UNESCO

- A golf course in a tropical country such as Thailand needs as much water a year as 60,000 rural inhabitants.
- A Caribbean cruise liner consumes 7.5 million litres of water a week and produces 800,000 litres of waste water.
- The Caribbean islands Antigua and Barbuda need to buy water from their neighbouring island Dominica in order to keep tourism going.

Water supply



The average daily water requirement of a German-speaking household is between 125 and 160 litres per person.



Food, just like at home

Enjoy the surprise of delicious traditional food in the country you visit.

- Benefit from your journey to get to know the local cuisine. Locally grown food is usually fresher than imported products and you support local agriculture by buying some.
- The fresher prepared and hotter the food is, the less health risks it poses. Eat where locals do – this also encourages communication.
- The kind of staple food consumed in the region strongly depends on cultural, climatic and economic factors. Vegetarians won't have a problem in South Asia, in Latin America and elsewhere they might be met with incomprehension. Muslims must not eat pork, many Hindus don't eat beef.
- Appreciate the food you get – the local population rarely has it in abundance.
- Travelling means to broaden your horizon – also keep this in mind in your choice of food and you will gain many positive experiences.



Protection of the environment and biodiversity

Over the last 100 years, humans have changed ecosystems more quickly and more comprehensively than in any comparable time span before.

- When travelling, stick to the motto “I can better protect what I know”. Read up about the natural treasures in the region you visit and raise the awareness of your fellow travellers about landscapes worth protecting and habitats of endangered plants and animals.
- Behave respectfully in the outdoors: stay on marked trails, keep dogs on the leash and don't make more noise than necessary.
- Animals and plants are no souvenirs – this includes dry seahorses or starfishes, turtle shells or products made from tortoiseshell or seashell!
- Refrain from explorations with motorised means of transport – nature is best experienced on foot, by bicycle or in a canoe.

- Adhere to the special rules that are in place in protected areas. They are often indicated on information boards.
- Share your appreciation of the natural treasures with locals.
- Critically scrutinise the sense of responsibility of your tour or excursion operator – on the basis of the accommodation provided, mode of arrival and the excursions:
 - Do they use the designated hiking trails?
 - Are the rules of conservation areas adhered to?
 - Are the visitors informed of especially endangered habitats and species?
 - Is the area explored in small groups?
 - Is waste disposed of in the proper way?

Loss of species – what is important to know?

- The current species loss is 1000 times higher than natural species loss would be.
- The main cause of species loss is the loss of habitats following human intervention. Recently, the effects of climate change have aggravated the situation, especially afflicting species that have adapted to a specific climate.
- The situation is most dramatic in regions where extensive parts of habitats have been radically changed and destroyed, for instance in the Amazon rainforest, in central Africa, in South-East Asia and in several regions in China and Russia. The industrialised countries are especially responsible, seeing that they are often directly or indirectly implicated in the destruction of habitats (indirect implication e.g. by importing cheap products from agriculture and forestry).
- Within the EU, the existence of 42 % of all mammal species, 15 % of all bird species and 45 % of all butterfly species as well as near-nature woods, bogs and fields of flowers with numerous species are under threat.



Energy supply

Use energy economically, especially in countries of the global South, where energy supply is often insufficient and unstable.

- Don't forget to turn off air conditioning, lights and other electric devices when you leave your accommodation. This will not take long, but help to save a lot of energy.
- Do you really need air conditioning? If not, leave this power-guzzler turned off – additionally, you will avoid catching a cold. This also applies to heating: reducing the hotel room temperature from 20°C to 18°C helps to economise 3 to 5 % energy.
- Refrain from power-guzzling habits and leave gadgets consuming a lot of energy at home. Thus, you won't be annoyed if there is no suitable voltage or adapter for your electric toothbrush or shaver!
- If wood is scarce, you should refrain from lighting a camp fire, even if you really love it. Leave this precious resource to the locals.



Don't put your foot in it!

Locals will be pleased to find that somebody has a genuine interest in their country and their customs.

- Learn the local ways of greeting. Shaking hands is often uncommon.
- Inquire after the social position of women. In many cases, family structures are a microcosm of society. Having a conversation between women is often easier.
- Public caresses are frowned upon in some countries, as are sneezing and blowing one's nose.
- In many countries, the left hand is considered "impure". Food is only touched with the right hand.
- You will often have to take off your shoes before you enter sanctuaries or private apartments. If you sit with your legs crossed, avoid to point the soles of your feet towards another person.
- Don't touch the head of other people, especially not of children. The head is considered sacred in some countries, especially in South-East Asia.



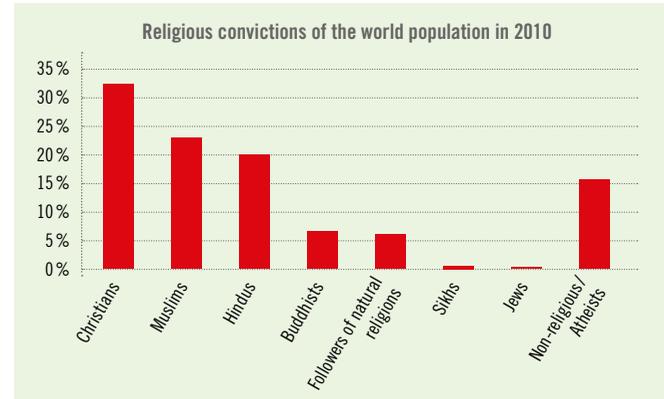
Gods

All around the world, people's everyday lives are determined by their religion and their faith. Acquaint yourself with religious customs and practices. Religion is a very fascinating topic, but at the same time a very sensitive one.

- When visiting churches, temples and mosques or participating in “exotic” celebrations, you can immerse into the religion and experience people’s faith. Don’t occupy the best places at processions, leave them to the believers.
- Many of us find it difficult to talk about their faith and religion. Think about how you could best answer questions about your religious conviction, what it is and what it means to you.
- Be respectful towards cultural objects and relics. Only touch religious statues if locals do so, too.
- Temples or mosques may only be entered without shoes. In several Hindu temples, other things made from leather (such as jackets or belts) have to be taken off too, as a symbol of absolute non-killing.
- In the fasting month Ramadan, practicing Muslims don’t eat and drink during the day. Even travellers might find their daily routines sometimes restricted, as restaurants only open after sunset.

- Buddhists as well as Hindus believe in rebirth (reincarnation). Foreign guests may take part in so-called “Pujas” (= devotions in temples).
- Christianity, Judaism and Islam are Abrahamic religions: they all trace their origins to Abraham. They are monotheistic religions, which means that they believe in one single god.
- Hinduism, Buddhism and Taoism are the prevalent religions in Asia. Besides, there is a vast number of other religions that are neither “cults” nor “sects”, but independent religious convictions with goddesses and gods.
- In some parts of Asia and Africa, tourists that pointedly show their Christian faith are often met with distrust. Read up about the colonial history of the country and show restraint.

World religions



Source: Illustration based on figures of the Pew Research Center's Forum on Religion & Public Life, www.pewforum.org



Sex tourism and child abuse

In many countries, there are women and men who are so poor that they need to work in prostitution; other families prostitute children. Sexual abuse of children is a crime and is severely punished – in Europe as well as elsewhere!

- Prostitution didn't only start with the beginning of tourism. It has always existed in almost all cultures – varying in extent according to the country, religion and cultural history. Tourism accounts for a boom in prostitution, as can be seen in Thailand, Sri Lanka, Kenya, Brazil, the Dominican Republic, or tourist centres at the Black Sea coast. International business tourism also increases the demand for sexual services abroad.
- The sex tourism industry is in constant need for “new” women, girls and boys. This need is often met by human trafficking. Sadly, also impoverished parents sometimes sell their children to brothels or to human traffickers.

- Sex tourists take advantage of the misery in the country, even if they don't think they do.
- Paying children or adolescents for sexual services abroad (giving money or something else in exchange) is considered a criminal offence in most countries and can lead to severe sentences in one's home country, regardless of the criminal law in the country where the crime has been committed.
- Children need protection, everywhere in the world! Think about how you would feel if your children were forced into sexual services by rich tourists.
- Travel responsibly! Find out whether your tour operator actively champions children's protection from sexual exploitation.

Do you want to make sure that CHILDREN'S RIGHTS are being respected on your journey ...?

- Chose a tour company that signed the Code of Conduct for the protection of children from sexual exploitation in travel and tourism and actively stand up for children's protection.

For further information visit www.thecode.org.



Don't turn a blind eye to the problem, report suspected cases!

- Take action when you notice child prostitution or its initiation by tourists!
- Should you receive ambiguous offers or notice something that arouses your suspicion, inform your tour guide and hotel management. Report bars or similar venues where sex tourists have "fun" with children. You can find further information on the next page.

Have YOU witnessed a case of child sex tourism while travelling?



Don't Look Away! **Report** sexual exploitation of children. By reporting, you could help the police find the perpetrators of these heinous crimes and help the ECPAT network decide where it may need to strengthen its child protection efforts. Ultimately, by reporting cases of child sex tourism, we send a message that we will not tolerate the sexual exploitation of children anywhere. Together we can contribute to a world where children are protected from sexual exploitation.

For reporting and further information visit www.reportchildsextourism.eu – also available as smartphone application !



For further information
about child protection visit
www.ecpat.net



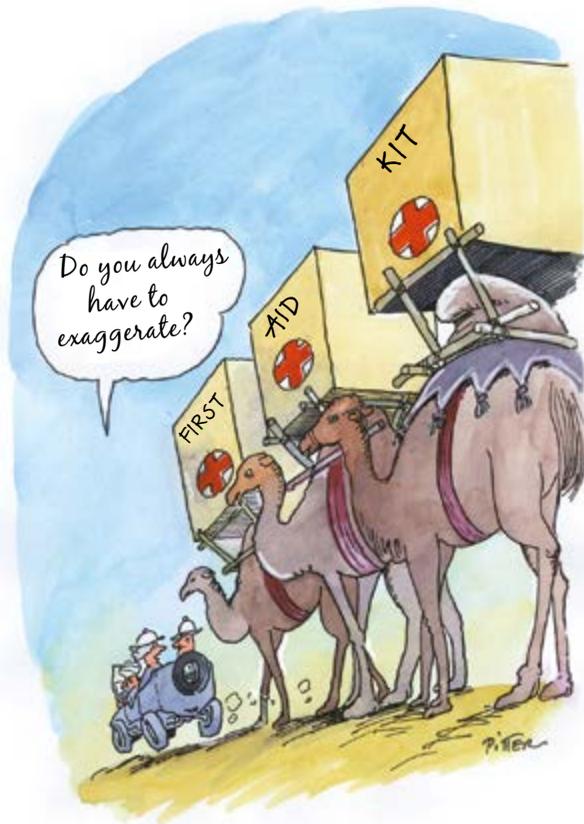
HIV / Aids

HIV/Aids is known everywhere these days, but often there is still a taboo attached to it.

- Treat people suffering from HIV respectfully. In 2011, about 34 million people were living with HIV. Many of the countries in which HIV/Aids is wide-spread, are popular tourist destinations.
- There is still no cure to HIV/Aids, but medication can help people to lead a normal life.
- Reliable protection from HIV can be guaranteed by sexual abstinence, the use of condoms and avoiding any contact with blood. Find out beforehand where you have safe access to good medical care lest you should fall ill or have an accident.

Find more information on www.unaids.org.

More information on personal protection can be found on www.difaem.de (German).



Health advice for your journey

Being and staying healthy is especially important on a journey. The climate often differs from what you know. Before and during your journey you can take important precautions.

- “Cook it, peel it or leave it” is an easy-to-remember rule of thumb to avoid gastro-intestinal infections.
- Don’t forget to drink enough and regularly! Drinking at least two litres is important in a hot climate. Boil or filter water, or ask whether your hotel can provide drinking water. If this is not possible, drink bottled water. Avoid ice cubes – they are usually made from tap water.
- If you spend time in an air-conditioned room, make sure to dress accordingly – otherwise you’re bound to catch a cold.
- On excursions you should make sure that your taxi or the car you rent has seatbelts and that you get a helmet when renting a bike.
- Look up emergency numbers and English-speaking doctors before you start your journey.

- Don't be overly afraid of diarrhoea! It's the most frequent health problem on (long-distance) journeys and it passes quickly. Substituting water and electrolytes is the most important thing to do. For adults suffering from diarrhoea, the following rule of thumb applies: whenever you went to the toilet, make sure to take in 250ml of liquid. In minor cases, it often suffices to drink fruit juice, industrial fizzy drinks or soups. Furthermore, there are ready-made rehydration solutions (ORS). Solutions prepared with rice meal are also very efficient. Don't stop eating altogether for a longer time when you have diarrhoea. If your symptoms continue and you have a temperature, you should see a doctor.

Other widespread health risks

- In many overseas regions, agents of the dengue fever are transmitted by diurnal mosquitoes – in cities as well. The only prevention is mosquito repellent.
- Due to the risk of bilharziosis, you should not take a bath in inland waters in many regions in Africa, South America and Asia. This includes also and especially lakes such as Lake Victoria and Lake Malawi, both of which have tempting beaches. When walking barefoot, there is the risk of infection with worm larvae, which burrow through the skin. It is therefore recommended to wear shoes.

Prevention is better than cure!

- Don't forget to get early-on medical consultation and have the necessary vaccinations in time. Even if vaccinations are seldom an entry condition, they prevent you from diseases. It is recommended to take at least a photocopy of your vaccination record with you.
- Before going to regions with a risk of malaria, you should get a tropical medicine consultation. You can find the latest medical recommendations on the websites of institutes for tropical medicine.
- You shouldn't travel without taking basic medication with you. In vaccination consultations you can get advice on what medication and sterile material to take with you.
- You can buy medication in most countries. Unfortunately there is also counterfeit or substandard medication on the market, so you should bring emergency medicine that you bought in a pharmacy at home when going e.g. to malaria areas.

You can find important information on travel medical consultation on the websites of foreign ministries (e.g. www.gov.uk -> Foreign travel advice) or on www.nathnac.org/travel

For development aid workers, a special service exists on www.difaem.de (in German, English translation of the website available).

Food for thought

Would you have thought that ...

- ... an 18-hole golf course in the Philippines needs on average 2.3 million litres of water a day? This amount of water could supply between 46,000 and 115,000 people with water (according to their consumption).
- ... a luxury hotel in Zanzibar (Tanzania) consumes about 3,195 litres of water a day per room – for the pool, the lawns and the water use of the guests? The average household there has only 93 litres per day.
- ... in 2011, almost 40 tonnes of ivory were confiscated worldwide? Thousands of elephants were killed for that purpose.
- ... 70 % of the German tourists who went to a developing or emerging country between 2012 and 2014 chose an all-inclusive offer?

- ... of every euro that a tourist spends in a developing country, about 40 to 75 cents don't benefit the country? Depending on the development of a country, where it is situated and how developed its infrastructure is, the countries sometimes spend a large part of their tourism revenues on importing goods to satisfy the tourists' needs.
- ... the Great Pacific garbage patch, also called the Pacific trash vortex, has been building in the North Pacific for decades now and has reached the size of Central Europe?
- ... in developing countries, 215 million children between the age of 5 and 14 have to work? Between 13 and 19 million children earn a living in tourism and contribute to their family income.

On the topic of sustainable tourism

No matter what you call it: sustainable tourism, fair travelling, integrative tourism or green tourism – it's always about travelling or developing tourism offers in a way that respects the environment and the locals, creates job opportunities for the local population, takes cultural identities into account and doesn't do harm to the environment.

Within the expert community, the term “sustainable tourism” (or rather: “sustainable tourism development”) has become prevalent, as it is anchored in the United Nations principles.

“Ecotourism” is not the same as sustainable tourism. It is often associated with animal and nature observation, whereas sustainable tourism is a more exhaustive concept which aims to be applied to the entire tourism sector – also to mass tourism.

You can find further information, downloads and links on the website of Naturefriends International www.nf-int.org (Key topics -> tourism -> Sustainable Tourism)

Sustainable tourism labels – what should one pay attention to?

- There are more than 100 labels and certificates for sustainable companies, regions, achievements or products worldwide.
- Labels can be useful when deciding on a destination, accommodation or tour – they show the provider’s sustainability commitment beyond legal requirements.
- As a general rule, a label gains in credibility when it has transparent certification criteria encompassing ecological and social factors, and a third-party verification. For example, the certificate “CSR-tourism certified” of the non-profit certification body TourCert fulfils these criteria. At the moment, it is awarded to tour operators, travel agencies and accommodations.



- You can find a “Guide through the tourism label jungle”, presenting 20 quality labels for accommodation providers, tour operators and travel offers (updated and extended version 2014) on www.nf-int.org/labelguide.
- The international online portal DestiNet offers an overview over many more certificates and describes their sustainability standards, verification procedures and geographical scope (www.destinet.eu).

Videos “Naturefriends explain ...”

Complex issues put simply: the videos “Naturefriends explain ...” illustrate the backgrounds of current topics in tourism and climate change. So far, two short videos have been published:

Naturefriends explain: “Climate Justice”

In only 5 minutes, Naturefriends explain the complex topic of Climate Justice and offer tips and suggestions for climate-friendly behaviour, in everyday life as well as when travelling.

Naturefriends explain: Climate-friendly travel

A family wants to go on a journey and they ask themselves how much CO₂ emissions they will cause and how they could travel more sustainably. The impact of different means of travel on the climate is explained and alternatives to travelling by air are highlighted. Practical tips show how to save CO₂ on the way. And all that in only 3:25 minutes!

The videos of the series “Naturefriends explain ...” are available in three languages (English, French, German) and can be found on Youtube: www.youtube.com/nfi1895



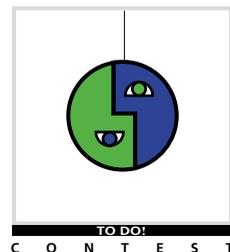
TO DO! – Contest for socially responsible tourism

The future of tourism will heavily depend on whether it will develop in a way that sustainably respects the interests of the local population in the destinations. It's a cooperation of Bread for the World and the Studienkreis für Tourismus und Entwicklung (Institute for Tourism and Development), which has organised the TO DO! Contest every year since 1995.

Only tourism projects and measures can apply which involve the participation of the local population in planning and implementation and in which the local population benefits from the economic, social and cultural impacts of tourism. Jobs in tourism are to remain attractive for locals, and social and cultural damages caused by tourism are to be minimised. The projects also need to be in accordance with the principles of environmental sustainability.

Between 1995 and 2012, 44 projects were awarded the TO DO! prize.

Further information: www.todo-contest.org



Contacts – Non-Governmental Organisations

akte – Working Group on Tourism and Development, Basel (CH)

Email: info@akte.ch | www.akte.ch

Bread for the World – Tourism Watch, Berlin (DE)

Email: tourism-watch@brot-fuer-die-welt.de | www.tourism-watch.de

ECOTRANS, Saarbrücken (DE)

Email: contact@ecotrans.de | www.ecotrans.org

ECPAT Network

International: www.ecpat.net

United Kingdom: www.ecpat.org.uk

USA: www.ecpatusa.org

Australia: www.childwise.net

GATE – Netzwerk, Tourismus, Kultur e. V. (GATE network), Berlin (DE)

Email: kontakt@gate-tourismus.de | www.gate-tourismus.de

kate – ecology & development, Stuttgart (DE)

Email: info@kate-stuttgart.org | www.kate-stuttgart.org

Studienkreis für Tourismus und Entwicklung e. V.

(Institute for Tourism and Development), Seefeld-Hechendorf (DE)

Email: info@studienkreis.org | www.studienkreis.org

On the following websites, you can find up-to-date information and material on the topic of environmentally and socially sustainable travelling:

www.nf-int.org (Naturefriends International)

www.tourism-watch.de/en (Bread for the World)

www.akte.ch/en/home (akte – Working Group on Tourism and Development)

(Foreign) travel advice and security information

can be found on the websites of ministries of foreign affairs.

Naturefriends International projects

Natura Trails – through Europe’s natural treasures

Hike & experience nature – preserve diversity



Initiated in 2003 by Naturefriends International in Austria as a pilote project, Natura Trails have become a European trademark for environmentally sustainable leisure-time pursuits. Being an attractive offer of soft tourism, Natura Trails also contribute to sustainable regional development.

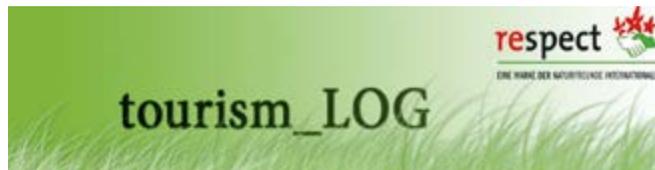
www.naturatrails.net

Internet blog tourism_LOG

Tourism_LOG is a platform for critical reflections on social, ecological and economic impacts of tourism.

The main topics of the articles involve respectful encounters with countries, people and nature and glimpses “behind the scenes” of the tourism industry.

www.tourismlog.wordpress.com



Landscape of the Year

A Naturefriends regional development initiative



Landscape of the Year

Every two years since 1989, Naturefriends International (NFI) has proclaimed a trans-boundary and ecologically valuable European region as Landscape of the Year.

The designation of regions as ‘Landscapes of the Year’ has become one of Naturefriends’ established trademarks. Landscapes of the Year have come to be regarded by the broad public and by individual consumers as prime ecotourism regions. Numerous Naturefriends and tourists visit the region, wishing to get a deeper insight and understanding.

The Landscape of the Year draws Europe-wide attention to the diversity of the continent’s regions while generating awareness of Europe in the regions concerned.

In 2012, the project Landscape of the Year was awarded the Ulysses Award for Innovation of the World Tourism Organization.

www.landscapeoftheyear.net

Selected publications

Accessible Tourism for All

www.nf-int.org/dmdocuments/NFI_BarrierefreierTourismus.pdf

Being successful with Corporate Social Responsibility – a manual for tourism (“Erfolgreich mit Corporate Social Responsibility – ein Leitfaden für den Tourismus”, German only)

www.nf-int.org/dmdocuments/CSR_Leitfaden_WEB.pdf

Human Rights in Tourism

www.menschenrechte-im-tourismus.net/en

Myanmar – Let the journey begin

www.nf-int.org/dmdocuments/NFI_Myanmar_Broschuere_EN.pdf

Sustainability in tourism – A guide through the label jungle

www.nf-int.org/dmdocuments/labelguide_en.pdf

Outdoor clothing – More than a green raincoat?

www.nf-int.org/dmdocuments/Dossier_Outdoor Kleidung_EN.pdf

Find further publications in NFI’s digital library

www.nf-int.org/biblio



Naturefriends International (NFI) is the umbrella organisation of the Naturefriends movement, founded in 1895. With 500,000 members in 45 member or partner organisations, it is one of the largest non-governmental organisations (NGOs) worldwide. The focus of Naturefriends activities is on designing and implementing sustainable development for the environment and for the society at regional, national and international level. NFI advocates a socially, culturally and ecologically benign development of tourism.



With *respect*, its trademark for development issues, NFI provides information and public relations work for travellers, policy makers and the tourism sector as well as educational work and transfer of know-how for students and teachers.



Travelling means to encounter people and other cultures and visit fascinating natural and cultural attractions. However, tourism is often also the cause of environmental problems and social conflicts. This is what we want to make travellers aware of, but we also aim to give useful tips.

This brochure aims to encourage you in a humorous way to travel keeping your eyes and ears open, and have respectful encounters with the country and its people. Thus, you will gain interesting insights and eye-to-eye encounters and your journey will gain in quality.