

LONELY PLANET'S GUIDE TO

RESPONSIBLE TRAVEL



HOW TO FIND AN
ECOFRIENDLY
TOUR OPERATOR



TOP **10** SUSTAINABLE
TRAVEL ADVENTURES



WHAT IS
RESPONSIBLE TRAVEL?



LIGHTEN UP
your TRAVEL
footprint



EASY & FUN
ways to
'green'
your
vacation



HOW TO VOLUNTEER
ON YOUR NEXT TRIP



IN PARTNERSHIP WITH

TOMS

One for One

LONELY PLANET AND TOMS are thrilled to bring you this book: *Lonely Planet's Guide to Responsible Travel*.

Lonely Planet, the world's leading travel publisher, celebrates its 40th anniversary this year. 'Sustainable' and 'responsible' have been part of our vocabulary since the beginning. Our founders, Tony and Maureen Wheeler, are leaders in championing the importance of traveling responsibly, and those values are at the core of Lonely Planet's mission to create the world's best travel content, whether it's through our guidebooks, mobile apps, ebooks or award-winning website.

You know TOMS for its iconic shoes and eyewear, but none of this would have happened without travel. While traveling in Argentina in 2006, TOMS founder, Blake Mycoskie, witnessed the hardships faced by children growing up without shoes. Blake's travel experience turned into the business idea that provided the foundation for TOMS: For every pair purchased, TOMS gives a pair of new shoes to a child in need. TOMS has given millions of pairs of new shoes to children since the company's inception. In 2011 TOMS expanded their giving through TOMS Eyewear, where with every pair purchased, TOMS will help restore sight to a person in need.

It was a natural fit for Lonely Planet and TOMS to come together and celebrate 40 years of amazing and responsible travel experiences, values at the core and in the DNA of both companies. Find a traveler toting a Lonely Planet guidebook and look down – they very well might be wearing a pair of lightweight, travel-friendly TOMS Shoes.

Within this book you'll find that it takes very little effort to travel responsibly – and the rewards are huge. And make sure you check out the back cover for information on how to win a very special pair of 40th anniversary-inspired shoes from TOMS!

Lonely Planet has produced this book for TOMS. All views are those of Lonely Planet alone, and reflect our policy of editorial independence and impartiality.

ISBN: 9781743600610

Written and edited by Sara Benson, Andy Murdock and Emily K. Wolman

LONELY PLANET'S GUIDE TO

RESPONSIBLE TRAVEL

IN PARTNERSHIP WITH

TOMS

One for One



What is

RESPONSIBLE TRAVEL?

4



Easy and fun ways to

'GREEN' YOUR VACATION

6



How to find an ecofriendly

TOUR OPERATOR

10



Lighten up your

TRAVEL FOOTPRINT

12



Top 10 sustainable

TRAVEL ADVENTURES

14



How to volunteer

ON YOUR NEXT TRIP

18

WHAT IS RESPONSIBLE TRAVEL?

Why should you care?



TRAVEL PRESENTS US with a challenging paradox. It's only through traveling and meeting people that we begin to understand how we're all sharing this world. We're all coming along for the ride, despite the barriers that governments, religions, and economic and political beliefs often seem to build up between us.

But look around when you travel and marvel at the changes. When did some of the planet's most beautiful landscapes and unique cultural experiences morph into industrial landscapes, full of megaresorts with wall-to-wall shops, chain restaurants and high-rise hotels?

By 2020 an estimated 1.5 billion people will be traveling each year – one of them is probably you. It's more important than ever for each of us to travel responsibly: to minimize our impact on the natural and cultural wonders of our planet, respect local customs and support sustainable practices so that future generations can enjoy the same life-changing adventures we've shared.

RESPONSIBLE TOURISM can mean your travel has a positive impact on our world. Your expenditure can go directly into local communities, you can help protect our planet's biodiversity, and meeting other people in their own territory can help spread global peace and understanding.

—TONY WHEELER, LONELY PLANET CO-FOUNDER



'Responsible travel' doesn't mean giving up the pleasures that trips bring. It simply means adjusting our travel habits and thinking creatively about how, when, where and why we go. Each one of us can be a global ambassador and make a positive impact on the places we go and the people we meet along the way. In fact, making travel a force for good is even easier than you think.

So how do you get started?



IN 2006 I TRAVELED to Argentina purely for vacation. I was working in the tech world and needed a break. I immersed myself in the culture, perfecting my very broken Spanish, learning how to play polo and eating the local fare. I met community workers on the trip collecting new/used shoes to be given to local communities near Buenos Aires. I learned about the need for shoes and the battle these volunteers faced when donations were slim. This is where I had the idea to create TOMS. On another trip to South Africa in 2007, I learned about vision needs and how some communities were not getting the attention they desperately needed, causing some of elderly — even children — to be visually impaired and blind. Because of this, I decided to use the One for One model to help with TOMS Eyewear.

—BLAKE MYCOSKIE, TOMS FOUNDER

TOMS
One for One

EASY & FUN WAYS TO 'GREEN' YOUR VACATION



Want to make your next vacation more sustainable, without sacrificing any of the fun or spending lots of extra money? It's surprisingly simple to make travel choices that are healthier for the planet, starting with how you plan your trip.

1. AVOID PEAK TRAVEL TIMES

Overly busy tourist hot spots are not only a drag for you, but they also stress the natural environment and increase pollution, waste and carbon emissions. Do the earth and yourself a favor by traveling during off-peak and shoulder seasons, when the weather may be just as idyllic, but hotel rooms and airfares are steeply discounted.

2. SLEEP GREEN

Book hotels that truly embrace sustainable business practices. Switching to bulk shampoo dispensers and providing recycling bins are a good start. But more committed 'green' hotels go further, for example by utilizing solar energy and passive cooling, rerouting gray water to landscaping and serving organic, locally grown food.





BIKE-SHARING PROGRAMS are a great way of taking in a city, and they're being rolled out in more and more places. I've tried them in Copenhagen, Paris and Melbourne, but most of all in London where I've racked up a lot of miles on their bright blue bikes.

—TONY WHEELER, LONELY PLANET CO-FOUNDER



3. CONSIDER CARBON OFFSETTING

Every form of transport that relies on carbon-based fuel generates CO², a major driver of climate change. Many websites now offer 'carbon calculators' that allow people to estimate the carbon emissions generated by their trip (eg flights), then offset them with contributions to climate-friendly initiatives worldwide.

4. RIDE THE RAILS

Reduce your carbon footprint by finding alternatives to flying. Some of the world's most unforgettable journeys are train rides. The historic Trans-Siberian Railway, Japan's sleek modern *shinkansen* (bullet trains) and Peru's rail route to the majestic ruins of Machu Picchu are a few reasons to say 'all aboard.'



5. SAIL AWAY

Boats can be also an eco-friendly – not to mention thrillingly scenic – alternative to flying. Imagine yourself sailing between tropical islands across azure waves, spotting dolphins and whales en route. Keep in mind that cruise ships are generally not sustainable; the big ships have high carbon emissions, don't often utilize renewable energy and may pollute ocean environments.



6. SLOW DOWN

You're going on vacation to relax, right? Don't try to cross off a long checklist of sights every day. The more slowly you travel, the greener your trip becomes – with fewer carbon emissions and less energy consumption. Cycling is another way to slow down and savor your trip. If you do drive, try to rent a hybrid, electric or biodiesel-fueled car.



TO THIS DAY I still remember three boys I met on our first Giving Trip in 2006. They had just received their TOMS, and they led me to a field where they loved to play soccer. It was full of rocks and glass, yet they had been playing barefoot all this time. Their first thought when they had received their shoes was that playing soccer would be easier and even give them speed! Experiencing that with them was one of my most fulfilling moments.

—BLAKE MYCOSKIE, TOMS FOUNDER

TOMS

One for One

7. MEET THE LOCALS

Shopping for artisan crafts at open-air markets, visiting ecofriendly farms on an 'agri-tour,' partying at an outdoor street festival or letting a local volunteer guide you around town are all fun, low-cost ways to create unforgettable travel memories. DIY exploring, instead of taking a package tour, keeps more of your tourist dollars in the local community too.



HOW TO FIND AN ECOFRIENDLY TOUR OPERATOR



With no universal guidelines on what qualifies as 'ecofriendly,' it can be tough to know if a tour operator fits the responsible-travel bill. Here are some tips to help you quickly figure out which companies are 'greenwashing' and which really are as good as their word.

1. ARE THEIR ECO CREDENTIALS IN WRITING?

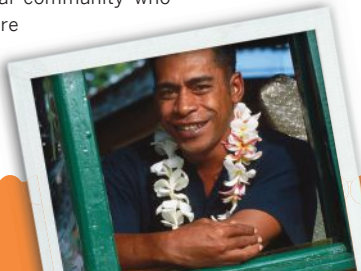
Genuinely 'green' companies often have a written statement covering their environmental- and cultural-impact and employment policies. If you don't see one on their website, ask why – by their response, you'll be able to make a judgment call.

2. IS THERE EVIDENCE OF THEIR ENVIRONMENTAL COMMITMENT?

Look for a proven track record of recycling, safe waste disposal and renewable energy use. Ask how the company acts to minimize tourists' impact on trails, villages and wilderness areas. Remember that overcrowding will diminish your own once-in-a-lifetime experience too.

3. DO THEY EMPLOY LOCAL GUIDES?

International tour companies often use foreign trip leaders. While there are situations where an outsider's expertise can't be sourced locally, you'll often get far better insight into the places you're visiting if you're shown around by a member of the local community who knows the environment and culture like the back of their hand.



Are you looking for a sustainable and responsible tour operator? Check out lonelyplanet.com/adventure-tours to book tours with operators that Lonely Planet knows and trusts.



4. WHAT KIND OF ACCOMMODATIONS AND FOOD ARE PROVIDED?

Some lodges do more harm than good to the local environment in the name of providing creature comforts to guests. Environmentally sustainable lodgings that are locally owned and managed are a better alternative. Responsible tour companies often hire locals to construct low-impact accommodations and buy locally grown food for guests.

5. DO THEY PROMOTE ENVIRONMENTAL AWARENESS AND CULTURAL SENSITIVITY?

The best tour operators work to protect important historical and cultural sites. They might offer background information on local customs and limit group sizes to encourage meaningful encounters. Guides should be trained in responsible tourism practices, such as Leave No Trace (LNT) principles and how to safely interact with wildlife.

6. DO THEY PARTNER WITH THE LOCAL COMMUNITY?

Find out what percentage of the company's in-country staff are local, and whether they also cooperate with neighboring businesses. Does some revenue remain in, or revert to, the local community? On a lot of 'all-inclusive' packages sold by international tour outfitters, the answer may be 'very little.'

7. DO THEY SUPPORT CHARITIES AND CONSERVATION PROJECTS?

Responsible tour companies often donate some of their profits to charities and non-governmental organizations (NGOs) to help with goals like building schools, providing medical care or supporting biodiversity conservation. A few tour companies have even started their own 'eco' initiatives, which they'll happily tell you about – just ask!

LIGHTEN UP YOUR TRAVEL FOOTPRINT



With a few new habits that won't cost you anything, you can help make any place you choose to visit a more sustainable travel destination for years to come, whether it's a Polynesian island, an African wildlife reserve or a historic European city.

1. DITCH THE WATER BOTTLE

Multiply a little plastic waste by a world of travelers and you have a monumental environmental problem. Nine out of 10 plastic water bottles wind up as garbage or litter, and it can take a thousand years for just one to biodegrade. Bring your own refillable bottle and a high-tech, lightweight purifier that will filter harmful pathogens out of local water.

2. EAT LOCAL

'Locavorism' is an ecofriendly foodie trend that you can follow wherever you go. Search out restaurants that feature locally raised fruits and vegetables, grass-fed meats and wild-caught seafood on their menus. If you're cooking for yourself, try to buy groceries grown locally. Farmers markets can be big fun – the best have a kid-friendly carnival atmosphere featuring live music, food stalls and free samples.

3. DRINK LOCAL

Coffee fields in Hawaii and Kenya, tea plantations in Japan and India, maté in Brazil – if you're not drinking as the locals do, you're missing out. Shrink your carbon footprint by skipping the bottled and canned drinks that you're used to drinking at home (they're probably more expensive anyway).

4. **BUY LOCAL**

The best souvenirs you can buy are often handmade, one-of-a-kind items. As you browse local markets, art galleries and artisan craft workshops, you'll get to learn more about cultural traditions at the same time. To tote all of your shopping finds, bring a reusable sack, preferably one made from recycled materials.

5. **RECYCLE**

Recycling bins are easier to find than ever before – on street corners, in public parks and at beaches – but certainly are not everywhere you want one. Many hotels have placed recycling bins in their lobbies and guest rooms. On long road trips, stash empty bottles, cans, paper, etc in the trunk of your car until the next recycling opportunity.

6. **REDUCE**

Once you've checked into your hotel, help reduce energy consumption by turning off all lights, electronics and air-conditioning units whenever you leave your room. Take-out food containers are another common source of waste when traveling – try to patronize places that use plates and silverware made of 100% compostable plant-based materials.

7. **REUSE**

Bring your own toiletries in refillable containers instead of using the plastic mini bottles of shampoo, conditioner, etc provided at hotels. Hang-dry and reuse your towels, and display the card to request that linens not be changed daily. For drinks and food on the go, carry your own commuter coffee mug and a reusable 'spork.'



TOP 10 SUSTAINABLE TRAVEL ADVENTURES



1. CYCLING THE SAN JUAN ISLANDS, USA

Taking the ferry from Seattle is the perfect introduction to the slow-moving, peaceful character of these pastoral islands. The island terrain is often hilly, but each can be cycled in a day, including plenty of time to scan the shoreline for seals, otters, sea lions and the occasional orca.

2. STAYING IN A JUNGLE ECOLODGE, PERU, BOLIVIA, BRAZIL & ECUADOR

Hidden away deep in the Amazon rainforest – amazingly home to 10 percent of the world's flora and fauna – you'll find a few ecolodges managed by indigenous tribespeople. Traipse through the rainforest canopy every morning, then spend the rest of the day swinging in a hammock.

HIGH IN PERU'S Andes you may spot little feet in TOMS Shoes. TOMS Giving Partners work in the rural communities to help bring clean water, school support, new TOMS and more to children in the region.

TOMS

One for One

3. TRACKING TIGERS, INDIA

Tiger tourism is big business in India, and not all programs promote responsible wildlife management. At Pench Tiger Reserve, where Rudyard Kipling set *The Jungle Book*, biodiversity conservation and improving the lives of neighboring villagers come first, as you'll discover during campfire talks about sustainable forest ecology.

4. **SNORKELING, TANZANIA**

Sustainably managed Chumbe Island Coral Park is pretty close to paradise, with its soft sandbar, pristine waters, baobab trees and giant coconut crabs. Bungalows overhanging the ocean are solar-powered and blissful solitude is practically guaranteed.

UNABLE TO BRING larger boats to the docks of Zanzibar, boxes of shoes are rowed ashore in canoes. TOMS Giving Partners deliver new shoes (along with other support) to some of the islands' most remote communities, even reaching some islands that don't allow outsiders.

TOMS

One for One

5. **LEARNING SPANISH, GUATEMALA**

The colonial town of Antigua, also a UNESCO World Heritage site, has long drawn travelers looking to do intensive Spanish study. It's also an ideal place for travelers to give back to the local community by volunteering at schools, orphanages, hospitals and animal sanctuaries while they learn the lingo.

IT IS ESTIMATED that there are over 100,000 people in Guatemala who need eye surgeries but can't afford them. TOMS is stoked to support sight restoration for kids and adults in Guatemala.

TOMS

One for One



6. WHALE WATCHING, NEW ZEALAND

On New Zealand's South Island, the Maori-owned company Whale Watch has boats that sail year-round. Sightings include aquatic giants like humpback, blue and sperm whales, depending on the season. Boats keep a respectful distance from these celebrity creatures, and commentary focuses on conservation efforts and culture.



7. TREKKING, BHUTAN

The world's last Buddhist kingdom, Bhutan measures its success in terms of Gross National Happiness. Such an ethos ensures a well-preserved environment both culturally and ecologically. Strictly limited to government-approved operators, trekking tours include hikes through deep forests to temples high in the Himalaya.

8. SEA KAYAKING, FIJI

Paddle past postcard-perfect beaches through aquamarine shallows speckled with reefs, where schools of teeny tropical fish and giant turtles float. Sea kayaking in the crystal waters that lap these Pacific Islands by day, then camping overnight in traditional villages will minimize your environmental impact.



I RECENTLY WALKED up to Ciudad Perdida, the 'lost city' in the jungle above Colombia's Caribbean coast. The only way to get there is on foot, and your guides, food and accommodations are all provided by the local communities. It's an amazing archaeological site and absolutely worth the effort.

—TONY WHEELER, LONELY PLANET CO-FOUNDER 

9. **MOUNTAIN GORILLA SAFARI,** **RWANDA & UGANDA**

Sharing an hour with gorillas in the wild is an utterly magical experience. But it can take time for you and your guide to track a gorilla family to its 'playground.' Book a multi-day tour with a responsible outfitter who cooperates with nonprofit organizations working to conserve these beautiful beasts.



10. **CRUISING, ANTARCTICA**

It's impossible not to see the planet differently when you're sailing through the white wilderness of Antarctica, especially when you catch sight of tens of thousands of penguins waddling across the ice plains. Good news: All cruise ships operating in Antarctic waters are required to abide by strict environmental impact guidelines.



HOW TO VOLUNTEER ON YOUR NEXT TRIP



Wanting to make a difference in the world is the only reason you need to volunteer. But volunteering has more direct personal rewards – it lets you get to the heart of a place and connect with its landscape and culture in ways you never otherwise could.

1. MAKE A LITTLE TIME

If you're not ready to commit to an all-volunteer vacation, donate just a few hours of your time. Look for casual drop-in volunteer opportunities in local newspapers, online, or at bulletin boards in hostels, community centers and shops. Even some hotels now offer half-day volunteering experiences for guests.

2. LOVE THE EARTH

If the environment is your favorite cause, volunteer conservation projects abound. Remove invasive plants and rebuild trails in national parks, count endangered species during annual migrations or monitor climate change in the Arctic. A few scientific expeditions take volunteers to wild, remote places where the public normally isn't allowed – bonus!

LONELY PLANET PUBLISHES a book on volunteering, *Volunteer: A Traveller's Guide to Making a Difference Around the World*, available at bookstores or as an ebook. More than just a directory of organizations, this book has chapters on how to choose and organize your experience, how to raise the funds, what to expect when you get there and how to extend the experience after you return home.



3. FOLLOW YOUR PASSIONS

Whatever your hobbies are or wherever your professional career points, put your skills to good use (or learn new ones) by volunteering abroad. Assist on an archaeological dig, teach English to schoolchildren or aid village health-care workers. Sometimes no special qualifications are required, only a willingness to work hard, eg rebuilding housing after a natural disaster.

4. PICK THE RIGHT PROGRAM FOR YOU

Be realistic. If you don't like the heat, don't sign up for a project in the desert. If you crave creature comforts, avoid programs that offer 'rustic' accommodations. Make sure you share the philosophy and ethos of the volunteer placement agency you work with, ideally one that matches your skills with sustainable projects.

5. PLAN AHEAD & PACK SMARTLY

Many volunteer programs require you to apply several weeks or months in advance. When it finally comes time to get on the plane, pack light. Bring sturdy work shoes and clothing you don't mind getting dirty or wet. Small-denomination bills in local currency (or sometimes US dollars) and a portable water purifier can come in handy.

TRAVELING AROUND THE WORLD means so much more than just visiting a cool place or seeing a famous site. It's immersing yourself in the culture and being open to what's around you. Seek out volunteer opportunities in places you are visiting and spend a couple of hours/days getting involved. A great mentor once told me, 'The more you give, the more you live.'

—BLAKE MYCOSKIE, TOMS FOUNDER

TOMS

One for One



TOMS has created a limited-edition shoe in celebration of 40 years of travel with Lonely Planet. For the chance to win a pair of these shoes, do the following:



1. GO TO TOMS.COM/LONELYPLANET

Here you can enter for a chance to win the Lonely Planet-inspired shoe, and find out more about TOMS Shoes and Eyewear, how they give, and their Giving Partners. This option is open only to residents of the United States, Canada, United Kingdom and Australia. Terms and conditions apply; see TOMS.com/lonelyplanet for details.



2. GO TO LONELYPLANET.COM/SHAREYOURTRAVELSTORY



Lonely Planet wants to celebrate your travel experiences! Post your travel story in 140 characters or less, and share it with your friends and family for a chance to win a trip for two to Italy with Intrepid Travel. We will also have weekly winners for other prizes including the Lonely Planet-inspired TOMS Shoe. This option is open only to residents of the United States and Canada (except Québec). Terms and conditions apply; see lonelyplanet.com/shareyourtravelstory for details.

3. SHARE PHOTOS ON INSTAGRAM AND TWITTER OF YOUR INSPIRING TRAVELS AROUND THE WORLD

Include both #travelingTOMS and #LP hashtags for the chance to win a limited-edition pair of Lonely Planet-inspired TOMS Shoes – TOMS is choosing winners weekly! Join the TOMS One for One® community online at facebook.com/TOMS and @TOMS on Twitter and Instagram.

Want to know more ways to win? Become a fan of Lonely Planet on Facebook (facebook.com/LonelyPlanet) or follow us on Twitter (@lonelyplanet), where we'll be announcing even more opportunities to win this shoe!