



tourism infocus

Spring 2009

Ethical Travel Guide

The new edition

Burma

Update on UK operators

Dilemma

Philanthropy vs fair trade

www.tourismconcern.org.uk

TourismConcern

Fighting
Exploitation
in Tourism

The MSc Ecotourism students meet with Sandra Ferguson (far left) and Cliff Robertson (centre) of the Citizens in Defence of Grenada's Lands & Heritage.

Victoria Edwards



Thank you from Grenada

We are really pleased that Tourism Concern gave us the opportunity to voice our concerns in the Winter 2008/9 edition of *In Focus* on the Four Seasons development in Grenada and the huge impacts this will have on the local people and environment. As a result, an MSc study group from the University of Portsmouth visited us amongst others and are now looking at further sustainable tourism projects as part of their field work.

Thank you for your support.

Sandra C. A. Ferguson, Citizens in Defence of Grenada's Lands & Heritage

Students in Grenada

I recently took our MSc Ecotourism students to Grenada for their annual field trip. Your article featuring the Citizens in Defence of Grenada's Lands & Heritage prompted us to contact 'Citizens' and we had a very constructive meeting. Whilst there, we also met with government agents, community leaders, private developers and tourism providers.

This beautiful Caribbean island has so much potential to lead in sustainable tourism, focusing on small and medium sized enterprises that will spread economic prosperity and provide a unique experience to visitors. It is therefore sad to read the Government's newly adopted tourism policy, which states 'the immediate focus will be on the development of resort type developments which should add no less than 1,000 hotel rooms to the accommodation plant'. Whilst appreciating Grenada's need for economic development, this seems shortsighted and is not underpinned by adequate options analysis or evaluation. On a hopeful note, it also promises 'extensive but focused consultations with all stakeholders'. Community groups in Grenada have a vital role to play in such consultation and we hope that this will not fall by the wayside.

Dr Victoria Edwards

Course Director, MSc Ecotourism, University of Portsmouth

The importance of education

A big thank you for the awareness you raise on sustainable tourism development and for all the knowledge and educational resources that assist in challenging current thought, issues and practice. I have had the great pleasure of sharing your work with all our tourism, business and management lecturers, and of course all our learners here at Knowsley Community College.

The lack of sustainable tourism

practice certainly is saddening. It is a priority to reach, educate and train all stakeholders with the power to facilitate change and develop more sustainable tourism, and your work is invaluable to this cause.

Please continue with your excellent work.

Nick Catahan,
Knowsley College, Kirkby,
North Yorkshire

Editor's response

When Tourism Concern was set up 20 years ago, the primary aim was to provide information and resources for schools, colleges and the general public. At that time there was nothing to challenge the school of thought that tourism was a benign industry.

However, we soon realised that this was too narrow a focus and now aim to reach those who are involved within the industry itself and those who influence and determine the future of tourism through our campaigns and with our wide selection of resources.

www.tourismconcern.org.uk/index.php?page=resources

Front cover pictures, clockwise: Tourists enjoy a boat trip around the canals of Leeled, Thailand, where community-based tourism is helping to conserve natural resources whilst bringing revenue to local people (© Rachel James, Travel Foundation); Innu Camp at India House Lake, Canada, features in our new Ethical Travel Guide (© JP Messier/Adventures Ashini); Two boys shelter under a leaf near Huaorani Ecodge, Ecuador (© Tropic Journeys in Nature); Tourists and locals gather Nipa palm fronds in the wetlands of Klong Noi, Thailand (© Rachel James, Travel Foundation).

editorial

THIS EDITION OF *IN FOCUS* IS CENTRED

around our new and improved *Ethical Travel Guide*, set to hit the shelves in June. Tourism Concern first produced a guide to promote community-based tourism initiatives in 1999. At this time, many of the communities we were in contact with had or were planning to set up their own tourism initiatives as a means to counter exploitative tourism practices. However, they were struggling to find ways of letting the travelling public know that they existed. Tourists and responsible travellers from the UK were also asking how they could source community-based, fairly traded holidays. Consequently, the concept of the *Ethical Travel Guide* was born.

The updated Ethical Travel Guide has grown to include more than 400 places in over 70 countries, many of which won't be found in other guidebooks or on the internet. A whole range of holidays and activities are covered, including places to stay, trips, tours and projects, from canoeing the backwaters of the Amazon to luxury breaks in the Indian Ocean. Accommodation ranges from simple, local-style abodes in the rainforest to sophisticated hotels. But they all have one vital thing in common: they all directly support the local economy and generate much needed income for communities.

On page 7, we feature an extract from the guide's introduction, giving you a taster of community-based tourism in Northern Thailand and how it has offered one community the opportunity to diversify away from poppy-growing for the opium trade and other environmentally damaging practices. But it isn't always plain sailing for community-based initiatives. Building up a successful, sustainable business whilst ensuring wider benefits for local people has its own challenges. On pages 8 and 9, Il Ngwesi Community Lodge in Northern Kenya discuss their experiences, highlighting some of the difficulties they have faced as well as the real benefits that have been achieved.

Our main campaigns pages remind us of the darker side of tourism. In Burma, tourism is utilised to fund the military regime with devastating consequences for the Burmese people. Tourism Concern has discovered how UK tour operators are frequenting hotels directly linked to the regime. Turn to pages 4 and 5 to find out more.

Tourism Concern believes that fair trade is about equal exchange between host and tourist – where communities have ownership of tourism whilst tourists gain an understanding of people and place, and have a great time. Buy the *Ethical Travel Guide* and visit some of these communities, who have so much to offer.

Kelly Haynes
Editor



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The articles published in In Focus represent the individuals' opinions and do not necessarily represent the views Tourism Concern.

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Burma

UK operators check in to hotels linked to military regime

Tourism Concern is committed to unpacking the reality behind the glossy brochures of tour operators promoting Burma as an untouched and exotic destination with happy, smiling people.

What is now unravelling is that blacklisted members and cronies of the regime are linked to the very hotels that some UK operators feature in their brochures.

Rachel Noble, Tourism Concern's campaigner reports...

New research by Tourism Concern has uncovered how UK tour operators are using hotels and resorts with known links to Burma's brutal military dictatorship.

This includes tourism establishments listed under European trade sanctions, specifically Council Regulation 194/2008, because they are owned by or have directors who are members of the regime or regime associates. It also includes establishments which are managed by the regime in partnership with foreign companies under 'joint venture schemes'.

However, UK operators seem unaware of Regulation 194/2008. In fact, most operators frequenting the listed tourism establishments state that they try to avoid using businesses linked to the state authorities. Clearly they are not doing their homework.

Audley Travel, Bamboo Travel and Undiscovered Destinations all feature hotels from the Myanmar Treasure Resort chain in their itineraries. The chain is owned by notorious regime crony Tay Za, a close associate of the head of Burma's military dictatorship, General Than Shwe. Tay Za, like the other individuals listed under the EU legislation, is subject to an asset freeze within the EU. He is said to be largely behind the hotel construction boom that has been taking place in the coastal area of Ngwe Saung since 2000. Tay Za, who owns Air Bagan, is also constructing a new airport in the area to lure more international tourists.

According to the international Centre on Housing Rights and Evictions, land grabs for tourism in Ngwe Saung have meant the forced relocation of several villages from the coast and caused 16,000 people to lose their homes and livelihoods. Authorities have confiscated 65 per cent of villagers' farmland and 80 per cent of their palm gardens. Beaches are reserved for tourists, while onshore fishing has been banned. Audley, Bamboo and Undiscovered Destinations have not responded to our findings, although Audley has removed the featured resorts from its website.

Our research also identifies additional hotels and joint venture schemes apparently owned by blacklisted individuals but which are not specified in the Regulation. These are used by at least ten UK tour operators. We are urging the Council of the European Union to verify ownership of these enterprises and joint venture schemes and to include them in the Regulation if necessary.

While the trade sanctions don't directly restrict tourism to Burma and tour operators are not breaking any laws by using the featured hotels and resorts, the list provides clear guidance on which businesses they should seek to avoid. Our findings highlight the complex overlap between state and private businesses in Burma, which makes it impossible for tourists and tour operators to know with whom they are dealing. That is why we continue to call on all who are thinking about visiting Burma to refrain until meaningful democratic reforms have been undertaken. We are also pushing the UK Government to play a greater role in ensuring that tour operators are aware of the Regulation, and to discourage them from using the listed tourism establishments.

Please stay away!

Burmese exile Hlaing Sein explains why people should not visit her country.

TOURISM CAN BE GOOD FOR A COUNTRY'S ECONOMY, BUT UNDER THE MILITARY regime most revenue goes not to the people, but to the generals, helping to pay for our oppression. Burma is ruled by one of the most brutal military dictatorships in the world; a dictatorship charged by the United Nations with a "crime against humanity" for its systematic abuses of human rights. Ordinary Burmese people have been forcibly removed from their homes to 'clean up' areas for tourism.

Most people in Burma will never see a tourist. People say that the boycott hurts ordinary people, but it doesn't. More than three quarters of the population are farmers and they don't see any benefit. Tourism will only promote and prolong the military regime because it helps fund them.

People should refrain from visiting Burma at present because Aung San Suu Kyi is still under house arrest and more than 1,800 political prisoners remain behind bars. Tourist attractions were built by forced labour, most of the businesses linked to tourism are still owned by the generals and their families or friends. Stay away from Burma until meaningful democratic reforms have taken place and human rights restored.

Some have tried to argue that tourists coming to Burma could help prevent human rights abuses, as the regime would not do certain things in front of tourists, but we saw how this was ineffective during the 2007 uprising. When protests started, even before the crackdown, tourists hid in their hotels until they could get on the first flight out.

Our people are struggling for freedom and democracy. By visiting Burma, tourists are not providing moral support. The generals look on the influx of tourists as proof that their actions are accepted by the world. We want people to stay away for now to ensure they will not be supporting the regime.

Take Action Now

Your support is invaluable. Read our new briefing, *How UK Tour Operators are Benefiting Burma's Military Regime* – available to download from the homepage of our website: www.tourismconcern.org.uk



Burma Campaign UK

Many Burmese live in desperate poverty due to the repressive regime and see no benefits from the tourism industry.

campaigns

Albany project threatens Bahamas water supply

A NEW 565-ACRE LUXURY RESORT IS THREATENING THE fresh water supply of the residents of New Providence in the Bahamas.

Local campaigners say that the location of the proposed billion-dollar Albany development, which will include a golf course and a mega-yacht marina, could disrupt the island's main water table.

Their key concern about the scheme, funded by the British Tavistock Group and golfers Tiger Woods and Ernie Els, is that the water table could be contaminated by saltwater and by fertilisers, herbicides and pesticides used on the golf course. However, the developers maintain that they have taken

measures to ensure that any damage to the coastline is mitigated.

Another worry is that dredging a channel for access to the marina could erode the beach and reefs which currently protect coastal residents from storms and hurricanes.

Environmentalists accuse the Government of not consulting residents before approving the resort, including those who would be most affected. "It's unthinkable that the largest water table, which would have been able to serve the Bahamas well into the future, could be decimated to make way for a tourism resort", said Sam Duncombe, Director of ReEarth, a local environmental group.

The construction of the Albany resort in the Bahamas is breaching the boundaries of the beach, allowing sea water to leach into the island's main fresh water supply.



Take Action

A longer version of this article plus weblinks to more information on the issue are available on our website.

India: No room for local fishermen?

SURVIVORS OF THE TSUNAMI IN THE INDIAN FISHING VILLAGE OF KOVALAM IN TAMIL NADU are facing another threat to their future from the Taj group of luxury hotels.

When the Fishermen's Cove Beach Resort hotel was built 30 years ago, Taj took over seven acres of village land. In return, they promised to provide locals with a daily supply of drinking water and rice during the rainy season, and to help to pay for their children's education. The hotel also agreed to pay villagers for taking guests out on boat trips.

After the tsunami, relations between the hotel and the community broke down and two years ago the hotel reported the community to the police for threatening guests, claims which have yet to be substantiated. The police raided the village arresting many people and beating and threatening others.

The hotel has also violated fishermen's customary rights by saying they couldn't moor the 50 fishing boats they received after the tsunami on the shore because they blocked the tourists' sea view. Villagers are now waiting to hear if the Ministry of Fisheries will provide them with three acres of alternative land to replace the seven acres taken over by the hotel.

Local campaigners are angry as Taj Hotels Resorts and Palaces, part of the internationally renowned Tata group, claims to be socially responsible, stating that: "No Tata company shall undertake any project or activity to the detriment of the wider interests of the communities in which it operates."

In its advertising campaign entitled "no room for the ordinary", the Taj group states that their tourism resorts are "unique, authentic, rare, and tailored to each destination". Does this mean that there is no room for the local fishermen who simply want to get on with their 'ordinary' lives?



Security guards patrol the beach outside the resort to protect the "unique and authentic" experience of the tourists.

Take Action

Visit Tourism Concern's website for the full story: www.tourismconcern.org.uk

Under an Ethical Sky

This June will see the launch of the new edition of Tourism Concern's *Ethical Travel Guide*, which will be available in bookshops and to order online. The book has been completely revised and highlights the growing global movement of community-based tourism initiatives where local people are proving that they too can benefit from tourism.

The following is an extract taken from **Polly Patullo's** introduction.

TOURISM IS NO LONGER A DIRTY WORD IN MAE KLANG LUANG, a small village in the Dol Inthanon National Park in northern Thailand. In the past, Thailand's tourists – numbering some 13 million a year – had little interest in such places, with their modest clusters of bamboo and thatch homes set on gentle slopes among rice fields. Instead, they piled into the beach resorts of the south, forged to succour the dreams of stressed out westerners.

What a handful of Thai villages is now offering is quite the opposite of mass tourism. Community-based tourism is where visitors stay in local homes, have a glimpse into traditional life, and, most importantly, where management and benefits remain with the community. This means that villagers are properly paid, their culture is respected, and decisions about what the tourists do and see remains with the villagers. No longer, as used to happen in Mae Klang Luang, do tourists arrive unannounced, ask for drugs, show no respect, gawp at the villagers, and depart leaving garbage but no money. Instead, a radical shift in the balance of power means that tourism now benefits the village while the visitors glimpse the ways of local people. There is a hike through the forest learning about the use of plants, a visit to the village organic garden and the fish farm, sipping cups of freshly roasted coffee, and, of course there is plentiful food, and the hospitality of a village family for a night's sleep.

Indeed, at Mae Klang Luang, tourism has replaced a negative dependency on poppy-growing and the degradation of the forests. As Som Sak said: "If tourism is one part of our economy, we can save the forest. It is sustainable."

Community-based tourism is just one of a number of terms used to describe holidays that benefit both the traveller and the destination. Hard and fast definitions may not exist but the words "green", "responsible", "fair trade", "positive" or "ethical" tourism are all about



Chookiat Kananusapkul/Natural Focus

Community-based tours in Thailand: Young visitors are taught to play traditional instruments at the village of Lahu, one of the many trips featured in our new Ethical Travel Guide.

treading lightly on people's homes and cultures, about positive interaction between guests and host countries, and about an awareness of our impact on the well-being of the places where we take our holiday.

Sometimes this might sound sanctimonious or a bit po-faced. Those who use the phrase 'politically correct' to denigrate such experiences like to sneer at the terms 'ethical' or 'responsible' tourism. The implications are that the holidaymakers who try to be ethical are holier than thou and that their holidays are not really holidays at all but some sort of wearisome social-work project disguised as pleasure.

This could not be further from the truth. Holidays such as those at Mae Klang Luang are as much fun, and can provide as much excitement and wonder as any other sort of holiday. Travelling to benefit the destination as well as the traveller has become a talking point. The growing crisis of climate change has focussed our attention on the environment and the damage we do to our planet and its peoples. It also makes us reflect on what we as individuals could and should be doing about it.



Making community-based tourism work

Running a high-end, community-based tourism initiative in an impoverished area of Kenya raises complex demands. Njalis Ole Shuel, Director of Il Ngwesi Group Ranch explains.

The Il Ngwesi Group Ranch was built in 1996 with funding from USAID through the Kenya Wildlife Service. Perched on the edge of the Mukogodo Escarpment with panoramic views across Northern Kenya, the lodge is living proof that community-based tourism can be commercially viable. It currently supports 634 households, totalling 6,000 members of the Il Ngwesi Maasai tribe of Laikipiak, who have lived on this land for centuries.

It's an upmarket eco-ranch made up of six thatched bandas, two sitting/dining areas and an infinity pool overlooking the escarpment. The heating and lighting are solar-powered and water is piped from a spring by gravity. Guests can shower in the open overlooking the waterhole, go on bush walks, game drives and camel safaris, and then spend an evening at the cultural village, exploring and learning about local cultures, dances and lifestyles.

Il Ngwesi has made a huge success of managing its business and in the past two years occupancy has improved. The extra revenue has provided for a range of community developments as well as helping to develop the surrounding infrastructure, including the building of four main roads, three cattle dips, a medical centre and 22 classrooms. In addition, it has contributed to the school fees of more than 80 secondary and university students. The present lodge manager, Ochen Ole Mayiani, is a typical beneficiary: "Il Ngwesi paid fully for my two-year diploma course in business management at a Nairobi university, which has given me valuable skills and knowledge that are absolutely relevant for my current work."

To achieve this, the Il Ngwesi Company Limited, which runs the business and is overseen by a board of directors, has had to overcome many challenges. One of these is that the nearest market, Nanyuki, is several hours away. Only having one vehicle makes it difficult to respond quickly to unexpected needs. The lodge itself also requires constant upkeep, particularly repairing the damage caused by termites, while water is piped from a spring several kilometres away. It is thus a major job to check pipes regularly for damage, mainly caused by elephants.

Added to this, the communication network is inadequate. Sometimes there is little advance notice of guests arriving so preparations are improvised or last minute – not ideal when running a business.

Our two major challenges are marketing and training. They are key to our success and ability to continue generating enough income to maintain the community and keep people committed to the business. It requires

local voices



Tourists enjoy the infinity pool at Il Ngwesi Ranch. However, tourist numbers to Kenya have recently been in decline.

Il Ngwesi

all our skills to market the lodge when tourism is in decline in Kenya. Ol Donyo Keri Safaris Limited, a locally owned and managed tour and travel company, was set up in 2008 to help achieve this. We still have far to go with staff training, which staff value enormously. Room steward Benedetta Kinyaga points out that: "Without Il Ngwesi I would never have acquired the skills to interact with people from different parts of the world. I have met and made great friends and this has tremendously changed my world view and attitudes for the better."

We are focused on ensuring that we have on-going staff training in hospitality, culinary skills, tour guiding and business management, and also that our website is updated and that we can continually upgrade the facilities and services for our clients.

www.ilngwesi.com

DONYO KERI MAASAI ARTS & CRAFTS IS A non-profit enterprise owned and managed by the Il Ngwesi community. It supports the Laikipia Maasai, particularly the women, to use their age old skills and knowledge to produce quality and stylish hand made gifts.

We began this enterprise in order to enhance the resilience of our people in the face of global economic crisis, drought and famine. We have supported them to develop and broaden a range of stylish beaded products which include beaded bags, sandals, belts and baby shoes made from leather and other accessories. Private partners from the local community and neighbouring ranches help with the design work.

We very much hope that friends and partners will help support this cottage industry through buying the items as well as referring us to potential markets that would be willing to buy from us. We are well aware that everyone has been badly affected by the economic recession. The greatest impact though is on very vulnerable and fragile households which rely solely on these arts and crafts to feed and educate their families.

We set up this enterprise to avoid the common practice of asking for donations and to support and build local people's resilience and abilities to enable them not to become perpetual beggars, but rather empowered women in a very disadvantaged region.

Ways you can help

If you are interested in finding out more about these products or in helping Donyo Keri sell their products abroad or via the internet (they are currently seeking partners), please contact Ole Shuel at: ilngwesi@gmail.com or oleshuel@yahoo.com.

Il Ngwesi Community Lodge is featured in the new Ethical Travel Guide



Global Vision International

A three-day conference on Travellers' Philanthropy was held in Arusha, Tanzania in December 2008, at which Nobel Laureate Dr. Wangari Maathai, founder and leader of Kenya's Green Belt Movement, gave the opening keynote address.

At its core, travellers' philanthropy is about tourism businesses and travellers 'giving back' to tourism destinations by providing financial support, expertise, and material contributions to local projects and community initiatives.

While a growing number of tourists are keen to give 'something back' to the communities they visit, this should not be a substitute for fair trade.

TRAVELLERS' PHILANTHROPY vs FAIR TRADE

More than 30 years ago Issa Shivji, Tanzania's leading authority on law and development, wrote a book arguing that tourism would turn his nation into a nation of servants and reproduce the politics of colonialism.

He stated that tourism would not benefit his country economically or socially, something that **Tricia Barnett** argues is not changed by philanthropic contributions.

I WAS INVITED TO SPEAK AT THE TRAVELLERS' PHILANTHROPY CONFERENCE IN TANZANIA, WHICH I DID WITH SOME TREPIDATION.

Tourism is now key to the Tanzanian economy and both aid and charity are equally well embedded in the sector. As children we were inspired to give money to Africa after seeing pictures of women having to carry water on their heads for long distances. Many years later, this is still true for many. I wonder what happened to all the aid poured into the country? Will philanthropy achieve more?

I do not believe that charity or philanthropy can initiate any required structural change, even if basic rights such as schooling and healthcare ensue. But I think aid and charity can add value to fairly traded tourism.

A few years ago, a hotel on the Mombasa coast was targeted by a terrorist bomb. Some local employees died. Their families were so poor that they could not afford to bury them. Why were these full-time employees still living in poverty? Charitable donations from guests paid for the burials. But why did the families have to accept charity to bury their dead?

As an export service industry, tourism falls under the General Agreement in Trades and Services (GATS). At Tourism Concern, we work to put fair trade tourism into practice. Fair trade tourism aims to strengthen the bargaining position of local host stakeholders and give them equitable market access, raise consumer awareness, and influence international trade policy. It is a key aspect of sustainable tourism. If people earn a fair, living wage, then they can determine their own priorities and decide how best to spend their money. It also supports the right of local communities, whether involved in tourism or not, to participate as equal stakeholders and beneficiaries in the tourism development process.

Fair trade tourism, not charity, should be embedded in corporate social responsibility (CSR) policies. CSR premises that sustainability cannot be achieved without corporate acceptance, that responsibility is owed to society at large as well as shareholders. Few tourism businesses accept this. CSR is not philanthropy: it ensures that business benefits all stakeholders and that business practices are transparent and accountable.

Hotels are particularly vulnerable to accusations of irresponsibility and damaging business practices as they operate in some of the poorest and most disadvantaged communities in the world.

Tourism Concern's international research exposed the debilitating effect that poor labour conditions have on local economies, in that they inhibit development of decent livelihoods and trap many into poverty. It highlighted the need for the wider tourism industry to examine why its workers fare so badly and for tourism businesses to focus on labour conditions in their quality management processes and CSR agendas.

Charity breeds dependency. Fair trade tourism will ensure that people serving us on holiday receive due respect.

What do you think? Post your comments on the new Travel Dilemmas section on our website today.

supporters' area

Put People First

On Saturday 28th March Tourism Concern staff and volunteers joined some 35,000 protesters on a march through central London. The Put People First march was organised by an alliance of 150 trade unions, church groups and campaigning organisations, including Tourism Concern. The theme was "jobs, justice and climate", with the message, aimed at the G20 leaders gathering in London to discuss the global financial crisis, that their decisions had to fully consider the impacts of climate change and the needs of the world's poorest nations. The march, which began on the Embankment, was peaceful and colourful, with a festive atmosphere, brass bands, drums and banners.

The day culminated in a rally in Hyde Park, where speeches were given by both British and overseas politicians, trade unionists, fair trade producers, church leaders and campaigners.

The Put People First platform, along with campaigners all around the world, will continue to make the case for positive and meaningful change throughout this critical year.

Lee Viesnik

For more information, visit www.putpeoplefirst.org.



Tourism Concern's campaigner Rachel Noble with volunteer Patrick Hourmant flying the flag at the Put People First March, London.

Buy a book and support Tourism Concern

Professor Rhodri Thomas of Leeds Metropolitan University has been a Tourism Concern member since 2001. He has very kindly offered to donate half the proceeds from his new book, *Managing Regional Tourism*, to us.

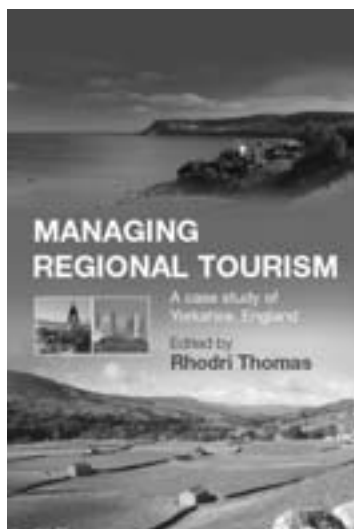
The book, which focuses on Yorkshire, would be a great addition to any library. Do please encourage your college library to order a copy or, of course, buy one yourself and help Tourism Concern at the same time.

Managing Regional Tourism

A Case Study of Yorkshire, England

Edited by Rhodri Thomas, published by Great Northern Books, paperback, 288 pages, £29
ISBN 978-1-905080-58-8

To order call 01274 735056 or visit
www.greatnorthernbooks.co.uk



book review

The Guardian Green Travel Guide

How to plan your ideal break

Edited by Liane Katz, London,
Guardian Books 2009
284 pages, £16.99

ISBN 978-0852651162



I suspect that this book's constituency is indicated by its main title and potentially its road to fortune by its sub-title. Firstly, the basics: it is very well-printed and liberally scattered with full-colour plates which seem mainly to be sourced from stock agencies rather than specialist green or environmental sources. The jacket is eye-catching and would stand out in a crowded bookshop travel section, although it is rather weighty.

The guide contains a deal of useful material. There is more than a hint of the GCSE textbook – include as much as you can between two covers and at all costs be user friendly. The page on 'How to use this guide' introduces the user to three sections: the nature of green travel; ideas and suggestions on type of holiday; and a 'Directory of handpicked and visited accommodation ideas'.

The material on responsible travel and flying is good, with section two offering a holiday typology arranged by mode of transport (no air!) and nature of holiday, including fair trade and ethical.

The final section, a directory, was prepared in co-operation with greentraveller.co.uk and offers well-vetted suggestions for holidays on a world-wide basis. The common-sense and rational arrangement of this section seems slightly at variance with the approach of the rest of the book, which has its suggestions 'buried' in small sub-sections.

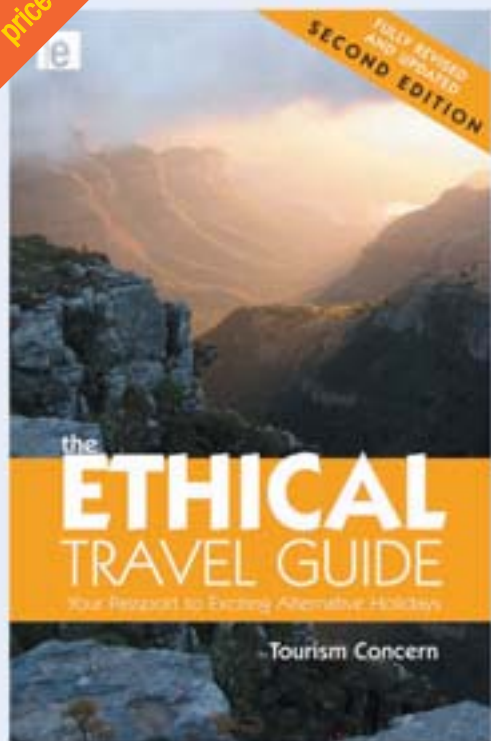
The book ends with useful pages giving details of ethical operators, and adding useful travel advice. This book is attractive, means well, tries hard and makes the right noises.

Paul Smith

Available from
Tourism Concern
price £14.99 plus postage

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Praise for the first edition:

'A crucial read for any **environmentally-aware** traveller.'
Ian Waller, Real Travel Magazine

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Evening Standard

'**Easy to read** and strangely compelling, T.E.T.G. is **an inspiration**.'
New Consumer

'A directory of exciting and inspirational holiday experiences which do not exploit or damage the local community to suit **all tastes and budgets**.'
The Bookseller

The extensive directory has been updated and expanded, and a thorough introduction gives a background to the many ethical and practical issues involved, **INCLUDING A NEW SECTION ON TRAVEL AND CLIMATE CHANGE.**

The Ethical Travel Guide: Your Passport to Exciting Alternative Holidays
Tourism Concern • Pb • 288 pages • 978 1 84407 759 5 • £14.99 • May 2009

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