

AWAKE'S MANIFIESTO

TRAVEL TO CONSERVE LIFE

In Awake, we exist to protect nature.

We are committed to contributing to a tourism that conserves life, that ensures wellbeing in rural communities, nature and in our travelers.

Awake, our travelers and our tourism hosts, we all have the responsibility not just to reduce the negative impacts of our travels, but to ask ourselves "is it possible to travel and socially and environmentally regenerate the destination we visit?" (Tourism Reset, 2022).¹

Principles for traveling to conserve life.

- We seek to develop a tourism activity that ensures and strengthens regional governance systems; we do not promote individual initiatives.
- We want to promote fair, inclusive, equal and significant relationships between all stakeholders within the tourism activity.
- We hope to create ideal conditions so that all wildlife can regenerate, through the strengthening of compensation, conservation and restoration initiatives (**National Geographic, 2022**).
- We encourage the respect of cultural heritage and diversity, we hope to conserve the identity of each destination.

AWAKE TRAVELER

- Make informed and responsible decisions regarding the destinations and organizations that you visit; as well as the seasons and dates in which you travel (**EFEAGRO**).²
- Support the local economy through responsible consumption, encouraging fair commercial relationships and respecting the local prices (**EFEAGRO**).³
- Completely avoid activities that include exploitation, degradation or animal trafficking.
- Avoid generating trash and take it all back with you, promote environmental best practices while you travel.
- Become an agent of change, collaborate with social and environmental initiatives. Inspire others through your actions! (**Tourism Reset, 2022**).⁵
- Interact responsibly with the local ecosystems, wildlife and rural communities; learn from them and respect all best practices required (**Manifiesto de Viajeros**).

¹ "Qué Es El Turismo Regenerativo y Cuáles Son Sus Beneficios." National Geographic, 27 Sept. 2022. <https://www.nationalgeographic.com/viajes/2022/09que-es-el-turismo-regenerativo-y-cuales-son-sus-beneficios/amp>

² EFEAGRO. "Turismo Regenerativo." EFEAgro, efeagro.com/turismo-regenerativo.

³ EFEAGRO. "Turismo Regenerativo." EFEAgro, efeagro.com/turismo-regenerativo.

⁴ EFEAGRO. "Turismo Regenerativo." EFEAgro, efeagro.com/turismo-regenerativo.

⁵ "Por un turismo comprometido con la sostenibilidad." Turismo Reset, 2022. <https://www.turismoreset.org/>

AWAKE TOURISM HOST

- Conserve, regenerate and make a sustainable use of biodiversity and its ecosystemic services; encourage a tourism activity focused on quality and not quantity (**Tourism Reset, 2022**).⁶
- Communicate and share the impact you generate, encourage spaces for education and exchange with travelers and the local community.
- Generate local employment with decent, equal, inclusive and just work conditions; contribute in the development of the supply chain by working with local suppliers who also contribute with social best practices.
- Sustainably manage the waste you generate and seek to close the waste cycle (**reduce, reuse, recycle**).
- Actively contribute in the inclusion and participation of women, and other diverse marginalized groups (**Manifiesto de Viajeros**).⁷
- Contribute in the protection and showcasing of the cultural heritage, integrate it into your tourism experiences (**Tourism Reset, 2022**).⁸

AWAKE

- We constantly measure, mitigate and compensate for our negative environmental and social impacts.
- We support and help our tourism hosts in their design and implementation of social and environmental best practices; we measure and showcase the exceptional testimonies with our travelers and communities.
- We encourage our travelers to make informed and responsible decisions, we empower them to become agents of change.
- We connect travelers with nature, we seek to generate physician, mental and spiritual well being.
- We offer a variety of tourism destinations, promoting new destinations and hopefully relying on the most sought after destinations.
- We work hand in hand with local, regional and national allies, strengthening collaborative governance systems.

⁶ "Por un turismo comprometido con la sostenibilidad." Turismo Reset, 2022. <https://www.turismoreset.org/>

⁷ Súmate Al Manifiesto Del Viajero Responsable #ManifiestoViajeroResponsable. www.manifiestoviajeroresponsable.es.

⁸ "Por un turismo comprometido con la sostenibilidad." Turismo Reset, 2022. <https://www.turismoreset.org/>

