



MANIFESTO

**PROMOTING SUSTAINABLE LOW-COST TRAVEL
AND THE DEVELOPMENT OF ACCESSIBLE TOURISM OFFERS**

Guide Me Green has been working on making sustainable tourism more accessible and is raising awareness about sustainable travel options for low-budget adult travellers. With this manifesto, Guide Me Green Partners are sharing their intention to commit to the following objectives.

1 INCLUSIVE TOURISM POLICIES

Advocating for more inclusive tourism policies linked to the promotion of sustainable tourism

2 DEMYSTIFYING SUSTAINABILITY

Continuing to work on debunking the myth that sustainable travel is primarily reserved for an elite that can afford to pay more for selected experiences and hospitality services. Sustainable travel should be accessible to all!

3 EMPOWERING EDUCATORS

Working with adult educators and learners as well as adult education providers to further increase knowledge about sustainable travel options and recognise signs of commitment to sustainability of tourism and hospitality businesses.

4 COLLABORATIVE TOURISM

Collaborating with all relevant tourism stakeholders such as hospitality businesses, tourist offices, local authorities and DMOs on the development of more inclusive tourism offers that include sustainable options for low-budget audiences.

5 SUSTAINABLE PRACTICES

Promoting sustainable practices to SMEs and destinations including various types of sustainability certification.

6 BUDGET-FRIENDLY GREEN TOURISM

Raising awareness about the need for the inclusion of tourists travelling on a low budget in the ongoing sustainable tourism discourse as well as in local, regional and national tourism strategies.

7 SUSTAINABILITY KNOWLEDGE

Encouraging tourism professionals to assess the level of sustainability knowledge of today's diverse range of low-cost travellers when designing tourism offers and systematically include awareness-raising in tourism offers and activities.

PARTNERS



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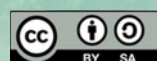
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HUKANOP
Обучението е отношение!

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