

Media Release
Development Resource Centre

Embargoed for 00.00 hours 12 November 2008

Top tour operators show support for responsible tourism

Today, on World Responsible Tourism Day, the Development Resource Centre (DRC), an international development NGO, congratulated 5 companies on their support for responsible tourism. Well known travel companies Intrepid Travel, Go Holidays, Harvey World Travel, Jasons Travel Media and Air Tahiti Nui will be promoting the *Responsible Tourism Code for the Pacific* to their customers. DRC called on the rest of the Aotearoa New Zealand Tourism Industry to follow suit.

The *Responsible Tourism Code for the Pacific* is a set of guidelines aimed at tourists travelling to the Pacific, providing advice on how they can make their visit a positive one for the local people and environment.

The Code was developed by the Dev-Zone programme of the Development Resource Centre¹ and is endorsed by Pacific Islands Association of Non Governmental Organisations and south.pacific-travel².

Dev-Zone Information Officer, Elena Wrelton said “The response we have had from the travel industry here has been overwhelmingly positive. We want to congratulate those companies that have already shown their support and hope that others in the industry will follow their lead by coming on board and promoting the Code to their customers.”

The Code is being given out to customers at Harvey World Travel stores throughout the country and will be appearing on the websites of a number of travel companies over the next few weeks. Customers can also look out for information on the Code in the trip notes they will receive from Intrepid Travel and the email newsletter of Go Holidays.

“The South Pacific is a very popular holiday destination for our customers because of its uniqueness. We are 100% behind anything that supports the continued sustainability of these destinations” said Harvey World Travel’s Marketing Manager Jodie Burnard.

For more information about the Code or how your agency can be involved in its promotion:

Elena Wrelton, DevZone
Information Officer, Development Resource Centre
elena@dev-zone.org Telephone +64 4 496 9597
www.responsibletourism.org.nz

¹ The Development Resource Centre is a resource centre on international development and global issues.

² southpacific.travel is the intergovernmental regional tourism body for the South Pacific.