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## **NZers ENCOURAGED TO TRAVEL RESPONSIBLY TO THE PACIFIC**

**Dev-Zone launches *Responsible Tourism Code For The Pacific* for the thousands who travel from Aotearoa NZ to the Pacific each year.**

**Wellington, Monday, 13 December 2004** - Dev-Zone announced that on Monday, December 13, MP Winnie Laban will be **launching the Responsible Tourism Code for the Pacific:**

**When: Monday 13 December 2004, 4pm sharp**

**Where: 6<sup>th</sup> Floor PSA House, 11 Aurora Terrace, Wellington.**

**Media welcome**

The Code provides seven key areas that New Zealanders are encouraged to think about when travelling to the Pacific Islands including, among other things, protecting coral reefs, supporting local initiatives, and minimising visitor impact.

The development of the Code involved extensive consultation with the travel industry and Pacific NGOs, and is endorsed by the South Pacific Tourism Organisation (SPTO), and the Pacific Islands Association of Non-Governmental Organisations (PIANGO).

“We believe New Zealanders travelling to the Pacific Islands want their travel experience to be positive for everybody. What’s lacking is an understanding of how they can make the difference, and that’s where the Code comes in”, said Dev-Zone manager, Ms Maria McMillan.

“We’re encouraging everybody to use and reproduce the Code (for free), from the general public to the travel and tourism industries. There is already considerable interest from industry in using the Code in their own materials”, said Ms McMillan.

The new responsible tourism website, [www.responsibletourism.org.nz](http://www.responsibletourism.org.nz) (to be launched at the same time), is also based around the Code. Grounded in the Pacific but with a global reach, the website will allow New Zealanders to explore a range of different ideas about the interface of tourism and development, with information and resources for both tourists and the tourism/travel industry. Website users can download and print the Code to either take when travelling or for their own promotional material.

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Dev-Zone works to inform New Zealanders about international development and global issues. We work closely with the development, aid, and human rights sector, particularly NGOs, development practitioners, universities, community groups, and the general public. Dev-Zone is a programme of the Development Resource Centre. For more information about what we do, go to [www.dev-zone.org](http://www.dev-zone.org).

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