

The **WORLDWIDE** GROUP

Responsible Tourism: What is the Worldwide Group doing about it?

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A BRIEF INTRODUCTION TO WILDLIFE WORLDWIDE & THE WORLDWIDE GROUP

Wildlife Worldwide is a small specialist travel organisation that began in 1992. Since its early days it has matured into a highly regarded company with specific divisions each handling its own specialist products...

Wildlife Worldwide
Walks Worldwide
Dive Worldwide
Equine Adventures
Schools Worldwide
Families Worldwide

All of these are based at our new country location in the heart of Hampshire with the exception of Walks Worldwide which has an office and shop-front in Ingleton on the edge of the Yorkshire Dales National Park, and Schools Worldwide which is run by Nick Joynes from London. Each division forms part of the Worldwide Group and all divisions uphold the same Responsible Tourism ethos and carry out similar Responsible Tourism practices. (Please see the specific sections relating to each division for more information).

Over time our products have evolved to include a highly successful (annual) Festival of Wildlife, which attracts such 'names' as David Shepherd OBE, Jonathan and Angie Scott, John Craven, Jonathan Truss, Mark Carwardine and many others as participants. Also, through our Walks Worldwide department a highly developed families programme has evolved into Families Worldwide with its own brochure and exciting holidays. More recently we have teamed up with two exceptional computer programmers to create YouDive.com, a specialist self-contained web-based diving operation which will run alongside Dive Worldwide.

We are featured almost weekly in the national newspapers and in monthly magazines, we rank highly on all of the major Internet search engines and we have a good and loyal network of journalists who enjoy our products.

RESPONSIBLE TOURISM

In 2002, 280 representatives from all sectors of tourism from 20 countries attended the Cape Town Conference on Responsible Tourism in Destinations preceding the World Summit on Sustainable Development in Johannesburg.

They agreed in a declaration that responsible tourism:

- minimises negative economic, environmental and social impacts
- generates greater economic benefits for local people and enhances the well being of host communities; improves working conditions and access to the industry
- involves local people in decisions that affect their lives and life chances
- makes positive contributions to the conservation of natural and cultural heritage embracing diversity
- provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues
- provides access for physically challenged people
- is culturally sensitive, encourages respect between tourists and hosts, and builds local pride and confidence

WHAT IS THE WORLDWIDE GROUP DOING ABOUT RESPONSIBLE TOURISM?

1. Office Environment and the Worldwide Group team

Recycling

- The vast majority of our paper in the offices is from recycled source and being recycled - on a week-by-week basis. We also recycle bottles and cans. Walks Worldwide are currently researching sponsoring a rubbish bin in Ingleton – their local village which is heavily frequented by tourists and walkers.
- We use a compost bin for all compostable waste.
- All printer cartridges are recycled.
- When recently installing a new telephone system in the office, we ensured that old handsets were made good use of by passing them onto other companies.
- In the past, (and indeed up to the present day) we have made every possible effort to recycle unwanted office equipment and furniture, for example old chairs have been taken to charity shops rather than being dumped at the local refuse site.
- We are careful to try and use environmentally responsible suppliers in the UK as well as abroad.

Office space

- As a company, we are careful to limit the amount of power we consume:
 - Computers are powered down when not in use
 - Lighting is turned off in rooms when not in use
 - Heating is limited to usage only when required
 - Energy saving light bulbs are used where possible
- When new office furniture is purchased, we are keen to source this from sustainable sources.

Team Awareness

- All the team at the Worldwide Group is dedicated to trying to uphold the company's responsible tourism ethics.
- Many of the team regularly walk or cycle into work each day.
- Members regularly bring their own lunch into work, negating the need to travel into the nearest town at lunchtimes.

2. Worldwide Group Trips

Pre-tour Information and Final Documentation

- A certain amount of written documentation accompanies each holiday booking taken by the Worldwide Group. Where possible, e-mail communication is preferable. However, where printed documentation is required we try to ensure that this is concise and informative.
- All pre-tour documentation relating to each specific destination is as informative as possible regarding local customs, religions, etiquette, communities etc. We try to ensure that our customers

will be helping to benefit the local communities by their trips and that local traditions and cultures are respected.

- Most tickets are now sent as e-tickets, enabling one ticket to be printed per family/group.
- Consideration when using a camera is advised; respecting peoples wishes by asking permission before taking pictures, no flash photography in places of worship etc.
- Each Worldwide Group booking made offers customers the chance to offset their flight carbon emissions by donating to Climate Care (see www.climatecare.org). Climate Care invests in a number of sustainable projects worldwide, which not only offset the flight carbon emissions but also help local communities in the process.

Local operators

- In most areas we favour, and in most areas we use ground agents, camps and lodges who are environmentally sympathetic in the way that we are.
- Almost all of the lodges we work with make use of local guides and are actively employed in the training and development of local staff.
- The lodges we work with favour solar power over generators, and don't employ damaging detergents that can contaminate local water sources. Many of the lodges that we work with (particularly in Botswana and Namibia) actually remove ALL waste products from the parks and reserves and dispose of them in environmentally sound situations away from wilderness areas. Various companies even have a policy in certain areas of building lodges on stilts in order to reduce the 'footprint impact' of the lodge on the ground, or building lodges which enable the structures to blend in with the background rather than creating a blot on the landscape.
- A considerable number of the hotels, lodges and camps that we work with around the world have their own environmental programmes, including specific projects for the protection of certain species e.g.(cheetahs and rhinos in Namibia – Africat Foundation and the tree planting program at Kapani Lodge, Zambia (see below) etc).
- Many of the lodges we work with around the world donate a percentage of their takings to local school and community projects. Norman Carr Safaris have established initiatives such as a medical clinic and the Kapani School Project (see below).
- A number of the lodges we work with are co-owned by local residents who benefit directly from the visiting tourists.
- The ground agents that we work with in South Luangwa National Park (Norman Carr Safaris) have set out policies and guidelines for responsible tourism which they follow rigorously. The syllabus they set for safari guide exams has now been adopted nationally.

As announced in the latest (March 2007) edition of their newsletter, Norman Carr Safaris are setting up a tree planting scheme in Mfuwe that will be run in conjunction with their existing school project which we actively support (see below). Travel agents and individual travellers can donate \$20 dollars a head and they will guarantee that every cent will be spent on planting trees and on a lecture program through local schools to explain to the next generation, the dangers of deforestation.

3. Worldwide Group Division Specifics

Walks Worldwide & Schools Worldwide

General Ethos

- Our tours have been designed to create a worthwhile experience and exposure to nature and culture. The world's diverse and marvellous environment is a gift to us and we intend to promote the benefits of nature and wilderness in its many forms and provide a tourist service, which is environmentally sustainable.
- Walks Worldwide promotes small group tours (sometimes as small as just two or three) or tailor-made/self-guided travel for just two people thus creating less impact on the areas that we visit.
- We try to offer our clients the most rewarding experience by means of travelling to a remote destination with the highest degree of safety and to this end our western leaders are fully qualified and medically trained.
- Walks Worldwide often uses local leaders bypassing the need to send UK tour leaders out thus offsetting aviation emissions. Using local leaders provides sustainable employment to local communities and clients benefit from having someone who is better versed to show them the country and who know the culture intimately.
- We are actively researching a biodegradable bag so that clients can 'Pack it in, Pack it out' in the New Zealand philosophy.
- We are constantly researching further worthy causes in developing countries to which we might make a difference.

Conservation and Charitable Work

SPANNA

We are actively assisting SPANNA – the Society of Protection of Animals Abroad.

- Walks Worldwide pledges to donate £7.50 per client to SPANNA. In 2006 Walks Worldwide donated in excess of £6000 to SPANNA
- We ran a very successful members trip to Marrakech to visit the animal clinics in summer 2006 and will be running further similar trips in 2007.
- The society works particularly closely with the working mules in Morocco (where the majority of Walks Worldwide clients holiday) but also support projects wherever there are working animals such as Jordan, North and West Africa. Where possible we offer clients the opportunity to visit these clinics.

HYF

Walks Worldwide are actively assisting HYF - the Himalayan Youth Foundation.

- The Himalayan Youth Foundation ("HYF") is a private, not for profit, charitable US- registered Corporation. The HYF has as its objective, to provide year round care and education for poor children from the Himalayan Region. It believes that such education for boys and girls is essential for the stability and prosperity of the region and children's future well-being.

- The HYF currently supports two wonderful projects in the Himalaya: In Nepal an educational project for desperately poor children who would not otherwise have the opportunity at a formal education (The Himalayan Children's Foundation) and in Bhutan it supports the Choki Traditional Arts School (CTAS), country's first charitable, privately run, art school that was founded in 1999 by the former head of the Painting Division of Bhutan's National Painting school, CTAS offers free education and housing to poor mountain children.
- Walks Worldwide sponsor the Himalayan Foundation calendar

Local Agents

- Walks Worldwide only uses ground agents that follow strictly the IPPG regulations; the porters employed by their ground agents in Nepal are insured and are well looked after. Whereas other tour operators in Nepal accommodate their clients in local 'tea-houses' or lodges that consume a lot of firewood (adding to Nepal's deforestation problem), all Walks' cooking is done on paraffin stoves and guests are not offered hot showers.
- Although many of the IPPG guidelines were designed for high altitude expeditions in Nepal Walks Worldwide ensure that the ground agents used in Peru comply with the IPPG guidelines that are relevant for that country. UGM (Unidad de Gestion de Machu Picchu), issue licences, permits and regulate trips in the Machu Picchu National Park. The license holder is obligated to provide a minimum standard of equipment and service for the clients but for the porters there is now a minimum wage and a maximum load of 20 kilos. Walks Worldwide operate exactly the same policy whether our staff are working on the Inca Trail or on other treks not controlled by the UGM. Walks Worldwide have always exceeded these basic standards and provisions. We do not hire porters or cooks on a casual basis and pride ourselves on the long-term relationships formed with all our staff.
- Walks Worldwide are careful to inform clients of procedures with regards to rubbish; it must either be burnt or buried (if biodegradable) or carried to a suitable disposal point.
- Two of the camps used in Mikumi are owned and run by the Fox family, who were born and brought up in Tanzania. The Foxes' personal commitment to ensuring that their living is made with minimal impact to the environment is commendable. As an example the main Vuma camp is powered purely by solar panels, a bore hole supplies water which is carefully monitored and water is recycled. All their fresh produce is bought locally in the nearest village, providing local traders with an income. They have also invested their time and funds to ensure that rangers are equipped with uniforms and radios etc to effectively keep poaching of both animals and trees (now big business in most of Africa due to the shortage of wood) to an absolute minimum. In Ruaha the River Lodge occupies a unique position on the banks of the Ruaha River. It is very cleverly built around a rock kopje (outcrop) and melts into the environment more or less un-noticed. It is powered by solar, water is a scarce commodity especially in the dry season in Ruaha and every effort is made to ensure the river is not drained. On Kilimanjaro IPPG guidelines are always followed. Many of our procedures are established camouflage camping techniques that we were using before recent changes in National Park regulations made them compulsory. Cooking on kerosene and gas rather than firewood, carrying all rubbish off the mountain and providing hot washing in bowls to avoid polluting streams are all very simple but highly effective measures that represent little more than applied commonsense to the experienced traveller but are still something of a novelty in Tanzania.

Less obvious is the need for training to raise local staff awareness about these issues (plastic packaging was virtually unknown in Tanzania ten years ago!), to ensure careful monitoring of staff performance against our environmental standards or to insist that our staff clean the National Park long drop toilets on a regular basis (to prevent the areas adjacent to campsites becoming open latrines because clients refuse to use the toilets). To reinforce the importance of environmental care, we occasionally pay a 'trash bonus' to members of our staff who assist us in periodic clean ups of important sites such as Gillmans Point. In general we follow the Sierra Club motto "Take

nothing but photos, Leave nothing but footprints". In these ways we are able to help the local people help themselves and take responsibility for their future. We prefer to use locally owned accommodation and work with personally managed service suppliers. We support the Cultural Tourism programme through our walking safaris and village visits partly because of the unusual and interesting experience for our clients and partly because the income generated goes directly into the local economy.

- Walks Worldwide's agent in India sponsors a local school, deep in the heart of the impoverished Garhwal Himalaya. Clients on certain trips are offered the opportunities to visit this school bringing gifts of a suitable nature.
- Walks Worldwide clients on certain trips to Morocco stay in the Kasbah de Toubkal in the Atlas Mountains, where a portion of the proceeds go towards the 'Village Association des Bassins d'Imlil' which covers the whole of the surrounding valleys. This association provides the ambulance in Imlil. Other community projects that the Kasbah undertakes include the rubbish clearance system and provision of a new village hammam opened in 2004. Its sister establishment, the Toubkal Lodge has been built in an architectural style is such that it complements the environment of the surrounding villages. Many villagers were involved during the building of this lodge and it is a much welcome development in the traditional valley of Azzaden.
- Our Chilean partners have joined the International Eco-Tourism Society to gain background, understanding and experience to model our operations and to serve as an example to others. They became the first outfitter in South America to provide its guides with the Wilderness First Responder degree. The eco-camp used offers a novel alternative of ecotourism with four star comforts whilst camping. It was built and designed to provide minimum environmental impact with the innovative use of renewable energy and a complete waste management system. The camp is located in a strategic location within the national park in front of the Paine Towers amidst a beautiful Lenga forest. The geodesic domes are inspired by the native semicircular huts found throughout the area, allowing sunlight to minimise the use of artificial light. They are resistant to the strongest Patagonian winds, rain and snow and come equipped with two single beds, sheets, blankets and duvets. Lifted platforms allow original flora to grow and wildlife to move around.

Schools Worldwide

Responsibilities and behaviour

- Schools Worldwide informs participants to be sensitive to the daily lives of local people at all stages of the itinerary and ensure that behaviour does not cause offence in any way. We also ask for consideration to the noise levels, language and attitude at all times, but especially in public areas and remind travellers that they are not only travelling as representatives of their school and country, but also of our company.
- Schools Worldwide encourages participants to take items in the form of gifts to local communities. However, before departing on the trip, consideration should be given to the country being visited and the use of the gifts. Advice is offered regarding the importance of who should receive the gifts (i.e. person in position of responsibility) in order that they will reach the intended recipients and be used in the correct manner.

Wildlife Worldwide

Conservation and Charitable Work

Wildlife Worldwide works very closely with a number of conservation organisations around the world by helping to promote awareness and raising much needed funds for their work. These

organisations include The Galapagos Conservation Trust, Raincoast Conservation Society and the most notable within the UK being The David Shepherd Wildlife Foundation (DSWF).

Yosefe Primary School - Zambia

We are actively assisting Yosefe Primary School in Zambia's Luangwa Valley.

- We make all clients travelling to Zambia aware of the Yosefe Primary School and its need for resources (see Appendix 1).
- Members of our staff have used contacts at libraries to gain donations of old books to be passed on to this needy cause.
- Each client travelling to Zambia is asked to assist in providing the school with more amenities by taking reading and reference books, along with various stationary items including pens, pencils and paints when visiting the region.
- Clients then have the opportunity to visit the school and meet with a former pupil (Abraham Banda) who is now the Safari Manager at Kapani Safari Lodge.
- On average 340 clients per year have partaken in this charitable act, and upon hearing of the scheme, some have taken it upon themselves to make their own personal donations to the school.
- One of our key objectives for the school in the future is to provide them with electricity. This, in combination with the computers we hope to provide (see below), will give them access to the Internet and links to other schools throughout the world.
- We are looking to donate our own old computers to this school and others once they have electricity. This will not only benefit the school but will mean that the computers are well recycled.
- We are actively researching further worthy causes in developing countries to which we might make a difference through similar schemes to that which we have arranged for the Yosefe Primary School.



The David Shepherd Wildlife Foundation

- We have worked closely with the David Shepherd Wildlife Foundation for a number of years now and continue to progress different ways of working together.
- Every Wildlife Worldwide holiday booking made gains that customer a years membership to the DSWF (worth £25).
- Wildlife Worldwide regularly sends out flyers for events on behalf of DSWF when customer documentation is posted out.
- We donate holiday prizes to auctions in order that DSWF can raise money for conservation.
- Our pre-tour information for each and every destination has a full page of information regarding DSWF and its projects worldwide.

- We frequently attend DSWF fundraising events to which we invite our clients to give them the opportunity to meet David Shepherd, renowned conservationist and wildlife artist himself.
- Over the past few years, the total amount raised by Wildlife Worldwide for DSWF alone has amounted to between £45-50,000. This money is then put towards saving critically endangered species in their natural habitat, and also to help the local communities living alongside these animals. (Please see www.davidshepherd.org for more information).

Festival of Wildlife

In 2004 Wildlife Worldwide initiated the Festival of Wildlife. This is an annual event, which assembles customers, together with experts in the fields of wildlife, photography, art etc. for an intensive programme of workshops, presentations, discussions and wildlife viewing in a particular location each year.

A gala dinner and auction raises much needed funds for DSWF and also significantly for the local community and local conservation groups. The auction alone at the Festival in Ranthambhore, India in 2006 raised over £15,000. All this money is then put directly towards conservation through the particular projects which DSWF have initiated.

Other Conservation Fund Raising

Wildlife Worldwide recently organised a number of successful promotional evenings at our barn offices in Hampshire. As we had recently moved as a company to Hampshire, these evenings provided us the opportunity of opening our doors to the local community for evenings of presentations, drinks and canapés. We were joined for each event by top wildlife photographers Nick Garbutt and David Back and by top wildlife artist Jonathan Truss. Jonathan provided us with a wildlife art workshop whilst Nick and David gave very interesting slide show presentations of their work and travels. At each event customers were given the opportunity of donating an entrance fee to three different wildlife conservation charities, whose representatives also attended each event. These organisations were EIA (Environmental Investigation Agency), Save the Rhino and the David Shepherd Wildlife Foundation.

We are continuing to develop other ideas for working with and helping raise funds for different conservation groups.

Wildlife Worldwide has recently been awarded the following awards for its Responsible Tourism practices:



APPENDICES

Appendix 1 - Kapani Yosefe School Project document

Appendix 1 Kapani Yosefe School Project – Norman Carr Safaris

The Kapani School Project was established in 1986. Its aim is to give an education to children who otherwise would not be able to go to school.

Yosefe School is the flagship of our project. We currently sponsor 40 children there, giving them uniforms, books, pens and pencils. We also pay their tuition fees.

We have 34 students at various high schools all over the region (grade 8-12). This sponsorship is more expensive at around \$250 per year as they have more elaborate uniforms, boarding fees, text books and transport costs.

We also have some students who have progressed to further education. The project originally chose not to send students to college since the costs were so high but a few years ago we sent our first person to a teachers training college, that lady is now a qualified teacher and has returned to Yosefe School.



Yosefe School gets no grant from government so the project also undertakes the maintenance of the school. Each year the general fund puts a bit aside for maintenance.

Over the years we have had several sponsors who wished to give money for a specific project. As a result we have been able to build seven new teachers' houses. (The government will only allocate teachers to a school if there is suitable accommodation for them).

We have also put in a borehole and a hand pump. Clean water is essential to good health and this borehole is a treasure not only to the school but also to the surrounding communities.

We have built a new two classroom block and recently renovated the existing two blocks and replaced all the desks.



We have also been able to provide a school laboratory, and pit latrines for both pupils and staff. We also teach the children conservation awareness. Twice a month we take groups of kids into the National Park to watch the animals. We also give lectures on many conservation issues. The general attitude towards wildlife in the villages is negative - elephants destroy crops, lions eat people or livestock, and impala are just meat to eat. However due to our efforts it is very rewarding to see the changing attitudes in these young children. A couple of years ago we organised a tree planting competition and the winners were treated with a night at one of our bushcamps. They just loved it!

With the assistance of specific donations the School Project has also built a library at Yosefe School which is designed to benefit the whole community. We had no problem filling it with books - many people sent over small packages of books and we have recently received a container full of books sent from the States by Rotary International.

Yosefe has 886 children with only 20 teachers. Therefore our future project proposals would include the construction of a three classroom block, two teachers houses, a staffroom and we hope to electrify the school. Supplying electricity is very expensive but we hope to purchase a generator for the meantime. There is a lot of suspicion these days about so called "charities"; so much is spent on administration that not much is left for the intended purpose. Our project is different - all members are volunteers and no one gets an allowance or a salary. Hence every penny generously donated goes directly to educate these kids.

If you are travelling to Kapani and would like to contribute to Yosefe School, the children are always in need of pens & pencils, books- any, but particularly ABC and 123 type schoolbooks for young children, footballs, netballs.etc. All donations would be very gratefully received.

Or, if you would like to make a donation please send a cheque payable to "Kapani School Project" to us at Kapani Lodge, Box 100, Mfuwe or [send us an email](mailto:kapani@normancarrsafaris.com) asking about depositing directly into our London or Mfuwe accounts (kapani@normancarrsafaris.com).

Kapani Tree Project

As announced in the latest (March 2007) edition of their newsletter, Norman Carr Safaris are setting up a tree planting scheme in Mfuwe that will be run in conjunction with their existing school project which Wildlife Worldwide actively support. Individual travellers can donate \$20 dollars a head and Kapani will guarantee that every cent will be spent on planting trees and on a lecture program through local schools to explain to the next generation, the dangers of deforestation.