



ATTA VALUES STATEMENT

FEBRUARY 2013



**ADVENTURE TRAVEL
TRADE ASSOCIATION**

www.adventuretravel.biz

As an organization, we formally adopt the Values Statement declared by the Adventure Travel Trade Association (ATTA). The ATTA, of which we are a member, is an organization that nurtures and professionalizes the responsible and sustainable development of the adventure travel industry.

In defining the adventure travel sector, the ATTA believes adventure tourism contains three main components for the traveler: 1) physical activity, 2) a connection to nature and the environment and 3) an immersive cultural experience. As tourism is one of the largest employers on the planet, it has a major impact on peoples' economic well-being and the planet's health. Furthermore, adventure tourism is inextricably dependent on human- and nature-capital; protection and promotion of these resources is key.

As an ATTA member, we are part of a community that supports and engenders these efforts. While we believe that no organization is perfect in its actions regarding responsibility and sustainability, it is our intent to move towards such goals. Thus, we and the ATTA declare our affirmation and support of the following key issues:

TOURISM ETHICS

We affirm and agree with the UNWTO's Global Code of Ethics for Tourism

PROTECTION OF CHILDREN

We believes in the protection of children from harmful effects of tourism and is a signatory of TheCode.org

RESPONSIBILITY

We believe in the universal standards put forth by the Global Sustainable Tourism Council (Based on the UNWTO's Global Code of Ethics for Tourism), and that tourism businesses and destinations should adopt the criteria specifically in these four areas:

- Demonstrating effective sustainable management
- Maximizing social and economic benefits to the local community and minimizing negative impacts
- Maximizing benefits to cultural heritage and minimizing negative impacts
- Maximizing benefits to the environment and minimizing negative impacts

COMMUNITY PRINCIPLES

ATTA Members — when working under the auspices as aforementioned — treat each other and travelers with respect and professionalism and conduct business with safety, honesty and integrity. As a community, we will do our part to seek to improve our own organization's compliance with the points noted above. As a community, we will wherever possible seek to assist other organizations and professionals within the association to achieve success- both in the pursuit of the values noted above and in business.

ADDITIONAL RESOURCES

<http://ethics.unwto.org/en/content/global-code-ethics-tourism>

<http://www.ecpat.net/what-we-do>

<http://www.gstcouncil.org/gstc-criteria/sustainable-tourism-gstc-criteria.html>

ATTA VALUE STATEMENT



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ABOUT THE ATTA

Established in 1990, the Seattle-based ATTA (www.adventuretravel.biz) is a privately held, global membership organization dedicated to unifying, networking, professionalizing, promoting and responsibly growing the adventure travel market. Host of the annual Adventure Travel World Summit executive trade conferences, the ATTA also makes possible www.Adventure.Travel, the traveler's hub of physical, cultural and nature-based adventure travel and guide to trusted tour operators from around the globe.



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AdventureTravelNews™

ATTA Web Properties

The ATTA's homepage online at www.adventuretravel.biz

The adventure travel industry's source of trade news online at www.adventuretravelnews.com



www.adventure.travel
inside the outside

The traveler's guide to finding adventure at www.adventure.travel

**ADVENTURE TRAVEL
WORLD SUMMIT**

The annual trade-only industry conference. Learn more online at www.adventuretravel.biz/summit



The HUB is ATTA's Online Members Community at <http://members.adventuretravel.biz>