



Inspire
GLOBAL

Guiding Principles

Inspire Global is an organisation whose purpose is to provide a collective and authoritative voice for the promotion of sustainable, positive impact tourism.

As tourism is one of the largest employers on the planet, it is in our interest as an industry to promote understanding of tourism as a **vital contributor** in creating socio-cultural, environmental and economic benefits for destinations and its **people** around the globe.

While we believe that no organisation is perfect in its actions regarding responsibility and sustainability, we believe that it should be the intent of every organisation to move towards such goals. Thus, Inspire Global declares its support of the following key issues:

SUSTAINABLE DEVELOPMENT GOALS

Inspire Global affirms and agrees with the UNWTO's Global Sustainable Tourism Development Guidelines and Management practices:

1. Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
2. Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
3. Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.



RESPONSIBILITY

Inspire Global believes 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
- Maximising social and economic benefits to the local community and minimising negative impacts
- Maximising benefits to cultural heritage and minimising negative impacts
- Maximising benefits to the environment and minimising negative impacts

COMMUNITY PRINCIPLES

As a community, we will seek to improve our own organisation's compliance, and wherever possible, assist members in the pursuit of the principles noted above and in business.

Since Inspire Global operates as a business network community, it is important that Inspire Global curate the network with common principles. While Inspire Global is not a compliance organisation, members that clearly fail to observe key values after being alerted and given a fair chance to remedy run the risk of being removed from Inspire Global membership.

However, it is our observation that most Inspire Global Members exemplify these values and in many cases, manage projects that address or help fund key social and environmental issues.

ADDITIONAL RESOURCES

<http://new.gstcouncil.org/page/adopt-the-criteria>

<https://www.unwto.org/sustainable-development>

