



Canada's Code of Ethics & Guidelines for Sustainable Tourism

The Canadian Tourism Industry Vision

Canada will be the premier four-season destination to connect with nature and to experience diverse cultures and communities.

The Canadian Tourism Industry Mission

Canada's tourism industry will deliver world-class cultural and leisure experiences year round, while preserving and sharing Canada's clean, safe and natural environments. The industry will be guided by the values of respect, integrity and empathy.

The Tourism Industry Association of Canada and Parks Canada Definition of Sustainable Tourism

Sustainable tourism actively fosters appreciation and stewardship of the natural, cultural and historic resources and special places by local residents, the tourism industry, governments and visitors. It is tourism which is viable over the long term because it results in a net benefit for the social, economic, natural and cultural environments of the area in which it takes place.

Ethics

The Canadian tourism industry is guided by the values of *respect, integrity* and *empathy* in designing, delivering and marketing sustainable tourism products, facilities and services.

Ends

A sustainable tourism industry that:

- Promotes sensitive appreciation and enjoyment of Canada's natural and cultural heritage, contemporary landscapes, cultures and communities.
- Balances economic objectives with safeguarding and enhancing the ecological, cultural and social integrity of Canada's heritage.
- Shares responsibility by being a full participant and contributor to the economic, environmental and cultural sustainability of the destinations and assets it utilizes.

Benefits

The tourism industry recognizes that fostering sustainable tourism practices addresses its *triple bottom line* of economic, environmental and social performance.

Travellers benefit from:

- Access to high-quality products and services that support positive experiences and respect socio-cultural and environmental sustainability;
- Access to opportunities that support a variety of service interests, recreational interests, skill sets and income levels; and
- Opportunities, now and in the future, to experience natural, cultural and social environments that have retained their integrity.

Tourism providers benefit from:

- Lower costs through more efficient use of resources and the reduction of waste;
- Sound planning and management of new and existing tourism opportunities, which leads to increased business certainty over the long term; and
- Canada's improved global competitive position through heightened recognition as a world leader in the implementation of sustainable tourism practices.

Host communities benefit from:

- Positive contributions to their natural, social and cultural environments and economic well-being;
- Respect for their rights and values; and
- Full participation in the decisions which affect the development of their community as a tourism destination.

Guidelines

We regard Sustainable Tourism as a guiding concept for the sound management of Canada's tourism experiences. We will honour the following guidelines in balancing economic objectives with respect for the natural, cultural and social environments in which we work.

To this end, we will:

1. Protect Natural and Cultural Heritage Resources

Support and contribute to the protection, enhancement and restoration of the integrity of natural and cultural heritage resources and places; encourage the establishment of parks, sites and reserves; support legislation to ensure protection of historic places and resources; condemn wilful destruction of heritage resources; and work to enhance public awareness and involvement in the protection of heritage.

2. Promote Appreciation and Enjoyment

Enrich travel experiences, understanding and enjoyment by providing accurate information, engaging presentations and opportunities to connect with Canada's natural and cultural heritage; and foster support for the protection and sensitive use of heritage resources and places.

3. Respect and Involve Host Communities

Respect the rights and values of host and local communities, property owners and Aboriginal peoples; educate communities about the importance of tourism and provide them with a meaningful role in planning and decision-making for the design, development and delivery of tourism programs and services; and optimize the long-term economic, social, cultural and environmental benefits to the community.

4. Influence Expectations and Use

Influence traveller expectations through marketing, trip-planning materials and tourism activities which foster responsible use and enjoyment of our nature, culture and communities; and support leading-edge services and facilities that respect heritage resources and places while achieving economic goals.

5. Minimize Impacts

Limit the negative impacts of tourism on the natural and cultural environment through the responsible use of resources, effective waste management and minimizing of pollution; limit activities, services and facilities to levels that do not threaten the integrity of heritage resources or systems while continuing to support economic goals and traveller access; and seek innovative solutions to mitigate or avoid undesirable environmental, social and cultural impacts.

6. Raise Awareness

Conduct research to expand the knowledge base upon which sound sustainable tourism decisions depend; share the knowledge through education programs, staff training and scholarships; and recognize excellence and best practices through awards and accreditation programs.

7. Work Together

Advance sustainable tourism by working with governments, communities, stakeholders, travellers and other industries to agree upon common goals, contribute to co-ordinated and co-operative actions, exchange information, technologies and solutions, and develop shared plans.

8. Contribute Globally

Show leadership in sustainable tourism by honouring international commitments; participate in international policy development and initiatives; contribute to the building of capability on a world scale; and share best practices and technologies with other countries.

In partnership with:



Canada

With support from:

