



infocus

summer 2006

**climate change, water
and tourism**

The impacts

future campaigns

Have your say

travel dilemmas

Buying fair trade holidays

www.tourismconcern.org.uk

TourismConcern

Fighting
Exploitation
in Tourism

Empty beach at Arugam Bay, Sri Lanka.

Tourists have yet to return in numbers to Arugam Bay and now an upmarket, all-inclusive resort is being considered, which will decimate locally owned tourist businesses.

Raheem Hanifa



Update on Sri Lanka

After reading about your tsunami campaign, I am writing to tell you of my experiences in Sri Lanka. The tourism industry is still suffering, particularly the local ventures. It was low season but surprisingly there was little evidence of tourism. We mostly stayed in guest houses and in a hotel in Negombo where we were the only tourists staying. We met a volunteer working in Arugam Bay and he said there were very few tourists.

The main issue that concerns me is what was cited at your AGM – namely the establishment of luxury resorts. I read that there is one planned for Tangalle (even though there is one already there that charges £1,000 per night) and that Arugam Bay is still earmarked. One article explained that there was little revenue from guest houses and locally run small tourism ventures and that instead the industry would aim at the upper end of the market and at creating tourist

'ghettos'. There is a new airport planned for the south which will also make access easy to this region including Arugam Bay.

I am very worried about how this tourism plan seems to be sidestepping locally run tourism businesses and communities.

Sheila Darzi

Editor's Response:

At Tourism Concern, we have been receiving updates from our partner organizations in the tsunami-affected countries on how the coastal communities are being displaced from their lands because of post-tsunami construction for tourism. The situation is still very serious and has not gone away. We are looking at ways to combat this.

Tourism Concern's report on the tsunami crisis is available at www.tourismconcern.org.uk

KEEPING UP THE GOOD WORK

I work for a campaigning and research organization on tourism called Kabani based in Kerala, South India. I received the details of your campaign highlighting the appalling environmental practices of the Hilton group of hotels through a yahoo group mail (Greentour). I think it is essential to have such campaigns. You are doing wonderful work and I think this will encourage groups like us and all around the world to do more.

In Focus in general is a very impressive campaigning magazine on tourism. The information included is very important to organisations like ours as most of the tourists in India come from the UK and it sends out the right messages to them. This has both an effect on our work and on responsible tourism in India and globally.

In solidarity.

Sumesh Mangal

www.kabani.org

Editor's Response:

India is an area of increasing tourism and one which we have covered in our past work, as in our Goa campaign, and with our ongoing tsunami work, we are still continuing to work on this.

editorial

AS THE BUSY BRITISH HOLIDAY

season comes to a close, this edition of *In Focus* is looking both to the past and to the future. In particular we feature some up-and-coming campaign issues which ask crucial questions. This is in preparation for Tourism Concern's Annual Meeting in October where our members and supporters will work together with us to thrash out exciting potential new campaigns. These include water and tourism, gap years and climate change. We are asking all of our supporters to attend this year's AGM on October 14th in London. However, as many of you reside overseas, we are also holding a global e-consultation on these issues. Details are available under the 'Take Action' sections at the end of the main articles.



Water and climate change have been huge topics in the news this year. With the increasing panic about our water running dry and the growing amounts used in tourism, we discuss the massive impact that tourism has and illustrate how the local communities in our holiday destinations are the ones losing out.

At a time when we are being told that flying is literally costing us the earth (the 400-mile flight from London to Glasgow emits over four times the amount of carbon that taking the coach does), we include a southern perspective on climate change and tourism. Recently, British MPs have recommended that the cost of flying be increased to help reduce carbon emissions. We are, however, only too conscious at Tourism Concern that however skewed tourism development is, we only exacerbate the problems for the poor who are over dependent on tourism if we stop visiting their countries. Solutions are not easy.

We also investigate gap years and international volunteering on page 5 asking who is really benefiting from this huge industry and are the local people, supposedly the benefactors of our gap experiences, and the 'gappers' themselves being taken for an expensive ride? It is also important to reflect on the success we have had with our recent campaign Sun, Sand, Sea and Sweatshops and how we are continuing to publicly criticise the tourism industry's violations of its own environmental policies (pages 6 and 7).

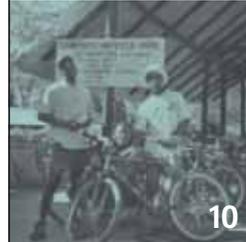
As it becomes apparent that tourism plays an increasing part in draining our most precious resources, Tourism Concern is taking up the challenge to find solutions to these issues. We hope you will do the same by taking this chance to have your say either by email or at our AGM.

Looking forward to seeing you there.

Kelly Haynes
Editor

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Water water everywhere

With the hottest July in history in the UK, we are aware of the effects of water shortages with rivers drying up, bans on hosepipes and increasing water bills. Criticism of the big water companies is high with accusations of billions of gallons of water wasted through leaking pipes – all whilst making record profits. But water problems are global and tourism is exacerbating them.

Rosemary Caldicott reports...

The UN has become increasingly concerned stating:
“Tourism requires the use of a disproportionate share of local natural resources of which water is the most crucial. Hotels and guests consume vast quantities of water.”

THE FACT IS WATER HAS BECOME A GLOBAL SCARCITY.

There is simply not enough to go around. In tourist destinations the situation is often worse as water is consumed at an alarming rate. In the case of some small island nations it is particularly bad. Over the tourist season in Trinidad and Tobago, the population doubles and during carnival time in February, the ratio of tourists to locals is 10 to 1. This has caused an acute shortage of water in Tobago, often leaving local residents without any water at all.

Water needed for communities for agriculture and daily living is often diverted to tourist resorts and hotels which consume gallons of water for swimming pools and to tend their gardens and golf courses.

Increasing and fast growing demand from the tourism industry has meant a push to find other sources of water such as the building of dams and desalination plants.

Privatisation by international companies backed by international banks have been promoted as the global solution with their promises of improved infrastructure and better access for locals. This has resulted in dramatic price rises together with shortages, felt particularly by those living in tourism destinations around the world:

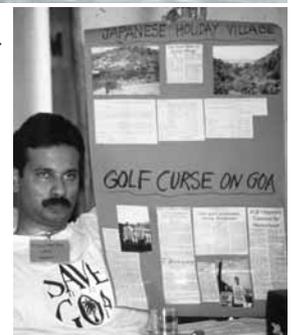
- In Boracay in the Philippines, they are witnessing a rapid growth in tourism. 200,000 visitors came during 9 months last year and 223 hotels have been built along a 4 km. beach. The sewage systems are entirely inadequate and locals can now no longer afford to buy the costly water.
- WWF has released a report about the Mediterranean where water needed for agriculture is being absorbed by golf courses, hotels and aqua-parks. The annual water consumption for one golf course is equivalent to that of a town of 12,000 people.

So what next?

Recommendations about controlling water usage often lie with the tourist and include turning taps off when cleaning teeth and taking fewer showers. But is there more we can do to reduce the amount of water we use? The problems, however, run deeper than this. Is it time for local government, tour operators, hotels and water companies to come up with solutions to this potentially catastrophic problem and ensure that local communities get their fair share?



Another inevitable pool at a luxury hotel; and 'golf curse', a protest against golf courses in Goa.



Choosing what to do and where to go for a gap year can be a minefield. There are over 70 companies in the UK alone offering a diverse range of international volunteering opportunities for the estimated 200,000 people between the ages of 18 and 25 who take time out to work and travel abroad each year. Volunteers entrust their safety and experience to these businesses. But do they know what they are getting into and whether the communities they are volunteering in really reap the benefits?

Gap year and international volunteering – who pays the price?

THE REALITY IS THAT IT CAN BE DIFFICULT TO FIND A GAP YEAR WHICH OFFERS both an opportunity to learn and interact with the people and places you visit and one where your presence genuinely benefits the local community – from their perspective. You can't rely on a glossy brochure, poignant images or the price tag to give you an indication of a good gap year.

Tourism Concern has heard reports varying from fantastic experiences that are beneficial to the host communities to the downright dangerous, with a lack of training or support leaving volunteers totally unprepared for their ventures. The experiences of the host communities are equally as varied, from schemes constructing buildings that aren't needed and with little consultation, to an extortionate percentage of the financial contribution paid by the 'gappers' not actually reaching the community but staying with the organising company.

The problem is that there is no accountability or regulation in this industry. There are some great gap year companies but others paint a rosy picture that, because standards are so different, there is little guarantee they can deliver.

In Ireland, a code of good practice has been set up for gap year companies to follow as well as a charter that volunteers themselves sign up to. Steps have also been taken in Scotland to do the same. The UK lags behind in regulating this industry but in December last year Tourism Concern held a debate with representatives from Kenya and Thailand. The outcome was for us to produce a code of good practice for the gap year and international volunteering industry.

To do this we would value your input in deciding how to ensure companies put good standards before their profits.

Kate Simpson



Mongolia 2005: A good volunteering experience – swapping Kazakh and English words.

actions: We very much want our members and supporters to contribute to the direction of Tourism Concern's campaigns. Please do come to our annual general meeting on Saturday 14th October when we will be holding workshops on climate change, water, fair trade, international volunteering and gap years.

Or email us with your views on any of these issues at campaigns@tourismconcern.org.uk or sign up to the AGM by telephoning or emailing: info@tourismconcern.org.uk

campaigns

Sun, Sand, Sea and Sweatshops no more! But our labour continues...

AFTER THREE YEARS OF HARD CAMPAIGNING ON appalling working conditions in the tourism industry, we at Tourism Concern have had enough time to catch our breath and reflect on what we and our supporters have achieved.

Our groundbreaking research into conditions in popular hotels used by major high street operators in seven tourist destinations uncovered global systematic abuse of workers. We discovered widespread and endemic abuse in every country we visited and the devastating effect that this was having at community level. Unpaid overtime, lack of training, no contracts, insecurity, and poor wages for seasonal work were the norms.

We sent letters to the tour operators demanding that they recognise their responsibilities with regard to the treatment of hotel workers. These were largely ignored until, with the backing of the TUC, we hit the media headlines in August 2004. This finally forced the operators to take notice, together with our postcard petition which supporters signed in their thousands stating they would not holiday where workers were being abused.

Our powerful photographic exhibition in 2005 further highlighted the labour conditions of workers in Kenya and Thailand. These images have been seen in Liverpool, Leeds, London, Germany, Italy, Belgium, China and Brazil and on the internet by hundreds of thousands of people.

We believe that without our campaign tour operators would never have taken action. The Federation of Tour Operators (FTO), whose members include all the major UK holiday companies, now states its social responsibilities

clearly on its website and mentions labour conditions as a key area of concern. This makes the FTO and its members accountable for their actions. Moreover, the FTO consulted Tourism Concern when producing a checklist for hotels on labour conditions. We also created the first ever audit to monitor the situation for the tourism industry.

The effects of the campaign have been felt in the destinations themselves. Workers have told us of their surprise and relief that their plight has been acknowledged. One example is Goodluck Mbaga, a community worker from Kikambala, an impoverished community alongside the luxury resorts of the Mombasa coast in Kenya. He was so inspired by our work that he continues to mobilise the tourism workers there to join together to improve their own labour conditions.

The Future

There is still a huge amount to be done to ensure that the tour operators' policies translate to action and protection for workers such as cooks, waiters and gardeners. We hope to pioneer a project on labour conditions in The Gambia and are exploring producing a fair trade label for tourism. It's far from over, but this time we aren't fighting to get attention for the plight of these workers through our Sun, Sand, Sea and Sweatshops campaign, we already have it!

action: Tourism Concern is always interested to hear about issues that develop our understanding of workers' labour rights. If you have any information, please email: guyonne@tourismconcern.org.uk or phone: 020 7133 3330.



Nick Hanes

Nick Hanes has taken a series of underpaid and poorly equipped porters working on Kilimanjaro in Tanzania. They are being shown in Belgium alongside our Tsunami of Tourism photographic exhibition.



John Wright

Goodluck Mbaga stands behind the memorial for the 14 people who died in the terrorist bomb at the Paradise Hotel in Kenya 2002. 12 of the 14 victims came from the local community.

CSR: Responsibility or Greenwash? Tourism Concern speaks out



Tricia Barnett

TRICIA BARNETT, TOURISM CONCERN'S director delivered a hard-hitting speech deploring the cynicism and lack of substance that characterises the social and

environmental responsibility policies of many tourism companies. The speech was delivered at a Corporate Social Responsibility (CSR) event in Singapore and accused tourism companies of widespread and blatant greenwash.

Widely covered in the media, the story caused an upset in the travel press. Articles appeared in *The Independent*, *The Guardian* and *The Telegraph*, and Tourism Concern's project manager Guyonne James was interviewed on the radio. The story has also appeared on numerous news and campaigning websites, helping to get Tourism Concern's message out worldwide.

Tricia exposed Hilton Hotels' behaviour on Mandhoo Island in the Maldives and Bimini in the Bahamas where two communities are currently suffering from the greed and self-interest of the tourism industry. Hilton responded angrily by publishing a public denial but backed down once it became clear that they had indeed been implicated in irresponsible business practices.

The case of Gemma Dell Est, a luxury hotel nestled on the shores of Northern Zanzibar was also highlighted. The hotel proudly

promotes its environmental credentials and can be booked through Thomas Cook and Kuoni. However, desperate local people have been cut off from their farmland, prevented from fishing and warned off their own beach by security guards. The hotel is an all-inclusive property, effectively discouraging clients from visiting local businesses. Moreover, the complex is using up the community's ground water.

Such corporate cynicism has persistently undermined trust in CSR. Hilton's website, like those of many tour operators, talks about bringing positive improvements to society, being a good corporate citizen and of protecting the environment. Yet these fine principles do not appear to have been integrated into their business practices, which develop without any reference to the surrounding community.

Tourism Concern will not let the travel industry off the hook. We are demanding that tourism companies look seriously at the impact their business has on local communities and environments. They have to incorporate transparent and robust social impact assessments prior to any developments taking place.

Tourism Concern fights exploitation. This is because we recognise that our holidays are other people's homes. Our holidays should be as good for the people in the destinations we are visiting as they are for ourselves.

We frequently get harassed by locals without realising that it's often because they're not getting any real benefits from our holidays. On the contrary, those living in popular tourist destinations often suffer when precious resources, such as water, are diverted from agriculture into hotel swimming pools. People even get thrown out of their homes for new developments.

Tourism generates huge wealth and can be a force for good for millions living at destinations, but they receive little, with most of our money never reaching them.

Please join us to fight exploitation.

Your actions make changes happen!

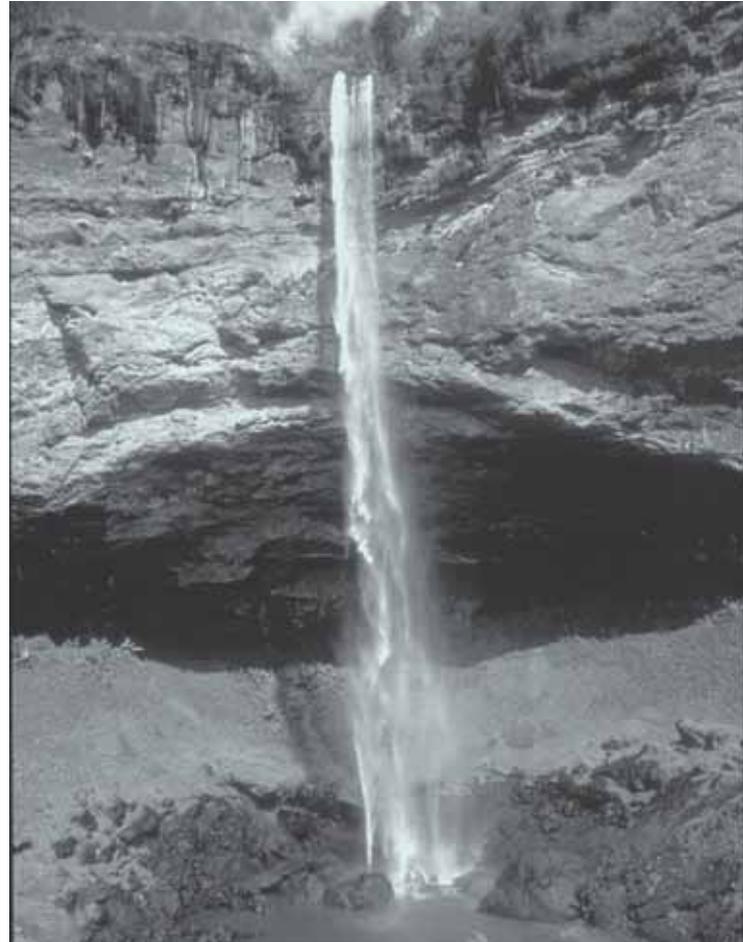


Women fishing in Nungwi, Zanzibar, where the local community still depends heavily on agriculture and fishing. However, near the Gemma Dell Est tourist resort, access to the beach and farmlands has been restricted for locals severely affecting their livelihoods.

action: For more information on our Hilton Campaign, visit our website at: www.tourismconcern.org.uk

Mt Elgon National Park, a 4,321m high extinct volcano straddles the borders of both Uganda and Kenya and is a tourist attraction for both countries for its wildlife and scenery.

The price for offsetting CO₂: Displacement in Uganda



TOURISM UGANDA

Mount Elgon National Park is Uganda's fourth largest wildlife park and attracts a fair share of tourists. Tourism Concern has always been alert to local people being evicted from national parks in East Africa to make way for conservation and tourism. There is a cruel crossover between these issues and evictions are still taking place. **Timothy Byakola** and **Chris Lang** report on the complex chain of relationships involved in a carbon project in Uganda.

It all sounds so easy. 'When we decide to fly we can't get around the pollution (CO₂ and other gases) that this causes, but we can compensate for these emissions by planting and protecting trees that 'soak up' the CO₂ as they grow,' a Dutch company called GreenSeat explains on its website. They calculate that the paltry sum of \$28 would cover the costs of planting 66 trees to 'compensate' for the CO₂ emissions of a return flight from Frankfurt to Kampala.

But a closer look at one of these projects, Uganda's Mount Elgon National Park, reveals serious problems invisible to anyone paying to offset their guilt about flying. A Dutch organisation called FACE (Forests Absorbing Carbon-dioxide Emissions) Foundation is GreenSeat's main partner in the project and is largely responsible for overseeing the tree-planting activities, working with the Uganda Wildlife Authority (UWA). The project involves planting a two to three kilometres wide strip of trees just inside the 211 kilometre boundary of the National Park. To date, 8,500 hectares out of a planned total of 25,000 hectares have been planted.

The project's co-ordinator says it has improved forest regeneration along the park's boundary, especially agriculture and employment opportunities. It is also certified by Société Générale de Surveillance (SGS) and is routinely monitored. It seems that the Mount Elgon project ticks all the right boxes.

Uprooting communities

However, local council officials dispute the employment claims as the project employs few people and most of the jobs are seasonal. They complain that the project has taken away what little local communities had. FACE reports that the main negative impacts have been increased scarcity of land, reduction of access to park resources and the increase of dangerous animals - but that these were caused by the conversion of the area into a National Park in 1993 rather

Local actions



Tourists on their long way to the departure gates

photo: Bernd Zimmerman

Climate and Development Initiatives (CDI)

Climate and Development Initiatives (CDI) is a Non-Governmental Organization established in Uganda to lobby and advocate for policy changes on climate change and sustainable energy issues in Africa.

As one of the lead civil society organisations working on climate change in Uganda, CDI is involved in many national and regional projects on implementing mechanisms of the United Nations Framework Convention on Climate Change (UNFCCC) including building capacity to climate change impacts in Africa.

CDI is a member of INFORSE, a network of 140 NGOs in Africa, Asia and Europe working for long-term sustainable energy solutions to protect the environment and reduce poverty. Member organisations are all united on a common strategy for phasing out nuclear and fossil energy use.

www.inforse.org

than reforestation by UWA-Face. Once awarded national park status those living within its boundaries lost their rights and the Ugandan Government ruthlessly evicted people without compensation.

The UWA's park rangers receive paramilitary training. 'The wildlife people who operate there have killed over 50 people. People feel that the Government favours animals more than the people,' David Wakikona, MP for Manjiya County told the Ugandan newspaper New Vision. The UWA's approach has resulted in conflicts where communities have deliberately destroyed the trees – for them a symbol of their exclusion from land that was once theirs. In 2003, a strip of eucalyptus trees over four kilometres long marking the park boundary was destroyed. Park rangers actively patrol the boundary region and prevent villagers from grazing their goats and cows.

In March 2002, UWA evicted more people from Mount Elgon, many of whom had lived

on the land for over 40 years. Park rangers destroyed villagers' houses and cut down their crops. With nowhere to go, the evicted people were forced to move to neighbouring villages where they lived in caves and mosques.

Cosia Masolo, an elder who lived in Mabembe village for over 50 years says that: 'When the UWA people came with their tree-planting activities, they stopped us from getting important materials from the forest.' Evicting people is not part of the UWA-FACE project,' GreenSeat say. 'It is a result of the Government's decision to enforce the laws regarding farming in the National Park.'

Offsetting responsibility

But GreenSeat and FACE cannot guarantee the climatic impact of the Mount Elgon project. The only way of knowing the true impact of carbon stored is by following the thousands of people who have been evicted from the Park and comparing their carbon emissions before and after the evictions,

which is simply impossible to predict with any accuracy.

Neither GreenSeat or FACE have evicted anyone. But on its website GreenSeat advertises its Ugandan tree-planting project to sell carbon offsets. The FACE Foundation's partner at Mount Elgon, the Ugandan Wildlife Authority, has forcibly evicted people with its military-trained rangers. If the tree-planting is to continue, more people will be evicted. Rather than offsetting carbon emissions, GreenSeat, FACE and SGS have been offsetting their own responsibility for evictions.

Timothy Byakolais a researcher for Ugandan NGO Climate and Development Initiatives. Chris Lang works with the World Rainforest Movement and is based in Frankfurt, Germany.

This is an edited version of an article that originally appeared in New Internationalist magazine, www.newint.org

Is it worth buying a Fairtrade holiday?

With tourism being one of the biggest employers in the world (200 million employees, 8% of the global workforce) and Tourism Concern's research into the highly exploitative nature of this profit-driven industry, there is an urgent need to ensure that the communities involved get a good deal. But how as holidaymakers can we support this?

Tourism Concern's programme manager, Guyonne James, brings us up to date...

John Tribe



Bike hire at Lake Victoria, Zimbabwe. Small locally owned tourism businesses thrive with fair trade.

Established in the 1960s, the Fairtrade Movement was set up as 'a trading partnership based on dialogue, transparency and respect that seeks greater equity in international trade.' Today it is a highly recognizable label on products such as tea, coffee and bananas which tells us that the producer and workers involved get a fair price in a trading system which often cripples the poorest and most vulnerable.

Over the last decade, the fair trade industry has become increasingly popular with over £750 million products sold worldwide in 2005 (a 37% increase on 2004) and even Topshop selling a range of organic Fairtrade cotton clothes. But is there such a thing as a fair trade holiday and what does this mean?

Why does tourism need fair trade?

Tourism is a huge and competitive industry that largely benefits powerful international travel companies that often make huge profits at the expense of keeping local people and communities in poverty. Fair trade could be one way that seeks to redress these injustices and provide real benefits to communities in our holidaying destinations and Tourism Concern has been working on developing the concept for several years.

Is there such a thing as a fair trade holiday?

There isn't a Fairtrade label in tourism like there is in coffee or tea because the organisation currently only certifies products rather than services such as tourism. There are many holidays which claim to offer fair trade tourism, one being the Fair Trade in Tourism South Africa (FTTSA) which is the only certified fair trade label for 20 resorts in South Africa. Aside from that there are over 400 eco-labels and many other tour operators promoting themselves as fair trade, which means that it is confusing when we want to find a holiday that is genuinely fairly traded. As the industry still tends to focus on environmental issues, the principles of community benefits are only just being introduced.

So is there a holiday we can trust as following fair trade principles?

FTTSA in South Africa has strict standards that are properly monitored and checked. The problem with many other labels is that they tend to be very local and may not have a process for monitoring the benefits for communities, making it difficult for holidaymakers to find out whether they live up to their claims. However, the idea of fair trade in tourism is still fairly new so by just supporting and choosing holidays with some fair trade principles, you are helping both to show that this is what consumers want and to create a new future for tourism. Local initiatives often work to benefit the communities rather than large holiday companies and demand will shape the future so that fair trade tourism becomes widely established.

So what can we do now?

Another way of taking a holiday where local people will benefit is to consult the *Ethical Travel Guide*, produced by Tourism Concern. It lists hundreds of initiatives that support local communities all over the world. We can't say they are fairly traded, but it's a step in the right direction. Always check out the fair trade credentials of any holiday taken as far as you can or buy the guide from us at www.tourismconcern.org.uk.

What is Tourism Concern doing about developing fair trade holidays?

We have been working to overcome the challenges and create a reliable label so that holidaymakers will be able to buy a fair trade holiday. We're delighted to tell you that we are now working with the Fairtrade Labelling Organisations and worldwide partners to achieve this.

What are your thoughts and experiences on this matter? Share them with us: campaigns@tourismconcern.org.uk

Shields Gazette



Alison Stancliffe, Tourism Concern's founder, receives the cheque for £1,600 from Travel & Tourism students at South Tyneside College

Students raise money for responsible tourism

Travel and tourism students from South Tyneside college have supported Tourism Concern by raising £1,600 over the past academic year. As part of their course, they studied responsible

tourism and have brought it alive using Tourism Concern's resources and case studies from our campaigns. They decided to give something back by raising money for our cause and we are extremely grateful.

Their fundraising activities included organising a St Patrick's evening and an India-themed event as well as student discos. They also ran competitions and raffles and even packed bags in their local supermarkets to raise the money.

Alison Stancliffe, founder of Tourism Concern, gave a presentation on Tourism Concern's work and thanked the students for their fantastic support.

action: If you are a student, teacher or someone who would like to raise money for Tourism Concern, please contact: francesca@tourismconcern.org.uk or 020 7133 3330

Heading South: A supporter's perspective

Soda Pictures



Charlotte Rampling stars as Ellen with Ménothy Cesar as Legba in Laurent Cantet's film about sex tourism in poverty-stricken 1970s Haiti.

Tourism Concern supported the recent film *Heading South* which featured a strong performance by Charlotte Rampling as a tourist who has a sexual arrangement with a Haitian man. Although the context of the film centres on sex tourism, the emotional power of the story concentrates on the woman. We learn little about the men involved in the transaction as people, illustrating the point that the women tourists are not really interested in getting to know them.

What does it reveal about tourism? For sure the difference between the world of the tourists and the economic and political realities for locals. A financial imbalance? Certainly. A power imbalance between the local man and the tourist? Yes, but it is not quite as it first seems. It also provides an insight into how the Haitian men are exploited by the women tourists and provides a rare moment of male emotion. Even though it was disappointing that there was no in-depth exploration of sex tourism and its consequences, the film is still well worth viewing.

Margery Hancock



Code Green: Experiences of a Lifetime

Lonely Planet Publications

£14.99, 215 pp

ISBN 1-74104-791-9

This isn't the typical Lonely Planet offering that you're sometimes grateful for if you're stuck at a foreign bus station where you don't know the language, need the address of the nearest guesthouse or the time of the next transport out of town.

Code Green: Experiences of a Lifetime is a much more leisurely affair. Covering more than 80 holidays worldwide, and ranging from bear spotting in Transylvania to rebuilding temples in Mongolia, each entry is presented as part of a double-page spread: one stunning, often unusual, full colour image and a page of description written in a zippy style. The "responsible travel credentials" are boldly displayed and the Maori nose-rubbing greeting which graces the cover doesn't look so inappropriate in the context of these holidays. The travellers' tips, from how to tell your holiday is green to dealing with begging, avoid pomposity and worthiness. Even if this has a slight coffee-table look to it, the contents are still striking out for Fairtrade tourism.

And thankfully there's no mention of Burma!

Polly Patullo

Competition winners

Congratulations to Victor Seedman and Maria Barry who won Tourism Concern's competition to see *Heading South*.

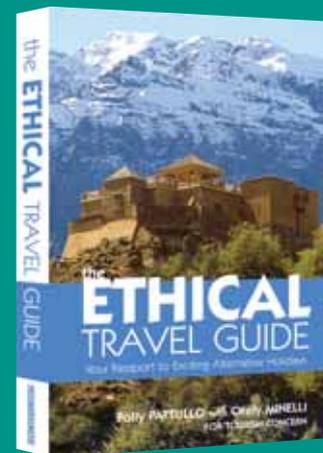
The essential resource for responsible global travellers

The Ethical Travel Guide

- Do you want to have exciting holidays that have a positive impact on local people and the environment?
- Over 300 holidays in 60 countries that benefit local people directly
- Find hundreds of new ideas not listed in other guide books – from simple local style holidays to luxury retreats



Order your copy today at www.tourismconcern.org.uk or call 020 7133 3330.
Just £12.99 plus £2.50 p&p. Published by Earthscan.



"As ever, Tourism Concern is at the forefront of efforts to ensure that the benefits of tourism are shared much more equitably."

JONATHON PORRITT,
Forum for the Future

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giftaid it

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