

1. Sustaining Village Communities

Ensuring that tourism improves the quality of life of local residents without disrupting their traditional way of living. Creates employment opportunities, supports local businesses, and encourages the use of local products and services. Helps preserve rural traditions, crafts, agriculture, and cultural practices, allowing communities to benefit economically while maintaining their identity and social values.

2. Community Partnership and Participation

Actively engaging local people in planning, developing, and managing tourism activities. Residents are encouraged to contribute ideas, make decisions, and share responsibilities in tourism projects. This approach ensures that tourism development reflects the needs and aspirations of the community, promotes transparency, and allows local people to receive a fair share of the economic and social benefits.

3. Using and Developing Local Skills

Identifying, utilizing, and enhancing the skills already present within local communities. Local artisans, guides, performers, farmers, and entrepreneurs are given opportunities to showcase their talents and products. Training and capacity-building programs further improve these skills, helping residents gain better employment, preserve traditional crafts, and increase their income while reducing dependence on outside labor.

4. Building Environmental Awareness

Educating tourists, local communities, and tourism operators about the importance of protecting natural resources. Awareness programs encourage practices such as reducing waste, conserving water and energy, preventing pollution, and protecting wildlife and ecosystems. By promoting environmentally responsible behavior, tourism can minimize its ecological footprint and contribute to the long-term conservation of natural attractions.

5. Fostering Cultural Interaction

Creating opportunities for meaningful and respectful exchanges between tourists and local communities. Visitors can learn about local customs, traditions, languages, festivals, cuisine, and lifestyles, while residents gain exposure to different cultures and perspectives. Such interactions promote mutual understanding, respect, and appreciation, helping preserve cultural heritage and reducing cultural misunderstandings or conflicts.

6. Treating Plants as Our Children

Treating plants as our children reflects the principle of caring for vegetation with the same attention and responsibility given to family members. In responsible tourism, this means protecting forests, gardens, and native plant species, avoiding unnecessary destruction of vegetation, and encouraging tree planting and habitat restoration. Healthy plant life supports biodiversity, prevents soil erosion, improves air quality, and maintains the natural beauty that attracts tourists. This principle encourages everyone—tourists, businesses, and local communities—to actively participate in conserving and nurturing the environment for future generations.