

# KUODA

The Local  
Experience Curator

## A COMPLETE GUIDE TO *RESPONSIBLE TRAVEL*



Part 1: The Best Ways To Travel

# Contents

<b>Introduction</b> .....	3
<b>Eco-Responsibility</b> .....	4
Choose a local tour operator that demonstrates ethical practice .....	4
Look for accommodations, operators, and amenities that promote ecological conservation .....	4
Minimize what one carries when traveling to a destination .....	4
<b>Local Wildlife</b> .....	5
Caring for wildlife .....	5
Animals in captivity .....	5
<b>The local Community</b> .....	6
Invest in helping .....	6
Say no to the exploitation of children .....	6
Listen and contribute .....	6
Respecting the differences .....	6
<b>Conscious Traveller</b> .....	7
Let's think about the future traveler .....	7
Being a good buyer .....	7
Go where we feel at home .....	7
Moving more, spending less .....	8
In the stillness is the enjoyment .....	8
Eating healthy .....	8

# Introduction

In the past, traveling consisted of packing your suitcase, getting to the airport, flying to your destination, and letting things flow according to a vacation programmed by someone else. At present, travel looks very different, the experience is looking for has also changed. Namely, the modern traveler is looking for a unique opportunity to authentically experience a destination. They want to do so on a level at which they feel comfortable but with the expectation of finding something different, something that surprises them. To achieve that in a sustainable way, the modern traveler must make commitments before ever making a trip, taking into account the impact that their visit can have on a place.



## How do we fulfill this second chance?



An increasing number of travelers recognize that we are more interconnected to the world than we might think. For many of those travelers, part of the journey is to complement our education, to find value in the world around us and the people we visit. The choice is now ours, and it starts with choosing a local travel company with a strong philosophy regarding respect for communities and the environment. That philosophy should be visible in the development of all of their operations. When you travel with Kuoda, you can enjoy a unique experience, specially designed for each traveler, so that you can check all the boxes regarding what you want on your trip plus a whole lot more.

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# Eco-Responsibility

## Choose a local journey operator that demonstrates ethical practice

There are many ways to find out if a journey operator is ethical. The internet is a great tool to find out how these companies operate, especially through the comments and reviews of their previous clients. Look for a company that is committed to conservation and having a positive local impact. For example, they might ensure that a certain percentage of your travelers dollars remain in the community and create a more dynamic economic flow.

## Look for accommodations, operators, and amenities that promote ecological conservation

It's always best to reserve ecological accommodations and experience that are committed to conservation. These are companies who avoid using plastic, practice recycling (such as bottles, straws, containers, etc.), and place importance on both investigating and using organic and/or local replacements that have zero impact on the environment and even contribute to the local economy.

## Minimize what one carries when traveling to a destination

Bring only what is necessary in terms of hygienic products and even clothing in order to reduce waste. The weight of your bag has an impact on the fuel economy of the planes, cars, and buses you travel in. Plus, you can bring biodegradable, earth-friendly products with you from home, avoiding having to purchase what's available at your destination.

# Local Wildlife

## Caring for wildlife

Stay away from protected places and respect the habitats offered for tourism. In this way, we minimize any impact on the lives of animals and they're not driven away from their natural habits.

## Animals in captivity

Don't fall into the trap that you're helping these animals by providing economic stimulus for their care. Animals in captivity is never a positive thing. Check with organizations that represent the rights of animals before embarking on a journey that involves animals. An ethical tourism agency can also recommend animal experience that actually benefit them.



# The Local Community

## Invest in helping

Volunteer tourism helps local populations in various ways. Consider spending a portion of your vacation volunteering your time to give back to the communities that you've visited.

## Say no to the exploitation of children

In developing countries, it's not unusual to see school-age children working. Avoid companies that employ children. Perhaps more importantly, denounce sex tourism, drug tourism, or anything that denies people their basic human dignity.

## Listen and contribute

Your guides, interpreters, hosts and workers in general do their best to ensure you have a wonderful experience. Listen to what they have to share, they're often a wealth of valuable information. And if you have something to contribute, don't be shy. Ask questions and contribute your own knowledge.

## Respecting the differences

Each destination is different, and the people of those destinations are, too. Always respect local customs and be cautious of things like taking photos of local people without asking. Of course, don't forget your everyday manners, either. Treating everyone with respect leaves behind a pleasant opinion of travelers and paves the way for future travelers to enjoy these destinations.



# Conscious Traveler



## Let's think about the future traveler

You're not the first or the last person to visit this place. When you're on an excursion, take care to keep those places as intact as possible.

The rules are the same everywhere: leave it as you found it. Let's protect the world by contributing our grain of sand.

## Being a good buyer

How you spend your money on your vacation matters. An empathetic and intelligent buyer buys local products made by locals, not mass-made products that are likely produced outside the country.

Not only does this contribute to the local economy, you can enjoy what you buy more because you know who made it.

## Go where we feel at home

Traveling smarter doesn't mean sacrificing security. Travel to places where you can enjoy yourself while still feeling secure.

## Moving more, spending less

Increase your spending capacity for food, journeys, handicrafts, and other products by spending less on travel. Instead of taking cars and buses use bicycles or walk to the places where that's possible. This gives us an opportunity to see more of what a destination has to offer, to immerse ourselves in the local experiences and unforgettable landscapes. Remember that "a miracle is not walking on water, nor is it flying... the miracle itself is being able to walk on Earth".

## In the stillness is the enjoyment

If your objective is to completely immerse yourself in your destination, then take your time and travel slowly. Instead of visiting many destinations fleetingly and not experiencing the satisfaction of feeling part of that environment, enjoy the moments of stillness and simply being part of the place you've chosen to visit.

## Eating healthy

When you're traveling, eating healthy means eating in a way that's sustainable. That requires knowing where the food comes from as well as not eating foods that damage the soil, or meats from abused animals, for example.

