Sustainable Travel: Making a More Positive Impact

In recent years, the world has witnessed a remarkable shift in the way people approach travel. With a growing concern for the environment and personal well-being, the concept of sustainable travel and wellness has emerged as a transformative trend in the tourism industry. This column explores the importance of this emerging trend and highlights how tourists and families can adopt responsible behavior to make a positive impact while enjoying their journeys.

What is Sustainable Travel?

Sustainable tourism involves minimizing the environmental impact of tourism, supporting local economies and communities, and visiting lesser-known destinations. Its practices include conserving energy and water, serving local and seasonal food, managing waste responsibly, and making conscious choices as a traveler.

You might be familiar with terms like “green travel,” “green tourism,” “ecotourism,” “ethical tourism,” “responsible travel,” and others that are similar. However, these concepts go beyond simple actions such as reusing hotel towels or taking a reusable water bottle when going out.

The Significance of Sustainable Travel and Wellness

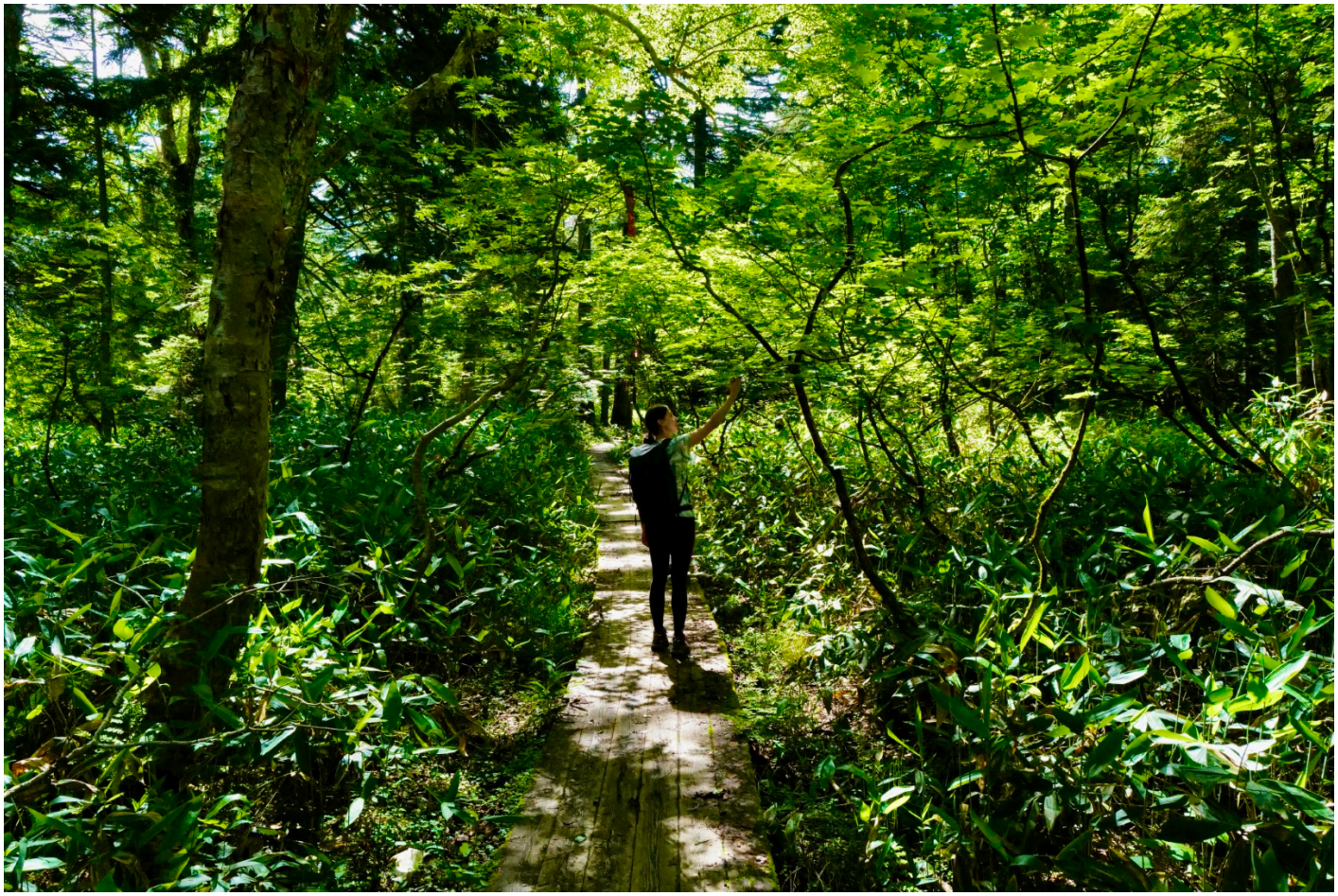
Sustainable travel and wellness encompass a holistic approach that considers the well-being of individuals, communities, and the planet. It acknowledges the interconnectedness of human health, natural ecosystems, and local cultures. By embracing this concept, travelers contribute to the preservation of fragile environments, support local economies, and promote a more ethical and inclusive tourism industry.

The need for sustainable travel and wellness arises from the consequences of unsustainable tourism practices witnessed in the past. Communities neglected or suffering due to tourism development, as well as ecological disasters caused by unchecked human activities, serve as stark reminders of the importance of prioritizing sustainability.

Learning to Do It Better

Below are frequent issues and responses to them:

1. **Water conservation**: minimizing the impact of tourism on local water supplies;
2. **Pollution reduction**: saying no to single-use plastics in travel;
3. **Supporting local communities**: preserving economy, culture, and community;
4. **Carbon footprint reduction**: traveling slow and sustainable;
5. **Protecting ocean health**: being mindful of marine environments.



Responsible Tourism Behaviors

To truly embrace the essence of sustainable travel and wellness, tourists and families should adopt the following responsible behaviors:

Mindful Destination Selection

Choose destinations that demonstrate a commitment to sustainability. Look for eco-certifications, sustainable tourism initiatives, and local conservation efforts. Opt for places that value their cultural heritage and implement responsible tourism practices.

Support Local Economies

Engage in responsible consumption by supporting local businesses, including accommodations, restaurants, and tour operators. By doing so, you contribute directly to the well-being of local communities while fostering economic growth that benefits both residents and visitors.

Minimize Environmental Footprint

Reduce your ecological impact by practicing eco-friendly habits such as using reusable water bottles, minimizing plastic waste, and opting for public transportation or eco-friendly modes of travel whenever possible. Respect the natural surroundings, adhere to designated trails, and avoid activities that harm wildlife or ecosystems.

Embrace Cultural Respect

Immerse yourself in the local culture and traditions by respecting local customs, traditions, and etiquette. Educate yourself about the cultural heritage of the destination and interact respectfully with local communities, valuing their perspectives and ways of life.

Seek Authentic Experiences

Seek out authentic experiences that allow for personal growth and connection. Engage in sustainable tourism activities such as volunteering for community projects, participating in cultural exchanges, or learning about local conservation efforts. These experiences not only benefit the destination but also provide a deeper understanding of the issues faced by local communities.

Spread Awareness

Share your experiences and knowledge about sustainable travel and wellness with others. Through social media, blog posts, or conversations, inspire and educate fellow travelers on the importance of responsible tourism. Encourage them to make conscious choices that promote positive change.

Working with Committed Travel Companies

Travel companies increasingly engage more ambassadors to promote sustainable travel initiatives, and rightly so. For example, Kammui, a nature-experience platform in Japan, reinvented the idea of travel for nature enthusiasts offering 200+ guided experiences from meditation to sport adventures in wilderness. Kammui’s newest ambassador - the James Beard award-winning Californian chef and author Stuart Brioza, who is a known advocate for sustainable restaurant businesses, is set to embark in July on a thrilling adventure across Hokkaido, Japan's northernmost island, known for its incredible beauty and diverse food bounty, wineries and distilleries. This journey is meant to showcase the intersection of outdoor adventure travel and culinary inspiration.

Stuart will be joined by Nicole Krasinski, another James Beard award-winning Californian pastry chef and co-owner of State Bird Provisions. They will also be accompanied by Kammui's personal guides from Niseko's renowned Bar Gyu+, Ioanna Morelli, and Hisashi Watanabe. Together, they will explore Hokkaido's vast array of culinary treasures.

Furthering Sustainable Travel

Sustainable travel and wellness represent a transformative shift in the tourism industry, emphasizing the need for responsible practices that benefit both travelers and the destinations they visit. By adopting mindful behaviors and supporting sustainable initiatives, tourists and families can contribute to the preservation of ecosystems, cultures, and the well-being of local communities. Let us embrace this emerging trend, leaving a positive impact on the places we explore, and nurturing a more sustainable and harmonious future for generations to come.

For More:

- On our site: Sustainable Travel in New South Wales Australia
- On our site: What is Sustainable Travel and Why is it Important?
- Also on our site:
- On our site: Scientific Tourism: Do Something Extraordinary

-All photos courtesy of Kammui.