



## **Inka Magik Responsible Travel Policy**

Inka Magik believes tourism in the modern age has a responsibility to meet certain basic social, environmental and economic criteria. Tourism can adversely affect local communities if mismanaged, however, Inka Magik is of the opinion that tourism can be a positive force overall; benefiting destinations by stimulating local economic growth, fostering intercultural relationships, supporting communities in most need and promoting a sustainable use of the environment.

Our policy outlines the codes of conduct to which Inka Magik is committed, thereby ensuring that certain standards are adhered to in Peru but also in the UK.

This policy is central to Inka Magik operations and by following this policy we hope to promote holidays that give the travellers participating on our tours an authentic experience of the host country, allowing them to see the reality in some of the most poorest communities and be safe in the knowledge that Inka Magik is helping to alleviate this situation.

Respect for local people, their cultures, customs and environment are essential to our tours and we work hard to ensure our groups have a positive impact on the places and people visited.

### **1 Environmental Policy**

**In the UK Inka Magik** is committed to:

- i. Having an active recycling policy where all possible office waste is recycled e.g. paper.
- ii. Encouraging the use of email (and telephone) to distribute information and communicate with suppliers/customers to minimise wastage.
- iii. Promoting environmental organisations on our website, such as climate care or water aid.
- iv. Avoiding wastage of resources such as electricity and water by e.g. switching off electrical equipment when not in use.

**Overseas Inka Magik** is committed to:

- v. Only using small-scale family-run hostels or hotels in the host country, which minimise negative environmental impacts, wherever possible.
- vi. Keeping groups sizes small (max 12 people) to lower impact on local environments.
- vii. Using local guides wherever possible, they understand the issues of the specific areas visited in greater depth.
- viii. Providing travellers with advice about how they can minimise environmental impacts and advice about how they can reduce their consumption of resources (e.g. fresh water)

## **2 Social Policy**

**Inka Magik** is committed to:

- i. Supporting community development projects through our local Partnerships. These organisations promote health, educational and environmental projects in the poorest sections of Peruvian society. This is our biggest commitment in Peru and we aim to provide long term support to this organisation so they can achieve their objectives.
- ii. Keeping each group size small (max 12 people). All travellers can therefore benefit more easily from the knowledge of the local tour guides and the tour becomes more personalised.
- iii. Only introducing tourists to areas where the local communities welcome them.
- iv. Treating people with due respect, observing their cultural traditions and customs, also to be willing to learn and share from each other to foster a good cultural interchange.
- v. Using local guides on the expeditions who can provide an insight into legends, customs, traditions and history, as well as helping interaction with local people.
- vi. Monitoring the social and political issues in our destinations, at both a local and national level.

## **3 Economic Policy**

**Inka Magik** is committed to:

- i. Using local suppliers and locally run hotels where available and avoiding foreign-owned hotel chains. This ensures that the money we pay stays within the host country and benefits the host country.
- ii. Using suppliers, products and services that are the most ethical option available e.g. Eco-tourism operators and community/artisan owned travel operators, or Inca Trail operators with a favourable porter policy.
- iii. Favouring hotels and suppliers that employ local people buy their supplies locally and use local people for maintenance work.
- iv. Employing local people wherever possible in Peru, i.e. local guides on the Inca Trail. We will also enlist the services of our own resident guide whenever necessary.
- v. Encouraging our customers to eat from locally owned restaurants and purchase locally manufactured products rather than imported ones, as well as gifts and crafts from local shops and markets

### ***Guidelines for Policy Implementation***

**To ensure the successful implementation of this policy the following procedures are adhered to:**

Continually assess the social, economic and environmental impact of our trips and make adjustments as necessary. This can be achieved through completing regular 'trip monitoring' forms.

Inform guests about how their trip conforms to the principles of sustainable tourism

Distribute a copy of this policy as widely as possible, including to all employees and suppliers and ensure it is available to all customers

Seek continual feedback from customers on the success of this policy and recommendations for additions/amendments.

Ensure a suitable complaint procedure is in place if guests believe Inka Magik Tours is not adhering to any features of this policy.

Attend conferences and talks pertaining to tourism impact in Peru. For example, Inka Magik staff attended the sustainable tourism conference in 2007 in Cusco, Peru.

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