

Mission: Honduras Turismo y Marketing S.A. (the company), through its travel brands: Choose Honduras & Visit Honduras Coffee connects responsible-minded travelers, interested in authentic travel experiences, with local entrepreneurs, small businesses, and organized community groups committed to sustainable tourism practices.

What is sustainable tourism?

We adopt UNWTO's definition in that sustainable tourism is *"tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities"*

Policy Goal

The goal of this policy is to reduce the negative impacts of our tourism activities on the environment and the host communities that we visit; at the same time maximizing the positive benefits to the host communities, their natural environment, and to our travelers.

Purpose

This policy will serve to inform our employees, local partners, suppliers, and travelers [collectively the stakeholders] of our commitment to develop and promote sustainable tourism products that are managed and enjoyed in a responsible manner. It will also detail the role and responsibilities of each of the stakeholders in the successful implementation of the policy.

Reducing Leakages

Buying Local: by planning and purchasing your trip itinerary with a Honduran based company, you are guaranteeing that 100% of the proceeds from your trip will be distributed among Honduran service providers, making a positive impact in the local economy. The only constant leakage in our operating budget is the marketing budget used to promote our services in the target markets.

Our commitment to our travelers; our guests

- Accuracy in the message: In our communications, we will always provide honest, accurate, current, relevant, and up-to-date information about Honduras, and specifically about the destinations that will be visited during your trip
- We will never promote an experience as traditional if it is not, if an activity is a contemporary adaptation of tradition we will let you know, and explain the context in which it originated and evolved
- We will always be honest about the realities of the destinations we visit, but will never promote visits selling poverty or hardships as an attraction

Managing Our Environmental Impacts

- The bulk of our operation is managed through a virtual office, with team members working from shared work spaces, and relying on cloud-based applications for document management and communication
- Reduction in the use of printed material: we will always offer the option of providing digital documents, eBrochures etc., instead of printed versions.
- Supporting local environmental efforts: we will always pay, and expect our suppliers to pay the required entrance fees to visit protected areas
- We will promote environmental awareness through our supplier and local partner network
- We will not visit sensitive areas under pressure or areas that have a principal goal of providing access to water to local communities
- Reuse, Reduce, Recycle: reduce the use of plastic bags, plastic straws and disposable water bottles

Managing Our Social and Cultural Impacts

- The use of local guides in every community where they are available is very important to us, because it creates a direct economic link between the visitors and the host community.
- We will never force, or coerce community members to engage in traditional activities that are out of context, just for the sake of showing it to the visitors
- Corporate Social Responsibility (CSR): In many cases we assist our local partners in developing and/or improving the visitor experience related to the services they offer.

Managing Our Economic Impacts

- We assist local entrepreneurs in identifying tourism opportunities and in developing and managing the experiences.
- Even if we assisted or supported a local entrepreneur in developing a visitor experience we will not demand exclusive rights to market the experience. We want our local partners to voluntarily work with us because they feel it is beneficial to them, not because they are forced by a legal obligation
- The relationships and negotiations with local suppliers are fair and transparent. We will always pay at or above minimum wage thresholds for services
- Local guides are employed in every community where they are available. Detail in trip itineraries
- Local guides are provided with training and development opportunities to improve their service level.

Our Policy on Sustainable and Responsible Practices

- All services are provided by local entrepreneurs, organized community groups, and small and medium businesses that comply with local legislation
- Local suppliers and partners are encouraged to source supplies and ingredients from other local business to create a strong tourism value chain, and to place emphasis in sourcing products based on quality and seasonality
- We will never solicit or request a "commission" or a kick back from a local enterprise as a pressure technique in order to recommend them.
- We work with local entrepreneurs, small businesses and organized community groups. We negotiate fair rates for their services creating win-win business opportunities.

Commitment to Continuous Improvement

- We strive to constantly improve our sustainable practices, and to be a positive influence in the sustainable practices of our suppliers and local partners
- The current policy has been discussed and shared with all staff members, management, and local suppliers and partners
- Feedback on the Policy: we always welcome feedback, suggestions, and ideas for improving our policy. All communication, complaints or concerns regarding our Policy on Sustainable and Responsible Practices can be addressed to the company's manager via email at manager@choosehonduras.com
- We appreciate our travelers and suppliers' valuable feedback and will acknowledge and communicate with you any changes or decisions made to our policy based on your feedback

Our Travelers Code of Conduct

- We want our travelers, our guests, to enjoy their trip with us, to have a memorable experience that will create a lasting connection with the destination, while at the same time creating the least disruption to the natural environments, and by avoiding alienating the culture of the communities that we visit.
- Water consumption: we want you to be comfortable (and clean during your trip), but be mindful of the amount of water consumed. Please take short showers, and close the faucet while brushing your teeth and shaving.
- Reusable water bottles: we strongly suggest that you bring a reusable water bottle with you. We will do our best effort to always have access to purified water re-fill stations in the places that we visit, to reduce the use of disposable water bottles
- Reusable shopping bags: we will provide a reusable shopping bag for the trip, to use when visiting markets and artisan shops, to avoid using a disposable plastic bag
- When visiting natural environments take only photographs and memories, do not remove plants or animals.

Our Policy on Sustainable and Responsible Practices

- Please do not touch the coral reef, or any of its inhabitants. Avoid touching or moving sea turtles on the beach, or picking up a starfish
- Please do not purchase souvenirs made from endangered or protected species such as tortoise shell and black coral
- Protect the integrity of heritage sites: When visiting cultural landmarks, avoid touching sculptures, paintings and such. Avoid standing on, or close to delicate/fragile surfaces
- Respect for the local community: ask for permission before taking close-up pictures, especially of children
- We will not tolerate abusive behavior, bullying, sexual harassment, or sexual exploitations directed to or by our suppliers, local partners or visitors.
- Child sex tourism: In reference to sexual exploitation of minors we have a zero-tolerance policy and will report it to the authorities immediately