

International Student Travel Confederation Launches Responsible Travel Campaign

Travel 2 Explore | Travel 2 Live | Travel 2 Learn | Travel 2 Respect | Travel 4 Peace

The International Student Travel Confederation (ISTC) is embarking on a consumer-oriented campaign to promote responsible travel values to the more than 10 million young travellers served by its global network of leading student and youth travel organisations each year.

ISTC's Responsible Travel campaign is focussed on encouraging young people to practice responsible travel habits, learn about other cultures, value differences, and respect the people and places they encounter as they explore the world.

By travelling responsibly, the millions strong global community of young travellers is a worldwide force for international understanding, cultural tolerance and peace.

Students and young people travel differently

While all travellers have an impact on the people and places they visit, studies conducted by the ISTC show that youth and student travellers are more likely to make a positive contribution to their host cultures than other tourist groups because they tend to stay longer in the destinations they go to, spend their money within local communities, and often combine travel with learning the local language, working abroad or volunteering¹.

Research² reveals that young travellers are motivated by exploring other cultures, discovering non-tourist areas, visiting historic sites and travelling to increase their knowledge. Evidence also suggests that travel at a young age helps develop and define a social conscience, and has a positive effect on personal values and responsible travel attitudes².

The responsible travel wristband

A green 'Responsible Travel' wristband inscribed with the words '*Travel 2Explore Travel 2Live Travel 2Respect Travel 4Peace*' is being produced as part of the ISTC Responsible Travel campaign to promote responsible travel values and encourage young people to identify themselves as responsible travellers.

Travellers wearing the green wristband indicate their desire to explore the world with respect for the cultural and natural heritage of local communities, and express their belief that responsible travel habits are an opportunity for learning, personal development, cultural understanding and peace.

The wristband is available worldwide from September 2005 through participating ISTC Member Organisations and selected partners.

Supporting the Responsible Travel principle

ISTC plans to develop subsequent consumer-oriented Responsible Travel initiatives, and will continue to work with ISTC Members and partners such as the World Tourism Organisation (WTO), the International Institute for Peace through Tourism (IIPT), and the International Youth Hostel Federation (IYHF), to promote responsible, sustainable tourism values to the travel industry and the traveller.

¹ New Horizons in Independent Youth & Student Travel, Greg Richards and Julie Wilson, 2003, ISBN 90-75775-16-4

² Travellers' Pulse Survey 2005, Lonely Planet (with partners ISTC, STA Travel, IYHF, VisitBritain, MTV Europe)

The International Student Travel Confederation (ISTC)

Founded in 1949 by students, for students, ISTC encompasses a global network of 5000 travel offices in 116 countries providing specialised travel services and expert advice to more than 10 million young travellers each year.

Recognising that every travel product is a ticket to exploration, adventure and life changing experiences, ISTC Members have developed their businesses, brands and specialised products to reflect the core values of the young travellers they serve.

For more information visit <http://responsibletravel.istc.org>

The Responsible Traveller...

"I love to explore the unknown when I travel. I travel to live. I travel with an open mind, and learn about the people and places I visit. When I travel, I have great respect for the cultural & natural heritage of the environments and societies that I visit. I know I have an impact and realise I am always a guest in another country. I want my journeys around the world to be a positive experience for the people that live in the places I visit. On the road I hope to contribute to peace, and understanding."

The ISTC Mission

While ISTC has evolved over time to meet the changing demands of successive generations of young travellers, the founding purpose of the organisation remains true: "To increase international understanding through the promotion of travel and exchange opportunities among students, young people and the academic community."

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