

MANIFESTO

Imagine that you live in a small village or small town somewhere in the middle of nowhere. Nothing happens... ordinary routine. You have a small cottage with a garden, where you cut the grass every weekend. You have a house and a few neighbors. At the local market, you shop, and buy vegetables. Suddenly in one of the internet sites you learn that your place is becoming fashionable. On a Saturday morning you do the usual; you go to the local market for fruits and veggies, and here you suddenly do not believe your eyes - there are a dozen „aliens“. Coaches park on the roadside, or driven on the lawns that the neighbors so carefully care for. Hundreds of tourists take pictures of a local bazaar. You used to be able to do your shopping in 10 minutes, and now it takes you over an hour to shop and return home. After two or three years your beloved city has become an unbearable place. Noise in the streets, restaurants everywhere, cars, thousands of people. It was supposed to be your paradise on earth, a retreat, and here you are on Fifth Avenue!

If you happen to be on holiday, you might throw your plastic bottle onto the ground. Just imagine everyone doing this. Imagine that this bottle lands on your property. At best, it will be one bottle, an empty packet of crisps, unnecessary cardboard boxes, a shopping bag; at worst tourists will settle their physiological needs right next to your house, damaging the trees, birds and animals! Even the biggest paradise and excellent infrastructure can not cope with such a storm and flood of tourists from all over the world. It is clear that the people on holiday are taking away memories, not trash, and leaving desolation and destruction to the environment. Local residents in the end, however, are the ones left with these problems.

WHAT IS THIS SUSTAINABLE TOURISM?

Sustainable tourism is not pictures, monuments, beaches, souvenirs, memories and intoxication. Sustainable tourism is first and foremost an awareness that the place we come to visit is the place of the everyday life and affairs of the local, permanent residents. We are visiting the places where people live, work, where their children go to school, to kindergarten, where they meet with family and friends, or go to the fruit and vegetable market and shop. Often they have lived there for several generations.



The fact that we leave millions of euros, dollars or other currency in these places does not entitle us to go there and destabilize the local socio-cultural environment. Pay for our stay does not give us any mandate or authority to destroy the local ecosystem. Nobody gave us the right to do things in our vacation home of two weeks, that we would never tolerate in our local community.

Sustainable tourism is simply a conscious and responsible way of using the place where we come to relax, explore, and get to know, in a way that enables the local community to love us ... instead of hate us!

The economic aspects of tourism are very important, not only in global terms, but also, and perhaps above all, in a local context. Consider what impact the local community and local environment have on you and your holiday experience? Is this a positive or negative impact?

Stop seeing holiday trips from the perspective of the amount of cash spent, or the cost of your trip. Stop thinking about the fact you have left 20 thousand euros in that location. There is a lot of money in the world, but what is the value of having money, if in every idyllic place we might visit, instead of wonderful memories and pictures, we find rubbish, empty bottles of beach, dead coral reefs, and destroyed monuments?

Instead of thinking about yourself and about your pleasures, look at your tourism in a different light. Think about how you would like the locals you visit and behave if they were to come to your city, your home, your garden. How would you like them to treat the place where you live every day, work, love and know each other, where your children come from, went to kindergarten, and played?

Think about the next generation of your children or your sister's sister, brother, brother-in-law. Will they have the chance to enjoy the views and take beautiful pictures? Ask your uncle, grandfather or parents what world they remember from years ago? Maybe their memories will allow you to travel differently, more consciously and responsibly?

Today's world is facing many challenges and we are aware of it. On the one hand, the challenge is to educate those who live in the daily vacuum of the world of total consumption. They do not realize their current, small actions have a tremendous impact on us all. On the other hand, there is the world of ubiquitous prosperity. Such is the state of the world. What you are reading is not rhetoric! Prosperity floods the world today.



Even where it is not visible, people are doing everything they can to make their lives closer to what it may look like through Instagram's window. Travel has become widespread, cheap tickets, language between people is simpler, common economy obvious; so everyone wants to take a piece of the world for themselves, take a picture of themselves and boast further. Not many people think that moving from one place to another leaves an impact everywhere. The more times you fly around the world, the more you travel, the more impact you have on different parts of the globe.

The world is drowning in prosperity. For the first time in our history, so many people have so much. Today's hunger can be answered in a few hours, sending meals from every corner of the globe. Today's wars, albeit just as terrible as a hundred or three hundred years ago, are different than those 60 years ago. Today amid the bombshells, the soldiers make their own pictures, call the family, train at the gym. Fighters between armed actions, sell phones and publish videos on You Tube. It is as if the conflict has become an element of work, of craftsmanship, not of philosophy, religion, or life-based approach to the acquisition of space. Of course, this approach can be considered absolutely pointless, but this is conversation for another time.

It is important that we are sensitive and aware of the impact of our everyday actions on the planet. Our great affairs and conflicts could be compared to the impact of a mosquito bite. One bite is nothing really, but, if 100 mosquitoes are biting you on your forearm, then you have a problem. Thousands of mosquito bites will eventually kill you. Hundreds of thousands of everyday „bites” of the planet will eventually cause the death of the planet, although it seems unlikely. However, we want to see whether or not a number of our small, daily actions, actually have a disastrous effect on our Mother, our Planet Earth. This is very important to me, and every day I am aware of the consequences of our actions and the actions of others.

I have been traveling the world for years. Twenty years ago I left to start my college studies in Australia. After a few months of study, I bought a ticket and went on a journey across the east coast of Australia. At the end of my trip I arrived in Cairns and went to a coral reef. Great experiences, views, unique colors, warm water, and wonderful people who dived with me. I was enchanted by the fact that nature has given us so many wonderful places to explore, to see and to admire.

Then after 20 years I came to Bali for the first time, and on the last day of my trip I decided to explore a coral reef while diving. But when I went to view the reef and saw it, I felt deep



sadness and I cried. The coral reef, which I had in mind, was gone, disappeared. Instead of wonderful colors, all that remained were the skeletons. I did not know how to explain to my children that they would never again see one of nature's gifts, the natural wonder of this coral reef. On this day, I decided to do my best to allow future generations to enjoy the sight of what I myself remembered.

This stay in Bali spoke to me another way. I noticed that the largest demographic groups visiting the island were 60+ year olds and 25-35 year olds. So I thought that they could be the key to educating the world. 60+ tourists and Millennials have the most time and money to travel and explore. Thanks to them, I would be able to reach many places, cities, and above all, people around the world, to spread the idea of sustainable and responsible tourism. I feel it is these groups who have a lot to say and could promote the idea of sustainable tourism, as well as educate others in this area.

Are you wondering about the effects of your are traveling? How does your two weeks vacation affect beaches, parks, or the cities you visit? Do you ever think that what you „produce” for two weeks of vacation, with the local community will be for longer or forever? After all, trash, waste and destruction of the environment do not leave with you on the plane. Are you aware that you are effecting today the quality of future tourism as well as the future of our planet?

See U on a tour

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