



## **AVEA Responsible Tourism Charter**

AVEA members are keenly aware of the importance of protecting our industry and our environment so that future generations can continue to enjoy the built and natural heritage of which our members are custodians. The VEA sector is firmly rooted in Ireland's cultural heritage, and AVEA's membership encompasses a rich tapestry of places and buildings that have survived countless generations; their ongoing prosperity is integral to delivering the stories of our history.

This Charter sets out the Association's commitment to supporting and enabling our members to implement responsible practices to ensure a future that is good for people, planet and prosperity. The Association will also work to identify specific Responsible Tourism actions that all members will be encouraged to implement.

**Local & Economic** AVEA members will build viable organisations that contribute to the local economy by maintaining and supporting local employment, by sourcing services and produce locally and by providing information to customers on other products and services in the local area.

**Community & Accessibility** AVEA will enable the sharing of information through its networking platforms to assist members in providing accessibility to all and to make a positive social impact on visitors and communities.

**Environment & Preservation** AVEA and its members are committed to reducing use of non-renewables. We are also committed to improving our management of natural resources and reducing our waste.

**Conservation & Heritage** AVEA actively encourage and supports members to participate in conserving our natural and built heritage. We respect the natural environment, including habitats and wildlife and are committed to preserving and enhancing it for future generations.

**Interpretation & Stories** AVEA members will delight visitors through the authentic interpretation and communication of our stories and the unique character of our sites.

**Collaboration & Sustainability** AVEA will work with all stakeholders to advocate for, develop and deliver sustainable and responsible tourism practices. The association will provide members with support on how to set specific targets and will implement practical initiatives to achieve these targets.

