

# Northland Sustainable Tourism Charter

## Vision:

A successful Northland tourism industry, committed to continual improvement in sustainable business practices that protect and enhance the natural, cultural, social and economic environment.

## As signatories, we...

### 1. Commit to fostering and developing mutual understanding and support between Northland/Tai Tokerau tourism industry and the community...

- *By engaging and communicating with the community*
- *By encouraging and supporting the community to participate with tourism*

### 2. Acknowledge the inseparable link between the natural environment and business success in tourism, particularly...

- *Ensuring that sustainability is a profitable business practice*
- *By caring for ourselves, our staff and our customers*
- *By leading, guiding, supporting, and mentoring local small and medium enterprises (SMEs)*
- *By working towards improved water quality, conservation and bio-diversity*
- *By becoming more energy efficient*
- *By innovatively working on waste issues*
- *Through environmental education*
- *By actively communicating with other resource users*

### 3. Promote tangatawhenua partnerships in the development of sustainable tourism in Tai Tokerau/Northland...

- *While protecting and promoting inclusive Northland cultural heritage and identity*

### 4. Actively communicating and influencing other stakeholders regarding sustainability, as appropriate, by...

- *Leading local communities by positive example*
- *Proactively engaging with tourism agencies, local and central government in relation to planning, infrastructure, resource management and policy implementation*

