

# Sunvil and Responsible Tourism

Tourism has the enormous potential to benefit local communities, their economies and their environment. However, we must not forget that the travel industry can also have a negative impact on its destinations if not properly managed.

At Sunvil we are passionate about the areas in which we specialise and the local people with whom we work. We therefore feel that it is our responsibility to help minimise any adverse effects.

A company that arranges holidays using aircraft and promotes car hire in resort can never hope to call itself 'green' or 'eco-friendly'. However, for many years we have striven to behave as responsibly as possible – long before 'green credentials' became fashionable.

Responsible Tourism is, without doubt, the current buzz word for the industry but, what does it mean? In general terms, Responsible Tourism aims 'to create better places for people to live in, and better places for people to visit'.

For us, at Sunvil, this means building close relationships with our destinations and working alongside our local agents and the host communities to develop a sustainable and culturally sensitive tourism industry that aims to bring long-term social, economic and environmental benefits.

We use local suppliers and local representatives wherever possible, and we encourage our suppliers, through many initiatives, to protect and treasure their local environment. We don't always win, but we try. In Cyprus we have a wide selection of village based holidays and we encourage those living in the villages to take pride in their culture and heritage.

In addition, we believe that it is our responsibility to learn about and respect the customs and culture of the destinations that we visit. In turn we aim to educate our clients and encourage them to participate and experience local life, thus providing a more enjoyable experience for the visitor.

As a recognition of our commitment to Responsible Tourism, Sunvil has been awarded 5-stars by the Association of Independent Tour Operators (AITO). For more information on Sunvil's Responsible

Tourism policy, please visit our website [www.sunvil.co.uk](http://www.sunvil.co.uk) and select the 'About Sunvil' heading.



## Climate Change & Carbon Offsets

Many of us are aware that taking a flight on holiday isn't good for the environment. Carbon dioxide (CO<sub>2</sub>) is produced by aircraft burning fuel. There is increasing recognition that this is contributing to climate change.

The flights taken by Sunvil's 30,000 customers generate about 12,000 tonnes of CO<sub>2</sub> every year – around the same as 3,500 cars. Taking a return flight to Cyprus means you are responsible for about 0.6 tonnes of CO<sub>2</sub> being released into the atmosphere.

Together with Carbon Offsets Limited, the company entrusted with administering the ABTA/AITO Carbon Reduction Programme (Reduce My Footprint) Sunvil is offering you the chance to help offset some of the damage these emissions will cause. Offsetting is straightforward. Donations made will be invested in verified offset projects with wider sustainable development benefits, such as renewable energy, that generate CO<sub>2</sub> savings to balance out your emissions. It's simple and it's easy – and though not the perfect solution, every bit helps!

The science of climate change, in particular the overall impact of aviation, is not fully understood yet. However, we would like to encourage you to take this small personal step. We would also encourage you to consider other things you might do to reduce your own emissions at home and work which will address the problem of climate change. At Sunvil, for instance, we now offset all our staff air travel and we ensure that we switch off our computers and screens every night. We are reviewing our whole operation with a view to taking further action, too.

On your holiday confirmation and account you will see that we have added £3.60 per person, which represents the cost of carbon offsetting your flight to Cyprus. This is, of course, a matter of personal choice – if you choose not to do so, then please simply deduct the amount from your invoice.

Carbon offsetting is not the total answer. All of us are taking too many flights each year and the trend to several short breaks per annum is adding to the problem. We have to make a start somewhere and, hopefully, from these small steps there will be a positive knock-on effect which will go some way towards safeguarding the planet.

For more information on what the travel industry is doing about climate change see [www.reducemyfootprint.travel](http://www.reducemyfootprint.travel)



The Travel Foundation is a UK charity that cares for the places we love to visit.

Your holiday can make a real difference to your favourite destinations. It can help protect the natural environment, traditions and culture – the things that make your visit special. And it can improve the well-being of local families – so that more people benefit from your visit. All of which can make your holiday experience even better! Most importantly, it can help ensure that there are great places for us all to visit – for generations to come.

Sunvil, along with many other travel companies, is supporting the work of The Travel Foundation by donating 50p from every holiday booked to the charity and providing help in kind in the way of complimentary flights, accommodation and other services in order to help the workings of the charity.

On your holiday confirmation and account you will see we have added £1 in case you should want to match our own contribution. Should you not wish to do so, simply deduct this amount from your final payment.

The UK is taking a lead in changing the way the world travels.

For more information, please take a look at The Travel Foundation's website at [www.thetravelfoundation.org.uk](http://www.thetravelfoundation.org.uk)



Sunvil Holidays is an industry partner of the Travelife Sustainability System, a scheme designed to address the adverse social and environmental impacts of the tourism industry. Sunvil, together with our accommodation suppliers, are using Travelife to improve the sustainability of our holiday programmes. Each property within our Cyprus brochure will be asked to complete a self-assessment audit, the results of which will be shown on our website – [www.sunvil.co.uk](http://www.sunvil.co.uk). To date, the **Hotel Alexander the Great** (Paphos) and **Four Seasons Hotel** (Limassol) have completed a physical audit and have received a Travelife award.

## Paphiakos Animal Welfare

Paphiakos Animal Welfare is a non-profit organisation and the only one in Cyprus that aims to provide free rescue, emergency and medical care for every animal in distress or in need of help.

Its monthly magazine, **What's Happening?**, can be found in Sunvil's villa information packs, is available via Angela (Sunvil's Manager in Cyprus) or from Paphiakos itself, at No 12, Dedalos Building, 8049 Kato Paphos (tel 26 946 461).

The organisation's work, master-minded by founder Christine Panayiotou and a whole host of helpers (many volunteers), is impressive. Cats, dogs, horses, donkeys, sheep, goats and even rabbits – in fact, any animal in need of assistance – are all checked by a team of four vets, fed, watered, groomed and neutered if necessary. Then the challenge is to find them new homes.

Do visit Paphiakos to see the excellent work it is doing, and stop for a cup of tea, cake and a varied menu of home-made goodies at the adjacent T-Rooms, the profits from which go to support animal care.

If you find an animal in trouble, you now know where to take it! The centre is open from 7 am to 7 pm and has a 24-hour emergency rescue service.

Please donate whatever you can to this wonderful charity to help it continue its considerable work – it relies entirely on the support of the caring public.

