

Responsible Tourism: Treating Others the Way They Wish to Be Treated

“While tourism campaigns have long touted 'destinations' – in fact we are simply entering a place that is someone else's home,” said Transitions Abroad founder Clay Hubbs in a 2004 interview. “The golden rule is more and more recognized as the first rule of travel and adventure travel and I'm told that group organizers are rewarded by their customers for observing it.”

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