



OUR ROLE IN THE FUTURE OF TOURISM

OUR RESPONSIBLE TRAVEL POLICY

Connection, heritage and better tourism for our
communities: our goals

2

Reducing carbon emissions

3

Protecting & restoring nature and biodiversity

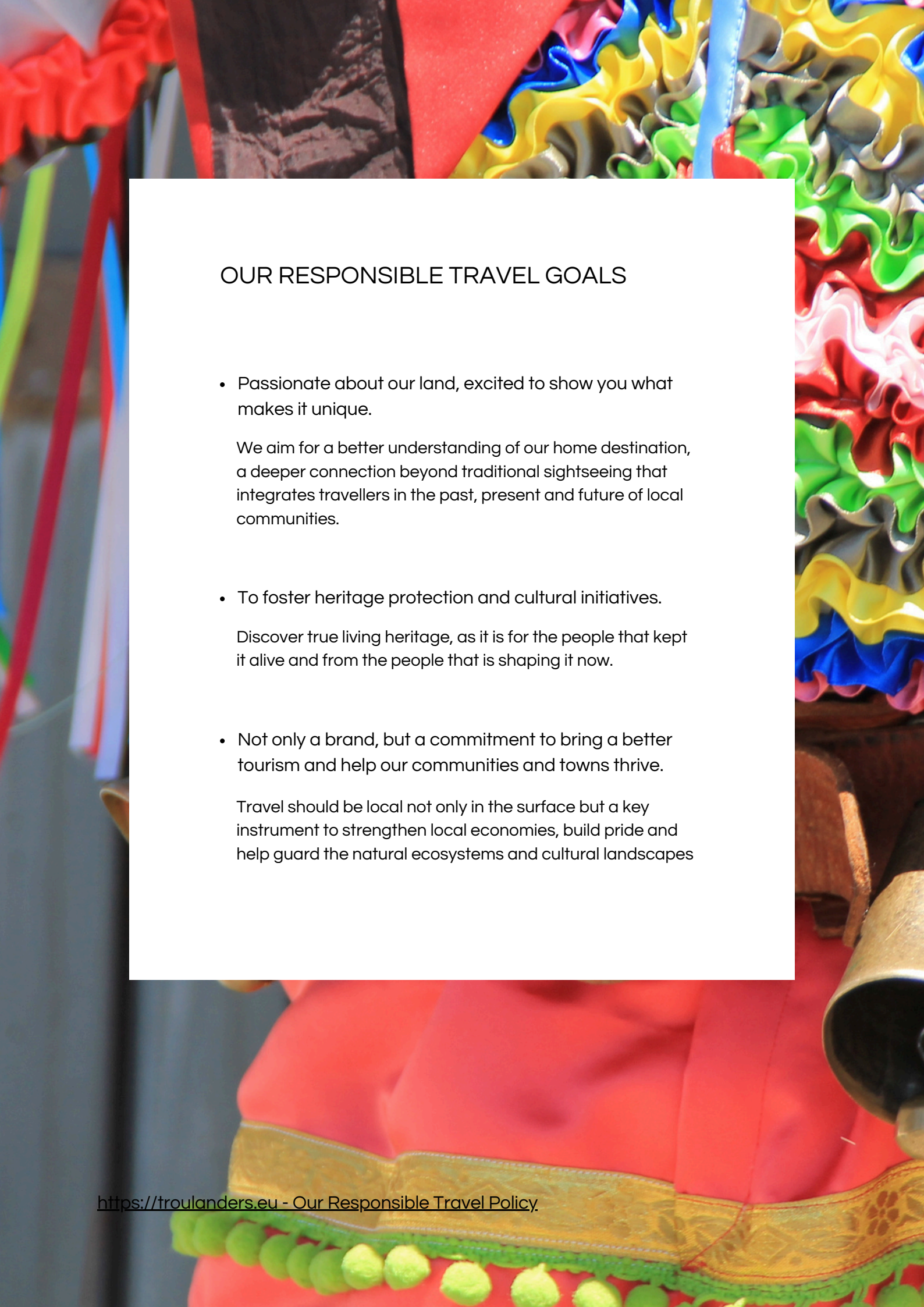
4

Providing local benefits from tourism

6

BETTER TRAVEL

TROJLANDERS^o



OUR RESPONSIBLE TRAVEL GOALS

- Passionate about our land, excited to show you what makes it unique.

We aim for a better understanding of our home destination, a deeper connection beyond traditional sightseeing that integrates travellers in the past, present and future of local communities.

- To foster heritage protection and cultural initiatives.

Discover true living heritage, as it is for the people that kept it alive and from the people that is shaping it now.

- Not only a brand, but a commitment to bring a better tourism and help our communities and towns thrive.

Travel should be local not only in the surface but a key instrument to strengthen local economies, build pride and help guard the natural ecosystems and cultural landscapes

REDUCING CARBON EMISSIONS

We work with our travellers to help them reduce their carbon print by prioritizing better options such as shared local transport, environmentally conscious accommodations and electric car use.

Among our actions:

- We do not offer flights to our travellers and always connect them (when available) with better alternatives.
- We prioritize hotels and country houses that have been certified as Sustainable and that develop specific actions to reduce their carbon footprint.
- We always work with guides that live in the specific city/village as a mean to reduce the indirect impact of our trips. If none is available, we work with the ones in the nearest city/village within the same region. We never move guides from one region to another.
- We always work with local transport companies and never move empty buses, rental cars, boats or other means of transport.
- When available, we prioritize electric powered transport (including private transfers and boats).
- We prioritize restaurant recommendations that use locally sourced products, have seasonal menus and highlight local recipes.





PROTECTING AND RESTORING NATURE AND BIODIVERSITY

We work together with local communities to protect nature and biodiversity and help understand our travellers the specific challenges of each of the landscapes they travel through.

Among our actions:

Promoting and taking care of the visited space

- We always include a landscape + nature activity in our travel programs as a mean to understand the territory and the people living in it
- All our active/nature activities are run by certified official nature guides that live in the visited area.
- We provide travellers on specific information on the environmental challenges of the places they visit, how they might impact them on their trip and how to help minimize the issue
- We provide travellers with information on controversial local practices (for example “rapa” events or the use of fireworks), the reasons behind them (when grounded in local culture or sustainability) and how to help reduce the potential damage they could cause
- We provide travellers with information on how to behave, restrictions and recommendations when visiting protected areas.
- We do not run big groups (average group size below 12). When requested to run a bigger group, we always divide the groups into smaller ones so they are less invasive and damaging to the natural space and the local community.

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Promoting and taking care of the biodiversity

- We avoid zoos, aquariums and other environments where animals are caged or have reduced mobility, that allow human interaction with the animals or train them “for the show” or the picture. In the case of farms, we only work with free-range animal farms with local and non-invasive species, where animals are treated in accordance with modern animal welfare standards and, where available, giving priority to those certified as ecological or organic farms
- When offering an animal observation activity, we prioritize those run by biologists and investigators running biodiversity restoration projects of the specific species or backed by a regional university

Building a solid ecosystem from tourism

- When a challenge arises (like the summer fires we’ve been witnessing through the North of Spain in the most recent years or the extreme rains in the southeast), we focus on the restoration instead of the already caused damaged in our communications and promote travel as a good mean to help local communities rebuild and restore nature on their own terms.
- We do not bury the previous “mistakes” or shape shifts of the landscape, as we believe these are a powerful way to learn about what to do and not do in the future

Secondary actions with an impact

- We prioritize activity providers, accommodations and guides that are going paper-less.
- We always include in our guides vegan and vegetarian options for our travellers. This way, even when they are not vegan or vegetarian, they can add this option to their local culinary experience.
- When offering vegan / vegetarian options we always prioritize local and traditional recipes and ways of cooking





PROVIDING LOCAL BENEFITS FROM TOURISM

We place a strong focus on local communities, specially outside of the major cities:

Fostering local employment and business throughout the whole chain of value:

- All our guides are locally sourced and are official expert guides of the subject they manage, whether nature or arts, archaeology, ethnography...
- We prioritize truly locally owned accommodations over national chains and national chains over international chains or foreign equity-owned local chains.
- We employ local people and people from other countries, as we come from a migrant community (Galicia is a land of migrants). They all have a strong connection with the land, the traditions and the people. Most of them are returning migrants or their descendants.
- All guides, artisans, musicians, cooks and other collaborators we work with, have a strong relationship with the specific place our travellers are visiting. We do not move them around unless we want to showcase the differences between different regions or regional products.
- We prioritize restaurants promoting not only regional food but very local recipes, sourcing local ingredients and with a seasonality.

Fostering tourism that does not harm the local economies

- We prioritize smaller accommodations over medium-size accommodations and completely avoid all-inclusive resorts or similar
- We do not work with tip-based services, all guides are registered businesses and work for a fee.

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- When working with local cultural projects and NGO, we always guarantee there is a fee and when non-existent we work with them to design a donation or fee that is equivalent of that of a for-profit business.
- We avoid buildings that have been transformed from housing into hotels or short-term rental accommodations. And we never provide with homestays, short-term rentals or apartments to minimize the pressure on local housing and rental prices.

Fostering tourism that builds local pride

- We promote local cultural projects and initiatives around culture, culinary, ethnography and traditions. And try to connect our travellers with them as much as we can.
- We highlight the very local stories over the national or regional storytelling, to build a direct connection with the place and the people
- We promote the diversity of stories, not linking a single storytelling to each place, but opening the views to those of the local entrepreneurs, cooks, inhabitants...
- We promote local events to our travellers, including custom guides on what to expect, how to be part of them and what locals expect or not from visitors attending. This includes pilgrimages, local music gatherings, traditional fairs and more.

80% of our in-house team is female. This is a 100% female-owned company



TROULANDERS

TRADITION – TASTE – THE WAY

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