



HOW PUREISTS ARE EMBRACING SUSTAINABLE TOURISM IN 2017

In light of the United Nations' declaration that 2017 is the International Year of Sustainable Tourism for Development, we asked PUREists how they define sustainable tourism (in seven words or less) and to share examples of how they're living up to the ethos.

ASHISH SANGHRAJKA

President of **Big Five Tours & Expeditions**

Sustainable tourism is: "Conservation of wildlife, habitats, traditional cultures."

What we're doing: "In Nicaragua, while on the walking tours inside the walls of the old city in Granada, one of our sustainable initiatives is visiting a hammock workshop that employs the deaf and mute. Here, we learn to make a hammock and we also ask guests who wish to bring school supplies. The workshop has all the inner city children collecting plastic bags left as waste and depositing them at the workshop. The bags are used to weave what will ultimately be the largest plastic hammock in the world. In return, the workshop provides school supplies to these children, so we want to make you part of our sustainable cause in Nicaragua."



Photo courtesy of Big Five Tours & Expeditions