



Sustainable Travel Practices Culture Vultures / Craft Quest Tours

At Culture Vultures, our Craft Quests are more than just journeys—they are commitments to responsible and meaningful travel. Each step we take reflects our deep respect for the people we meet, the traditions we explore, and the extraordinary environments we traverse.

However, we recognize the inherent challenges in travel. Tourism can strain natural resources, disrupt communities, and perpetuate inequities. As Morocco sees unprecedented growth in visitor numbers, we stand firm in our mission to embrace sustainable and responsible practices that align with our ethos and that of our travelers.

Our Vision for Responsible Tourism

1. Questioning "Responsibility":

We continuously examine what it means to be "responsible" travelers. For us, it's about equity, thoughtful resource use, and ethical engagement. It's about asking hard questions: Are we leaving a positive mark? Are we fostering fairness and respect in the places we visit? How can we leave a positive impact as we explore the depths and breadth of Morocco and engage with communities?

2. Empowering Artisans and Communities:

We prioritize fair trade partnerships, engage in open dialogues with artisans, and champion small businesses rooted in sustainability. These collaborations aim to uplift local economies and preserve cultural heritage.

3. Aligning with Environmental Values:

From reducing waste, aiming to shrink plastic usage to a minimum and supporting regenerative projects, our Quests are designed with the planet in mind. Sustainability is not just a goal—it's a necessity.



Our Actions

Supporting Green Regeneration: For every group of 8 or more travelers, we donate \$25 per participant to national tree planting initiatives, such as the High Atlas Foundation's regeneration projects. See <https://highatlasfoundation.org/en/our-work/sustainable-agriculture>

Reducing Plastic Waste: We advocate for the use of reusable water bottles, helping to hydrate our travelers while minimizing environmental impact.

Engaging Regional Transport Partners: By collaborating with local transport companies, we ensure alignment with our social and environmental values.

Giving Thoughtfully: We encourage travelers to bring small, educational gifts—such as books and coloring materials—for the children of artisans and communities we meet, fostering connections that go beyond tourism.

Funding Local Artistic Development: For every 10 travelers in a Textile Quest group, we sponsor a 6-week residency for an emerging Moroccan artist or researcher through our AiR Sefrou program, investing directly in Morocco's creative future.

Curating Knowledge and thus informed engagement: Through booklists, media recommendations, and meaningful exchanges, we provide travelers with the tools to engage deeply and respectfully with Moroccan culture, transforming them into ambassadors of the cultures and communities we meet throughout the country.

Our Heritage Commitment: We are thrilled to be developing a heritage jewelry initiative aimed at reviving a specific traditional craft technique and heritage jewelry piece that is disappearing due to shifts in cultural and economic needs. This project, a blend of international and local expertise, aspires to reinvigorate these crafts for future generations, ensuring their stories and skills are not lost.

See our post on Instagram on the socially impacting offer of a small traditional Tazarzit Broach from the Ait Ba'Amran tribe on the Southern Coast of Morocco. Discover how you can acquire a heritage piece, with a modern twist, that carries deep cultural significance all the while, making a sociocultural impact.

A Call to Action: We believe responsible tourism must evolve into *regenerative tourism*—travel that not only minimizes harm but actively gives back. This is our compass. We invite you to join us on this journey, and we welcome your suggestions, insights, and shared commitment to making travel a force for good. info@culturevultures.ma

