

August - Travel & Holidays

High Tech - Case Study



**Calendar for
Climate
Change**

Quid-Pro-Guo - Inter-generational
Education to Ease Global Warmi



Case Study: FairTrip

Month:	August
Topic:	Travel & Holidays
Case Study Title:	Travelling Sustainably!



Source: Unsplash, Annie Spratt

Name of the Climate or Social Enterprise or Activist Group:	FairTrip
What is their Story?	Fair Trip is an app that allows travellers to share travel tips about places that are socially and economically sustainable. These places and experiences are rated based on five categories: Authentic, Green, Local, Social and Fair. The app, which is available on both Android and iOS, allows for the users to choose activities, events, accommodations and restaurants that are both economically and socially sustainable, as well as eco-friendly. By giving these assessments, FairTrip offers an easy way for travellers to make sustainable decisions while experiencing the culture of their chosen destination!
Link to the Case Study:	Website: https://www.fairtrip.org/ Apple App Store: https://apps.apple.com/app/apple-store/id1207956871 Google Play Store: https://play.google.com/store/apps/details?id=org.fairtrip.fairtrip About FairTrip: https://www.youtube.com/watch?v=Dcnix9Y6mZ8




Why is this a Good Example to Follow?	<p>FairTrip as a platform helps travellers to understand and plan how to travel more sustainably by giving a user-rated review of nearby accommodations, activities, and restaurants in terms of their sustainability in five key areas. As these places are user-reviewed, this allows travellers to make an informed decision as to the environmental impact of their holidays, as well as the sustainability of where they choose to spend their money (FairTrip, 2022a).</p> <p>Likewise, travellers can use the app to rate the sustainability of any activities they do, restaurants they visit, or accommodations they stay in. This rating is visible to other users and allows for other travellers to make eco-friendly and sustainable decisions about things to do on their trips. This means that the app creates a shared sense of community, spreading awareness about the sustainability of travelling, as well as ensuring that the money spent by travellers and tourists is going towards great businesses.</p>
What Impact has this case study example achieved?	<p>By using FairTrip, travellers have been able to safely make a sustainable decision about where they stay, eat, and travel whilst on their holidays. This allows them the freedom of supporting local businesses and destinations that pay a fair and equal wage, are environmentally friendly, and sell authentic experiences/products.</p> <p>By offering an easy and accessible way for travellers to assess the sustainability of the destinations they are visiting and the activities they participate in, FairTrip has built a community of sustainable travellers and holidaymakers who give trusted opinions to allow new users to choose the best places to visit.</p>
References	<p>FairTrip. (2022a). <i>About Us</i>. https://www.fairtrip.org/about</p> <p>FairTrip. (2022b). <i>Our Guidelines</i>. https://www.fairtrip.org/guidelines</p> <p>Studarus, L. (2021, November 10). <i>8 Apps That Help You Travel Sustainably</i>. Shondaland. https://www.shondaland.com/live/travel-food/a37550920/8-apps-that-help-you-travel-sustainably/</p>



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