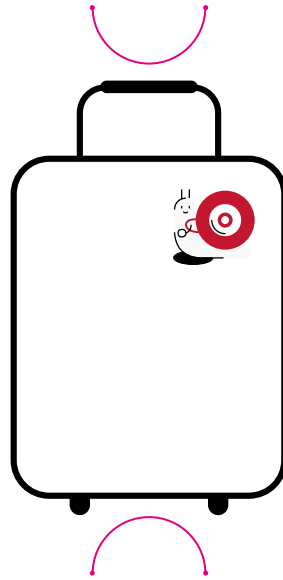


I am a traveling citizen

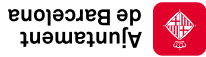


Pack your bag and start on a journey as a "fair travel citizen"



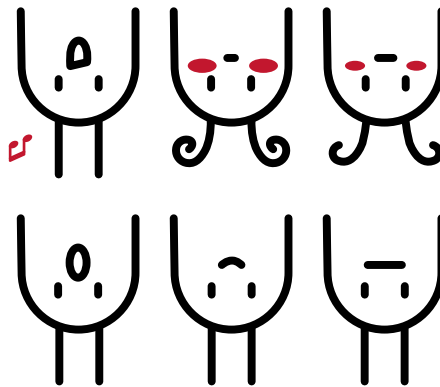
**TRAVEL.
ENJOY.
RESPECT.**
#TRAVELENJOYRESPECT

Take a picture of Lolo attached on your luggage and upload it on your SNS account.
#travelenjoyrespect



Lolo supports fair and sustainable tourism. It is a slow traveling snail who communicates with people and the environment using its antennae. The coiled red shell on Lolo's back is used as its house and backpack when it travels.

LLOLO
Lovely Local Snail



FAIR TRAVEL LIVING TOGETHER

I am a "traveling citizen" on a journey to a city where we live together.

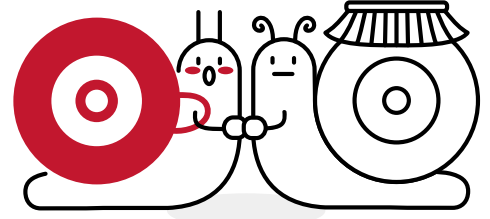
In collaboration with UNWTO's #travelenjoyrespect campaign, this global project has been developed and promoted by Seoul Metropolitan Government, Seoul Tourism Organization, Barcelona City Council, and the UNWTO.

**TRAVEL.
ENJOY.
RESPECT.**
#TRAVELENJOYRESPECT

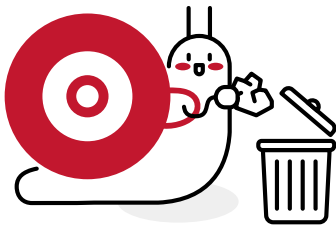


Fair Travel Citizen Guideline

Help create a fair and sustainable city by respecting each other's rights and lives. This beautiful city also belongs to future citizens.



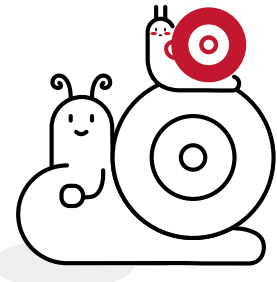
① **Respect the culture and rights of the people of the city in which you are traveling.**



② **Respect daily life in the city: make an effort to keep the noise down and reduce trash.**



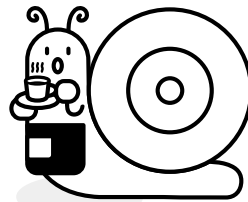
③ **Minimize the environmental damage caused by the act of traveling. Reduce carbon emissions and save our planet by preserving nature.**



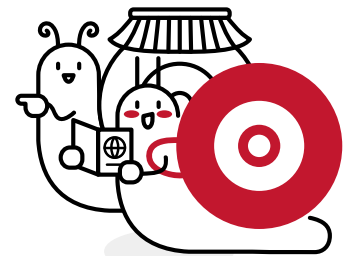
④ **Travel is a right for all. Work so that the socially vulnerable can enjoy their rights to travel and movement.**



⑤ **Practice ethical consumption: make an effort to choose local shops, restaurants, markets and handicrafts.**



⑥ **Respect the rights of workers in the tourism industry, including hotel workers, shop owners and guides.**



⑦ **Travelers and citizens living in travel destinations all deserve to lead happy and sustainable lives.**