
INTEGRITY IN TOURISM
USTOA
United States Tour Operators Association
FANTASTIC FIRST ISSUE COLLECTOR'S ITEM!
SUSTAINABLE SUZIE
ISSUE #1
50
50 YEARS FORWARD
INTEGRITY IN TOURISM
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SUSTAINABLE SUZIE

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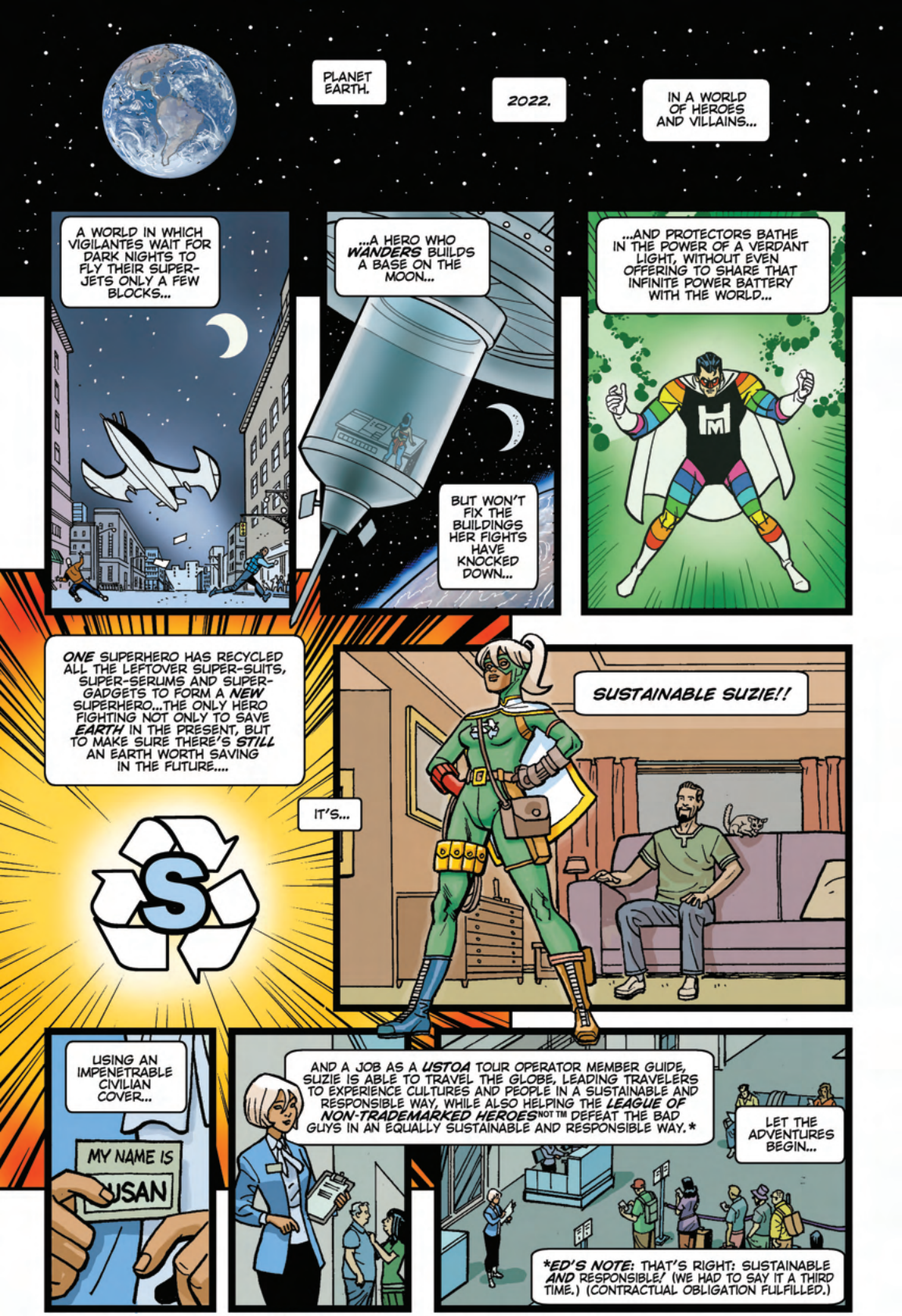
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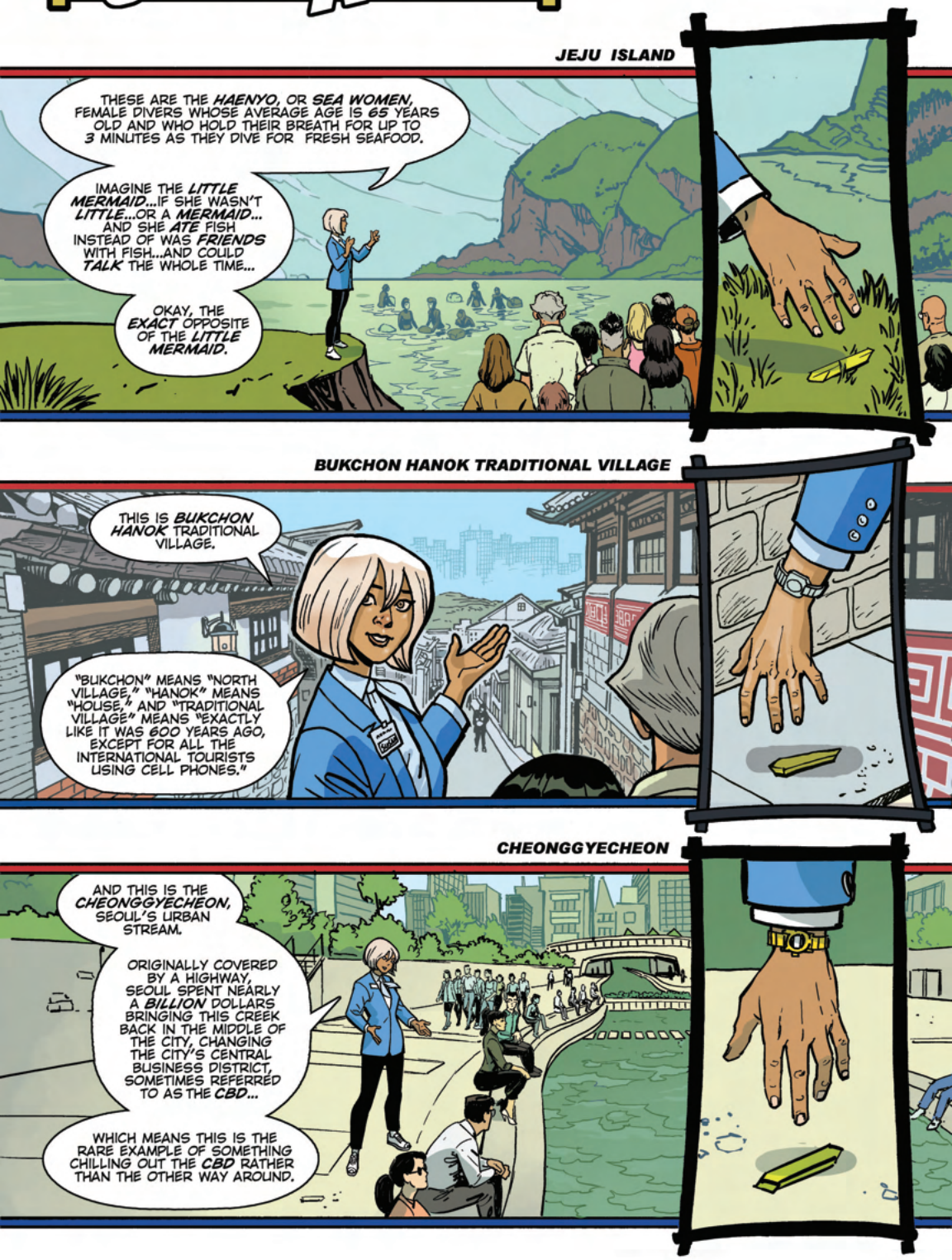
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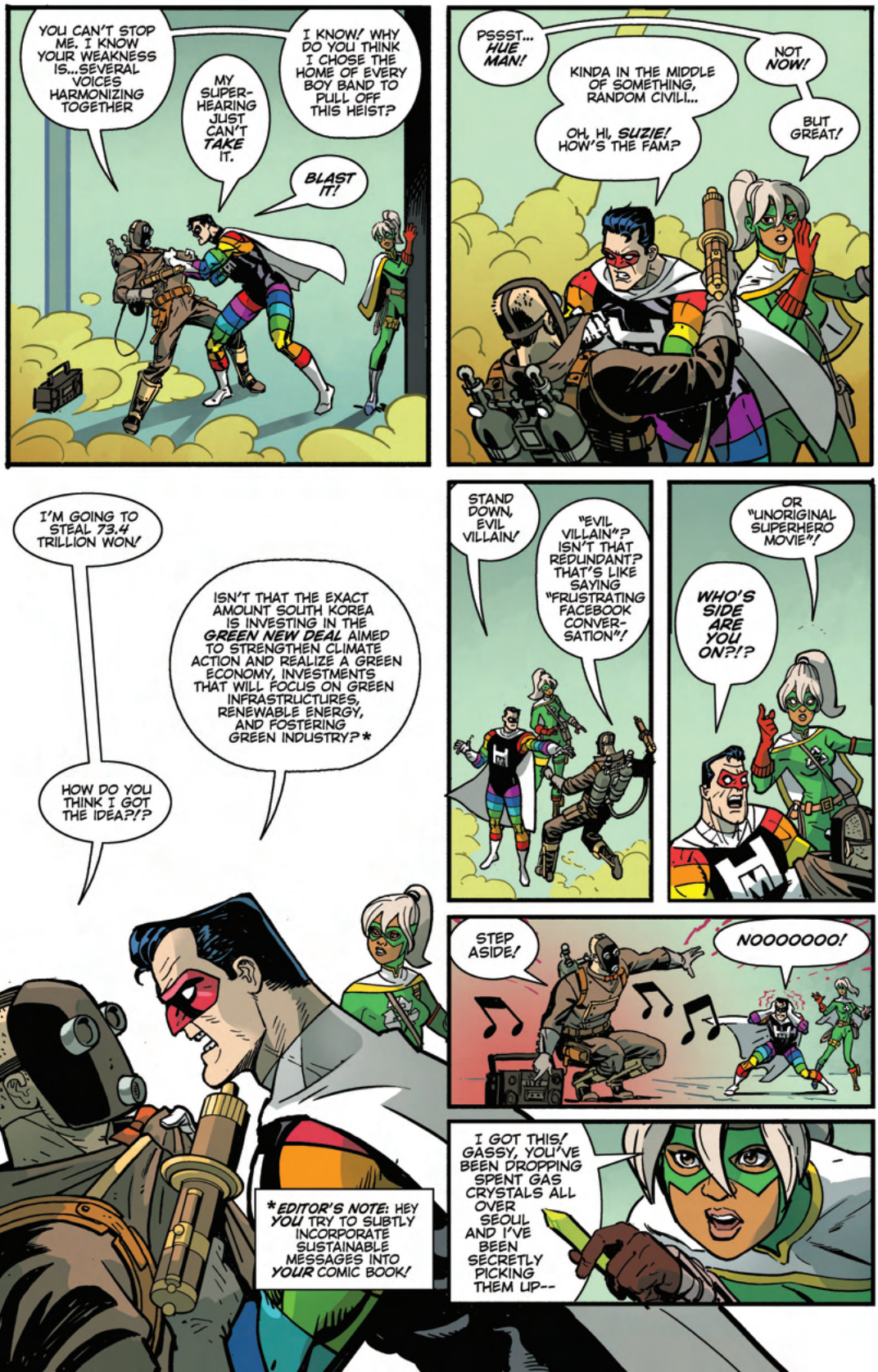


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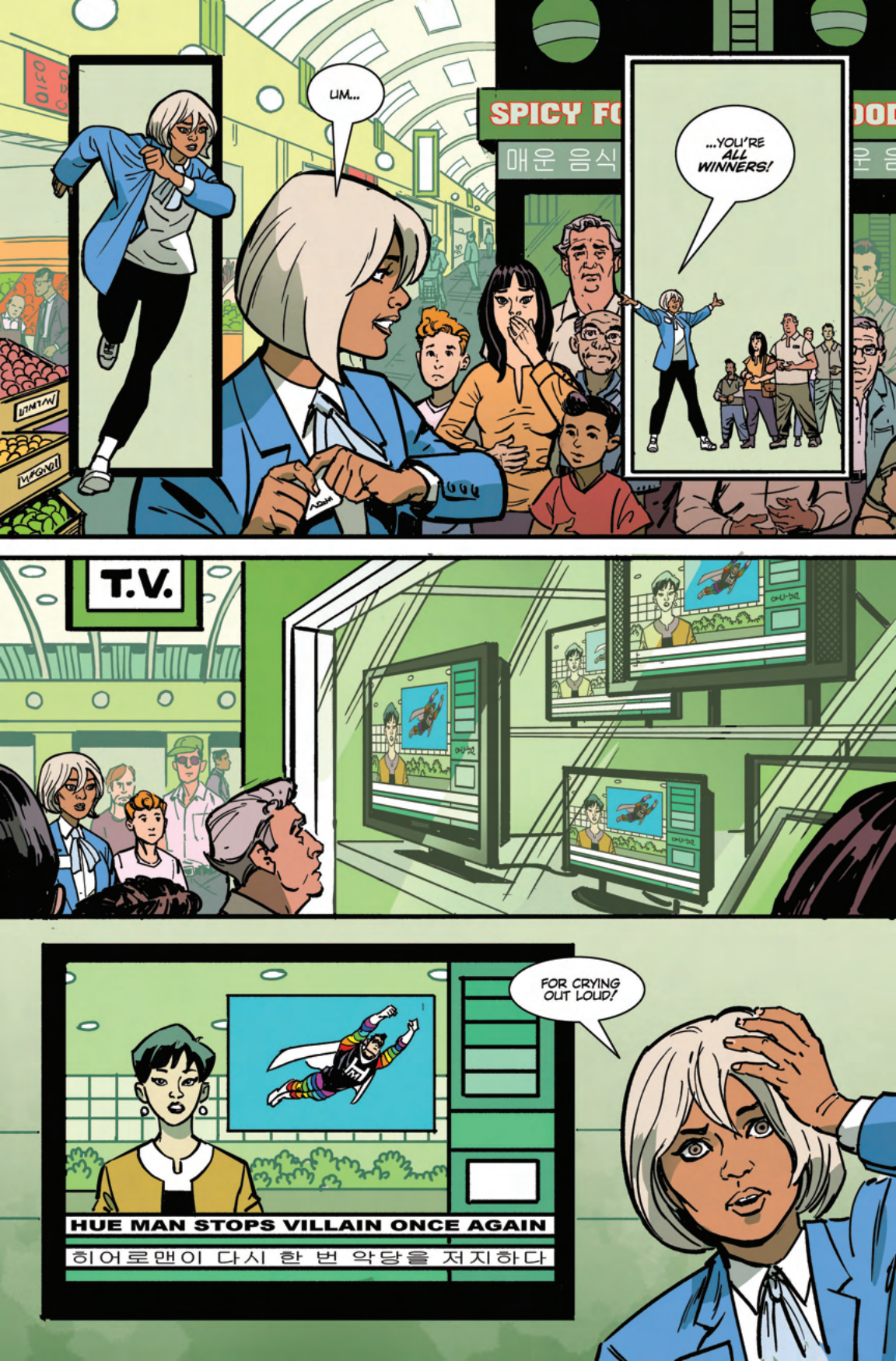
SOUTH KOREA


JEJU ISLAND
THESE ARE THE HAENYO, OR SEA WOMEN, FEMALE DIVERS WHOSE AVERAGE AGE IS 65 YEARS OLD AND WHO HOLD THEIR BREATH FOR UP TO 3 MINUTES AS THEY DIVE FOR FRESH SEAFOOD.
IMAGINE THE LITTLE MERMAID...IF SHE WASN'T LITTLE...OR A MERMAID... AND SHE ATE FISH INSTEAD OF WAS FRIENDS WITH FISH...AND COULD TALK THE WHOLE TIME...
OKAY, THE EXACT OPPOSITE OF THE LITTLE MERMAID.
BUKCHON HANOK TRADITIONAL VILLAGE
THIS IS BUKCHON HANOK TRADITIONAL VILLAGE.
"BUKCHON" MEANS "NORTH VILLAGE," "HANOK" MEANS "HOUSE," AND "TRADITIONAL VILLAGE" MEANS "EXACTLY LIKE IT WAS 600 YEARS AGO, EXCEPT FOR ALL THE INTERNATIONAL TOURISTS USING CELL PHONES."
CHEONGGYECHEON
AND THIS IS THE CHEONGGYECHEON, SEOUL'S URBAN STREAM.
ORIGINALLY COVERED BY A HIGHWAY, SEOUL SPENT NEARLY A BILLION DOLLARS BRINGING THIS CREEK BACK IN THE MIDDLE OF THE CITY, CHANGING THE CITY'S CENTRAL BUSINESS DISTRICT, SOMETIMES REFERRED TO AS THE CBD...
WHICH MEANS THIS IS THE RARE EXAMPLE OF SOMETHING CHILLING OUT THE CBD RATHER THAN THE OTHER WAY AROUND.

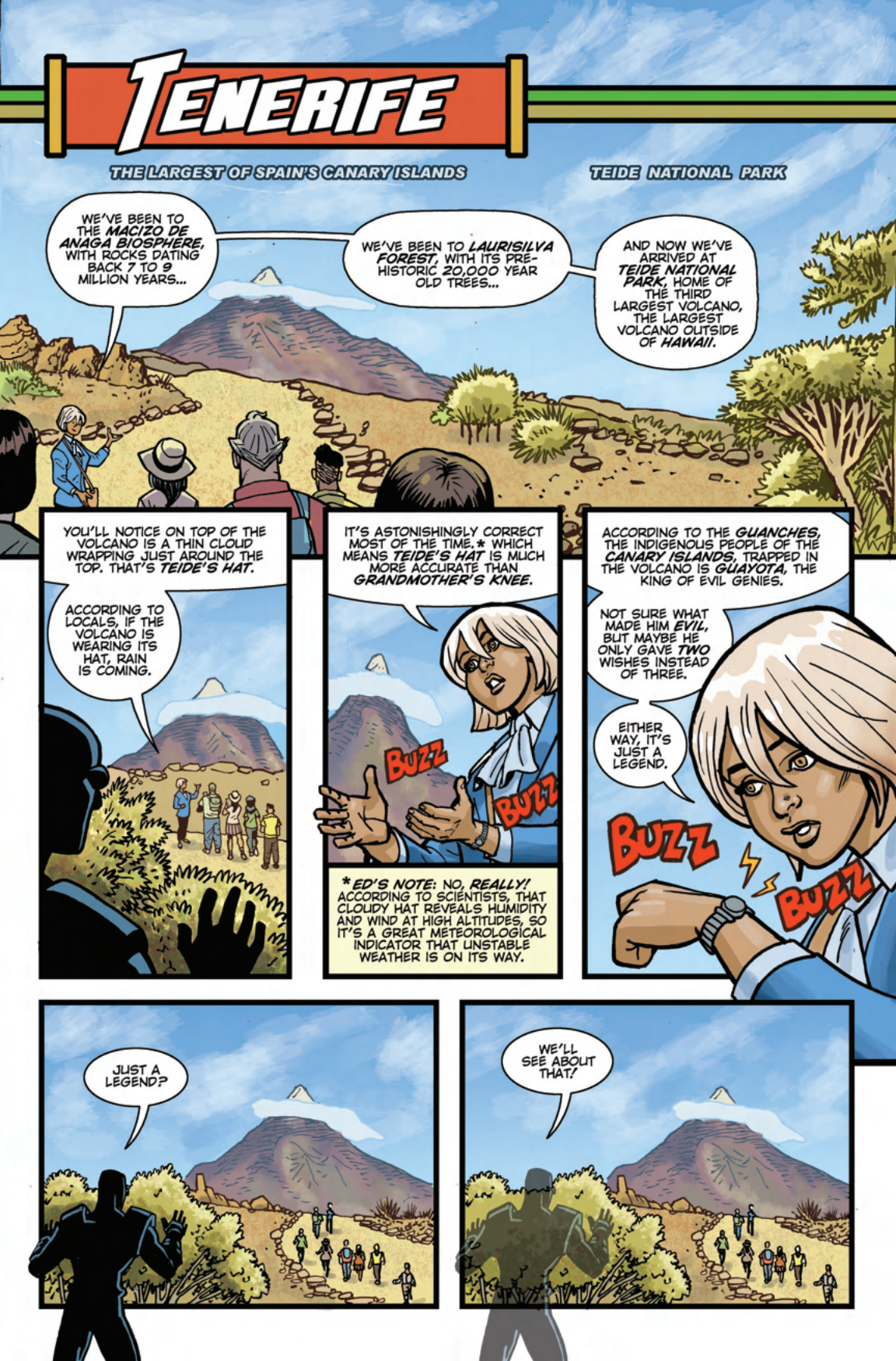

GWANGJANG MARKET
KLANGKLANGKLANGKLA
THAT SOUNDS LIKE A BANK ALARM...
I'M HERE TO STEAL... ALL THE MONEY!
AND NOBODY CAN STOP ME!
THIS LOOKS LIKE A JOB FOR...
HUE MAN!
HUMAN?
HUE MAN!
SO... HUMAN.
HUE.
MAN.
YES, I KNOW... HUMAN.
HUE! MAN!
HUE MAN? REALLY?
BOY, YOU REALLY AREN'T FROM THIS PLANET HUH?
AND NOW...SPECIAL PRIZE TO WHOEVER FINDS THE SPICIEST DISH. YEAH, THAT SOUNDS RIGHT. SPICIEST DISH. AND, OF COURSE, IT ONLY COUNTS IF YOU PURCHASE FROM A LOCAL VENDOR, SINCE SHOPPING LOCALLY BENEFITS THE LOCAL COMMUNITY THE MOST!
SUSTAINABILITY! NOW...GO!


YOU CAN'T STOP ME. I KNOW YOUR WEAKNESS IS...SEVERAL VOICES HARMONIZING TOGETHER
MY SUPER-HEARING JUST CAN'T TAKE IT.
I KNOW! WHY DO YOU THINK I CHOSE THE HOME OF EVERY BOY BAND TO PULL OFF THIS HEIST?
BLAST IT!
PSSST... HUE MAN!
KINDA IN THE MIDDLE OF SOMETHING, RANDOM CIVILI...
NOT NOW!
OH, HI, SUZIE! HOW'S THE FAM?
BUT GREAT!
I'M GOING TO STEAL 73.4 TRILLION WON!
ISN'T THAT THE EXACT AMOUNT SOUTH KOREA IS INVESTING IN THE GREEN NEW DEAL AIMED TO STRENGTHEN CLIMATE ACTION AND REALIZE A GREEN ECONOMY, INVESTMENTS THAT WILL FOCUS ON GREEN INFRASTRUCTURES, RENEWABLE ENERGY, AND FOSTERING GREEN INDUSTRY?*
HOW DO YOU THINK I GOT THE IDEA?!?
STAND DOWN, EVIL VILLAIN!
"EVIL VILLAIN"? ISN'T THAT REDUNDANT? THAT'S LIKE SAYING "FRUSTRATING FACEBOOK CONVERSATION"!
OR "UNORIGINAL SUPERHERO MOVIE"!
WHO'S SIDE ARE YOU ON?!?
STEP ASIDE!
NOOOOOOO!
I GOT THIS! GASSY, YOU'VE BEEN DROPPING SPENT GAS CRYSTALS ALL OVER SEOUL AND I'VE BEEN SECRETLY PICKING THEM UP--
*EDITOR'S NOTE: HEY YOU TRY TO SUBTLY INCORPORATE SUSTAINABLE MESSAGES INTO YOUR COMIC BOOK!


I THINK I HAVE ENOUGH--
TO DO THIS!
ALWAYS A RELIEF TO BE A LITTLE LESS GASSY.
NOTE TO SELF: I GOTTA WORK ON THAT TAGLINE.
OH CRUD!
THE TOUR GROUP!


UM...
...YOU'RE ALL WINNERS!
SPICY FO
매운 음식
T.V.
HUE MAN STOPS VILLAIN ONCE AGAIN
히어로맨이 다시 한 번 악당을 저지하다
FOR CRYING OUT LOUD!

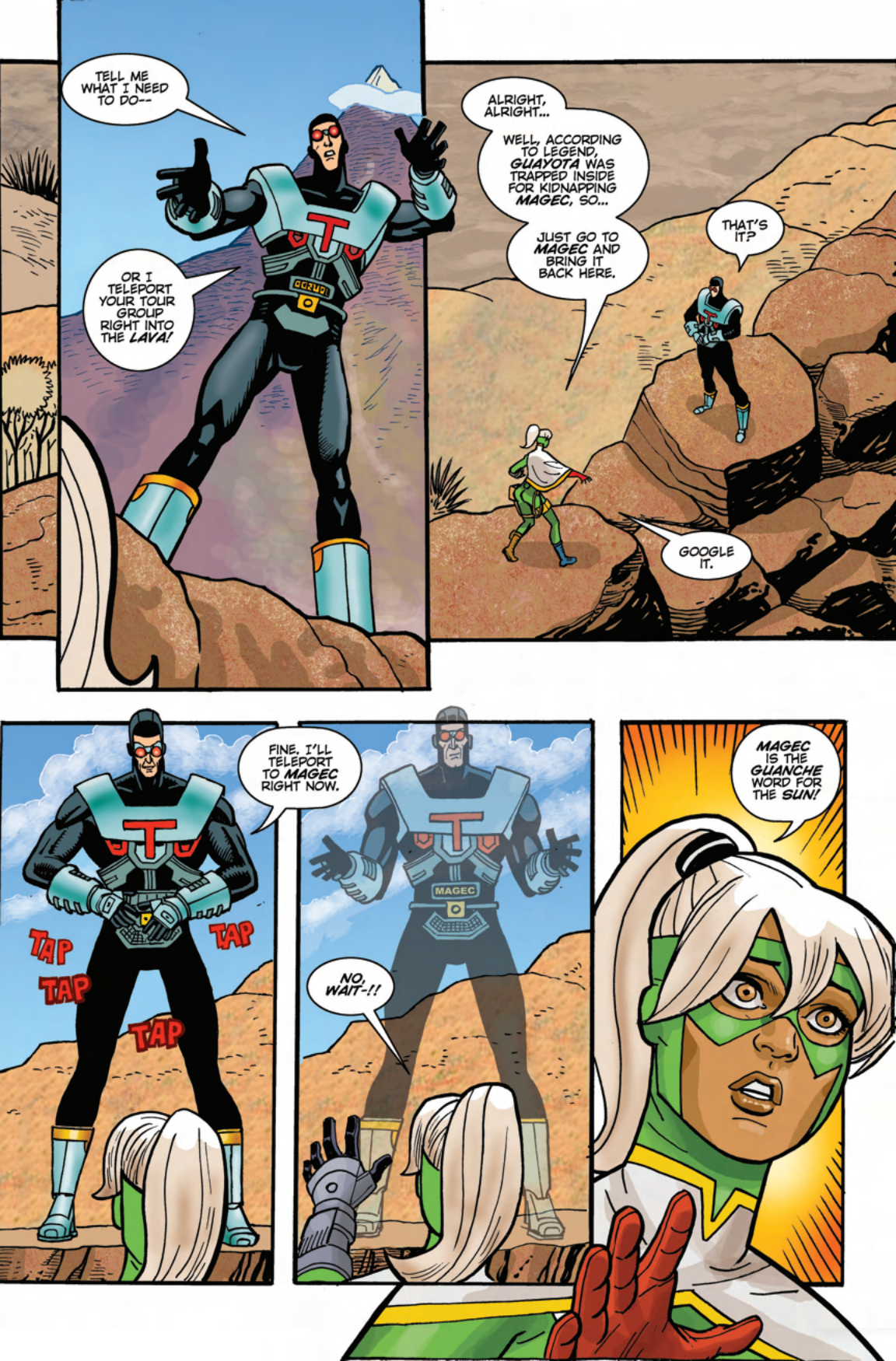

Imagine your Korea
Dosoram Heritage

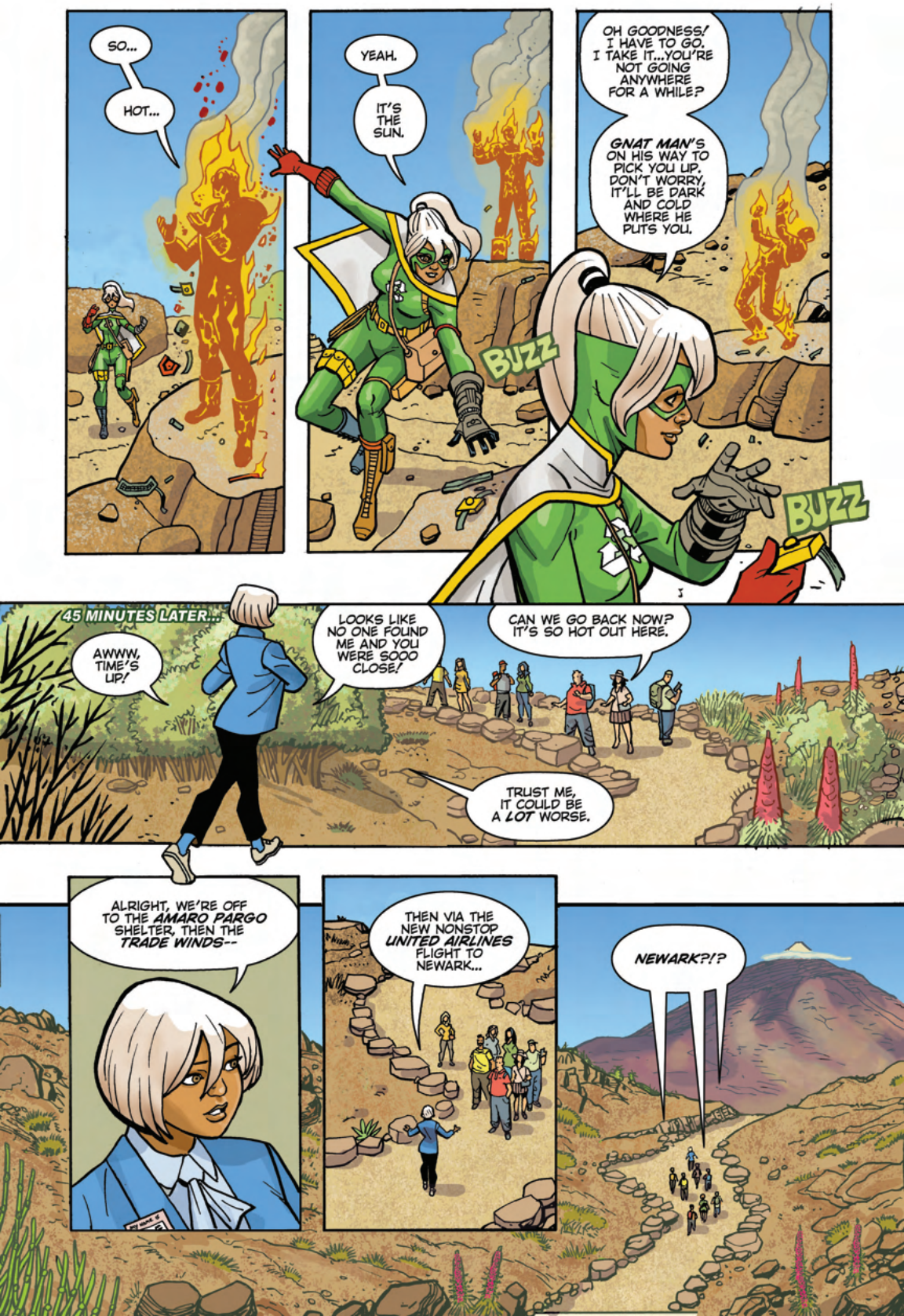

TENERIFE
THE LARGEST OF SPAIN'S CANARY ISLANDS
TEIDE NATIONAL PARK
WE'VE BEEN TO THE MACIZO DE ANAGA BIOSPHERE, WITH ROCKS DATING BACK 7 TO 9 MILLION YEARS...
WE'VE BEEN TO LAURISILVA FOREST, WITH ITS PRE-HISTORIC 20,000 YEAR OLD TREES...
AND NOW WE'VE ARRIVED AT TEIDE NATIONAL PARK, HOME OF THE THIRD LARGEST VOLCANO, THE LARGEST VOLCANO OUTSIDE OF HAWAII.
YOU'LL NOTICE ON TOP OF THE VOLCANO IS A THIN CLOUD WRAPPING JUST AROUND THE TOP. THAT'S TEIDE'S HAT.
ACCORDING TO LOCALS, IF THE VOLCANO IS WEARING ITS HAT, RAIN IS COMING.
IT'S ASTONISHINGLY CORRECT MOST OF THE TIME.* WHICH MEANS TEIDE'S HAT IS MUCH MORE ACCURATE THAN GRANDMOTHER'S KNEE.
BUZZ
BUZZ
*ED'S NOTE: NO, REALLY! ACCORDING TO SCIENTISTS, THAT CLOUDY HAT REVEALS HUMIDITY AND WIND AT HIGH ALTITUDES, SO IT'S A GREAT METEOROLOGICAL INDICATOR THAT UNSTABLE WEATHER IS ON ITS WAY.
ACCORDING TO THE GUANCHES, THE INDIGENOUS PEOPLE OF THE CANARY ISLANDS, TRAPPED IN THE VOLCANO IS GUAYOTA, THE KING OF EVIL GENIES.
NOT SURE WHAT MADE HIM EVIL, BUT MAYBE HE ONLY GAVE TWO WISHES INSTEAD OF THREE.
EITHER WAY, IT'S JUST A LEGEND.
BUZZ
BUZZ
JUST A LEGEND?
WE'LL SEE ABOUT THAT!



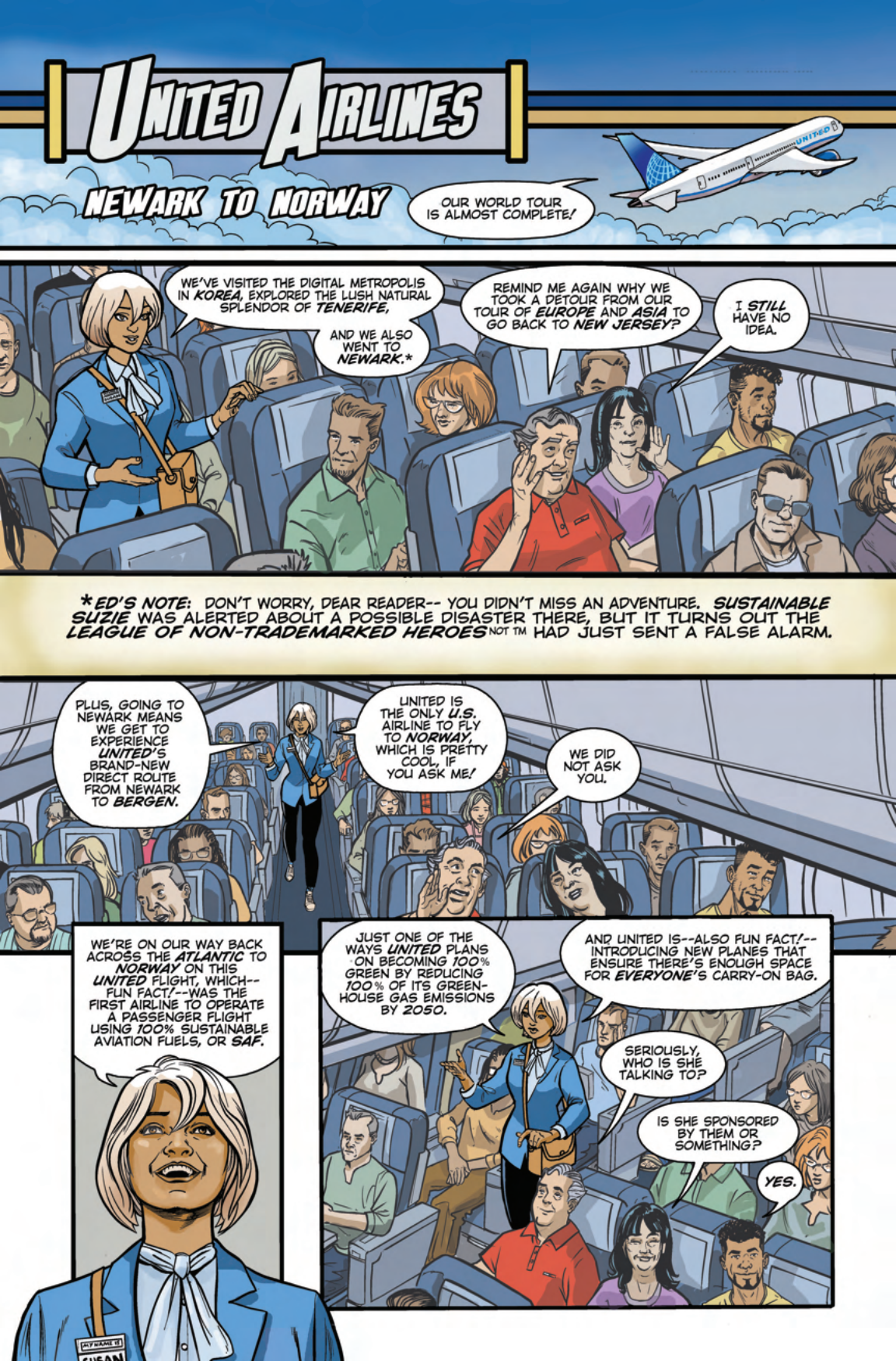
* BIOSPHERE DESTINATIONS ARE DESTINATIONS THAT MAKE THEIR CONTRIBUTION TO THE SEVENTEEN *SUSTAINABLE DEVELOPMENT GOALS* (SDGs) OF THE *UNITED NATIONS* AND THE *PARIS AGREEMENT* AGAINST CLIMATE CHANGE THROUGH THE GUIDELINES OF THE *WORLD TOURISM CHARTER*. IN SHORT: IT'S A GOOD THING, BRUH.

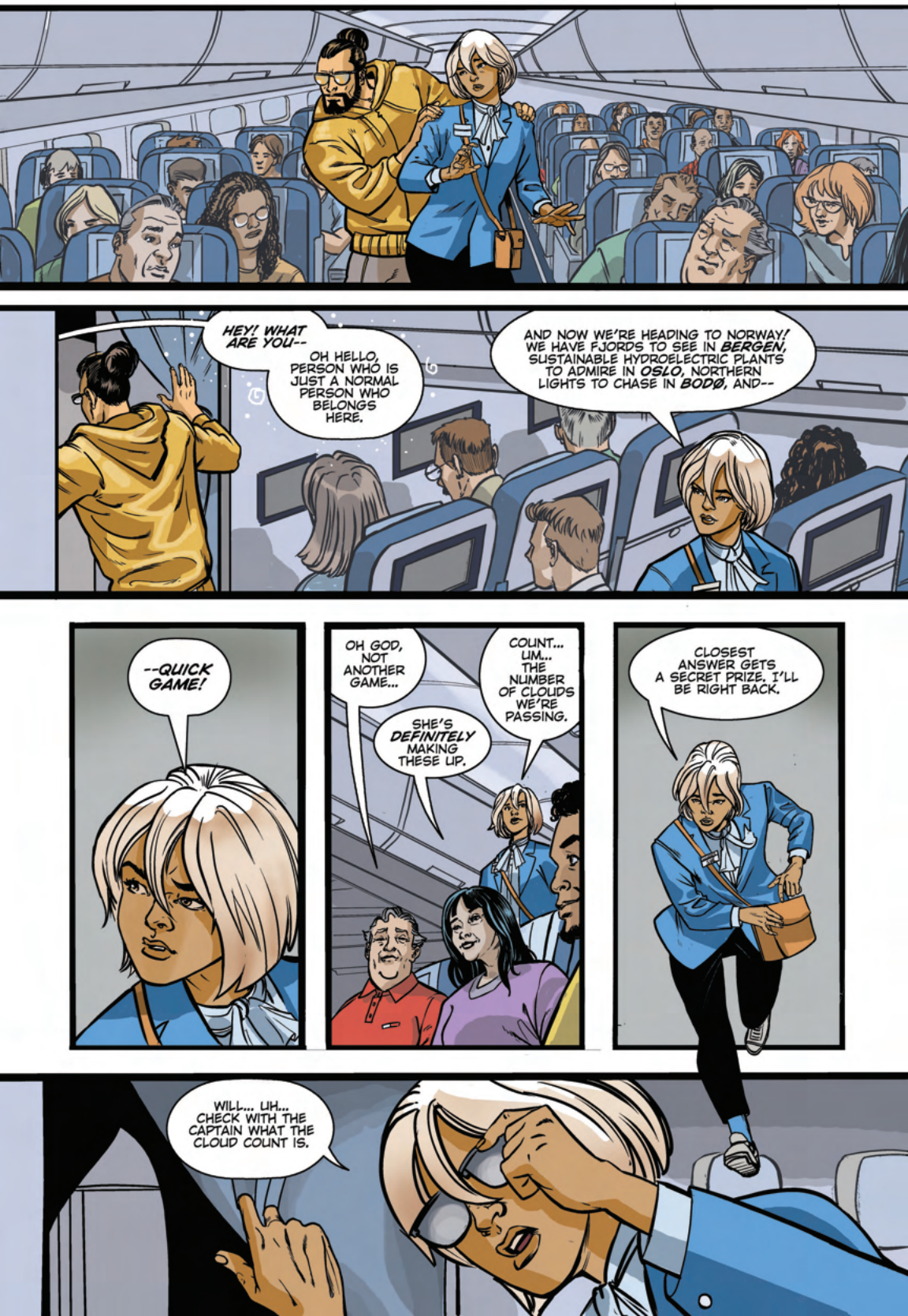

TELEPORTER!
NOW I GET WHAT ALL THOSE "BUZZES" WERE: GNAT MAN WAS TRYING TO WARN ME!
I MEAN, HE'S A HUMAN MAN IN A GIANT GNAT COSTUME, SO HE COULD HAVE JUST TEXTED, BUT FINE, SPEAK ONLY IN BUZZES...
I'VE BEEN FOLLOWING YOUR GROUP AND YOU'RE GOING TO TELL ME HOW TO FREE THE EVIL GENIE FROM THE VOLCANO, SO I CAN USE MY TWO WISHES TO TAKE OVER THE WORLD!
I DON'T KNOW WHAT'S MORE EVIL...
THE FACT THAT YOU'RE TRYING TO TAKE OVER THE WORLD, OR THE FACT THAT YOU WERE LISTENING TO MY TOUR FOR FREE WITHOUT PAYING!
WIIIIISH YOU DIDN'T REVEAL WHAT YOU KNEW ABOUT GUAYOTA?
NO, NO. I WAS WRONG...
THE MOST EVIL THING WAS THAT ATTEMPT AT A JOKE.


TELL ME WHAT I NEED TO DO--
OR I TELEPORT YOUR TOUR GROUP RIGHT INTO THE LAVA!
ALRIGHT, ALRIGHT...
WELL, ACCORDING TO LEGEND, GUAYOTA WAS TRAPPED INSIDE FOR KIDNAPPING MAGEC, SO...
JUST GO TO MAGEC AND BRING IT BACK HERE.
THAT'S IT?
GOOGLE IT.
TAP
TAP
TAP
TAP
FINE. I'LL TELEPORT TO MAGEC RIGHT NOW.
MAGEC
NO, WAIT-!!
MAGEC IS THE GUANCHE WORD FOR THE SUN!


SO...
HOT...
YEAH.
IT'S THE SUN.
OH GOODNESS! I HAVE TO GO. I TAKE IT...YOU'RE NOT GOING ANYWHERE FOR A WHILE?
GNAT MAN'S ON HIS WAY TO PICK YOU UP. DON'T WORRY, IT'LL BE DARK AND COLD WHERE HE PUTS YOU.
BUZZ
BUZZ
45 MINUTES LATER...
AWWW, TIME'S UP!
LOOKS LIKE NO ONE FOUND ME AND YOU WERE SOOO CLOSE!
CAN WE GO BACK NOW? IT'S SO HOT OUT HERE.
TRUST ME, IT COULD BE A LOT WORSE.
ALRIGHT, WE'RE OFF TO THE AMARO PARGO SHELTER, THEN THE TRADE WINDS--
THEN VIA THE NEW NONSTOP UNITED AIRLINES FLIGHT TO NEWARK...
NEWARK?!?


tenerife!
awakens emotions
A wonderland,
Biosphere certified.
Discover Tenerife to awaken emotions
you've never experienced before
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BIOSPHERE
certified destination


UNITED AIRLINES
NEWARK TO NORWAY
OUR WORLD TOUR IS ALMOST COMPLETE!
UNITED
WE'VE VISITED THE DIGITAL METROPOLIS IN KOREA, EXPLORED THE LUSH NATURAL SPLENDOR OF TENERIFE,
AND WE ALSO WENT TO NEWARK.*
REMIND ME AGAIN WHY WE TOOK A DETOUR FROM OUR TOUR OF EUROPE AND ASIA TO GO BACK TO NEW JERSEY?
I STILL HAVE NO IDEA.
*ED'S NOTE: DON'T WORRY, DEAR READER-- YOU DIDN'T MISS AN ADVENTURE. SUSTAINABLE SUZIE WAS ALERTED ABOUT A POSSIBLE DISASTER THERE, BUT IT TURNS OUT THE LEAGUE OF NON-TRADEMARKED HEROES NOT TM HAD JUST SENT A FALSE ALARM.
PLUS, GOING TO NEWARK MEANS WE GET TO EXPERIENCE UNITED'S BRAND-NEW DIRECT ROUTE FROM NEWARK TO BERGEN.
UNITED IS THE ONLY U.S. AIRLINE TO FLY TO NORWAY, WHICH IS PRETTY COOL, IF YOU ASK ME!
WE DID NOT ASK YOU.
WE'RE ON OUR WAY BACK ACROSS THE ATLANTIC TO NORWAY ON THIS UNITED FLIGHT, WHICH-- FUN FACT!--WAS THE FIRST AIRLINE TO OPERATE A PASSENGER FLIGHT USING 100% SUSTAINABLE AVIATION FUELS, OR SAF.
JUST ONE OF THE WAYS UNITED PLANS ON BECOMING 100% GREEN BY REDUCING 100% OF ITS GREEN-HOUSE GAS EMISSIONS BY 2050.
AND UNITED IS--ALSO FUN FACT!-- INTRODUCING NEW PLANES THAT ENSURE THERE'S ENOUGH SPACE FOR EVERYONE'S CARRY-ON BAG.
SERIOUSLY, WHO IS SHE TALKING TO?
IS SHE SPONSORED BY THEM OR SOMETHING?
YES.
MY NAME IS
SUSAN


HEY! WHAT ARE YOU--
OH HELLO, PERSON WHO IS JUST A NORMAL PERSON WHO BELONGS HERE.
AND NOW WE'RE HEADING TO NORWAY! WE HAVE FJORDS TO SEE IN BERGEN, SUSTAINABLE HYDROELECTRIC PLANTS TO ADMIRE IN OSLO, NORTHERN LIGHTS TO CHASE IN BODØ, AND--
--QUICK GAME!
OH GOD, NOT ANOTHER GAME...
SHE'S DEFINITELY MAKING THESE UP.
COUNT... UM... THE NUMBER OF CLOUDS WE'RE PASSING.
CLOSEST ANSWER GETS A SECRET PRIZE. I'LL BE RIGHT BACK.
WILL... UH... CHECK WITH THE CAPTAIN WHAT THE CLOUD COUNT IS.


WHAT THE..?
ARE YOU HYPNOTIZING PEOPLE...?
W
STOP RIGHT THERE!
SHHHHH! NEVER!
YOU'LL NEVER FOIL MY PLAN OF GETTING HALFWAY TO NORWAY AND THEN...
WAAAAIT FOR IT...
TURNING RIGHT BACK AROUND TO NEWARK!
THAT'S BOTH THE DUMBEST AND MOST EVIL THING I'VE EVER HEARD.
WHY?!?
BECAUSE A TRIP THAT FLIES HALFWAY AROUND THE WORLD AND THEN BACK DOESN'T JUST WASTE TIME...IT WASTES FUEL!
AND ALL OF IT HELPS ME WASTE THE PLANET AWAY FASTER! I'M THE WASTER! HERE I AM, WASTING MORE TIME!
AND SPACE!
I'M FILLING UP THIS WHOLE PANEL!
W
EVERYONE IN THE LEAGUE MOT TM GETS A COOL SUPERVILLAIN TO DEFEAT AND I GET THIS IDIOT...


NO ONE'S DELAYING MY ITINERARY ANYMORE- I'M NOT GOING BACK TO NEW JERSEY AGAIN WITHOUT A FIGHT!
OH, WE'LL SEE ABOUT THAT!
YOU WILL... RETURN EVERYTHING BACK TO NORMAL...AND MAKE SURE WE GO TO NORWAY LIKE WE'RE SUPPOSED TO... YOU'LL MAKE SURE THAT UNASSUMING TOUR GUIDE AND HER TOUR GROUP IN COACH GET EXTRA SNACKS...AND YOU'LL ***VERY*** QUIETLY AND VERY ***DISCREETLY*** LOCK YOURSELF IN ONE OF THE BATHROOMS UNTIL ***WANDER WOMAN*** CAN COME AND GET YOU....
HYPNOTISM...
AS...YOU... COMMAND...


I COUNTED 457 CLOUDS.
I COUNTED 563 CLOUDS.
I COUNTED 2 CLOUDS, AND THEN GAVE UP.
WELL, GUESS WHAT? YOU'RE ALL RIGHT!
WAIT, WHAT?
HOW IS THAT EVEN POSSIBLE?
I KNEW IT!
AND THE PRIZE IS...
MY NAME IS
...SNACKS!
YAAAAAAY!
YAAAAAAY!
AREN'T THESE FREE ANYWAY? BUT...YAAAAY?
Please Dispose Your Waste.

THIS IS THE STORY OF TRASH BECOMING FUEL. IT'S SCI-FI WITHOUT THE FI.



Investing more in sustainable aviation fuel production than any other airline in the world.

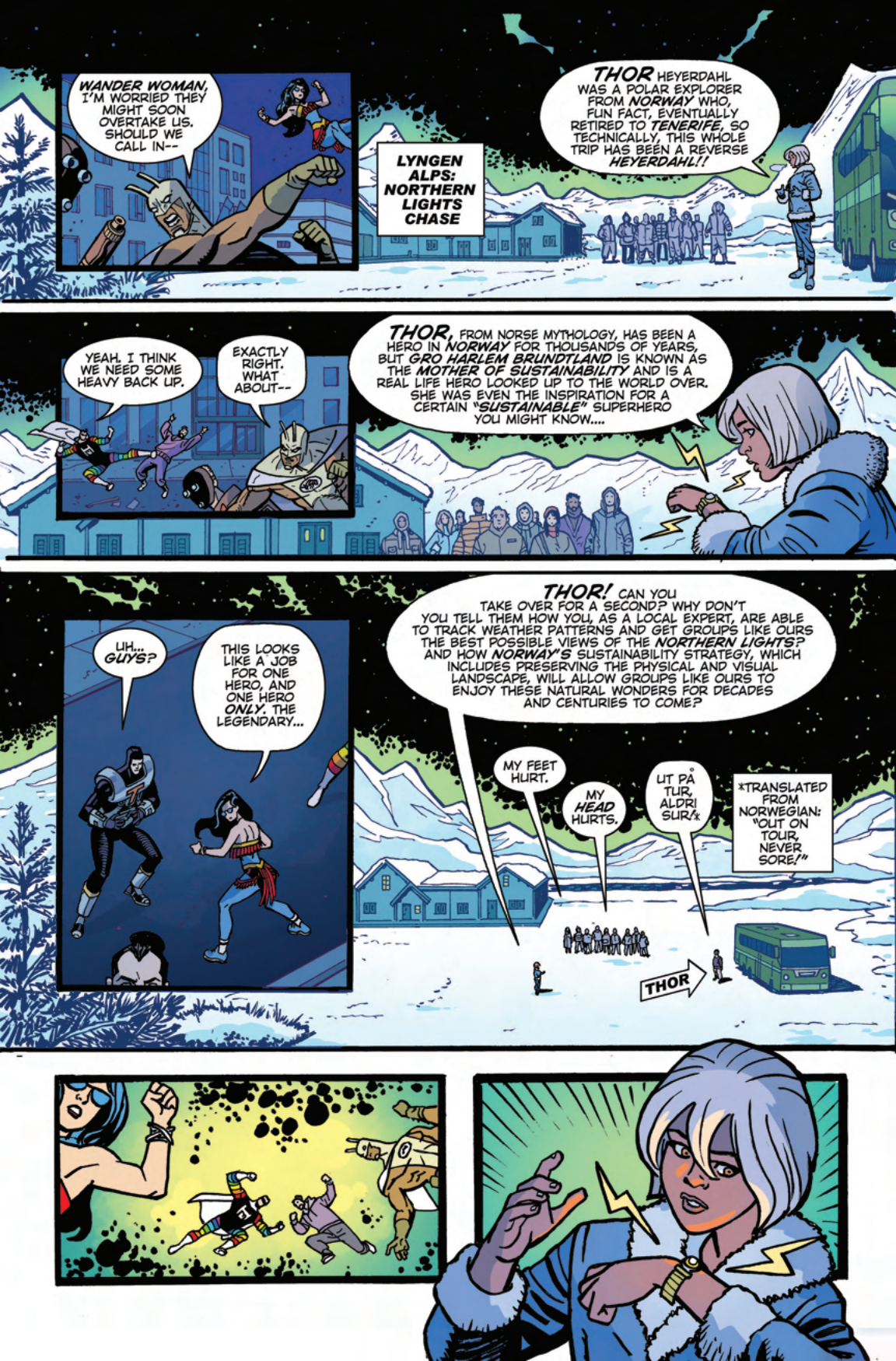


UNITED

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A STAR ALLIANCE MEMBER


NORWAY
BODØ, NORWAY
JUST OUTSIDE OF THE SUSTAINABILITY IS RESPONSIBILITY SUMMIT
LEAGUE OF NON-TRADEMARKED HEROES NOT TM...
YOU MIGHT HAVE FINALLY MET YOUR MATCH WITH...
...THE EVIL FOUR!
WE'LL NEVER LET YOU INTERRUPT THIS CONFERENCE!
ALSO, AREN'T THERE ONLY THREE OF YOU?
THE FOURTH GUY LEFT OVER CREATIVE DIFFERENCES.
SO WHY NOT RENAME YOURSELVES?
WE JUST LIKED HOW IT SOUNDED, OKAY?

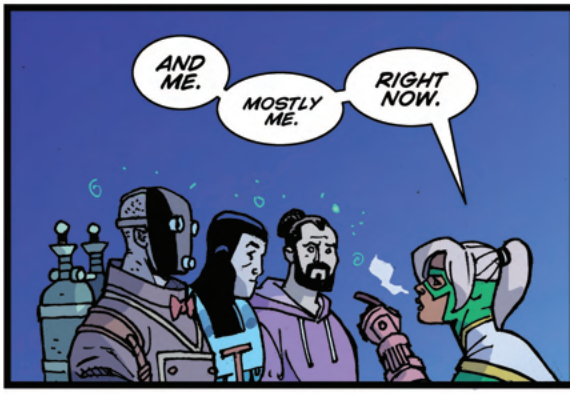

WANDER WOMAN, I'M WORRIED THEY MIGHT SOON OVERTAKE US. SHOULD WE CALL IN--
LYNGEN ALPS: NORTHERN LIGHTS CHASE
THOR HEYERDAHL WAS A POLAR EXPLORER FROM NORWAY WHO, FUN FACT, EVENTUALLY RETIRED TO TENERIFE, SO TECHNICALLY, THIS WHOLE TRIP HAS BEEN A REVERSE HEYERDAHL!!
YEAH, I THINK WE NEED SOME HEAVY BACK UP.
EXACTLY RIGHT. WHAT ABOUT--
THOR, FROM NORSE MYTHOLOGY, HAS BEEN A HERO IN NORWAY FOR THOUSANDS OF YEARS, BUT GRO HARLEM BRUNDTLAND IS KNOWN AS THE MOTHER OF SUSTAINABILITY AND IS A REAL LIFE HERO LOOKED UP TO THE WORLD OVER. SHE WAS EVEN THE INSPIRATION FOR A CERTAIN "SUSTAINABLE" SUPERHERO YOU MIGHT KNOW....
UH... GUYS?
THIS LOOKS LIKE A JOB FOR ONE HERO, AND ONE HERO ONLY. THE LEGENDARY...
THOR! CAN YOU TAKE OVER FOR A SECOND? WHY DON'T YOU TELL THEM HOW YOU, AS A LOCAL EXPERT, ARE ABLE TO TRACK WEATHER PATTERNS AND GET GROUPS LIKE OURS THE BEST POSSIBLE VIEWS OF THE NORTHERN LIGHTS? AND HOW NORWAY'S SUSTAINABILITY STRATEGY, WHICH INCLUDES PRESERVING THE PHYSICAL AND VISUAL LANDSCAPE, WILL ALLOW GROUPS LIKE OURS TO ENJOY THESE NATURAL WONDERS FOR DECADES AND CENTURIES TO COME?
MY FEET HURT.
MY HEAD HURTS.
UT PÅ TUR, ALDRI SUR/*
*TRANSLATED FROM NORWEGIAN: "OUT ON TOUR, NEVER SORE!"
THOR

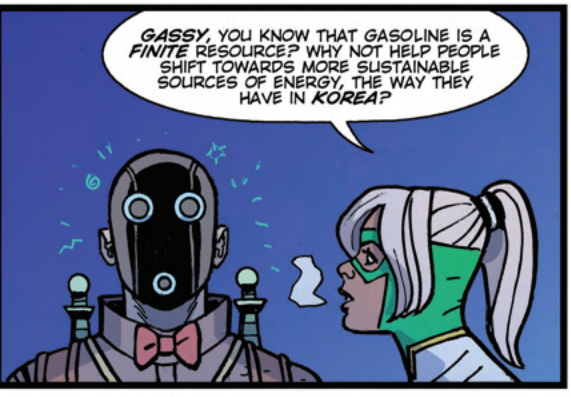

SUSTAINABLE SUZIE?!?
I GOT THIS.
I CAN END THIS RIGHT NOW, OR YOU CAN LISTEN TO ME FOR A SECOND.
EVIL FOUR, WHAT'S THE POINT OF TAKING OVER THE WORLD IF THE WORLD AS WE KNOW IT IS NOT GOING TO BE AROUND FOR VERY LONG?
REAL PEOPLE ARE WORKING ON REAL SOLUTIONS AS WE SPEAK; DON'T YOU THINK THERE'S MORE TO GAIN BY HELPING THE PLANET THAN BY DESTROYING THE PLANET?
DID YOU REALLY THINK THAT SPEECH WAS GONNA HELP?
SO DUMB.
SHE'S WASTED.

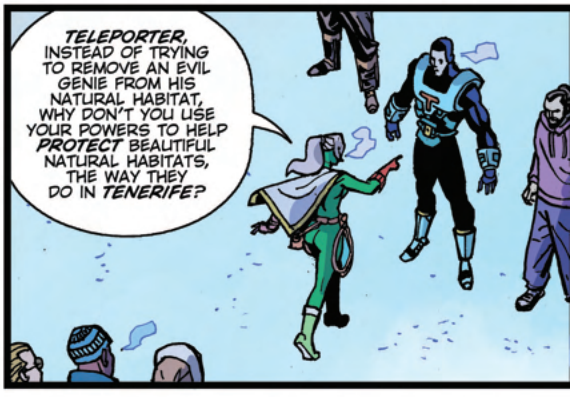

DAMMIT. FINE


YOU WILL LISTEN TO REASON.

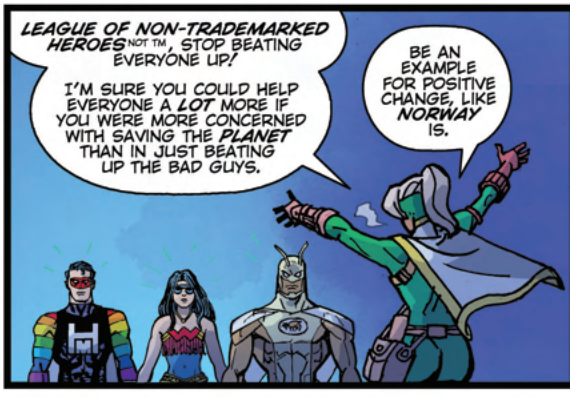


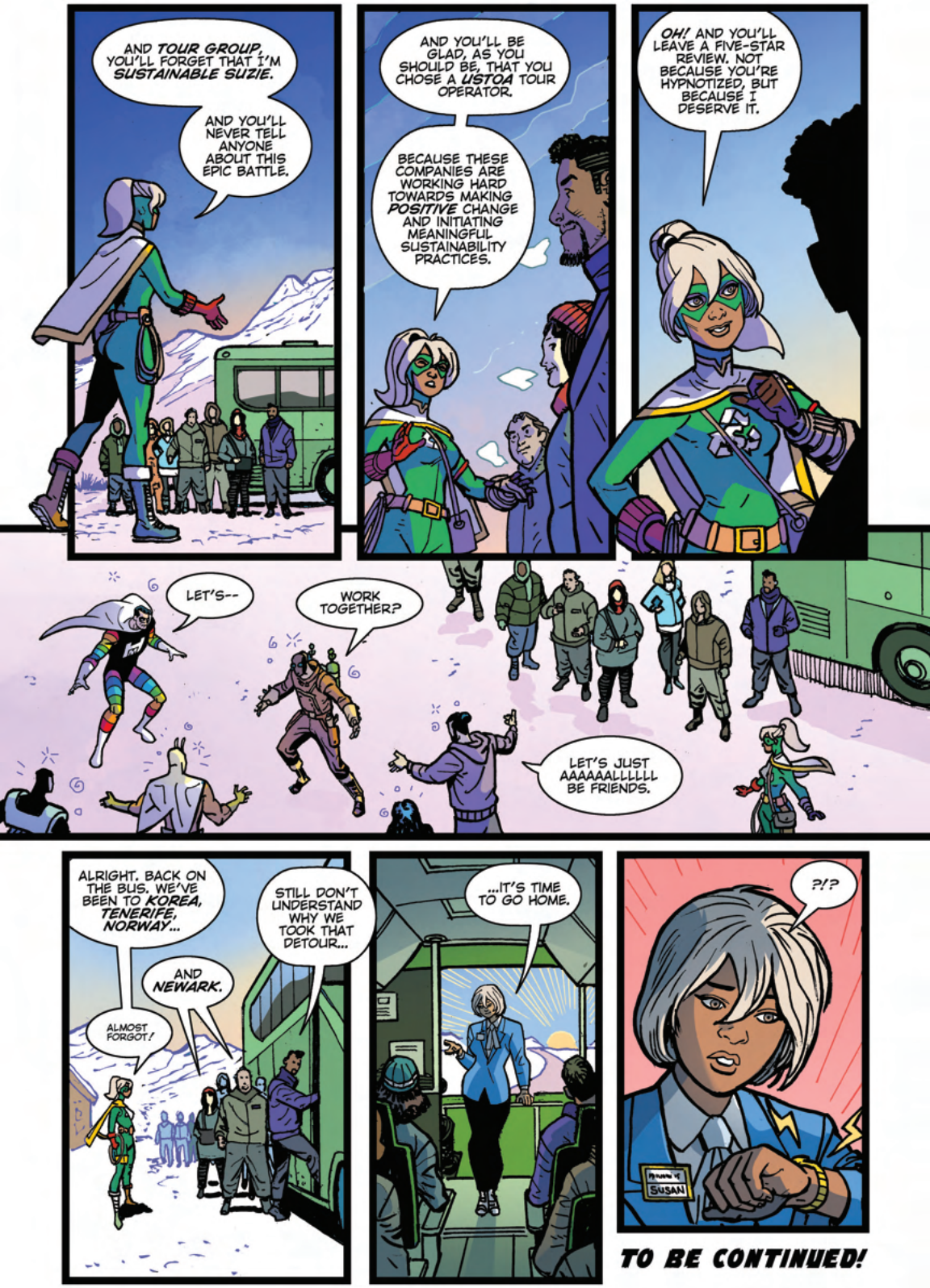

AND ME.
MOSTLY ME.
RIGHT NOW.


GASSY, YOU KNOW THAT GASOLINE IS A FINITE RESOURCE? WHY NOT HELP PEOPLE SHIFT TOWARDS MORE SUSTAINABLE SOURCES OF ENERGY, THE WAY THEY HAVE IN KOREA?


TELEPORTER, INSTEAD OF TRYING TO REMOVE AN EVIL GENIE FROM HIS NATURAL HABITAT, WHY DON'T YOU USE YOUR POWERS TO HELP PROTECT BEAUTIFUL NATURAL HABITATS, THE WAY THEY DO IN TENERIFE?


WASTER, IF ALL YOU DO IS WASTE STUFF, THERE WILL EVENTUALLY BE NOTHING LEFT TO WASTE. SO WHY DON'T YOU HELP EVERYONE COMMIT TO ACTING IN A WAY THAT'S MORE SUSTAINABLE, THE WAY UNITED ALREADY HAS?


LEAGUE OF NON-TRADEMARKED HEROES NOT TM, STOP BEATING EVERYONE UP!
I'M SURE YOU COULD HELP EVERYONE A LOT MORE IF YOU WERE MORE CONCERNED WITH SAVING THE PLANET THAN IN JUST BEATING UP THE BAD GUYS.
BE AN EXAMPLE FOR POSITIVE CHANGE, LIKE NORWAY IS.



TO BE CONTINUED!


Norway
SUSTAINABILITY
IS IN OUR
NATURE
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