

# Tourism Cares

Meaningful Travel Education

@TourismCares



# WHO WE ARE

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Tourism Cares is a non-profit dedicated to advancing sustainability and meaningful travel for the tourism industry by providing resources, education, and programming to create positive social, environmental, and economic impact for communities around the globe.

## **Unite. Inspire. Activate.**

- Meaningful Travel Program
- Membership Community
- Community-based Tourism
- Equity, Belonging, Diversity, Inclusion



# HOW WE'RE DIFFERENT

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## What makes Tourism Cares unique?



We are travel, for travel.

We serve the entire industry.

We are not the end-all solution; we are a catalyst.

We are trying to change the world through travel.

# WHAT WE DO

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**Immersive Events  
+ Volunteering**



**Professional  
Development  
+ Training**



**Meaningful Buyer +  
Supplier Connections**



**Cross-sector Networking**



**Grants to Non-profits +  
Social Enterprises**



**Sustainability Education**



# HOW WE DO IT



**Immersive  
Events  
+ Volunteering**



**Meaningful  
Buyer + Supplier  
Connections**



**Grants**



**Professional  
Development**



**Cross-sector  
Networking**



**Sustainability  
Education**

Meaningful  
Travel Summits

Meaningful  
Travel FAMs

Industry  
Conference  
Events

Meaningful  
Travel Map

Guide to  
Meaningful  
Travel Product

Impact  
Travel Fund  
(for Summit  
destinations)

Diversity  
in Tourism  
Fund/ Pathways  
Program

Meaningful  
Travel Platform

Webinars

Meaningful  
Travel Summits

Membership  
Directory

Seminar and  
education  
session  
development

Sustainability  
Help Desk  
(SHeD)

# MEANINGFUL TRAVEL

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## We define sustainable tourism as “Meaningful Travel”

Meaningful Travel ensures direct benefits for host communities, protects cultural and environmental assets, and connects guests with destinations in a deeper, more responsible way.

## Infusing Meaningful Travel through:

- Food
- Adventure
- Culture
- Shopping
- Living like a local



# TAKING A HOLISTIC APPROACH TO SUSTAINABILITY

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# Sustainability is a journey.

**No matter where you are, little steps matter.**

Tourism Cares will meet its members where they are  
– from taking the first step to leading the way.

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# Education Resources

[www.tourismcares.org/learn](http://www.tourismcares.org/learn)

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1. Meaningful Travel Platform
  2. Sustainability Help Desk (SHeD)
  3. Sustainability Workshop Series
  4. Future of Tourism Coalition Toolkit
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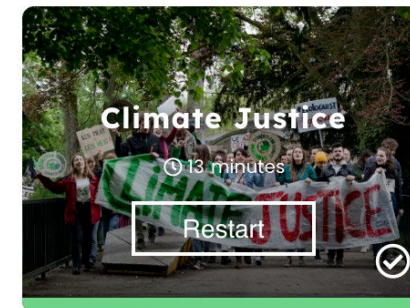
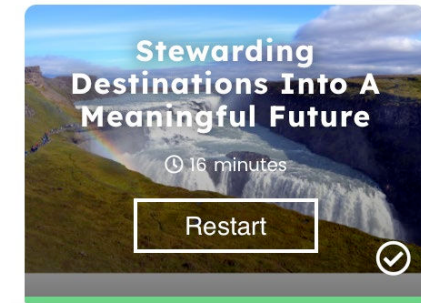
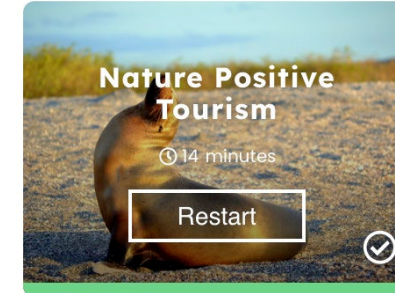
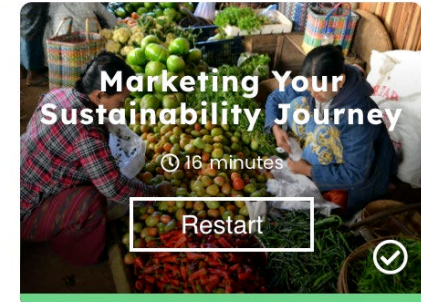


# MEANINGFUL TRAVEL PLATFORM

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## Sustainable Tourism Education

Topics ranging from broad “sustainability 101” And introduction to the United Nations Sustainable Development Goals, to deeper dives in Climate Justice, Destination Stewardship, and how to market and develop meaningful travel product.





# Tourism Cares

[About](#) [Programs](#) [Interact](#) [Impact](#) [Donate](#)

## Learn with Tourism Cares



# SUSTAINABILITY HELP DESK (SHeD)

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## Your 1:1 Resource

Judgement-free space that invites our community to talk through their personal and professional sustainability journey and how to align best practices with their business goals.

Through SHeD we will tackle any and all questions you have:

- What challenges are you having around sustainable tourism?
- What resources do you need to succeed?
- What connections can we help make?
- What are you doing really well that you want to share?
- What can we help you workshop or champion?

# SUSTAINABILITY WORKSHOPS

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## Group Consultation + Guidance

Sessions take place every other week for 9 sessions (18 weeks total).

**“The Why”** – Understanding the business case for sustainability.

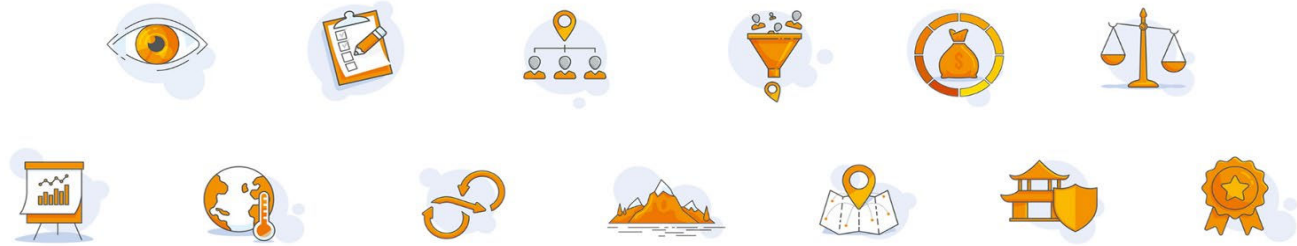
**“The How”** – which includes:

- Engaging stakeholders, including employees, communities, and the environment
- Aligning company purpose, culture, and values
- Measuring your impact on social and environmental performance
- Setting goals and taking action



# FUTURE OF TOURISM COALITION

## FUTURE OF TOURISM



## 13 GUIDING PRINCIPLES



[FutureofTourism.org/toolkit](https://FutureofTourism.org/toolkit)

# MEANINGFUL TRAVEL SUMMIT



- **Connections** to vetted non-profits and social enterprises for new product development
  - **Education sessions** around universal topics in sustainability and meaningful travel
  - **Networking opportunities** with other travel and tourism professionals
  - **Actionable best practices** in destination stewardship
- [www.tourismcares.org/meaningful-travel-summit](http://www.tourismcares.org/meaningful-travel-summit)



# Let's Make Travel Better, Together

Presented by:

Jessica Flores

Chief Experience Officer

[jessica.flores@tourismcares.org](mailto:jessica.flores@tourismcares.org)

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**[www.TourismCares.org](http://www.TourismCares.org)**



**To stay involved, subscribe to  
our newsletter:  
[tourismcares.org/subscribe](http://tourismcares.org/subscribe)**

**Tourism  
Cares**

The logo for Tourism Cares, featuring a stylized orange compass rose with four points and a central circle, positioned to the left of the word "Cares".



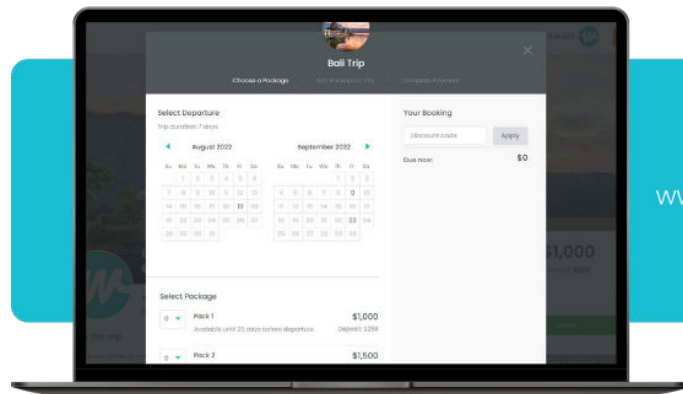


# **WeTravel Academy:** Responsible Travel Resources

*wetravel*



The booking and payments platform  
for group and multi-day travel  
businesses.



[www.wetravel.com](http://www.wetravel.com)



TOPICS ▾ RESOURCES ▾ COURSES WETRAVEL.COM [BOOK A DEMO](#)

## Learn how to grow your travel business

Courses, webinars e-book, resources and more.

All for free.

Go!

### Choose your business



Group & Multi-



International



Other Trip



Wellness &

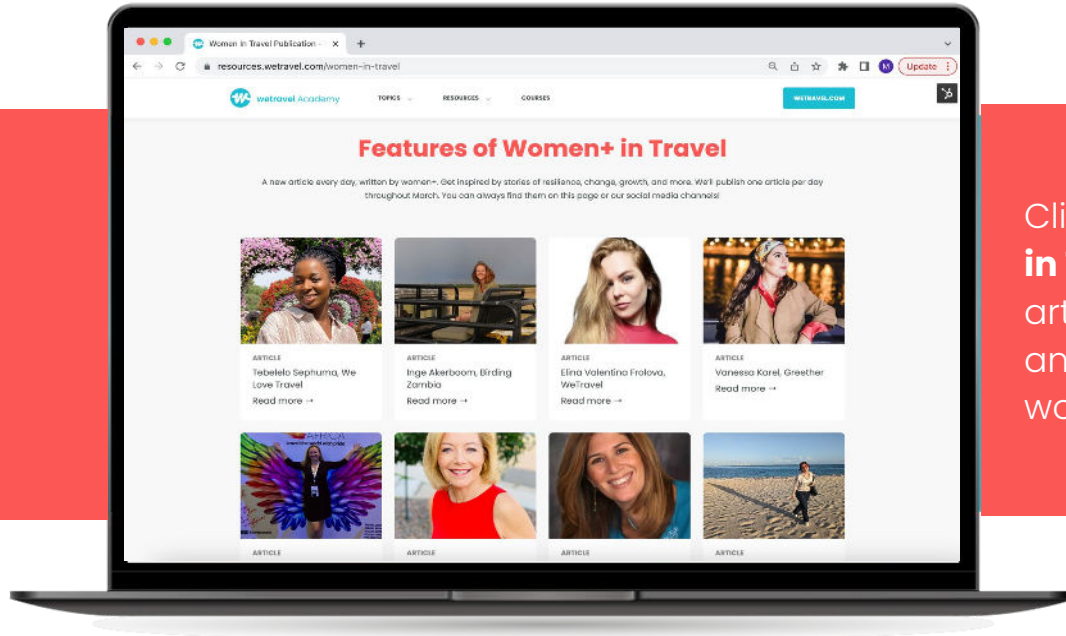
# WeTravel Academy

Access free, expert-crafted, travel-specific resources that grow with you – and your business

<https://academy.wetravel.com/>

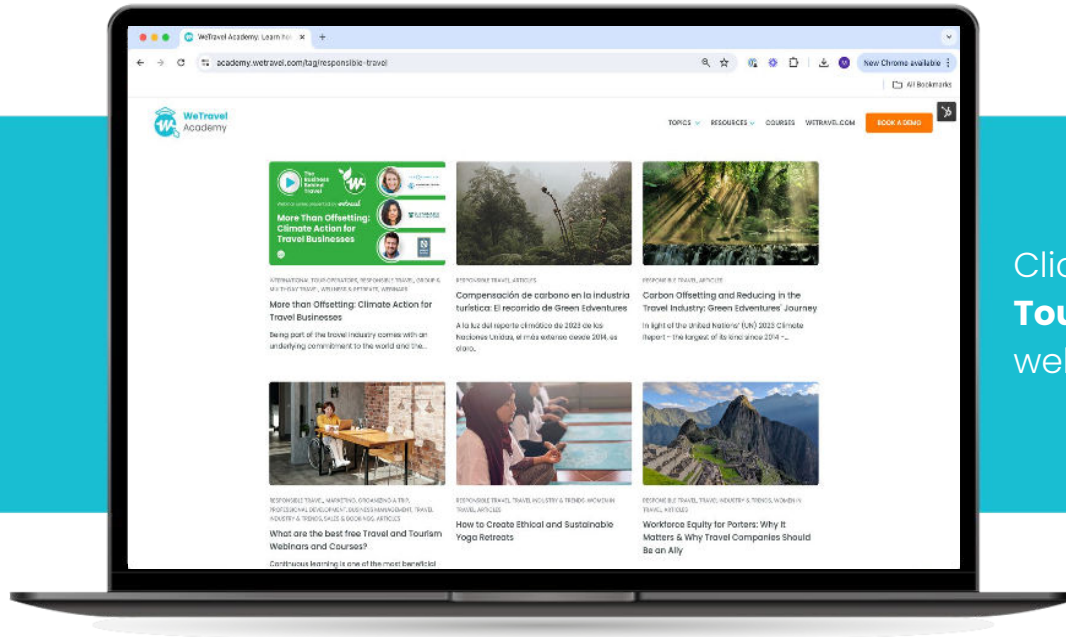


# Women+ In Travel Academy



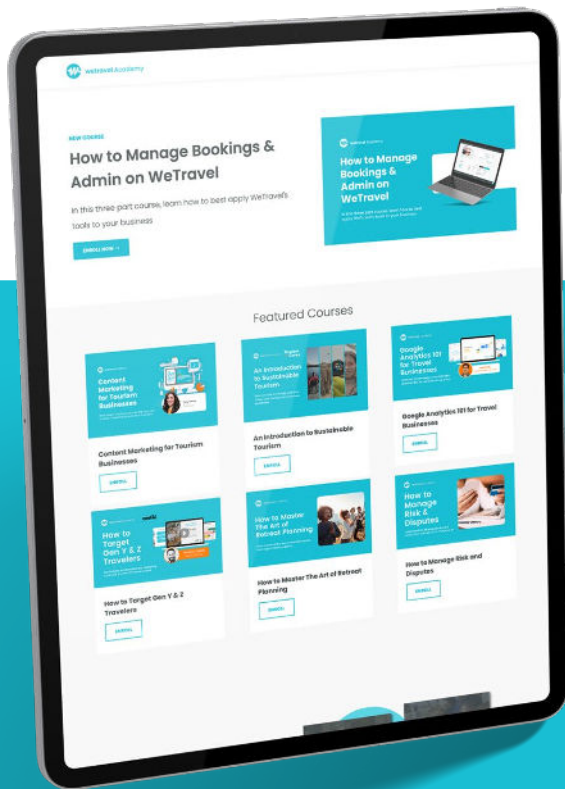
Click on **Topics > Women in Travel** to find blog posts, articles, webinar replays and more created by women+ *for women+*.

# Responsible Tourism Resources



Click on **Topics > Responsible Tourism** to find blog posts, articles, webinar replays and more.





# Courses

We have multiple free courses (ranging from 20 minutes to 2 hours!) on a variety of responsible tourism topics.

Check out all of our courses at <https://resources.wetravel.com/courses>

# Courses



## An Introduction to Sustainable Tourism

Gain concrete knowledge and tools to help your business become more sustainable



# Courses



**WeTravel**  
Academy



Indigenous  
Tourism  
Collaborative  
*of the Americas*

## **Indigenous Tourism: How to Partner with Indigenous Communities**





# Courses



wetravel Academy

TRANSFORMATIONAL  
TRAVEL COUNCIL



## Introduction To Transformational Travel

Examine principles, tools and practices built to  
help your business offer life-changing experiences



# Courses

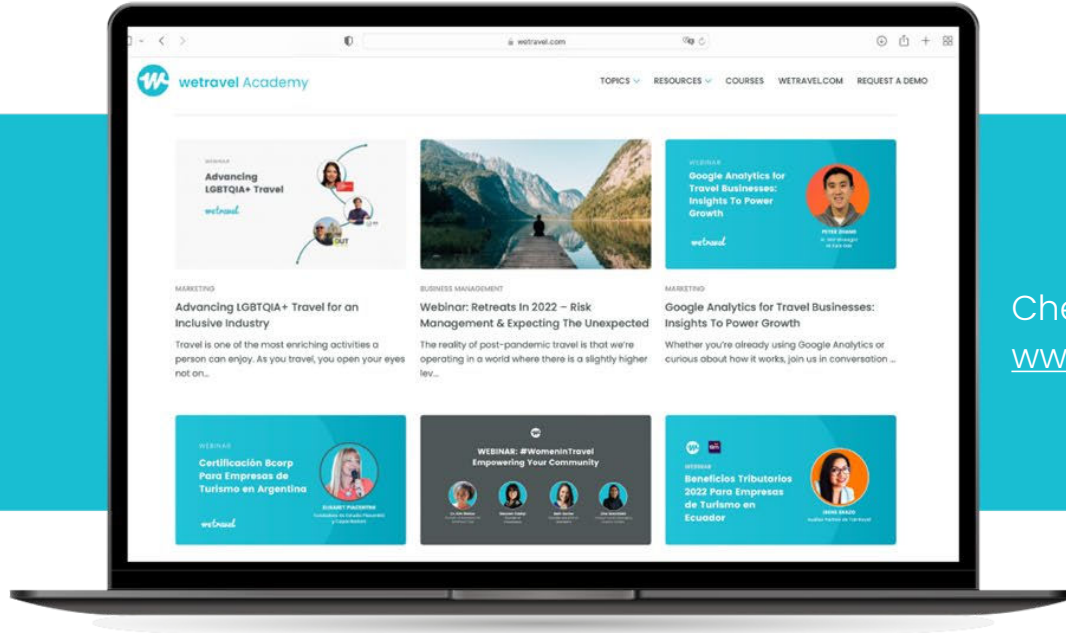


## Introduction to Inclusive Tourism: LGBTQ+ Travel

Learn how your travel business can be  
more inclusive of LGBTQ+ travelers



# Webinar Replays



Check out all of our webinar replays at  
[www.wetravel.com/academy/webinars](http://www.wetravel.com/academy/webinars)



# Webinars



**The  
Business  
Behind  
Travel**



Webinar series presented by *wetravel*

## **More Than Offsetting: Climate Action for Travel Businesses**



**ADVENTURE  
TRAVEL**  
TRAVEL EDUCATION

TOMORROW'S AIR™

 **SUSTAINABLE  
TRAVEL INTERNATIONAL**



**Christina Beckmann**

(she/her) | Head  
*Tomorrow's Air*



**Paloma Zapata**

(she/her) | CEO  
*Sustainable Travel International*



**Court Whelan**

(he/him) |  
Chief Sustainability Officer  
*Natural Habitat Adventures*

# Webinars

Free Webinar

## Advancing LGBTQIA+ Travel



**Santiago** (he/they)

IGLTA



**Cecilia** (she/her)

Peru's Tourism Board



**Scott** (he/him)

Out Adventures

# Webinars

## Women+ in Travel: Representation in the Industry



We Travel  
For **Women+**  
#WHM23



**Martinique Lewis**  
(she/her)  
President  
*Black Travel Alliance*



**Catarina Rivera**  
(she/ella)  
Founder  
*Blindish Latina*



**Iris Serbanescu**  
(she/her)  
Founder  
*wmnWORK*



**Casey Hanisko**  
(she/her)  
Owner - Casey Hanisko  
Coaching + Consulting





# Webinars

Webinar



## Photography Ethics for Your Travel Business



**Amina Mohamed**  
Operate Photo-tours  
*Triple F Photo Tours*



**Lisa Langell**  
Owner  
*Lisa Langell Photography*



**Lisa Merrill**  
Co-founder  
*Merrill Images*

# We Are WeTravel

Founded in 2016, WeTravel was built as a platform to support travel businesses by digitizing and simplifying the travel booking process. Now used by more than 5,000 travel companies—to transact with nearly 500,000 travelers and thousands of suppliers annually—the business has revolutionized how the travel industry manages their businesses with a suite of integrated SaaS and FinTech solutions that fit into an intuitive platform.

Check out our WeTravel Academy here:

 **[academy.wetravel.com](https://academy.wetravel.com)**

Or email [morgan.mostrom@wetravel.com](mailto:morgan.mostrom@wetravel.com)

Follow WeTravel on

The word "wetravel" in a teal, lowercase, handwritten-style font.



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**RESPONSIBLE TRAVEL RESOURCES FOR SYTA MEMBERS**



# ABOUT RISE TRAVEL INSTITUTE

## Organization Profile

RISE Travel Institute is a 501(c)3 nonprofit organization founded in 2020 **with a mission to create a more just and equitable world through travel education.** Our online curriculum, Experiential Journeys as well as other educational events aim at providing travelers, university students, and tourism professionals with the knowledge and the necessary critical and systems thinking skills to think deeply about social, animal and environmental justice issues in relation to travel, identify unsustainable and oppressive systems in the tourism industry, redress power imbalances, and inspire respectful, equitable, and mutually beneficial host-visitor relationships. **We envision a world where travelers practice and promote responsible, impactful, sustainable and ethical travel that uplifts global communities and protects natural ecosystems.**

OPINION  
GUEST ESSAY

# My Fellow Americans, Let's Be Better Tourists

Sept. 29, 2021

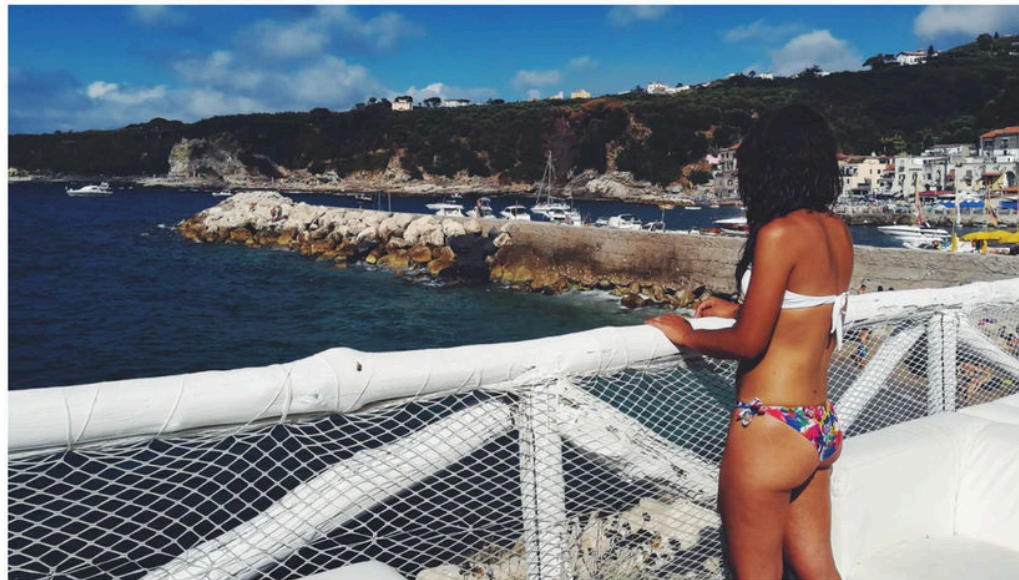




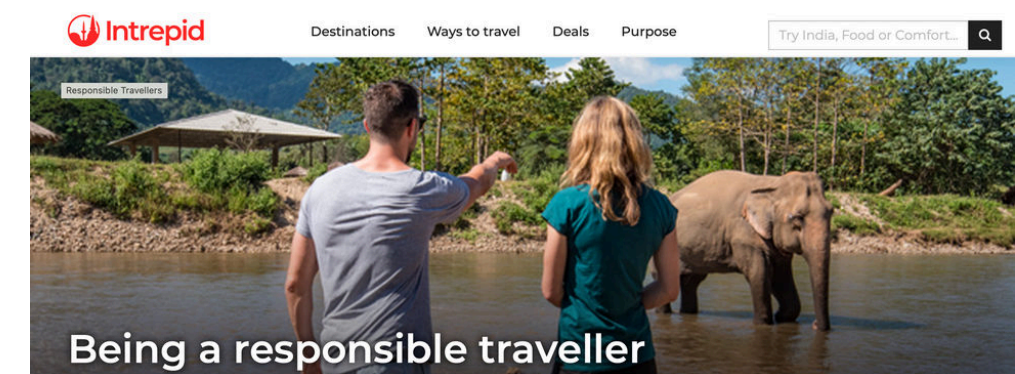
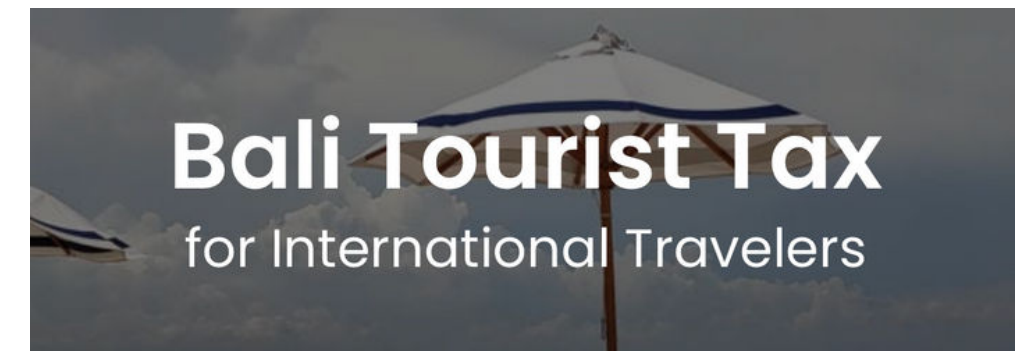
# WHAT HAS BEEN DONE AROUND THE WORLD SO FAR IN REPOSE TO IRRESPONSIBLE TOURIST BEHAVIORS

## Italian tourist town imposes fines for bare chests

By Jack Guy, CNN  
2 minute read · Published 11:04 AM EDT, Mon July 11, 2022



Sorrento's mayor is unhappy with public displays of flesh. Valeria D'antuono/EyeEm/Getty Images



Responsible travel tips  
Ways you can be a better  
traveller  
Read more about  
responsible travel

[Home](#) > [About](#) > Being a responsible traveller

Responsible travel is about the attitude you take and the choices you make.

**“[Travelers’ impact on destinations] is not just about what they do when they travel but also what they bring with them (attitude, mindsets, worldviews, stress level, etc.)”**

***- Ayako Ezaki***



# THE NEED FOR TRAVELER EDUCATION

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- Traveler-centric
- 'Me' mentality
- Colonial mindset/white saviorism
- Extractive model
- Bucket list driven
- Lack of understanding of sustainability
- Unaware of tools to travel mindfully



- Community-centered
- 'We' mentality
- Decolonial approach to travel
- Regenerative model
- Consciousness driven
- Holistic understanding of sustainability
- Able to locate conscious travel resources

# RISE'S APPROACH TO TRAVELER EDUCATION

## We define a conscious traveler as someone who:

- respects cultural do's and don't's
- seeks to learn about the history, culture, geopolitics, social issues of places
- acts and behaves with cultural sensitivity and cultural humility
- thinks critically about identities, privilege, positionality, relationality and power dynamics as they move through the world
- appreciates the complexities and realities of places
- makes an effort to understand local and global unjust systems and tourism's role in those systems
- identifies greenwashing and supports genuine eco- and socially conscious businesses
- Seeks out sustainable and community-led tourism initiatives
- Reflects upon the impact of their travels on host communities, natural ecosystems, and the planet



# OUR EDUCATION CURRICULUM

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- **Teachers RISE Certificate Program**
  - for educators and tour operators who design tours for students
- **Study Abroad Pre-Departure Program**
  - for students
- **RISE Flagship Certificate Program in Sustainability and Anti-Oppression in Travel**
  - advanced program for tourism professionals
- **Asynchronous short courses and other free resources**
  - for everyone



# TEACHERS RISE CERTIFICATE PROGRAM

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The Teachers RISE Certificate Program is a 10-hour online program for educators, parents, and tour operators who design educational travel experiences for youth and students. The program offers a comprehensive overview of attitudes and values that have shaped, and continue to shape travel today, and provides participants with the tools to critically examine whether their existing student travel programs reinforce or challenge these attitudes. Participants will learn how to prepare students to understand and experience travel in ways that are not only enriching to themselves but also beneficial to host communities and ecosystems.

By the end of the program, participants will be able to:

- Design study tours/educational travel experiences with sustainability and justice in mind;
- Assess their current sustainability efforts through a holistic lens;
- Equip youth and students to navigate cultural differences with respect and humility;
- Empower youth and students to engage with their host communities in a respectful and meaningful way;
- Support students throughout their journey, fostering a transformative experience that benefits both students and host communities.



# TEACHERS RISE PROGRAM FORMAT

- 10-hour asynchronous program to be completed within 2 months
- 9 lessons grouped into 3 modules
- Pre-recorded videos, suggested readings, Teachers RISE workbook, discussion forum (a requirement for the certification)
- Free access to a dual-narrative virtual tour by Mejdí Tours (organized 1-2x a year)
- 1 interactive live session per quarter where participants have the opportunity to meet with their instructors and peers to discuss the program content and their capstone project ideas
- Optional capstone project (a requirement for the certification)

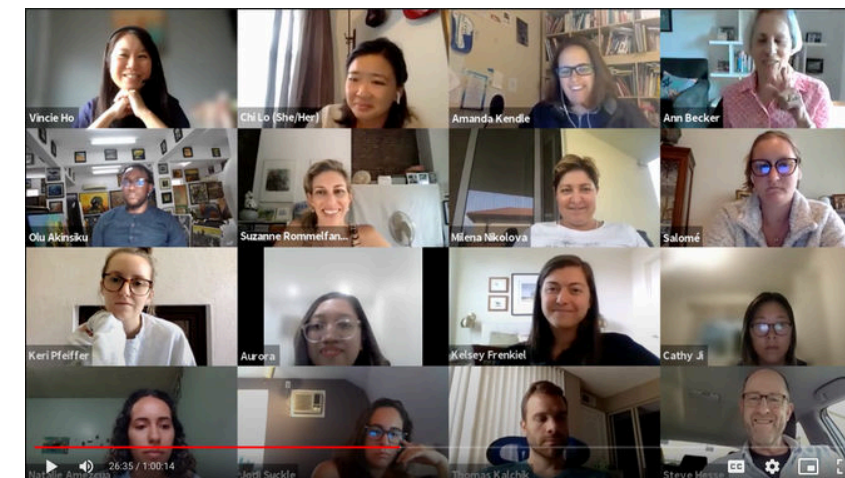
## Pre-recorded Lectures



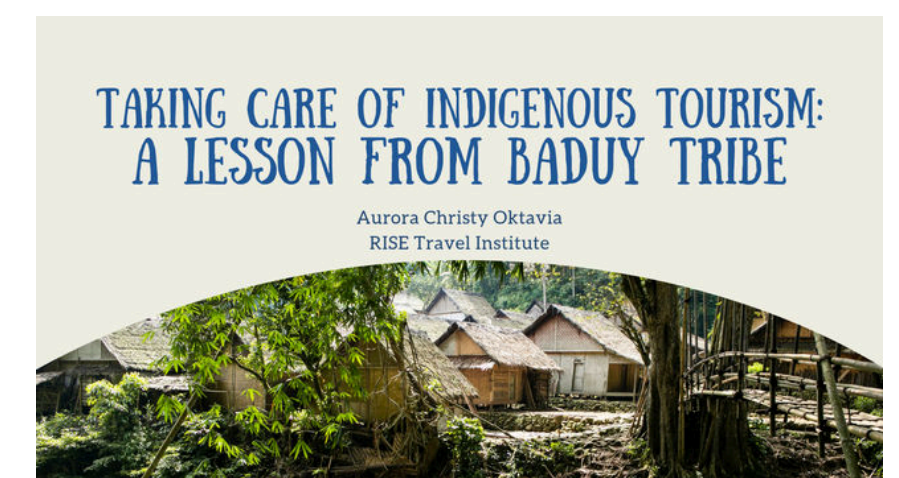
## Discussion Board



## Live Session



## Capstone Project



# BENEFITS OF THE TEACHERS RISE PROGRAM

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## Educational benefits:

- Increased knowledge on sustainability, justice, and responsible travel through a systems-thinking framework
- Ready-to-apply strategies and tools to design impactful lessons, field trips, study tours and other educational travel experiences
- Skills to support students on their journey of intercultural understanding
- Access to expert advice on program design through the capstone project

# BENEFITS OF THE TEACHERS RISE PROGRAM

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## Networking opportunities:

- Access to RISE Travel Institute's forthcoming online community platform, a community space where sustainable tourism professionals and conscious travelers come together to share stories, experiences, reflections, insights, and resources
- Access to RISE's free resources including podcast, blog, book club, ebooks, place-based courses and more
- Opportunity to participate in future RISE events as speakers
- Opportunity to showcase capstone project at RISE's Annual Student Conference

# BENEFITS OF THE TEACHERS RISE PROGRAM

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## Career advantages and other perks:

- Becoming a **RISE certified conscious travel educator**
- A professional credential that appeals to a growingly eco and socially conscious young generation
- Complimentary dual-narrative virtual tour by our esteemed partner Mejdī Tours
- "Teachers RISE Alumni Rate" for all online programs and courses at RISE Travel Institute
- Eligibility to join our future domestic and international Experiential Journeys to put theory into practice



# PRICING

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## Teachers RISE Certificate Program

- Full tuition: US \$375
- USD \$300 per person for 2–4 people from the same tour operator/school/district enrolling together
- USD \$225 per person for teams of 5 or more from the same tour operator/school/district enrolling together
- SYTA member: extra 15% off

## Tiered-Pricing Model

- To make our programs and courses more accessible to everyone, we adopt a tiered pricing model for individuals based in lower-income economies ([Read more about our pricing model here](#)).
- Our textbooks and film resources are not included in the program cost

# THE BUSINESS CASE FOR TRAVELER EDUCATION

- Minimize the risk of:
  - having disrespectful tourist behaviors that may ruin your brand
  - receiving unreasonable complaints that bring your rating down
  - safety/PR crises
- Increase the chance of:
  - attracting mindful, respectful and considerate travelers
  - fostering more harmonious, respectful and mutually beneficial interactions between the visitors and residents, local tourism service providers, and the natural world
  - protecting the host communities, cultural heritage and ecosystems
  - enhancing group dynamics and fostering meaningful relationships among travelers
  - receiving glowing reviews from satisfied customers

# FOR MORE INFORMATION:

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Our website:

<https://www.risetravelinstitute.org>

Find us on LinkedIn:

@RISETravelInstitute

Email me at [vincie@risetravelinstitute.org](mailto:vincie@risetravelinstitute.org) or

Connect with me on LinkedIn @Vincie Ho

