



Travelers' Philanthropy: A New Source of Development Assistance

Wednesday, May 6, 2009

12:30 - 2:00 pm

J Building, Floor 4, Room 044

The World Bank, Washington, DC

Speaker

Martha Honey

Director/Washington, Center for Responsible Travel (formerly CESD)

Join Martha Honey and others from the Center for Responsible Travel (CREST) for the Washington, DC premier of a newly completed documentary, "Travelers' Philanthropy: Giving Time, Talent, and Treasure." The film examines for the first time the growing global movement by responsible tourism companies and travelers to support social service, environmental, micro enterprise, and other types of projects in tourism destinations. This 36-minute film, which was especially commissioned for CREST's 2008 Travelers Philanthropy Conference held in Arusha, Tanzania in December 2008, profiles community and conservation projects in Costa Rica, Kenya and Tanzania that are supported through tourism contributions.

Martha Honey and others from CREST will review the definition and origin of travelers' philanthropy and highlight some of the critical issues discussed at the Tanzania conference. They will discuss their ongoing Travelers' Philanthropy program which includes developing a handbook on the 'nuts and bolts' of travelers philanthropy, a pamphlet on the "Dos and Don'ts of Travel Giving", an Experts Bureau, and training courses, as well as a new website (www.travelersphilanthropy.org) with a portal that solicits tax-deductible donations for a range of local schools, clinics, conservation organizations, and income generation projects.

Martha Honey is co-founder and co-director of the Center for Responsible Travel (CREST), a policy oriented institute affiliated with Stanford University. Honey heads CREST's Washington, DC office. She has written and lectured widely on ecotourism travelers' philanthropy, certification, and other tourism issues. Her books include *Ecotourism and Sustainable Development: Who Owns Paradise?* (Island Press, 1999 and 2008) and *Ecotourism and Certification: Setting Standards in Practice* (Island Press, 2002). She worked for 20 years as a journalist based in Tanzania and Costa Rica, and holds a Ph.D. in African history. She was executive director of The International Ecotourism Society (TIES) from 2003 to 2006.

Travelers' Philanthropy is a program of the **Center for Responsible Travel (CREST)**, a policy oriented research institute headquartered in Washington, DC and affiliated with Stanford University. CREST (formerly the Center on Ecotourism and Sustainable Development) is committed to using tourism as a tool for poverty reduction and biodiversity conservation. With a global network of experts and partner institutions, CREST provides interdisciplinary analysis and innovative solutions through its core programs, field and research projects, conferences, courses, publications, and the Internet. For more information see: www.responsibletravel.org and www.travelersphilanthropy.org.

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