



Center for Responsible Travel (CREST) Newsletter July-September 2021 | Volume 8, Issue 3

From the Executive Director

Earlier this month the Intergovernmental Panel on Climate Change (IPCC) released its Sixth Assessment Report on climate change. In it, the IPCC described how human activity is accelerating climate change and its impacts, with increasing frequency and severity of heat waves, heavy rainfall, and droughts. They warn, "Unless there are immediate, rapid, and large-scale reductions in greenhouse gas emissions, limiting warming to 1.5°C will be beyond reach."

This is an urgent and massive undertaking, and the human-induced climate change impacts we are already seeing are truly an existential threat. The tourism sector must do its part and this past quarter, CREST has responded accordingly with the following:

- Became an early signatory of The Glasgow Declaration, which supports the global commitment to at least halve emissions by 2030 and reach Net Zero as soon as possible before 2050.
- Led a two-day virtual Forum on *Tourism in a Climate Crisis: Taking Practical Action*. This event brought together nearly 200 academics and practitioners from around the world to discuss how to create actionable climate action plans.
- Are coordinating a two-day symposium on crisis and recovery that focuses on climate, biodiversity loss, and livelihoods with IUCN World Commission on Protected Areas Tourism and Protected Areas Specialist Group (TAPAS Group), World Wildlife Fund (WWF), and the Arizona State University (ASU) School of Community Resources and Development.

Transforming the way the world travels in the current climate crisis requires a firm commitment and bold action. We all have a role to play to ensure a sustainable future and thanks to your support, CREST is making a meaningful

difference.



Gregory Miller, Ph.D.

Executive Director

Announcements

Taking Practical Action at the World Tourism Day Forum



Another successful [World Tourism Day Forum](#) is in the books! On September 28th and 29th, CREST hosted our fifth annual event, this year in partnership with [Tourism Declares a Climate Emergency](#) and on the topic of "Tourism in a Climate Crisis: Taking Practical Action." Climate science and experience tells us, as an industry, we must collectively and drastically reduce our greenhouse gas emissions now and in the coming decades. But what does this mean, and how do we get there? This [virtual event](#) focused on helping key sectors bridge the disconnect between the goals they are warned must be met when it comes to mitigating the climate crisis, and the action steps they can take to do so. The

event aimed to help participants take positive directional action, no matter where they were in their climate journeys.

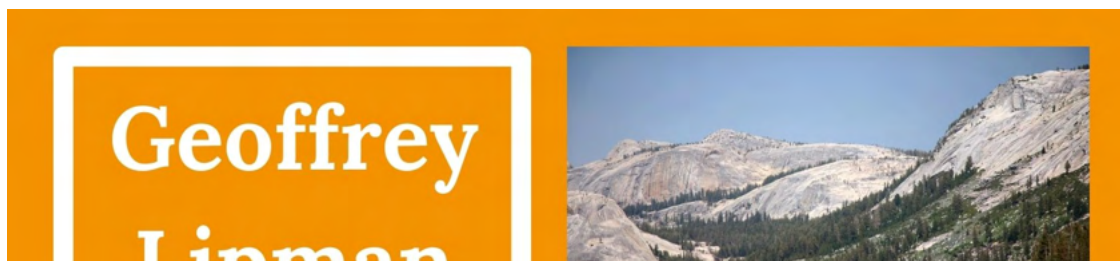
Nearly 200 participants joined us for the first day of the Forum, which was open to all and provided information on the path forward for the tourism industry and inspiration from leaders in climate action. Elizabeth Wathuti, founder of the [Green Generation Initiative](#), gave an eye-opening keynote on the urgency and reasons to take action. She was followed by a plenary by Jeremy Smith, co-founder of Tourism Declares a Climate Emergency, on how the tourism community has begun to mobilize. K. Denaye Hinds, CREST Board Member and managing director of [JustaTAAD](#), then moderated a lively panel featuring Janie Neumann of [Visit Scotland](#), Jake Kheel of [Grupo Puntacana](#) and CREST board member, and Paras Loomba of [Global Himalayan Expedition](#), who shared their exemplary actions from the destination, accommodation, and tour operator perspectives.

The second day of the Forum featured a plenary session on the topic of "Measurement to Net Zero" offered by Dr. Susanne Etti, Environmental Impact Specialist from [Intrepid Travel](#). Watch the recording [here](#). Participants were then split into small group technical track workshops for tour operators, accommodations, and destinations, covering the topics of decarbonization, and regeneration. The workshops were facilitated by expert practitioners (check out the list in [our program](#) - a HUGE thank you to the facilitators and session assistants), who helped 70 company and destination representatives lay the foundations for their climate action plans. Compiled notes from the technical track workshops will be shared shortly.

Another tremendous thank you to our sponsors of the World Tourism Day Forum: [World Wildlife Fund](#), [Holbrook Travel](#), and [Legacy Vacation Resorts](#). Thank you also to those who contributed via the "pay what you will" option upon registration. CREST works hard to ensure that as many of our resources as possible are free and accessible for all, and sponsorship and support from our participants helps to enable this. If you participated in the event or watched the recordings and found value in what you learned, please consider making a post-Forum donation to CREST [here](#).

[View Day 1 Recording](#)

And the 2021 Martha Honey Legacy in Responsible Travel Award goes to...





The recipient of CREST's Board of Directors' third annual *Martha Honey Legacy in Responsible Travel Award* is Geoffrey Lipman. He is President & Co-founder of SUNxMalta or Strong Universal Network, a program of EU-based non-profit Green Growth and Travelism Institute that is working to implement the legacy of the late Maurice Strong by promoting climate-resilient impact travel.

Lipman joined the International Air Transport Association in the 1960s and rose to become its Executive Director before his appointment as the first President of the World Travel & Tourism Council from 1990 to 1999. Between 2006 and 2010, he served as Assistant Secretary General and spokesperson of the UNWTO, the World Tourism Organization and prior to that acted as Advisor to the Secretary General. He has served on Boards and Advisory Committees of public and private sector groups in Africa, Europe, the Middle East and Canada, as well as EU Commissions on Airline Liberalization and Tourism Employment.

From a distinguished list of potential candidates for the 2021 award, Geoffrey was selected given his leadership in addressing the current tourism and climate crisis, climate-friendly advocacy, and mentorship in the global travel and tourism industry. We admire Geoffrey's tireless efforts to bring together thought leaders, catalyze action, fill needed gaps, and truly "disrupt" the tourism industry so that we may move the needle towards sustainability.

[View Geoffrey's Acceptance Speech](#)

Save the date - Crisis Response and Recovery: Nature-Based Tourism, Biodiversity, and Livelihoods



In many parts of the world, the COVID-19 crisis has led to increased habitat

encroachment, poaching, illegal wildlife trade, and unregulated harvesting, placing an increased risk for zoonotic disease transmission. At the same time, there are ongoing concerns of dramatic increases in COVID-19 induced tourism visitation and waste production in some locales, which also impact public health and visitor management.

This symposium, co-sponsored by the [IUCN World Commission on Protected Areas Tourism and Protected Areas Specialist Group](#) (TAPAS Group), Center for Responsible Travel (CREST), [World Wildlife Fund](#) (WWF), and the [Arizona State University \(ASU\) School of Community Resources and Development](#), located in the Watts College of Public Service and Community Solutions, brings together global experts to address some of these challenges and provide examples of solution-oriented outcomes, in the wake of [IUCN's World Conservation Congress 2021](#).

Join us this November to discuss the effective implementation of sustainable nature-based tourism strategies and benefit-sharing programs as an integral part of community recovery to strengthen resilience during future adverse events and to build a more sustainable future for people and wildlife.

[Learn More & Register](#)

Future of Tourism Coalition Community Platform is Now Open!



Today, October 5, The Future of Tourism Coalition is launching its new community platform for signatories. This platform will allow signatories to connect with other tourism professionals from around the world and engage on topics related to climate change, sustainability, and more.

Join today to experience:

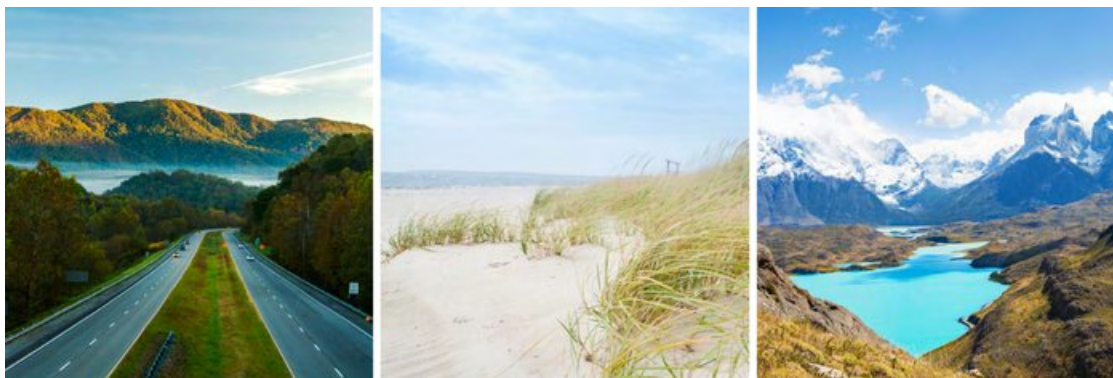
- Interactive boards to post questions, resources and interesting articles to supplement our community's sustainability journey
- Direct connections to other signatories dedicated to the future of travel

- Topic boards that allow users to dive in, problem-solve and challenge each other to create action

Become a Signatory

Updates

Fiscally-Sponsored Program Updates



Destination Stewardship Center: The Destination Stewardship Center released their Summer Destination Stewardship Report at the end of July. The sixth issue, Autumn, is currently under construction. You can see links to all the published issues [here](#). With CREST, the DSC continues to play an active role in the Future of Tourism Coalition and with the Global Sustainable Tourism Council in its Destination Stewardship Working Group.

CARE for Cape & Islands: [CARE for the Cape & Islands](#) is hosting its seventh annual CARE for the Cape & Islands Day on Thursday, October 21. All businesses located in the Cape Cod and Islands area are invited to participate in a half day of hands-on volunteer service benefiting [Chatham Drama Guild](#), a local theater that has operated for more than 80 years. Businesses will also learn about CARE's mission to preserve and protect the natural, cultural, and historical treasures of Cape Cod, receive a tour of the facility, and hear a presentation from CARE grant recipients. [Registration is required](#) along with a \$25 donation to support CARE's grant program.

Torres del Paine Legacy Fund, Chile: In August and September, Torres del Paine Legacy Fund with support from the Intrepid Foundation and CREST, launched a Call for Proposals from organizations, businesses, and projects based in Puerto Natales, Chile. In an effort to address revenue losses created by the pandemic, the Legacy Fund and Intrepid Foundation will provide micro-grants ranging from USD \$4,500 - \$6,000 to fund between 3-4 projects or businesses for a more sustainable future for Torres del Paine National Park and its

surrounding communities. For updates on the micro-grant recipients, click [here](#).

CREST Welcomes Three New Interns



Belén Alegría: Belén is from Cuenca, a small city near Madrid, Spain. Belén received a double degree in Tourism and Business Administration at Rey Juan Carlos University, located in Madrid, Spain. After more than two years working for the online travel agency Expedia and founding an online business for responsible trips to Sri Lanka, Belén decided to pursue a masters degree in Sustainable Tourism Destination and Regional Tourism Planning, with a specialization in Natural Resources, from Ostelea Tourism Management School, in Barcelona, Spain. In Belén's current job, in which she manages a small hotel in Fuerteventura, Spain, she practices her values learned about sustainable tourism. She is passionate about contributing to improving the way we travel, in order to cause less damage to our planet and to help local communities to improve their livelihoods.

Kayla Dunn: Kayla holds an undergraduate degree in Environmental Studies & Urban Planning and plans to pursue a Master of Tourism Administration degree with a focus on Sustainable Destination Management. She has worked in community-based tourism development throughout the state of Oregon on behalf of the state Destination Marketing Organization. During her time at Travel Oregon, she worked directly with communities to help implement complex destination development strategies, initiatives, and networks as part of a nationally-recognized stakeholder engagement program, the *Oregon Tourism Studio*. Kayla is deeply passionate about work that drives positive environmental and cultural impact through the power of travel. She is particularly interested in overtourism, transportation solutions, and preserving livability and sense of place through responsible destination stewardship.

Alicia Pineiro: Alicia is a Communications intern at CREST. She is currently completing an MBA in Sustainability Management at the Sustainability Management School in Switzerland. Her passion for travel and exploration of different cultures and lifestyles was the driving force that helped her further her studies abroad. She has more than 5 years of experience working seasonally in

the Hospitality and Tourism industry, which has taken her around the world and allowed her to gain an understanding of how impactful tourism can be to destinations and local communities when done the right way. She is excited to be a part of the CREST team and have a chance to apply her passion for responsible travel.

Taking Climate Action for the Future of Tourism Webinar

There is a good reason why many of those who have signed up to the Future of Tourism's Guiding Principles for the future of tourism have also joined Tourism Declares a Climate Emergency. This past July, Tourism Declares and the Future of Tourism Coalition jointly hosted a webinar to discuss how these two initiatives, launched within a few months of each other last year, are complementary and connected. Further, both organizations discuss what is involved in declaring a climate emergency, measuring your carbon footprint, and preparing a climate action plan.

[Watch Webinar](#)

Support

Welcome our new platinum sponsors, Cayuga Collection and Nayara Resorts



Cayuga Collection encompasses seven award-winning hotels in Costa Rica, Panama, and Nicaragua. With every decision guided by the questions of "How can we create authentic and truly meaningful experiences for our guests? And how do we do this while positively impacting the surrounding ecosystems and communities?" Cayuga Collection is driven by their commitment to achieve the ultimate symbiosis of sustainability and luxury.

Each hotel, run 100% by local talent, offers guests a unique, transformative opportunity to experience, learn, connect, and relax in some of the most inspiring settings on Earth. At each property, guests are also given the opportunity to participate in a free sustainability tour to learn what goes on behind the scenes-- from their wastewater purification systems to local product sourcing, transparency, sustainability, and responsibility is woven into everything that is the *Cayuga Way*.

Learn more about how Cayuga Collection has been [tackling the pandemic challenges and prioritizing a responsible recovery](#).

Nayara Resorts is a [collection of five luxury properties](#); three in the Costa Rican rainforest surrounded by creeks, natural hot springs, and sublime views of the third most active volcano on earth; one in a green valley in the Atacama Desert (the driest place on earth); and one on Easter Island, one of the most remote places on the planet. In Costa Rica, Nayara Springs, Nayara Gardens, and the newly opened Nayara Tented Camp make up the full property, and the rainforest enveloping the property has recently been deemed a sloth sanctuary. Nayara planted over 1,000 Cecropia trees on the property, the sloth's main food source, which has attracted more than 18 sloths to call the area home (joining the rich wildlife already present such as toucans, armadillos, and neon green frogs). At Nayara Alto Atacama, guests have access to the fascinating landscape of the Atacama Desert with its crystal-clear night sky and unbeatable stargazing, its salt mountains and lake, and its vastness. At Nayara Hangaroa, guests can explore one of the most remote inhabited islands in the world, 2,182 miles off the coast of Chile and known for its nearly 1,000 moai statues.

Crest is Now On Benevity!

CREST is now on [Benevity](#)! 650+ global companies leverage Benevity's donation platform to empower their employees, customers, and communities to drive positive change together. Check now to see if your company offers corporate matching programs through Benevity.

Outdoor Writers Association of America (OWAA) Student Photo Contest

Through the Norm Strung Youth Writing Awards and the [OWAA Student Photo Contest](#), OWAA rewards budding writers and photographers who capture the outdoors. Cash prizes are awarded to first-, second-, and third-place winners in both categories, split over two age groups (high school seniors and juniors and college students). Entries must have been created during 2021. Entries are judged by outdoor media professionals and winners are announced in May.

Basecamp Explorer Kenya and Saruni Lodges & Camps Have Come Together

This dynamic partnership will see Basecamp Explorer Kenya expand its reach to Samburu in Northern Kenya, adding to its existing circuit of eco-luxury safari camps in Naboisho Conservancy and the Masai Mara National Reserve. Both [Basecamp Explorer Kenya](#) and [Saruni](#) combined have for the last four decades pioneered conservation practices and safaris in Kenya and both believe that Africa needs community-based approaches where local communities' income from wildlife conservation leads to more entrepreneurial and educational opportunities.

Thank You Summer Auction Donors



Throughout COVID-19, the constant support of the travel industry in advancing CREST's mission has been both heartening and humbling. Our Summer Travel Auction was held July 28-August 11 via Charitybuzz.com, and we'd like to extend a huge thank you to our Summer Travel Auction donors:

[Basecamp Explorer Kenya*](#), [Hotel Aguas Claras \(Cayuga Collection\)*](#), [Ka'ana](#) and [Itz'ana Resort & Residences*](#), [Legacy Vacation Resorts*](#), [Nayara Gardens*](#), [The Pavilions Himalayas The Farm*](#), [Andean Lodges](#), [Ecoventura](#), [Lindblad Expeditions](#), [Soul Community Planet \(SPC\) Hotels](#), and [White Elephant](#).

**Indicates CREST Platinum Sponsorship*

Our next fundraising auction will be October 26-November 9. Would your business like to join us? Submit your package [here](#) by October 12! We'd love to share your sustainability and community initiatives with the CREST audience. Contact [Kelsey Frenkiel](#) with any questions.

[Learn more](#)

Media & Outreach

Sharing Expertise

July 2021: For The World Tourism Association for Culture and Heritage '5 Questions in 5 Minutes' series, managing director Samantha Bray shared her thoughts and insights on the significant part Cultural Heritage Tourism will play in the post COVID19 world.

September 14, 2021: CREST loves to get in the classroom! Most recently, managing director Samantha Bray spoke to Academic Affiliate Dr. Kristin Lamoureux's Socio-Cultural Impacts of Tourism class at Virginia Tech on the topic of Tourism in a Climate Crisis. Samantha covered the basics of climate science, tourism's main sources of GHG emissions, impacts on the industry, and CREST's projects to help provide solutions.

September 20, 2021: Samantha joined four other alumni of the George Washington University Master of Tourism Administration Program for a GW School of Business Fowler Career Center panel, covering careers in Sports, Events, and Hospitality. Samantha spoke about her path to become the managing director of CREST, and how her experience at GW and the variety of internships she completed prepared her for the role. It was clear through the panel that sustainable tourism is no longer a niche - it must be the norm for every facet of the industry. Samantha graduated from the MTA program, with an emphasis in sustainable destination management, in Fall 2012.

September 30, 2021: Dr. Gregory Miller served as a panelist for the webinar *Combating Climate Change as a Tourism Company*. Put on by WeTravel, Dr. Miller and other panelists about how tour companies can reduce their greenhouse gas emissions and adopt environmentally friendly policies.

CREST in the News

CREST's recent media outreach has focused on what's next for the tourism industry as travel begins to open back up, with particular focus on overtourism and how to apply pre-pandemics lessons moving forward, and what individuals can do to be a more responsible traveler. Check out [our latest articles](#) from AFAR, New York Times, Travel Weekly, Business Insider, and more.



The Center for Responsible Travel (CREST) is a 501 (c)(3) global nonprofit organization based in Washington, DC dedicated to increasing the positive global impact of responsible tourism. Founded in 2003, our mission is to promote responsible tourism policies and practices globally so that local communities may thrive and steward their cultural resources and biodiversity. [Support our work here.](#)

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RESPONSIBLE TRAVEL**

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OF TOURISM**

Proud member of **GSTC**
Global Sustainable Tourism Council