



Center for Responsible Travel (CREST) Newsletter January - March 2020 | Volume 7, Issue 1

From the Executive Director

In this time of unprecedented challenge and uncertainty, we at CREST would like to take a moment to express our appreciation for all of you. We are so grateful for your partnership and continued belief in our mission, even in the most difficult times.

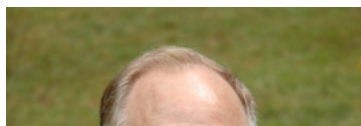
Our hearts are with everyone who has been affected by the COVID-19 pandemic, and we are committed to providing you with responsible travel research and analysis to help support the tourism industry in the months ahead. While we all must do our part to stay home to protect our communities today, we know that travel will play an important role in the world's recovery tomorrow. And our current journey gives us a new perspective on things we have perhaps taken for granted or undervalued.

Though people in many parts of the world are distancing ourselves physically, we have never been more interconnected. Even with the near cessation of travel, we are seeing the power of community everywhere. People are standing in solidarity with one another. They are responding with resolve and often with innovation. The rise and spread of COVID-19 is clearly demonstrating the interdependence of people and place, wildlife and ecosystems, and the need for us to manage these natural and cultural systems in a holistic way.

At CREST, we work to be part of this change and will do everything to continue developing and supporting sustainable travel solutions. The CREST team is already set up for full operation remotely and has the systems and structures in place to continue our partnerships and services. These are exceptionally challenging times, but we believe that together, we can emerge from this crisis stronger and better through responsible travel and sustainable tourism.

Meanwhile, take care of yourselves. You are not alone! The CREST team stands with you.

Yours in responsible travel,





Gregory Miller, Ph.D.
Executive Director

Responsible Travel Roundup Shares Resources on COVID-19

From [webinars](#) to [resource guides](#) to [thought leadership](#), the tourism community is shifting rapidly to respond to the COVID-19 pandemic. CREST is committed to sharing resources to help support the travel industry during these challenging times. One piece of that support is our recently-launched email series, the Responsible Travel Roundup, which will deliver news updates and resources on COVID-19. You'll find the next issue of the Roundup in your inboxes on Friday, April 3. If you know someone who would benefit from receiving CREST's recap of key travel and tourism news and resources, they can sign up for our emails at the bottom of [our homepage](#).

CREST Academic Affiliates Discuss Tourism in a Changing Climate



In January, CREST held our second annual e-meeting with our Academic Affiliates network. 13 of the world's leading tourism academics gathered to discuss the topic of Tourism in a Changing Climate and heard presentations from three tourism and climate change experts: Scott Curtis, Professor of

Geography, Planning, and Environment, East Carolina University; Rodolfo Dirzo, Professor of Biology and Senior Fellow of the Woods Institute for the Environment, Stanford University; and Jonathan Day, Associate Professor, School of Hospitality and Environment, Purdue University.

High-level discussions of climate change and its connection to other drivers of global change – such as biodiversity loss and land use change – were paired with conversations about tourism businesses' responses to weather forecasting and spreading awareness among travelers. CREST will continue to seek solutions to Tourism in a Changing Climate that are grounded in science and evidence-based recommendations.

New Spanish-Language Publication on Small-Scale Tourism



This spring, CREST will release a free, Spanish-language resource on small-scale tourism. This publication builds on CREST's work in Cuba in 2019, when we sponsored two workshops on the subject: the GESTUR 2019 National Tourism Management Symposium hosted by the University of Holguín and the VI Sustainable Tourism Workshop hosted by the University of Pinar del Río. Both workshops brought together notable international experts and scholars of tourism studies from all over the Americas, with particular emphasis on Costa Rica, to share their experiences and knowledge.

The information presented in both workshops inspired CREST to compile a collection of articles as a foundational resource on small-scale tourism to disseminate and expand the ideas that emerged in those shared spaces,

converting technical information and academic research in an easily-understandable resource. Follow CREST on [Facebook](#), [Twitter](#), and [LinkedIn](#) to get your free digital copy of this forthcoming publication.

Travel Companies Support CREST Initiatives Through Our Valentine's Day Travel Auction

CENTER FOR RESPONSIBLE TRAVEL'S

VALENTINE'S DAY TRAVEL AUCTION

JANUARY 28 - FEBRUARY 11

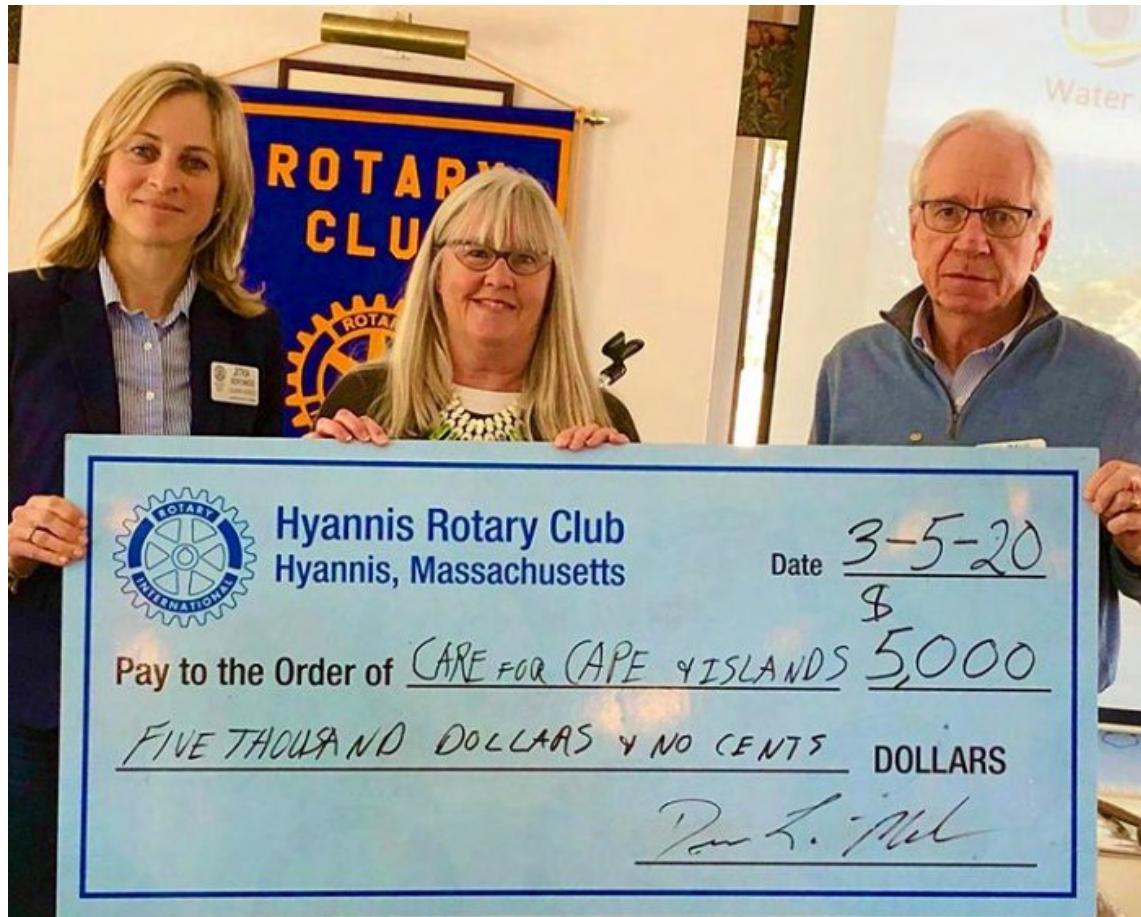


CREST's annual Valentine's Day Travel Auction was held December 3 – 17, featuring packages from [19 responsible travel leaders](#). We are so grateful to these inspiring and generous companies who integrate sustainability into their work every day and support our efforts to expand the reach of responsible travel.

These are troubled times for our industry, and we invite you to support CREST and companies that are committed to environmental sustainability and social responsibility through our upcoming Spring Travel Auction. Stay tuned for the launch date, and begin dreaming about your 2021 getaway. While we are all

doing our part by staying at home to protect each other during this uncertain time, together we can also ensure our future travel plans do the most good.

CARE for the Cape & Islands Works to Reduce Smoking Waste



CARE for the Cape & Islands, a fiscally sponsored program of CREST, was recently awarded a \$5,000 grant from the Hyannis Rotary Club. The grant will be used for a pilot project to reduce cigarette butt litter within the town of Barnstable through the installation of Sidewalk Buttlers along busy Main Street and at town beaches.

Did you know that smoking waste constitutes 30% of the total litter by count on U.S. shorelines, waterways, and on land? [Learn more](#) about this important CARE project.

Corona-crisis: A Destination Management Opportunity

The Destination Stewardship Center, a Fiscally Sponsored Program of CREST, recently shared insights on how destinations can and should start their COVID-19 tourism recovery plans now. [In this thought-provoking piece](#), Destination Stewardship Center CEO and Portal Editor Jonathan Tourtellot

argues that the current crisis provides destinations with the opportunity to change the way they plan and manage in order to prevent the recurrence of overtourism in the future.

Responsible Travel Leaders Join CREST as Platinum Sponsors

Photo: Spirit Bear Lodge in British Columbia, Canada

Spirit Bear Lodge, Tierra Hotels, and UXUA Casa Hotel & Spa are the news inductees into CREST's Platinum Sponsor program. [Get to know these inspiring companies](#) that are committed to responsible travel within their own operations and through their support of CREST.

Welcome, Spring Interns!

CREST is pleased to welcome our newest interns for the spring, Megan Reese and Rashi Tolani. [Learn more](#) about these members of the CREST team, who are working on responsible travel programs and research.

CREST Seeks Summer 2020 Interns

CREST's internship program provides real-life sustainable tourism and nonprofit management experiences to outstanding students from around the world. We are currently seeking two Program & Research Interns to join our team starting in mid-May 2020. Due to the impacts of COVID-19, we are accepting applications only from candidates who are able to fully participate in the internship remotely. Applications are due by Wednesday, April 15. [Visit our website](#) to learn more and apply today.

CREST Shares Our Experience

In addition to our field work and research, CREST makes it a priority to exchange knowledge to advance responsible travel. We recently had the opportunity to share our expertise at institutions including the University of North Texas and Virginia Tech. [Learn more](#).

CREST in the News

In early 2020, CREST's media outreach focused on how travelers can reduce their carbon footprints and make a positive impact on local environments and communities. [Check out](#) our recent media appearances.

DONATE



The Center for Responsible Travel (CREST) is a 501(c)3 non-profit research institute, based in Washington, DC. 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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