



Center for Responsible Travel (CREST) Newsletter April - July 2020 | Volume 7, Issue 2

From the Executive Director

Over the last few weeks and months, the travel industry has been engaging in critical conversations about the need to create more diverse and inclusive spaces as we look to the future of tourism. At the Center for Responsible Travel (CREST), we believe that leadership begins by looking within, and our team has been engaging in important discussions about how we work as an organization. Together with a diversity, equity, and inclusion firm, we have developed a nine-month Diversity, Equity, and Inclusion Action Plan focused on transforming our policies, practices, and behaviors.

As part of this plan, we have committed to:

- Receiving **training** that focuses on obtaining a better understanding of unconscious biases, inclusion and belonging, and our role in the industry
- Evaluating our **hiring, recruitment, and onboarding practices**
- Modifying **messaging** in newsletters and on our website to ensure language and images are inclusive
- Reviewing practices around our **programmatic work**, and conducting a five-year audit of our past **conference speakers**
- Developing an organizational **Diversity, Equity, and Inclusion Policy** to set a foundation for how we want to move forward as an organization
- Embedding diversity, equity, and inclusion into our **2021-2025 Strategic Plan**, conducting a series of stakeholder discussions and setting indicators to hold ourselves accountable

As an organization, we have a lot of work to do in the coming months, and we are grateful to you for supporting us and helping to hold us accountable as we go through this transformative process.

CREST's Summer Newsletter shares a range of updates on our work and discusses new initiatives focused on impact tourism and rebuilding the tourism industry responsibly. We look forward to continuing to partner with you on the journey to create a more sustainable and equitable future for tourism, and we

hope you and your loved ones are staying safe and healthy this summer.

Yours in responsible travel,



Gregory Miller, Ph.D.
Executive Director

New Impact Tourism Handbook Released



CREST's new [*Impact Tourism Handbook*](#) is here! This free, digital publication shares innovative insights and practical advice from businesses, NGOs, and destinations that are making strategic contributions of time, talent, and treasure to local environmental and social projects. As an update to CREST's 2011

Traveler's Philanthropy Handbook, our 2020 *Impact Tourism Handbook* takes a deeper look at the thoughtful and innovative ways that impact tourism is materializing around the world.

We hope this resource will encourage destination managers, business and nonprofit representatives, and travelers to consider how they may better leverage partnerships and resources to make a positive difference. You can read the handbook's five overview essays and 22 case studies [here](#).

We are infinitely grateful to our sponsors [Elevate Destinations](#), [Hilton](#), [Holbrook Travel](#), and [Overseas Adventure Travel](#) for making this project possible.

CREST Joins Global Organizations in Forming the Future of Tourism Coalition



Decades of unfettered growth in travel have put the world's treasured places at risk - environmentally, culturally, socially, and financially. Now, as tourism recovers, CREST has joined the Destination Stewardship Center, Green Destinations, Sustainable Travel International, Tourism Cares, and The Travel Foundation, with the guidance of the Global Sustainable Tourism Council

(GSTC), to form the Future of Tourism Coalition.

Together, we are calling upon governments, travel companies, and other stakeholders to support their commitment to sustainable tourism recovery by signing on to our 13 Guiding Principles. These Guiding Principles put local communities and the precious cultures and environments that sustain them at the center of tourism's new future. Learn more and add your voice at FutureofTourism.org.

Spanish-Language Resource on Small-Scale Tourism



In April, CREST released a [Spanish-language resource](#) on small-scale tourism to help support the recovery of this vital sector. This CREST publication builds on our work in Cuba, where we sponsored two sustainable tourism workshops in 2019. The information presented in both workshops inspired CREST to compile a collection of articles as a foundational resource to share the ideas that emerged in those spaces, converting technical information and academic research in an easily-understandable publication.

CREST's Summer Travel Auction is Live

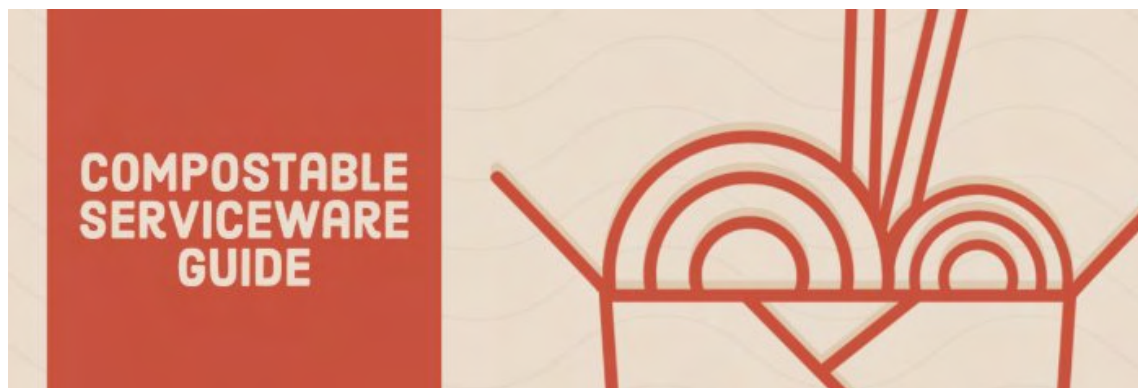


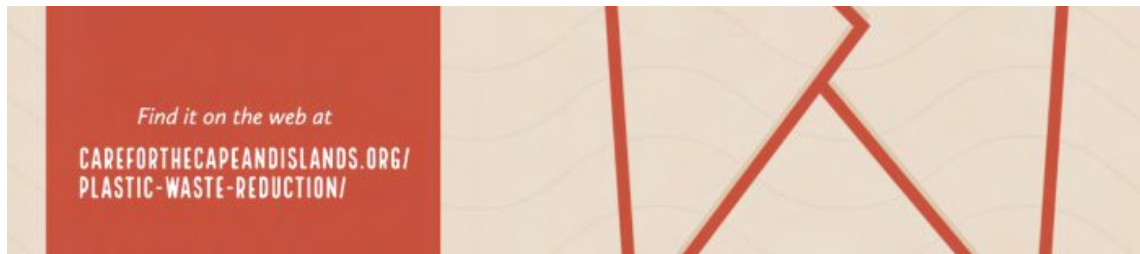


CREST's Summer Travel Auction is live now through August 11 at [charitybuzz.com/CREST!](https://charitybuzz.com/CREST)

Our Summer Travel Auction provides the opportunity to plan a future trip with a responsible company working to make their community a better place to live and visit. Not only will you get an incredible and sustainable experience, but the proceeds from the auction will support our Responsible Recovery Fund, focused on addressing the impacts of COVID-19 on the tourism industry. Thank you to our [generous donors](#) for supporting CREST's work to transform the way the world travels!

CARE for the Cape and Islands Launches a Compostable Food Serviceware Buying Guide





CARE for the Cape and Islands, a fiscally sponsored program of CREST, has launched a new “[Compostable Food Serveware Buying Guide](#),” created in collaboration with the Wellfleet Recycling Committee and Woods Hole Sea Grant. The guide aims to provide restaurants and other food service businesses with alternatives to plastic take-out containers and serveware, like cups, plates, bowls, and utensils that have seen an increase due to COVID-19. The guide grew out of an on-going series of summits that CARE hosted, along with the Center for Coastal Studies and Cape Cod Anti-Litter Coalition, aimed at decreasing pollution, particularly plastic, in our environment. [Learn more](#).

New Destination Stewardship Report From the Destination Stewardship Center and the GSTC

The Destination Stewardship Center, a fiscally sponsored program of CREST, has partnered with the Global Sustainable Tourism Council (GSTC) to launch the inaugural issue of the [Destination Stewardship Report](#). The goal of this quarterly newsletter is to provide information and insights useful to anyone whose work or interests involve destination stewardship. It’s an all-volunteer experiment, so its success will depend on your interest, feedback, and content contributions. You can read the email version [here](#), and [contact the Destination Stewardship Center](#) for more information and to get involved.

Ecuadorian Responsible Travel Leader Becomes CREST Platinum Sponsor

CREST is thrilled to welcome [Las Terrazas de Dana Boutique Lodge & Spa](#) to our network of elite Platinum Sponsors, committed to supporting CREST through our travel auctions for a period of five-years. Las Terrazas de Dana is located in the Mindo Cloud Forest, at the heart of the Choco Andino de Pichincha Biosphere Reserve in Ecuador.

With only six exclusive bungalows in lush gardens and a view of Mindo Valley, Las Terrazas de Dana’s goal is to provide guests the best possible experience with personalized service. The Mindo Cloud Forest offers unique and pristine natural beauty, and visitors can enjoy one of the best birding hot spots in the

world. Las Terrazas de Dana's tour operation also organizes Galapagos Cruises, Amazon Forest tours, and all Ecuador tours. CEO David Brito says "We are always focused on maintaining the highest standards of eco-friendly and sustainable tourism, while we support the local community of Mindo. You can rest easy knowing your vacation has left as small of a footprint as possible."

Considering a trip to Ecuador? Learn about Las Terrazas de Dana's extensive and exemplary COVID-19 cleanliness and safety protocol [here](#).

Save the Date for a CREST Webinar on September 29

On September 29, 2020, CREST will host a webinar in honor of World Tourism Day that will share the findings of our forthcoming report, *The Case for Responsible Travel: Trends & Statistics 2020*, and feature expert commentary on the business, destination, and consumer cases for responsible travel in the era of COVID-19 and climate change. Please mark your calendars and stay tuned for registration details!

CREST Shares Our Experience

In addition to our field work and research, CREST makes it a priority to get out there and exchange knowledge to advance responsible travel. We recently shared our expertise at virtual events hosted by institutions and organizations including The George Washington University, Mejdi Tours, Holbrook Travel, and Purdue University. [Learn more](#).

CREST in the News

CREST's recent media outreach has focused on the need to create a sustainable future for tourism. Check out [these articles](#) from The New York Times, AFAR, Travel Weekly, Architectural Digest, and more.

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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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