



MEANINGFUL TRAVEL GUIDE



PRIORITIZING PEOPLE, PLACES & PLANET

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WELCOME TO THE JOURNEY



Our mission: NTA seeks to lead the responsible growth of travel to, from, and within North America by connecting diverse professionals and enhancing the travel experience, always considering our impact on communities and the planet.

At NTA, we believe **meaningful travel has the power to change lives**, both for the people who take the journey and for those who welcome them. This guide is an invitation to explore meaningful travel, a growing movement that puts **people, places, and the planet at the center of every journey**. Whether you're just getting started or looking for fresh ideas, you'll find approachable tips, real-world examples, and inspiration from fellow members who are leading the way.

This isn't about being perfect. It's about being **purposeful**. It's about **small steps that lead to big impact**. You might begin by making small changes, like partnering with local businesses, reviewing your marketing, or educating your team. You can also explore tools that help support bigger shifts, such as joining Tourism Cares, using the Meaningful Travel Map, pursuing certification, or developing a strategy to **commit to climate action**.

Because when we **share knowledge, lift each other up, and work in collaboration**, we all move forward. At NTA, we know that **together, we go further**, and that the journey toward meaningful travel is one best taken side by side.

We're excited to walk this path with you.

We base our actions, policies, and relationships on a set of core values:

Integrity: NTA demonstrates and advocates for consistent and uncompromising adherence to strong ethical principles and values.

Sustainability: NTA strives for responsible growth that balances the needs of people, profitability, and the planet.

Inclusivity: NTA recognizes that professionals go through life with different experiences, strengths, and challenges. By inviting and listening to representatives from an array of sectors, businesses, and communities, NTA becomes a stronger organization for its members.

Collaboration & Teamwork: NTA facilitates environments and opportunities for people and organizations to work together, creating something greater than what can be achieved individually.

Learning & Innovation: NTA strives to constantly evolve, respectfully and strategically seeking new ideas and perspectives.



THE HEART OF MEANINGFUL TRAVEL



Travel isn't just about the places we go, it's about the impact we leave behind.

What is Meaningful Travel and Why Should I Care?

Meaningful travel is about making a positive impact for destinations and travelers.

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

— *Tourism Cares*

The Four Pillars of Meaningful Travel

At NTA, we define meaningful travel through four guiding pillars that support People, Places, and Planet:

- **Environmental Stewardship:** Protect nature. Reduce waste and emissions, and respect natural spaces & wildlife.
- **Community Engagement & Development:** Support Local. Ensure travel strengthens local economies and supports long-term wellbeing.
- **Cultural Preservation:** Celebrate and safeguard cultural heritage through respectful, community-led experiences.
- **Social Responsibility:** Create inclusive, ethical, and equitable opportunities for travelers, staff, and local partners.

These pillars shape the way we plan, partner, and operate. They help us move from intention to real impact.

Why It Matters

- Your travelers care. And so do your communities, your staff, and future generations.
- Because offering experiences that **reflect the values and realities of our time** isn't just ethical, it's good business.
- Because it's better to **help shape the future of travel** than wait for it to be shaped for you.
- Because it builds trust, strengthens partnerships, and helps ensure **tourism benefits everyone it touches**.

Travel Has Power

Every tour, every itinerary, **every decision we make as travel professionals has ripple effects**. Whether we realize it or not, we shape how travelers see the world, and the impact they leave behind. Travel can restore ecosystems, uplift communities, preserve culture, and deepen empathy. **That's the power of meaningful travel.**

It Starts Small

You don't have to overhaul your operations overnight. Meaningful travel isn't limited to a certification or a checklist. **It's a mindset shift;** and every small change adds up to something greater.

And the best part?
You're already on the path.



www.tourismcares.org/meaningful-travel

THE CASE FOR CHANGE THE FUTURE OF TRAVEL NEEDS COURAGE AND CARE



DESTINATIONS ARE AT RISK

Tourism depends on vibrant destinations; but the places we love to visit are under growing pressure from climate change, pollution, and overuse. Rising temperatures, stronger and more frequent storms, droughts, and ecosystem loss are already affecting our industry. **When nature suffers, so does travel.** Wildfires, hurricanes, water shortages, and flooding can damage infrastructure, shorten travel seasons, and make destinations less accessible or appealing. In some cases, they may disappear from itineraries altogether. To keep our industry strong, **we need to protect the natural resources that make travel possible.** This means reducing our impact and helping destinations stay healthy and resilient for generations to come.



INCLUSIVITY OPENS NEW MARKETS

Travel should be for everyone, but the reality is that not all travelers feel welcome or represented. **Inclusive travel means more than just accessible tourism.** It offers experiences to people with different needs, regardless of age, size, race, gender, disability, or ability, and it goes further than simply making things wheelchair accessible. **When we remove barriers, we open the door for more people to travel.** This creates real opportunities to grow our market and connect with new audiences. Inclusive practices help us build stronger relationships with the communities we serve and meet the needs of a wider range of travelers. It is more than just doing the right thing. It is a smart way to grow our businesses and strengthen the future of our industry. **When more people feel welcome, our entire industry becomes stronger.**



INDUSTRY GROWTH & LONGEVITY

Fostering positive travel experiences is key to not only enriching the lives of travelers but also **ensuring the long-term growth of the travel industry.** When tourists have meaningful, authentic experiences that respect local cultures and environments, they become more engaged, loyal, and likely to return or recommend the destination to others. Sustainable practices, such as supporting local communities, promoting eco-friendly accommodations, and minimizing environmental impact, can **transform a trip into a powerful learning opportunity that travelers will cherish.** As word spreads about these positive experiences, it creates a ripple effect, **attracting more conscious travelers** and encouraging others in the industry to follow suit.



CREATING A GLOBAL IMPACT

Strengthening the global community through meaningful travel helps **bridge cultural gaps and fosters understanding** in a world that often feels divided. By encouraging responsible travel, we create opportunities for people to experience different cultures, traditions, and ways of life in a meaningful way, building empathy and mutual respect. In the face of world turmoil, whether through political conflicts, economic struggles, or environmental challenges, **travel can be a force for connection,** offering a chance to learn from each other and find common ground. As we work together to support sustainable practices, we help nurture a world where compassion, cooperation, and respect for diverse cultures can flourish, ultimately strengthening the global community promoting peace.

THE RIPPLE EFFECT OF COLLECTIVE ACTION IN TOURISM

“Tourism has the potential to become an agent of positive transformation that can contribute to a better quality of life for all.”

—Anna Pollock

[Rootedstorytelling.com](https://rootedstorytelling.com) 

When destinations and operators work together, small shifts create big waves.

Every itinerary written, every supplier chosen, and every story told has the power to shape communities and protect places.

When operators source locally and DMOs highlight community led experiences, tourism dollars stay where they matter most.

Jobs are created, traditions are preserved, and ecosystems are strengthened because of thoughtful decisions at every level.

Start with place and people

Every destination is different. Center local knowledge and goals. Let communities define success and shape what visitors experience.

Shift how partnerships work

Move from extraction to collaboration. Build trust early, share decisions, and ensure fair pay, clarity, and long-term relationships.

Plan experiences with community at the core

Choose locally owned suppliers. Design slower itineraries that create space to listen and learn. Tell stories that reflect the voices of the people who live there.

Measure what matters

Look beyond arrivals. Track job quality, income distribution, cultural vitality, and care for nature. Adapt as community needs evolve.

COLLABORATION

Trust, dialogue, and understanding are where every partnership begins.



EMPOWERMENT

Equity, respect, and listening create space for authentic community leadership.



AGENCY

Communities define success, lead the process, and share in the outcomes.



REGENERATION


Tourism that restores and gives back more than it takes.



IMPACT

Tourism that creates lasting benefit for people, culture, and nature.



This framework is inspired by **Rooted Storytelling's** “Working with Community Tourism and Local Partners,” a reflection on building tourism that uplifts communities through collaboration. [Read the full article](#) 

“I alone cannot change the world, but I can cast a stone across the waters to create many ripples.”
— Mother Theresa

THE BUSINESS CASE FOR SUSTAINABILITY

What's good for the planet is good for your bottom line.

Embracing sustainability in tourism goes beyond social and environmental responsibility, it's also a sound business strategy.

- **Profitability:** Sustainable practices can help reduce costs, increase efficiency, and attract eco-conscious staff & customers, boosting revenue and profitability.
- **License to Operate:** Consumers, governments, and stakeholders are increasingly prioritizing sustainability, making it essential for companies to adopt responsible practices in order to maintain their operating licenses and public trust.
- **Risk Management:** Proactively addressing sustainability reduces exposure to regulatory penalties, environmental damage, and market disruptions caused by climate change, safeguarding businesses from future risks.
- **Growth and Innovation:** Sustainability fosters innovation by encouraging new products, services, and solutions that meet changing consumer demands and create new business opportunities.
- **Resource Dependency:** Tourism depends on the responsible use of natural and human resources. By managing these resources sustainably, businesses can ensure that they are available for future generations, securing long-term success.
- **Evolving Traveler Expectations:** More travelers are actively seeking authentic, meaningful experiences that align with their values. Offering sustainable and responsible travel options not only meets this demand but builds customer loyalty and drives repeat business.

In conclusion, sustainability is no longer optional for the tourism industry. It is essential to securing the future of destinations, reducing risk, and driving long-term profitability and growth. By embracing sustainability, businesses can thrive while contributing to the health of the planet and the communities they serve.



Tourism Cares Meaningful Travel Summit Panama

GETTING STARTED

Meaningful travel helps to **preserve the places we visit**, support local communities, and ensures our **industry and planet thrives for generations to come**. Taking the first step doesn't have to be overwhelming. It can begin with something as simple as learning more about your impact and **assessing where your business stands today**.

From there, you can **set clear goals** and **build a plan**. The Global Sustainable Tourism Council (**GSTC**) framework offers globally recognized criteria to help structure your sustainability strategy and **guide progress in a thoughtful, measurable way**.

We encourage you to explore the **UN Sustainable Development Goals**, review sample strategies, and take advantage of resources from **Tourism Cares**, NTA's official nonprofit partner. Their training programs, **Meaningful Travel Map**, and industry tools are designed to support your journey.

You can also take the next step by **joining Tourism Cares**, pursuing **certification** through programs like **Travelife** or **GreenStep**, or engaging in local partnerships that align with your mission. These tools are here to help, no matter where you are on your journey.

Every small action adds up. Start where you are, and **let's move forward together**.

Short-Term Actions

- Identify key partners and those impacted by your tours
- Survey your top suppliers
- Assess your carbon footprint
- Launch a basic staff training on sustainability
- Share sustainable travel tips with guests
- Choose one small goal in each area where your business can make a difference

Mid-Term Actions

- Reduce emissions in operations
- Audit itineraries for ethical and inclusive practices
- Build community partnerships into tours
- Make sustainability part of every team member's role
- Replace or adjust unsustainable supplier practices
- Strengthen marketing with clear sustainability messaging

Long-Term Actions






- Achieve major carbon reductions or neutrality
- Integrate community-led projects into itineraries
- Set simple KPIs to track your progress (e.g., # of local vendors, % lower emissions, etc.)
- Add sustainability goals to staff performance review
- Launch partnerships that support environmental or social impact with the destinations you visit
- Evaluate and update your plan regularly as you grow
- Pursue a recognized sustainability certification to validate and strengthen your efforts.

Tourism Cares




Tourism Cares, NTA's official nonprofit partner, is dedicated to advancing sustainability and meaningful travel within the travel and tourism industry. They bridge the "why" and "how" of **meaningful travel** to create actionable, positive change in communities around the world.

[Become a Member Today](#) 

Resources:

- [Tourism Cares Getting Started Page](#) 
- [Sustainability Resources](#) 
- [Guide to Meaningful Travel Product](#) 
- [Sustainability Glossary](#) 
- [Resources for Travel Advisors](#) 

Meaningful Travel Education & Training:

- [Tourism Cares Education](#) 
- [Tourism Cares Webinars](#) 
- [Sustainable Travel Tour Operator Workshop](#) 

Tourism Cares' Programs & Events

Tourism Cares offers a variety of programs and events that inspire collaboration, education, and action across the travel and tourism industry. These gatherings are designed to connect people who care about making a difference by helping travel professionals learn, share ideas, and implement more responsible and community-driven practices.

Whether you are just beginning your sustainability journey or looking to deepen your impact, this is a great place to get involved and take the next step toward meaningful travel.

Take Action - Make a Commitment

Join the [Tourism Cares Commitment](#) to take real action toward a more sustainable and inclusive future. Show your leadership by aligning your values with measurable impact across people, places, and the planet.

www.tourismcares.org/commitment 

Tourism Cares

Meaningful Travel Map



Tourism Cares **unites the travel industry** and serves as a **catalyst for positive environmental, social, and economic impact** in communities around the world. A key way they do this is through the Meaningful Travel Map, an interactive digital platform that connects the travel trade with **vett ed community-based** experiences, nonprofits, and sustainable organizations.

Today, nearly **50 destinations** are building or promoting their own maps, featuring **700+ organizations** worldwide. This all makes it easier for the industry to source meaningful, impact-driven travel experiences.

The **Meaningful Travel Map** is a tool for travel companies, travel professionals, and travelers to discover and support experiences that generate positive social, cultural, and environmental impact. It **directly connects the travel trade** and sustainably-minded visitors with **authentic, community-led** enterprises, products, services, accommodations and tours.

Click below to start exploring the map!

www.tourismcares.org/meaningful-map 



Join The Movement!

If your organization is creating a positive impact in your community, for travelers, or for the planet, you may qualify to be featured on the map. Explore the criteria and apply to share your story alongside other purpose-driven NTA members.

[Tourism Cares Map Criteria & Application](#) 



UNITED NATIONS



17 SUSTAINABLE DEVELOPMENT GOALS



The United Nations Sustainable Development Goals (SDGs) offer a **blueprint for building a more equitable and sustainable world**. These 17 interconnected goals, ranging from poverty alleviation and gender equality to climate action and responsible consumption, **provide a roadmap** for tourism businesses to **align their operations** with **global efforts** to tackle pressing challenges.

By contributing to the achievement of these goals, tourism businesses can **enhance their reputation**, attract conscious travelers, and build stronger relationships with communities. Sustainability isn't just a responsibility; it's an **opportunity to be part of a global movement** that creates positive change.

The UN's Sustainable Development Goals can feel overwhelming at first, but they're meant to inspire action, not create pressure.

Start by identifying 2 to 4 goals that align with your values or the work you're already doing. Even small steps toward a few focused goals can lead to real, measurable impact.

Learn More: www.tourism4sdgs.org

THE FOUR PILLARS OF MEANINGFUL TRAVEL

Meaningful travel isn't about doing everything at once. It's about being **intentional with the choices we make**. Whether you're just getting started or looking to deepen your impact, the key is to **focus on what matters most** to your business, your travelers, and the communities you serve.

In the sections ahead, you'll find **four core pillars of meaningful travel**: Environmental Stewardship, Community Engagement & Development, Cultural Preservation, and Social Responsibility. In the section to follow, we've included **practical ideas**, examples, and links to trusted resources. Use them to explore areas you're already working on or to **inspire small changes** that lead to long-term impact. **Just start where you are** and grow from there.



Environmental Stewardship

Protect nature. Reduce waste and emissions, and respect natural spaces & wildlife.



Community Engagement & Development

Support local. Partner with small businesses, artisans, and community-based nonprofits.



Cultural Preservation

Celebrate culture. Uplift the stories and traditions of each place you sell and visit.



Social Responsibility

Include everyone. Create experiences and workplaces that are inclusive and accessible.





ENVIRONMENTAL STEWARDSHIP



The places we love to visit can only thrive if we take care of them—today, and for the future.

As travel professionals, we rely on **vibrant landscapes, clean water, and healthy ecosystems** to create unforgettable experiences. But these natural resources face growing pressure from **climate change, pollution, and overuse**, which makes **environmental stewardship** not just a value, but a **responsibility**.

Whether you're guiding tours through **national parks** or operating along **fragile coastlines**, the choices you make every day, from **transportation to waste**, have **real impact**. Fortunately, there are more tools than ever to help you make **smarter, more sustainable decisions**.

Stewardship is about **progress**, not perfection. Even **small shifts**, like **cutting plastic use** or **supporting local conservation efforts**, can create **meaningful change**. By caring for the planet, we **protect the places we love** and **keep travel thriving** for future generations.

Decarbonization

Lowering your carbon footprint helps fight climate change and protect your business long-term.

Nature Positive Tourism

Tourism can help restore nature when it works in harmony with local ecosystems and communities.

Animal Welfare

Ethical wildlife experiences protect animals, educate travelers, and support conservation.

Energy Efficiency

Using less energy through lighting, travel, or heating reduces costs and environmental impact.

Water Conservation

Simple steps to reduce water use help protect local supplies, especially in fragile destinations.

Waste Reduction

Reducing plastics and food waste helps both local communities and the planet thrive.

ENVIRONMENTAL STEWARDSHIP



Decarbonization

Reducing carbon emissions is key to protecting the places we love. While changes within your office are a great place to start, the biggest impact comes from how we design and deliver travel.

Ways to Create Impact:

- Offer fewer high-emission activities
- Choose fuel-efficient transportation
- Measure the carbon footprint of your business & tours
- Offset unavoidable emissions
- Partner with low-carbon suppliers

Resources:

[Tourism Cares: Decarbonization](#)

[Glasgow Declaration](#)

[What We Know about Climate Change](#)

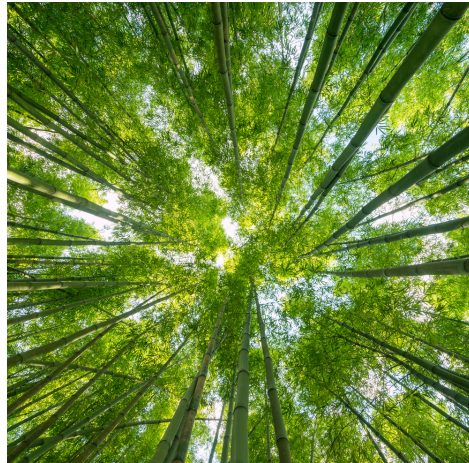
[Carbon Literacy](#)

[Climate Justice in Tourism](#)

[GSTC Event Sustainability Criteria](#)

[WTTC Net Zero Roadmap for Travel](#)

[Carbon Footprint Calculator](#)



Nature Positive Tourism

Nature-positive tourism means giving back, not just minimizing harm, but helping nature thrive. Thoughtful and meaningful travel supports our ecosystems, protects wildlife, and restores natural areas.

Ways to Create Impact:

- Measure your impact on ecosystems and communities
- Support reforestation or native planting projects
- Partner with environmental nonprofits organizations
- Promote educational visits to parks and protected lands
- Choose vendors with eco-certifications

Resources:

[Animondial](#)

[CI's Sustainable Tourism Guide](#)

[Guidelines for Nature Based Solutions](#)

[WTTC's Tourism Toolkit](#)

[WTTC's Tourism in Action Report](#)



Animal Welfare

Animal welfare in tourism means treating animals with respect and compassion. Avoiding exploitation and promoting ethical experiences meets traveler expectations and supports responsible practices.

Ways to Create Impact:

- Choosing experiences that respect animal welfare and avoid exploitative entertainment
- Promote observation-only wildlife experiences
- Vet suppliers for animal welfare standards
- Educate travelers on responsible behavior with animals
- Use tourism guidelines from trusted organizations

Resources:

[Tourism Cares Animal Welfare Policy](#)

[TTC - Animal Welfare Policy](#)

[ABTA Animal Welfare Guidelines](#)

[Intrepid - Animal Welfare Guidelines and Policy](#)

[PADI - Coral Reef Conservation](#)

[WeTravel Academy - Animal Protection](#)

[Animal Welfare Policy Template](#)

ENVIRONMENTAL STEWARDSHIP








Energy Efficiency

Energy efficiency in tourism means reducing energy use wherever possible. Prioritizing efficient practices lowers emissions, cuts costs, and supports a more sustainable industry.

Ways to Create Impact:

- **Survey current suppliers about energy practices**
- **Choose energy-efficient hotels and venues**
- **Reduce idle times on coaches and shuttles**
- **Promote daytime activities to limit lighting needs**
- **Monitor and report energy use regularly**

Resources:

[SDG 7 Affordable & Clean Energy](#) 
[UN Energy Management](#) 
[Earth Changers Sustainable Energy](#) 
[SKAL: Transforming Tourism Energy](#) 
[Climate Change Impacts on Energy](#) 








Water Conservation

Water conservation in tourism means using less to protect more. Saving water helps preserve local supplies and supports long-term sustainability in the places we visit.

Ways to Create Impact:

- **Ask suppliers about their water-saving practices**
- **Choose accommodations with low-flow fixtures**
- **Encourage reduced housekeeping to limit water use**
- **Reduce water use during tours (e.g., no single-use bottle refills)**
- **Support properties that use greywater or rainwater systems**

Resources:

[The Reef World Foundation](#) 
[Water Management in Tourism](#) 
[Green Fins](#) 
[Refill the World](#) 
[SDG 6 Clean Water](#) 









Waste Reduction

Waste reduction in tourism means cutting down what we throw away to protect the planet. Simple changes can significantly lower emissions, reduce pollution, and keep valuable resources out of landfills.

Ways to Create Impact:

- **Work with suppliers that limit food waste - a major environmental threat** [Earth.org](#) 
- **Eliminate single-use plastics on tours and at events**
- **Choose suppliers with recycling or composting programs**
- **Offer digital materials instead of printed ones**
- **Donate leftover food or supplies when possible**

Resources:

[Roadmap for Food Waste Reduction](#) 
[Communicating Food Waste to Guests](#) 
[Addressing Food Waste in Hospitality](#) 
[WWF Food Waste Overview](#) 
[Travel Without Plastic](#) 
[Plastic Free Toolkit for Tour Operators](#) 



COMMUNITY ENGAGEMENT & DEVELOPMENT

*Stronger communities make
for stronger destinations.
When travel gives back,
everyone benefits.*

Community engagement and development are at the heart of meaningful travel. When tourism is **built with, not just around, local communities**, it becomes a powerful tool for **long-term, positive impact**. By **collaborating with residents, businesses, nonprofits, and destination leaders**, the travel industry can help ensure that tourism supports the **social, cultural, and economic fabric** of a place, rather than **straining or displacing it**.

At the center of this work is **partnership & community collaboration**. Local Destination Management Organizations (DMOs) can play a key role by working closely with tour operators, Non-Governmental Organizations (NGOs), and community-based organizations to **align on goals and share resources**. (NGOs are private, non-profit entities that operate independently from government control and are typically mission-driven to serve public good, though some may also be for-profit.) Tour operators, in turn, can **build strong ties** with local guides, artisans, and small businesses, ensuring more of **tourism's benefits stay within the community**. Partnering with local nonprofits can also open the door to **meaningful engagement**, whether it's supporting youth programs, cultural preservation efforts, or environmental initiatives that **locals have identified as priorities**.

This is also where **destination stewardship** comes in. Stewardship means taking **shared responsibility** for the **long-term well-being** of a destination, and that includes addressing challenges like **overtourism** (when a place experiences more visitors than it can sustainably support). Good stewardship involves **listening to local stakeholders** (which includes community members, small business owners, municipal leaders, and others directly impacted by tourism) and making sure their **voices are heard and their needs are met**.

When we invest in **authentic, respectful relationships** with the people who call a place home, we help create destinations that are more **vibrant**, more **resilient**, and more **welcoming**, for today's travelers and tomorrow's generations.

COMMUNITY ENGAGEMENT & DEVELOPMENT




Community Collaborations


Strong partnerships help create **more sustainable and community-centered** travel. When tour operators, DMOs, NGOs, local suppliers and leaders work together, tourism better reflects local values and needs. These collaborations **keep more benefits in the community** and support **long-term goals**, whether through **nonprofit projects, local sourcing, or aligning with destination plans**. The right partnerships **strengthen connections** and lead to lasting, **meaningful impact**.


Ways to Create Impact:


- **Meet with your local DMO to explore shared sustainability goals**
- **Partner with local NGOs or nonprofits on community-based projects**
- **Source products and services from local, independent businesses in the community**
- **Collaborate with cultural leaders when designing new tours**
- **Build long-term relationships with suppliers who share your values**


Resources:


[ATTA - Community-Based Tourism Initiatives in Bolivia](#) 


[Community Based Tourism Partnerships Handbook for Tour Operators](#) 


[Local Community Tourism Partnerships](#) 

[Non-Profit Partnerships](#) 

[Unlock the Power of Partnerships in Tourism](#) 

[USTOA SIR Education Series - Public and Private Partnerships](#) 

[Intrepid: Community Based Tourism](#) 

[The Case for Community Tourism: Jordan](#) 


Destination Stewardship


Destination stewardship means **caring for a place** in a way that benefits both visitors and residents. It's about **balancing the needs of the local community, environment, and economy**, especially in the face of overtourism. By working with local stakeholders, like residents, small businesses, and community leaders, tourism providers can help ensure that decisions **reflect the voices of those most affected**. Good stewardship supports long-term sustainability, protects a destination's identity, and keeps it **thriving for future generations**.


Ways to Create Impact:


- **Engage locals in tourism planning and decision-making**
- **Promote off-season or lesser-known destinations to ease crowding**
- **Support policies that limit tourism's negative impact on residents**
- **Partner with DMOs on destination-wide sustainability initiatives**
- **Educate travelers on respectful behavior and local norms**


Resources:


[Destination Mutual Benefit - A Guide to Inclusive Business in Tourism](#) 

[The Invisible Burden](#) 

[GSTC Destination Stewardship Yearbook 22-23](#) 

[Managing Overtourism in Tourism Destinations](#) 

[Stewarding Destinations into a Meaningful Future](#) 

[Tourism Destination Resilience Course](#) 



CULTURAL PRESERVATION

Culture is not just something we observe, it’s something we have a **responsibility to protect**. Around the world, countless **traditions, languages, and ways of life** are at risk of disappearing, especially within Indigenous, First Nations, Black, Hispanic, Asian American and Pacific Islander (AAPI), and other **historically underrepresented communities**. As tourism professionals, we have the **opportunity and the obligation to be stewards of living cultural heritage**. That means building **respectful partnerships** with cultural bearers, including tribal leaders, artists, storytellers, and community historians, to **ensure their voices shape the experiences we offer**. When tourism is done right, it can **help communities keep their cultures alive**, not as performances for visitors, but as **thriving traditions** passed from one generation to the next.

Ways to Create Impact:

- **Partner with First Nations and Indigenous communities** to co-create respectful, community-led cultural experiences.
- **Engage with Black, Hispanic, AAPI, and other cultural groups** to ensure their histories and contributions are reflected in your offerings.
- **Support local artisans and cultural practitioners** who preserve traditional crafts, music, dance, and foodways.
- **Include language and storytelling in your tours**, whether through bilingual guides or experiences that highlight oral traditions.
- **Consult with community leaders or cultural organizations** to ensure accuracy, consent, and respectful representation in your marketing and programming.

“When a language dies, so much more than words are lost. Language is the dwelling place of ideas that do not exist anywhere else. It is a prism through which to see the world.”

— Robin Wall Kimmerer,
Braiding Sweetgrass

Resources:

[Indigenous Tourism Canada](#)

[We Travel Academy: Indigenous Tourism](#)

[UN Tourism & Culture](#)

[American Indigenous Tourism - Know Before You Go](#)

[Indigenous People and the Travel Industry: Global Good Practice Guidelines](#)

[Black Cultural Heritage Tours](#)

[National Cultural Heritage Tourism Center](#)

[AAPI Stories & Heritage](#)



SOCIAL RESPONSIBILITY

Travel is never a neutral act. Every choice we make—who we work with, where we go, what stories we tell—either uplifts people or leaves them behind. Social responsibility means choosing to uplift.



Tourism has the power to uplift or to overlook. At its best, it creates jobs, celebrates cultures, and **brings people together.** But without intention, it can also reinforce inequality, cause harm, or exclude the very communities it touches. Social responsibility in travel means **actively choosing to uplift.** It's about ensuring that our decisions, from the **suppliers we choose** to the **stories we tell,** reflect fairness, respect, and empathy.

Being socially responsible means looking beyond profit and asking: **Who benefits? Who is represented? Who is left out?** That includes **advocating for travelers and employees of all abilities** and ensuring your experiences are welcoming and accessible to people of all ages, abilities, and disability types. It also means **taking a stand on deeper ethical issues** like child labor, fair wages, and human trafficking. **Vetting your suppliers** and partners through a social responsibility lens isn't just best practice, **it's essential.** When we **put people first,** especially those who have historically been marginalized, **tourism becomes a force for shared growth and meaningful connection.**

SOCIAL RESPONSIBILITY











Diversity, Equity, and Inclusion

Diversity, Equity, and Inclusion (DEI) in travel means **creating experiences where everyone feels seen, respected, and valued**. It's about more than representation, it's about **removing barriers**. From tour design to hiring practices to marketing materials, **every part of our industry should reflect the diversity of the world we serve**. That includes making travel more accessible to people with disabilities, **amplifying historically excluded voices**, and ensuring that staff, travelers, and communities are **treated equitably**.

Ways to Create Impact:

- **Audit your marketing and materials for inclusive imagery and language**
- **Build diverse teams across leadership, guides, and vendor relationships**
- **Ensure physical and sensory accessibility in tour design and accommodations**
- **Partner with BIPOC, LGBTQ+, and women-owned businesses**
- **Create feedback loops with staff and travelers to continuously improve inclusion**
- **Create accessibility for all types of disabilities for employees and customers**

Resources:

[Tourism Cares - Intro to Disability Inclusion + Accessibility in Tourism](#) 
[Blacks in Tourism](#) 
[Black Travel Alliance](#) 
[Equality in Tourism](#) 
[How DEI Intersects with Sustainable Tourism in Local Communities](#) 
[We Travel Academy - Intro to Inclusive Tourism: LGBTQ+ Travel](#) 
[Women in Travel](#) 
[Visitable](#) 

Ethical Tourism

Ethical tourism is **rooted in integrity**. It ensures that the people, animals, and environments impacted by tourism are **treated with dignity and fairness**. It means actively rejecting exploitative practices like child labor, orphanage tourism, and unfair wages, while championing human rights and responsible business choices. Ethical tourism includes **vetting partners and suppliers** to ensure they follow humane labor practices, respect Indigenous rights, and avoid harm to vulnerable populations. It's also about **making conscious choices that benefit local communities**, ensuring artisans are paid fairly, staff earn a living wage, and operations prioritize sustainability.

Ways to Create Impact:

- **Vet suppliers for child protection and fair labor practices**
- **Avoid orphanage tourism and adopt a ChildSafe policy**
- **Support fair trade artisans and local producers**
- **Hire staff at or above living wage standards**
- **Partner with organizations combating human trafficking and exploitation**

Resources:

[Child Welfare and the Travel Industry: Global Good Practice Guidelines](#) 
[ChildSafe Movement](#) 
[EXO Travel - Child Safety Codes of Conduct](#) 
[Best Practices - Criminal Records and Hiring](#) 
[Departmental Sustainability Performance Indicators](#) 
[Getting Talent Back to Work Certificate](#) 
[Getting Talent Back to Work Report 2021](#) 

VISIT DETROIT'S MEANINGFUL TRAVEL MOVEMENT

Detroit is redefining what it means to be a travel destination, not just through revitalization, but **through intention**. Visit Detroit is actively working with local hospitality partners, civic organizations, and community leaders to **spotlight the city's diverse stories, amplify underrepresented voices, and ensure that tourism dollars stay in the neighborhoods** that need them most.

Centering Community Voices

A shining example of **meaningful collaboration**, Visit Detroit has partnered with local influencers to showcase **authentic Detroit experiences**, steering visitors toward the city's **lesser-known neighborhoods, Black-owned businesses, and cultural institutions**. These efforts are not just about visibility, they're about creating lasting economic and social impact. **Minority-owned businesses** are now front and center at major events like the NFL Draft, Detroit Grand Prix, and Rocket Mortgage Classic, bringing **inclusive storytelling** to the national stage.

Restoring Nature & Creating Access

This kind of **intentional engagement** is also happening behind the scenes. Visit Detroit is working with partners like Detroit Hives, Bees in the D, the Detroit Riverfront Conservancy, and The Detroit Downtown Partnership to **promote community-based, sustainable tourism**. The Detroit Riverfront Conservancy, for instance, has **reclaimed 5.5 miles of once-industrial shoreline**, transforming it into restored natural habitat and vibrant public space. Six parks and four pedestrian greenways now **connect people and ecosystems** along the revitalized waterfront.

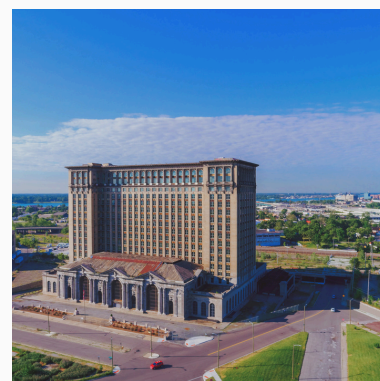
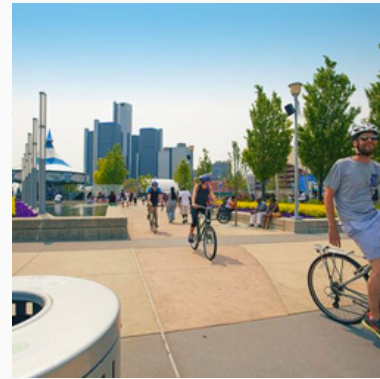
Growing from the Ground Up

Across the city, **abandoned lots and former food deserts** are being turned into **urban farms**, offering not only access to fresh food but also new opportunities for community involvement and visitor education. Meanwhile, historic buildings left behind by the 1970s auto decline are being revitalized by developers committed to honoring Detroit's past while investing in its future.

Mapping Meaningful Travel

To help travelers engage meaningfully, Visit Detroit has already added **13 cultural immersion sites** to the **Tourism Cares Meaningful Travel Map**, with more on the way. Their goal is to connect visitors to experiences that are rooted in community and purpose, an approach that can serve as **inspiration to DMOs everywhere**.

Detroit is proving that tourism can do more than entertain, it can uplift, restore, and build a more equitable future.



NTA MEMBER
INSPIRATION

FIELDS TRIPS' MEANINGFUL TRAVEL JOURNEY

At Fields Trips, **sustainability isn't merely a buzzword, it's a responsibility.** What began with a simple desire to "do more good" has blossomed into a **full-blown movement.** As the first Ontario tour operator to achieve Sustainable Tourism Certification, the company has earned **Gold recognition** from North America's largest certification program, a milestone they describe as both **humbling and motivating.**

The commitment shows in **every corner of the operation.** In the office, Fields Trips only prints on post-consumer waste paper, has trimmed its mailing list to **reduce unnecessary materials,** and asks hotels about sustainability practices **as early as the RFP stage.** Reusable luggage tags, bamboo utensils, and even reminders for refillable water bottles in passenger docs reflect a focus on **thoughtful, low-impact travel** from the ground up.

On the road, Fields Trips has **ditched single-use plastics and swag** in favor of reusable jugs, composting, and recycling. Meals are served in **smaller portions to cut back on food waste,** and travelers are encouraged to **skip daily housekeeping** on longer stays to reduce water and energy use. Most importantly, guests are **invited to learn, not just to travel,** and to understand **how their actions make a difference.**

After each tour, Fields Trips **calculates the emissions** based on distance, days, and number of passengers, and **purchases carbon credits to responsibly offset the impact.** The credits support a local project in Ontario, ensuring that the **benefits stay close to home** and directly contribute to the region they operate in. Travelers are even informed about the specific project their offsets are supporting, a clear sign that **transparency is just as important as action.**

"It really is simple," the company says. "We started by publicly making the commitment."

And that one step, **taken with purpose,** has carried them a long way, while **helping the planet** along the way, too.

*"A desire to **DO MORE GOOD** has led Fields Trips to become the **FIRST** Ontario Tour Operator to become Sustainable Tourism Certified. Being awarded Gold from North America's largest certification program for the tourism and hospitality industry, **was a humbling experience.**"*

***It really is simple.** We started by publicly making the commitment for our motorcoach tours to be more sustainable – and **align with like-minded suppliers.** It's these vendors whose sustainable travel protocols allow our travelers to be the best version of themselves and contribute to their experience by **leaving a destination better than they found it.** We have to share the responsibility of taking care of the land and the creatures we share it with."*

-Kelly Fields, Fields Trips

*It just takes
one first step*

BUILDING THE BLUEPRINT FOR MEANINGFUL CHANGE

A **stakeholder** is anyone affected by your decisions, from the communities you visit to the planet we all share. If your work touches their lives, they deserve a seat at the table.

Build a Culture of Accountability

Meaningful travel isn't just a department, it's a mindset that lives across your entire organization and stakeholder network. Align your team around a shared vision, define clear responsibilities, and empower every level, from leadership to frontline staff, to take ownership. Create systems that track progress, celebrate milestones, and reinforce that meaningful change is everyone's responsibility.



Creating meaningful change starts at the top. **Leadership must be fully committed**, acting as **role models** and developing a **clear vision** that reflects the company's **values and long-term goals**. That vision needs to be **shared and supported across the organization** by **engaging employees at all levels**, defining clear roles and responsibilities, and **providing the tools and resources** needed to take action. When everyone understands their part in the journey, **implementation becomes a shared effort**, not a siloed task.

Customers, too, are key stakeholders. Invite them into the journey by offering **immersive, purpose-driven experiences** and communicating your values with **honesty and intention**. At the destination level, **build authentic partnerships** with local communities, **listening to their needs** and supporting initiatives that **uplift their voices**. And remember: the **environment is also a stakeholder**. Respecting natural resources, participating in conservation, and **reducing harm** through sustainable operations are essential to building a better future, for **people, places, and planet**.

Making the Shift to Meaningful Travel

Systems change doesn't happen overnight; it's a **gradual shift** from the old way of doing things to something more sustainable and just. It's about "**hospicing**" the **current system**, recognizing its role while **gently letting go**, and building a better one through **steady, thoughtful actions**.

Change takes time, and the transition can feel **messy**. Common barriers like limited resources, resistance to change, lack of awareness, or economic uncertainty can make it even harder. But by **educating and involving stakeholders at every level**, providing training and tools, and fostering a culture that embraces innovation and long-term thinking, we can begin to **close the gap** between where we are and where we want to be. **Each small step forward** is part of **reshaping the system for good**.

[Video about systems change & the Two Loops Model](#)

CREATING A MEANINGFUL TRAVEL STRATEGY

The Global Sustainable Tourism Council (GSTC) Criteria for Tour Operators offers a globally recognized framework of indicators and best practices for responsible business operations. We encourage using the GSTC Criteria alongside this starter guide to build a more comprehensive strategy: one that supports continuous improvement, accountability, and alignment with international sustainability standards.

[GSTC Criteria & Indicators for Tour Operators](#) 

People

Planet

Places

Supply Chain

Measurement

Communication

Developing a sustainability strategy doesn't have to be overwhelming. It's about starting where you are and building from there. Whether you're focusing on people, the planet, or how you do business, even small changes can lead to meaningful impact. We recommend looking at sample strategies for inspiration and exploring each of the core focus areas we've outlined. Each section includes practical action steps, aligned with the UN Sustainable Development Goals (SDGs), to help you move forward with intention, not perfection.

[Sample Sustainability Strategies](#) 

PEOPLE

Stakeholders are people or groups affected by your business, such as employees, customers, suppliers, and communities.

Identifying key stakeholders helps focus efforts where they matter most. Tools like mapping and materiality assessments guide smarter decisions, while strong local partnerships and attention to equity and culture build lasting impact.

Resources:

- [Identifying Tourism Stakeholders](#)
- [Hilton Materiality Assessment](#)
- [Behavioral Economics Guide](#)
- [Behavior-Smart Platform](#)
- [Tourism Cares: Partnerships](#)
- [Inclusivity Is Sustainability](#)
- [Tourism Cares: Talent Source & Hiring](#)
- [EXO Travel Giving Well Guide](#)
- [We Travel Academy - Indigenous Tourism](#)

Goal: Protect people and promote equity by embedding DEI, accessibility, ethical tourism, and stakeholder inclusion into every level of your operation.

Building Your Strategy:



Map Your Key Relationships (Identify Stakeholders)

Understand who you're connected to and how. Mapping your key relationships helps align business goals with community needs, ensuring your efforts are focused, collaborative, and impactful.



Gather Input from those You Impact (Materiality Assessment)

Talk to the people your work affects to find out which issues matter most to them and to your business. Use what you learn to help decide what to focus on and where to make the biggest impact.



Promote Equal Opportunity

Within your organization, ensure fair employment practices, including access to management positions without discrimination. Externally, design tours and partnerships that reflect diversity and provide opportunities for all communities to benefit.

PLANET

Understanding your carbon footprint, for both your business operations and tours, is the first step toward climate action. Start by calculating emissions and identifying high-impact areas like transportation or energy use and food waste. From there, explore solutions such as renewable energy, carbon offsets, and more efficient itineraries. Setting clear sustainability goals and embracing nature-positive practices helps reduce harm and protect the places we depend on.

Resources:

- [Tourism Cares: Decarbonization](#)
- [Carbon Footprint Calculator](#)
- [Travel Carbon Footprint Calculator](#)
- [Corporate Climate Action Checklist](#)
- [Setting Science Based Targets in Travel and Tourism](#)
- [Combating Climate Change as a Tour Company](#)
- [Tour Operator Scope Emissions](#)
- [WTTC's Nature Positive Travel and Tourism Toolkit](#)
- [Business Carbon Consultancy](#)

Goal: Minimize environmental impact and contribute to climate solutions through responsible operations and nature-positive tourism.

Building Your Strategy:



Calculate Your Carbon Emissions

Measuring emissions across your tours and operations helps identify where you have the biggest impact. By tracking carbon use, you can uncover areas for improvement and take practical steps toward a lower-emissions future.



Create a Climate Action Plan

Developing a clear plan focused on decarbonization, renewable energy, and efficient practices helps reduce your environmental footprint. Implement waste reduction & recycling, and offset what can't be reduced.



Incorporate Nature Positive Tourism

Designing tours that protect nature and support biodiversity ensures long-term destination health. By focusing on conservation and responsible practices, you help preserve the natural places your travelers value most.

PLACES

Caring for the places you visit starts by understanding each destination's needs and limits. Assessing visitor flow, local infrastructure, and cultural sensitivities helps you design itineraries that respect residents and reduce strain. Prioritizing locally owned guides, eateries, and attractions keeps money in the community and preserves authentic character.

Tools like destination stewardship plans and carrying-capacity studies can guide smarter planning and protect the soul of every place you explore.

Resources:

- [Tourism Cares - Meaningful Travel Map](#)
- [Intrepid: Community Based Tourism](#)
- [Managing Overtourism in Tourism Destinations](#)
- [Stewarding Destinations into a Meaningful Future](#)
- [Placemaking in Regenerative Tourism](#)

SUPPLY CHAIN

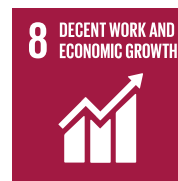
Building a sustainable supply chain starts by understanding how your partners operate. Surveying suppliers on energy use, waste practices, and labor standards helps you choose those who share your values. Prioritizing local and ethical businesses reduces your impact and supports community well-being. Tools like the Tourism Cares Meaningful Travel Map can help guide these decisions.

Resources:

- [Tourism Cares - Meaningful Travel Map](#)
- [Tour Operator Sample Survey for Suppliers](#)
- [Engaging Suppliers and Setting Sustainability Criteria](#)
- [Supplier Code of Conduct](#)
- [Tourism Cares - Guide to Meaningful Travel Product](#)
- [Supply Chain Engagement for Tour Operators](#)
- [18 USTA Hotel Sustainability Guidelines](#)
- [Tourism Cares: Hotel Sustainability](#)

Goal: Ensure that tourism benefits the places you visit through local reinvestment, community leadership, accessibility, and cultural respect.

Building Your Strategy:



Support Local Economies

Partnering with local businesses keeps tourism dollars in the community by supporting jobs, ownership, and destination resilience, while strengthening local supply chains and pride.



Support Destination Resilience

Managing visitor flow and infrastructure reduces overcrowding, preserving residents' quality of life and helping destinations thrive long after travelers return home.



Ensure Accessibility For All

Making sure sites, buildings, and activities are accessible to people with physical disabilities and special needs, with considerations tailored to the nature of each destination or experience.

Goal: Build a values-driven supply chain that supports environmental sustainability, social equity, and community well-being.

Building Your Strategy:



Survey Your Current Suppliers

Surveying vendor practices helps you make informed choices, and can even prompt suppliers to improve. Focusing on energy, waste, and sustainability can lead to a more responsible supply chain.



Choose Climate-Conscious Partners

Selecting vendors who prioritize clean energy and low emissions strengthens your climate commitments. These choices help reduce your impact and support industry-wide change.



Prioritize Small and Minority-Owned Vendors

Partner with local, underrepresented businesses and commit to fair, on-time pay to support inclusive growth and reduce poverty in tourism communities.

What gets measured gets managed, but what gets shared builds trust. Tracking your impact is the first step. Sharing it with honesty is how we move the industry forward together.

MEASUREMENT

Measurement turns sustainability goals into real progress. Start by setting clear, measurable targets supported by leadership and defined roles across your team. Use key performance indicators (KPIs) to track progress and regularly review results with input from stakeholders. Conduct audits to find areas for improvement, and share your progress through transparent reporting. When you build accountability into your strategy, you create a roadmap for meaningful, lasting change.










Track Your Progress

Tracking your progress creates trust and accountability. Transparent reporting, clear benchmarks, and regular evaluation ensure your sustainability efforts are both credible and meaningful.

Building Your Strategy:

- **Establish Key Performance Indicators (KPIs)**, to measure progress toward sustainability goals, track the effectiveness of actions taken, and align with company-wide targets.
- **Conduct Regular Audits**, to assess performance, ensure accountability, identify opportunities for continuous improvement, and foster transparency with stakeholders.

Resources:

[Tourism Cares: Impact Measurement](#) 
[Brightest - EU Sustainability Reporting Summary](#) 
[GRI Report - CSRD Essentials](#) 
[Iris Carbon - EU Corporate Sustainability Due Diligence Directive Overview](#) 
[WTTC Guide - The Impact of Mandatory Reporting on Travel and Tourism](#) 
[UN SDG Impact Assessment Tool](#) 
[B Corp Impact Assessment](#) 

COMMUNICATION

Communication brings your sustainability goals to life and invites others to join the journey. Share your progress openly, including successes and challenges, through tools like reports, signage, or social media. Set clear expectations for guests and staff, and make sure your values align with your sustainability goals. Avoid greenwashing by being honest about where you are and where you're headed. Transparency and authenticity build trust, and that's what makes your message stick.











Share Your Impact

Sharing your impact engages partners, communities, and travelers. Open dialogue and collaborative storytelling demonstrate integrity and help move meaningful travel forward together.

Building Your Strategy:

- **Educate Guests on Sustainable Travel**, by providing tips and resources to help them reduce their impact during tours.
- **Host Team-Wide Sustainability Meetings**, to align staff on goals, share updates, and gather feedback on your efforts.
- **Create Inclusive Marketing Campaigns and an Annual Report**, that highlight your sustainability journey market your progress authentically while sharing goals, achievements, and challenges.

Resources:

[Anti-Greenwashing Playbook](#) 
[Intrepid - Global Ethical Marketing Policy](#) 
[Visit Norway - Sustainable Tourism Marketing](#) 
[Tourism Cares - Marketing Your Sustainability](#) 
[Tourism Cares Commitments + Policies](#) 
[Discova Carbon Impact Correction Journey](#) 
[Intrepid Integrated Annual Report](#) 
[MaCher Progress on Sustainability Report](#) 

TURNING COMMITMENT INTO CERTIFICATION

Caring about meaningful travel is an important first step, and **certification** is one way to build on that commitment. It helps turn **values into action**, offering **structure, guidance,** and **recognition** as you grow your impact. For tour operators, DMOs, and travel companies of all sizes, third-party certifications can serve as both a **roadmap and a supportive framework** to help you reach your meaningful travel goals. These programs help you **measure and improve** your practices in areas like environmental impact, labor standards, community benefit, animal welfare, and supplier responsibility. They also show your travelers and partners that **you're serious about doing business the right way.**

NTA has your back! Here are two meaningful travel resources that are both widely recognized, **GSTC-aligned programs** to assist in your journey to turn commitment into certification. Whether you're **taking your first steps** or aiming for **deeper accountability**, certifications like Travelife and GreenStep offer both **structure and support** as you grow your impact.



www.travelifesustainability.com 

Travelife is a comprehensive **training and management program** that helps tour operators and travel companies build sustainable business practices through **education, tools, and ongoing support.** It provides **practical resources** to guide you in assessing your operations, setting goals, and improving social and environmental performance. As you progress on your sustainability journey, Travelife offers **levels of membership** including **Engaged, Partner, and Certified**, each designed to meet you where you're at and help you take the next step with **structure** and **confidence.**



www.Greenstep.ca 

GreenStep provides a **flexible option** for **businesses and destinations.** It begins with a self-assessment that **benchmarks your performance** and **identifies gaps.** From there, you receive **tools, resources, and coaching** to strengthen your efforts. Businesses that choose to pursue certification can undergo a third-party audit and earn one of **four achievement levels: Bronze, Silver, Gold, or Platinum**, each representing deeper integration of sustainability into operations. This supportive approach helps organizations **continually improve at their own pace**, making sustainability accessible for all.

Certification isn't about being perfect. It's about progress. It's a tool to help you get started, stay accountable, stay informed, and stay on the path.

A NEW ERA OF TOURISM

CIRCULAR AND REGENERATIVE BY DESIGN

Tourism That Restores

Tourism is evolving, not just to sustain, but to restore. Circular and regenerative tourism shifts the focus from minimizing harm to actively improving destinations, benefiting both people and the planet.

A Living, Breathing Approach

This model works with nature by supporting healthy ecosystems, restoring landscapes, and honoring the rhythms of the earth. It's about traveling in a way that nourishes the places we visit, not just preserves them.

Travelers as Stewards

Regenerative tourism invites deeper engagement. Guests might help replant native species, support local food systems, or join community-led conservation efforts. It's hands-on, place-based, and transformative.

Collaboration That Uplifts

True regeneration requires trust and teamwork. When tour operators, communities, and governments align around shared values, tourism becomes a tool for healing instead of simply growth.

A Positive Cycle

Circular tourism creates ripple effects: stronger local economies, resilient ecosystems, and a global model that inspires change. This is tourism as a mutual relationship in which both the traveler and the destination grow stronger together.



TOGETHER, WE CREATE MEANINGFUL TRAVEL

Meaningful travel is a journey that involves more than just reaching a destination. It is about the **impact we make along the way**. As an industry, **we must work together** with tourism leaders, global partners, tour operators, suppliers, and destination marketing organizations to **embrace sustainable practices** and **foster responsible tourism** that benefits people, the planet, and local communities. By aligning our efforts and **creating shared goals**, we can build travel experiences that are not only enriching for travelers but also **preserve the world's cultural and natural heritage** for future generations.

NTA is committed to supporting our members on this journey by providing resources, partnerships, and guidance to ensure that **meaningful travel is at the forefront of our industry**. We advocate for a **holistic** and **inclusive** approach that engages all stakeholders and creates a diverse, thriving tourism ecosystem. We encourage every member to **take a first step**, whether by joining Tourism Cares, partnering with a certification company, starting to measure carbon emissions, or making real changes in the supply chain and within tour products. These actions **build momentum** and send a clear message that our **industry is serious about protecting what matters most**.

Together, we can **drive collective action** and ensure the continued growth of the travel industry, all while making a lasting, **meaningful impact**. Together, we can create a world where every adventure contributes to a **positive and lasting change**.

Join us on this journey. **Be part of the change** and contribute to **meaningful travel** that supports people, places & planet, as well as generations to come.

