



Center for Responsible Travel
Transforming the way the world travels
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World Tourism Day 2022 - Panelist & Speaker Expression of Interest

The Center for Responsible Travel (CREST) is excited to announce that our World Tourism Day Forum 2022 speaker and panelist expression of interest is now open. This year's forum, ***Destination Stewardship: A Virtual World Tourism Day Forum***, is taking place virtually September 27, 2022, 1:00 -3:30pm EDT.

As defined by the Global Sustainable Tourism Council, **destination stewardship** is “a process by which local communities, governmental agencies, NGOs, and the tourism industry take a multi-stakeholder approach to maintaining the cultural, environmental, economic, and aesthetic integrity of their country, region, or town.” It is about protecting the very qualities that make a place first and foremost a wonderful place to live, with the added benefit of being a wonderful place to visit.

About the program:

This virtual forum will be a research-based discussion with practical examples of how destination stewardship is being implemented around the world so participants walk away with a better understanding of what destination stewardship is, why it's important (beyond economics, including preserving and enhancing a place's natural, cultural, and spiritual elements), and how communities are successfully implementing it around the world. We aim to show how communities can implement destination stewardship best practices and models that serve the interests of all their residents and stakeholders.

We are seeking speakers and panelists who can make the topic accessible and engaging, sharing data with practical implications that encourage the industry to act. Their wisdom should be shared widely so other organizations can be inspired to implement changes that will continue to shape and drive all tourism stakeholders to steward destinations more effectively.

Format: There will be two panels taking place on September 27th, 2022. Within each of these sessions, there will be 3-5 panelists who will give a short talk, engage in a panel discussion, and a Q and A. This one-day event will also have keynote and plenary speakers.

Panel 1:

- We are looking for speakers from destinations around the world who are on the path to successfully implementing a destination stewardship model. The discussion will cover the challenges the panelists have encountered (funding, buy-in, mindset shifts, know-how, siloed thinking, pandemic) and how they overcame them (partnerships, put communities first, quality over quantity, etc.).



Panel 2:

- We are looking for destination managers and marketing professionals who can answer the following questions: How are marketing professionals working to best leverage community-centered storytelling to promote their destinations? How is the story of destination stewardship framed and how can we use marketing to put communities first and prioritize Justice, Equality, Diversity, and Inclusion (JEDI) principles?

Plenary:

- We call for plenary speakers from around the world to present their innovative ideas and share inspiring messages with our attendees at this global platform on Destination Stewardship.
- We are seeking two plenary speakers, who will present for 5 minutes, serving as an introduction to each of the panels. Please refer to the panel descriptions when applying for either plenary speaker 1 or 2.

Please note: CREST staff members are diligently working to improve our organization and ourselves through a diverse, equitable, and inclusive lens. We seek to create a more equitable future for destinations and communities through sustainable tourism solutions by challenging marginalization in tourism development, bringing a diverse spectrum of voices to the forefront of our initiatives, and fostering equitable access to opportunities and resources to the best of our ability. Together, we have a chance at fostering a happy and healthy community.

Honorarium:

If you are selected as a speaker or panelist, we will provide an honorarium. If the speaker can't accept an honorarium, we're happy to donate it in the speaker's name to a charity of their choice. Unfortunately, we cannot accommodate requests to split honoraria between multiple individuals or organizations.

Commitment:

- Our conference's presentations are developed iteratively and collaboratively. As a presenter, you would commit to one hour on the day of, and an hour-long prep session held in mid-August leading up to the conference.
- Panelists would need to be live the day of the Forum: no pre-recorded videos.
 - We are aiming to have the panels from 1:00 -3:30 pm EDT, however if a speaker cannot commit to a time within this timeframe, we will consider changing it.
- We would need your speaker bio and photo by June 15th.



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- As part of our mission, we provide high-quality free resources for tourism professionals. After this event, we will be publishing resources gained from this forum, and speakers will be asked to contribute a summary of their presentation and perspective.

Timeline:

- Deadline for submissions Thursday, May 19, 2022
- Agenda decisions finalized by early June 2022
- Prep-session mid-August 2022
- World Tourism Day Forum September 27, 2022

Lastly, we want to share our event website which will be updated frequently with the most up-to-date information: <https://www.responsibletravel.org/world-tourism-day-forum/>

Any questions? Contact Director of Marketing & Communications, Alix Collins, at acollins@responsibletravel.org.

The submission deadline is 11:59pm EDT Thursday, May 19. Required fields are marked by an asterisk—and the more information you provide, the better.