The Role of Traveler Education in the Regenerative Tourism Movement
RISE Travel Institute is a registered 501(c)3 nonprofit organization with a mission to inspire responsible, impactful, sustainable and ethical travel through education.

We envision a world where travel is a force for positive transformation for both travelers and travel destinations.
The Need for Traveler Education

- Traveler-centric
- 'Me' mentality
- Colonial mindset/white saviorism
- Extractive model
- Bucket list driven
- Lack of understanding of sustainability
- Unaware of tools to travel mindfully

- Community-centered
- 'We' mentality
- Decolonization
- Regenerative model
- Consciousness driven
- Holistic understanding of sustainability
- Practical 'how to's to travel more responsibly
A community-centered tourism ecosystem

DMOs
Tourism businesses
Host communities
IOs and Nonprofits
Travelers
RISE Educational Curriculum

Our Online Educational Curriculum

- RISE Flagship Program: Certificate in Sustainability and Anti-Oppression in Travel (10 weeks, cohort-based)
- Asynchronous short courses on social justice, animal protection and environmental sustainability issues in relation to travel
- Asynchronous short courses on destinations
Our educational approaches

- Systems thinking framework, focusing on interconnectedness
- Anti-oppression
• 10-week Certificate Program in Sustainability and Anti-Oppression in Travel launched in Summer 2020
• 80+ participants from around the world to date
• 31 alumni submitted an optional capstone project, presented at our first Annual Student Conference and received the certificate
• 9 tuition grants and 2 travel scholarships offered
• RISE Travel Institute selected as the finalist and winner for two impact awards
Short Courses on Sustainability and Anti-Oppression in Travel

- Vaccine justice
- DEI in travel
- Privilege, power, and cultural consciousness
- Climate emergency & climate actions
- Travel and migration
- Indigenous-led tourism
- Food sovereignty
- Ethical storytelling
- Ethical travel photography
- Voluntourism
- Ethical human-animal interactions
- Digital nomadism and sustainability
More profound understanding of the destination's history, culture, social, economic, political and environmental justice issues affecting the local populations

Deconstruct the mainstream colonial narratives about these places and debunk any myths and misconceptions about these cultures

Become more culturally sensitive, respectful and responsible

More meaningful travel experiences

Short courses on destinations

Benefits for travelers:

- More profound understanding of the destination's history, culture, social, economic, political and environmental justice issues affecting the local populations
- Deconstruct the mainstream colonial narratives about these places and debunk any myths and misconceptions about these cultures
- Become more culturally sensitive, respectful and responsible
- More meaningful travel experiences
The Conscious Travel Series

Short courses on destinations

Benefits for host communities:

• Generate a sustainable revenue stream for destination partners and the communities they support through student enrolment all year round
• Increase the visibility of grassroots sustainable development projects
• Amplify the voices of local and Indigenous communities around the world by providing them a platform to share their own stories
RISE Experiential Journey

- For RISE Certificate Program Alumni only
- 10–14 days
- 1–2 times a year
- Destination course as part of pre-departure training
- Partner with value-aligned local businesses/organizations
- Activities tied to the RISE curriculum
- Support local and Indigenous communities and sustainable development projects
Our Commitment to Diversity, Equity, Inclusion, and Accessibility

- Anti-oppression curriculum
- Community-focused EJ itineraries
- DEI in recruitment & management
- Tuition Grants
- Travel Scholarships
- Tiered-Pricing Model
To Learn More:

https://www.risetravelinstitute.org