



March 9, 2021

## Future of Tourism Coalition establishes Advisory Committee

The Future of Tourism Coalition, consisting of six global tourism NGOs which came together last June with [13 Guiding principles](#) to 'Build Back Better' and put communities at the center of tourism recovery and regrowth, has set up an Advisory Committee of distinguished experts.

The Advisory Committee will provide the Future of Tourism Coalition with expertise and guidance on areas that are strategic for the transformation of tourism and may otherwise be under-represented. It provides broader perspectives to ensure the movement remains true to its Guiding Principles, mission and vision, and that the approach is inclusive, integrated, and representative.

The Advisory Committee currently consists of 13 members:

[Alessandra Alonso](#), Founder, Women In Travel cic  
[Cristina Blackburn](#), Director, Private Sector Engagement, World Wildlife Fund  
[Randy Durband](#), CEO, Global Sustainable Tourism Council (GSTC)  
[Alicia Fajardo](#), Founder, #TurismoRESET  
[Chris Flynn](#), President and CEO, World Tourism Association for Culture and Heritage  
[Stephanie Jones](#), Founder, National Blacks in Travel & Tourism Collaborative  
[Judy Kepher-Gona](#), Founder, Sustainable Travel and Tourism Agenda  
[Kelley Louise](#), Founder and Executive Director, Impact Travel Alliance  
[Ben Sherman](#), Chair, World Indigenous Tourism Alliance (WINTA)  
[Jeremy Smith](#), Co-Founder, Tourism Declares a Climate Emergency  
[Anna Spenceley](#), Chair, IUCN WCPA Tourism and Protected Areas Specialist Group (TAPAS Group)  
[Masaru Takayama](#), Founding Chair, Asian Ecotourism Network  
[Roni Weiss](#), Executive Director, Travel Unity

Advisory Committee members serve in an individual capacity, endorsed by their organizations, but not as their representatives. They act on a voluntary, pro bono basis and meet as a full group at least twice each year. Further appointments are anticipated in the coming months as the Coalition continues to seek greater inclusivity.

Jeremy Sampson, CEO of the Travel Foundation, and current Chair of the Advisory Committee, said:

"We are hugely grateful for the commitment that each Committee member has made to the Future of Tourism Coalition. We're so pleased to have their guidance on specific issues and their support in helping us to consider and amplify the voices and perspectives that need to be heard in order for communities to truly be at the

centre of tourism recovery and beyond. Our first Committee meeting was incredibly insightful and there was a strong call for more diverse representation and more listening to small businesses and community representatives from different regions around the world. The Advisory Committee is keen to help the Coalition in this regard, and I am delighted they will take an active role in contributing to our efforts.”

Nearly [500 organisations have already signed up](#) to the Future of Tourism’s Guiding Principles, and the Coalition recently announced they will be developing a series of webinars and a toolkit in the first half of this year around three themes that are fundamental for realising this shared vision:

- Destination stewardship and stakeholder engagement
- Managing tourism’s impacts
- Local and sustainable supply chains

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### **About the Future of Tourism Coalition**

The Future of Tourism Coalition is a collaborative effort to chart a new, more sustainable direction for tourism and shift the status quo. The Coalition is comprised of six non-governmental organizations:

- the Center for Responsible Travel (CREST),
- Destination Stewardship Center,
- Green Destinations,
- Sustainable Travel International,
- Tourism Cares, and
- the Travel Foundation

Launched in June 2020, the Coalition is pursuing a shared global mission: to place destination needs at the centre of tourism’s new future. Through commitment to their 13 Guiding Principles, the greater travel industry and destination agencies can align around a path forward for a more sustainable future for tourism.

[www.futureoftourism.org](http://www.futureoftourism.org)