



PRESENTS

Travel and the Sustainable Development Goals

Table of Contents

	page
A message from our founder, Vicky Smith	3
Who are we?	4
Our Values	6
Introduction	8
Goal 1: No Poverty	10
Goal 2: Zero Hunger	12
Goal 3: Good Health & Well-Being	14
Goal 4: Quality Education	16
Goal 5: Gender Equality	18
Goal 6: Clean Water	20
Goal 7: Clean Energy	22
Goal 8: Decent Work	24
Goal 9: Infrastructure, Industry & Innovation	26
Goal 10: Reduce Inequality	28
Goal 11: Sustainable Cities & Communities	30
Goal 12: Responsible Consumption & Production	32
Goal 13: Climate Action	34
Goal 14: Life Below Water	36
Goal 15: Life on Land	38
Goal 16: Peace & Justice	40
Goal 17: Partnerships	42
Tourism & Covid-19	44
Be the Change	46

A message from our founder, Vicky Smith.

Having worked in tourism in the mass market from the mid 1990s, in destinations and head offices, I've witnessed the negative impacts that most tourism has. So I wanted to find a better way: how and where tourism could, and would, help benefit the world we live in, and really connect with it, not just take from it.

And so Earth Changers was founded in 2017, coincidentally the UN Year of Sustainable Tourism for Development, for which I was thrilled Earth Changers was authorised as a solution by the UN World Tourism Organisation.

This ebook gives an insight - we hope you find it interesting, informative and useful.

As a small business offering a lot of advice for free, we'd love it if you can support us by liking, sharing and subscribing to our updates.

And if you're wanting a truly sustainable trip, unsure where to go, be sure to let us know so we can help advise you.

*Be the change with us,
Vicky*



To read more of Vicky's story visit

<https://www.earth-changers.com/sustainable-development/vicky-smith-founder>

Who are we?

Earth Changers is a curated collection of some of the best positive impact sustainable tourism from around the world.

We feature 'Life-Changing Places with World-Changing People for Extraordinary Experiences with Purpose'.

Travel to any of our partner destinations, & you can be an Earth Changer too.



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LIFE IS TOO SHORT TO NOT EXPLORE.
PIONEER. FOLLOW YOUR HEART AND ADVENTURE WITH PASSION.
EXPERIENCE THE WORLD, ITS EXTRAORDINARY PEOPLE & AWE-INSPIRING PLACES.

TRAVEL WITH PURPOSE, TO GIVE BACK AND HAVE A TRUE POSITIVE IMPACT.

BEHAVE WITH INTEGRITY. TAKE RESPONSIBILITY FOR YOUR CHOICES.

TRANSFORM. NOTHING WORTH DOING IS EASY, RESISTANCE REQUIRES PERSISTENCE.

LEARN, LIFE LONG, FROM CULTURAL DIFFERENCES,
ENLIGHTENED BY COMMUNITIES, ENGAGING IN COLLABORATION.

EMBRACE DIVERSITY, RESPECTING RIGHTS AND HERITAGE.

BE HUMAN-KIND. ALL PEOPLE ARE EQUAL, EVERYONE HAS THEIR STORY.

SHARE YOUR JOURNEY, SPIRITED, ENTERPRISING AND LIFE-CHANGING.

EMPATHY BRINGS CONNECTION, A SENSE OF BELONGING AND WELL-BEING.

WE ARE [NOT SEPARATE FROM] OUR ENVIRONMENT,
THE WORLD'S NATURE IS INTERCONNECTED AND PRECIOUS.

MOTHER EARTH ROAMS FREE WITHIN AND WITHOUT US.

LOVE AND CHERISH TO THRIVE AND FLOURISH.

QUALITY OVER QUANTITY TOUGH TRUTHS FOR REALITY.

AIM FOR PROSPERITY - OF MINDS, BODIES & SOULS.

TRUST YOUR INSTINCTS, YOUR SENSE OF PLACE AND BALANCE.

SWITCH OFF, RECHARGE. RECOGNISE
THE POWER OF RETREAT,
RECONNECTING & REVITALISING.

**LOVE OUR
WONDERFUL**

ASPIRE TO INSPIRE, STRIVE TO SUSTAIN. WORLD

Our Values

Values are the deeply held principles that are important to us, forming a foundation to help guide our decision-making, choices, behaviour, reactions and emotions.

They are the core of who we are, our motivators, drivers, passions and raison d'etre - our reason for being, our existence.

Earth Changers' values are:



Adventure - travel and adventure but also a curious mind for cultural exchange and life-long learning.



Connection - we are connected in the people we meet, the places we go and the purpose we serve. Our sphere extends to our environment and our relationships within it.



Integrity - we maintain our sustainability principles in our business practice. We are transparent, honest, upfront and open.

Our logo represents our values as well. To find out how visit

<https://www.earth-changers.com/blog/2016/10/29/the-earth-changers-logo>

To learn more about us check out: <https://www.earth-changers.com/earth-changers>





Introduction

In 2015, The Sustainable Development Goals (SDGs), officially known as "Transforming Our World: The 2030 Agenda for Sustainable Development" were adopted.

The ambitious inter-governmental set of 17 Sustainable Development Goals and 169 associated targets are "people-centred, transformative, universal and integrated" and build on the Millennium Development Goals (MDGs).

The purpose of the SDGs is to

- End poverty & hunger
- Improve health & education
- Make cities more sustainable
- Combat climate change
- Protect the world & oceans from environmental degradation
- Foster prosperous, peaceful, just & inclusive societies.

The United Nations World Tourism Organization (UNWTO) is the specialized agency responsible for the promotion of responsible, sustainable and universally accessible tourism.

2017 was designated The International Year of Sustainable Tourism for Development (#IY2017) by the United Nations.

To learn more on SDGs in tourism: <https://www.earth-changers.com/blog/2017/1/18/what-are-the-sustainable-development-goals-and-what-have-they-got-to-do-with-tourism> and the UN Year of Sustainable Tourism for Development: <https://www.earth-changers.com/blog/iy2017-international-year-of-sustainable-tourism-for-development>





Goal 1 No Poverty

As one of the largest and fastest growing economic sectors in the world, tourism is well-positioned to foster economic growth and development at all levels and provide income through job creation.

Sustainable tourism development, and its impact at community level, can be linked with national poverty reduction goals, those related to promoting entrepreneurship and small businesses, and empowering less favoured groups, particularly youth and women.

Our Partner in India

Experience unique community immersion in beautiful remote villages & valleys as you walk in the Himalaya foothills and discover an extraordinary experience of India's rural life whilst providing important supportive income to help sustain remote communities.

Your trip helps sustain these remote agricultural communities with a further income stream and job opportunities where rural exodus could otherwise threaten

the existence of the villages and preservation of their culture. This was the motivation behind the organisation's creation.

Impact

From 2013 to 2014 in Binsar, where 58% households are below the poverty line, the organisation generated 14% of Binsar's income, equivalent to two local full-time primary school teachers' annual salaries.

Read more about our partner in India:

<https://www.earth-changers.com/sustainable-places/india-village-ways>

Learn more about Goal 1: <https://www.earth-changers.com/purpose/end-poverty>





Goal 2 Zero Hunger

Tourism can spur agricultural productivity by promoting the production, use and sale of local produce in tourist destinations and its full integration in the tourism value chain.

In addition, agro-tourism, a growing tourism segment, can complement traditional agricultural activities. The resulting rise of income in local communities can lead to a more resilient agriculture while enhancing the value of the tourism experience.

Our Partner in Madagascar

Experience Sustainable Development in Action: Support community development and conservation to tackle extreme poverty and preserve one of the planet's most unique and endangered environments.

Our partner runs various projects in south east Madagascar that support conservation, health and livelihoods. One project is sustainable lobster fishing.

Impact

By working with the local community fishermen, a No Take Zone was proven to result in better yield to support the lobster market price and income.

Working with 400-500 fishermen, where lobster fishing can generate 80% of household income, this makes a serious impact on the community.

Read more about our partner in Madagascar:

<https://www.earth-changers.com/sustainable-places/madagascar>

Learn more about SDG 2: <https://www.earth-changers.com/purpose/zero-hunger>





Goal 3

Good Health & Well-Being

Tourism's contribution to economic growth and development can also have a knock-on effect on health and well-being.

Income from tourism can be reinvested in health care and services, which can improve maternal health, reduce child mortality and prevent diseases, among others.

Our Partner in Nicaragua

Experience a sustainable secluded luxury at a stay in the ecolodge, located in Granada Isletas, Lake Nicaragua.

Impact

This retreat contributes to numerous projects for the well-being of the local community. This includes installing a filtration system for clean drinking water, a school milk and nutrition program, a community health centre and support for parents with access to visiting health practitioners to help them cope with their daily challenges.

Read more about our partner in Nicaragua:

<https://www.earth-changers.com/sustainable-places/nicaragua-jicaró-island-ecolodge>

Learn more about SDG 3: <https://www.earth-changers.com/purpose/health-well-being>





Goal 4

Quality Education

A well-trained and skillful workforce is crucial for tourism to prosper. The sector can provide incentives to invest in education and vocational training and assist labour mobility through qualifications, standards and certifications.

In particular youth, women, senior citizens, indigenous peoples & those with special needs should benefit through educational means where tourism has the potential to promote inclusiveness, the values of a culture of tolerance, peace & non-violence, and all aspects of global exchange and citizenship.

Our Partner island in Tanzania

Travel to a globally famous ecotourism haven of some of the most pristine coral reefs in the world and make a real difference.

Our partner runs a successful conservation awareness program for schools, communities and government officials as well as teaching local Muslim girls to swim and snorkel.

Impact

By mid-2020, Chumbe had taught and raised conservation awareness with over 8100 school children, 1300 teachers and 1311 community members plus developed understanding of its legal and institutional requirements with government officials.

Read more about our partner in Tanzania:

<https://www.earth-changers.com/sustainable-places/tanzania-chumbe-island>

Learn more about SDG 4: <https://www.earth-changers.com/purpose/education>





Goal 5 Gender Equality

Tourism can empower women in multiple ways, particularly through the provision of jobs and through income-generating opportunities in tourism and hospitality-related enterprises.

As one of the sectors with the highest share of women employed and entrepreneurs, tourism can be a tool for women to unlock their potential, helping them to become fully engaged and lead in every aspect of society.

Our Partner in Madagascar

As a volunteer, support community development and conservation projects to tackle extreme poverty and preserve one of the planet's most unique and endangered environments.

One of the projects trains local women to produce and sell high quality embroidered products, learn language and business skills to provide a sustainable income and livelihood for their families.

As a result of Covid 19, they turned their hands to mask making.

Impact

11 embroiderers has now become 90, supporting on average 11 community members each.

Read more about our partner in Madagascar: <https://www.earth-changers.com/sustainable-places/madagascar>

Learn more about SDG 5: <https://www.earth-changers.com/purpose/gender-equality-female-empowerment>





Goal 6

Clean Water

Tourism can play a critical role in achieving water access and security, hygiene and sanitation for all.

The efficient use of water in the tourism sector, coupled with appropriate safety measures, wastewater management, pollution control and technology efficiency, can be a key to safeguarding our most precious resource.

Our Partner in Nepal

A stay at this stunning haven of tranquillity in Nepal's trekking capital restores the soul and supports the local community with pioneering responsible tourism.

Impact

When the lodge was built, the village permitted the use of a spring, so the families from whom the land was bought were also provided with private water taps, with resulting health and education benefits: freeing girls' time for school that would otherwise be demanded for fetching water.

Read more about our partner in Nepal:

<https://www.earth-changers.com/sustainable-places/nepal-tiger-mountain-pokhara-lodge>

Learn more about SDG 6: <https://www.earth-changers.com/purpose/water>





Goal 7 Clean Energy

As a sector that requires substantial energy input, tourism can accelerate the shift toward renewable energy and increase its share in the global energy mix.

Consequently, by promoting sound and long-term investments in sustainable energy sources, tourism can help to reduce greenhouse gas emissions, mitigate climate change and contribute to innovative and new energy solutions in urban, regional & remote areas.

Our Partner in Indonesia

The luxury of indulgence in a unique, back-to-nature, private island escape. Your stay isn't just a retreat, relax and recharge for you, it also enables employment and training for locals and, through its foundation, a positive impact even beyond the immediate communities, with education, arts and crafts retail, sports and cultural preservation programs from which over 8000 local villagers have benefitted.

Impact

Solar panels provide hot water and create excess energy for battery storage so generators can even be switched off 12 hours per day.

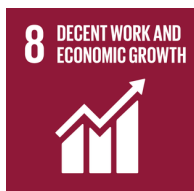
Villas raised off the ground, vaulted ceilings and fans encourage air-flow, avoid air conditioning and minimise energy. There's no TVs, DVDs, phones or fridges, just low voltage LED or CFL lighting, plus minimal recycled cooking oil tiki lamps along pathways so as to not disorientate nightlife like nesting turtles.

Read more about our partner in Indonesia:

<https://www.earth-changers.com/sustainable-places/indonesia-nikoi-island>

Learn more about SDG 7: <https://www.earth-changers.com/purpose/sustainable-energy>





Goal 8

Decent Work

Tourism is a driving force of global economic growth, currently providing 1 in 10 jobs worldwide. By giving access to decent work opportunities in tourism, society - particularly youth & women - can benefit from increased skills & professional development.

Target 8.9 recognises tourism's contribution to job creation "By 2030, devise & implement policies to promote sustainable tourism that creates jobs & promotes local culture & products".

Our Partner in South Africa

Sustainable luxury at its finest in one of South Africa's most unique and prized ecosystems over the sweeping wilderness and unique fynbos of Walker Bay.

Initiatives include an organic farm providing entrepreneurship, enterprise development skills and income for women from the nearby township, as well as supporting food security, and Green Futures vocational school training in conservation and hospitality.

Impact

Since its inception 15 years ago, over 300 young people have graduated from training. More than 90% of graduates have found employment on completion of the course, 40% with the lodge itself.

Read more about our partner in South Africa:

<https://www.earth-changers.com/sustainable-places/south-africa-grootbos-fynbos>

Learn more about SDG 8: <https://www.earth-changers.com/purpose/employment-livelihoods>





Goal 9 Infrastructure, Industry & Innovation

Tourism development relies on good public and privately supplied infrastructure and an innovative environment. It can also incentivise national governments to upgrade their infrastructure and industries to be more sustainable, resource-efficient and clean, as a means to attract tourists, and other sources of foreign investment. This should also facilitate further sustainable industrialization, for economic growth, development & innovation

Our Partner in Morocco

Award-winning genuine Berber hospitality with superb rooms in a spectacular Atlas Mountains setting.

The Kasbah's restoration was so sympathetic to its original design that 'the approach was enforced by the King of Morocco as a regional standard.

In collaboration with local businesses, their foundation also built a municipal waste collection system for the whole community.

Impact

They built an incinerator, established an annual collection day and since 2009 replaced mules with a rubbish truck.

They also support education access for girls in the remote communities, who ordinarily wouldn't attend high school away from home due to gender segregation rules. The foundation supports boarding houses and house mother chaperones while the girls live away to study: more than 90% pass and over 150 have enrolled at University since 2013.

Read more about our partner in Morocco

<https://www.earth-changers.com/sustainable-places/morocco-kasbah-du-toubkal>

Learn more about SDG 9:

<https://www.earth-changers.com/purpose/infrastructure-industry-innovation>





Goal 10 Reduce Inequality

Tourism can be a powerful tool for community development & reducing inequalities if it engages local populations & all key stakeholders in its development. Tourism can contribute to urban renewal & rural development & reduce regional imbalances by giving communities the opportunity to prosper in their place of origin.

Tourism is an effective means for the Least Developed Countries (LDCs) to take part in the global economy. In 2015, LDCs received US\$ 21 billion in exports from international tourism (7% total exports) helping some graduate from LDC status.

Our Partner in Galapagos

Experience island beauty, The Galapagos old way of life and out-of-this-world wildlife in one of the few World Heritage Marine Reserves.

1000 kilometres off mainland Ecuador, the Galapagos Islands' remote location means special nature abounds.

However, what many don't realise is how both the remoteness and tourism leaves local people unsupported.

Impact

This is the first community-based tourism in the Galapagos. Unlike much local cruise tourism, this project helps to directly increase the economy of the islands as income gained stays within the local economy.

Read more about our partner in Ecuador:

<https://www.earth-changers.com/sustainable-places/floreana-galapagos-islands>

Learn more about SDG 10: <https://www.earth-changers.com/purpose/equality>





Goal 11 Sustainable Cities & Communities

A community that is not good for its citizens is not good for tourists. Sustainable tourism has the potential to advance infrastructure and universal accessibility, promote regeneration of areas in decay and preserve cultural and natural heritage, assets on which tourism depends.

Greater investment in green infrastructure (more efficient transport facilities, reduced air pollution, conservation of heritage sites and open spaces, etc.) should result in smarter and greener communities, from which residents and so tourists, can benefit

Our Partner in Costa Rica

Sustainable luxury on the Osa Peninsula, Costa Rica, at one of the most nature-immersed ecolodge experiences in the world. The founder's goal was to keep people from abandoning their home to live in the cities. To achieve this, focus creates jobs and education opportunities in the community rather than see rural-urban migration.

Impacts

Now more than 90% of 60+ employees are from local communities.

Other projects include:

- Organising anti-drug programs.
- Environmental education and skills training on best practices.
- Organising local waste and recycling centre.
- Road maintenance and repair from erosion and landslides.

Read more about our partner in Costa Rica:

<https://www.earth-changers.com/sustainable-places/costa-rica-lapa-rios>

Learn about SDG 11: <https://www.earth-changers.com/purpose/sustainable-cities-communities>



©Venetia Norrington, 2018





Goal 12 Responsible Consumption & Production

'A tourism sector that adopts sustainable consumption and production (SCP) practices can play a significant role accelerating the global shift towards sustainability. To do so, as set in Target 12.b, it is imperative to "Develop and implement tools to monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products".

The Sustainable Tourism Programme (STP) of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP) aims at developing such SCP practices.

Our Partner in Malawi

Gain incredible insight into key global issues facing rural communities in Africa through immersive learning opportunities and challenge events.

In visiting inspiring sustainable development community initiatives such as a fair trade tea plantation, guests learn from the SDGs in action in a developing country.

Impacts

1.5% of holiday costs goes to local projects for the conservation of the ecosystems and rich culture of rural communities you benefit from during your stay in Malawi.

This has so far generated in excess of \$31,000 to conservation and \$88,000 facilitated community donations through more than 10,000 travellers, with more than 23,000 beneficiaries.

Read more about our partner in Malawi:

<https://www.earth-changers.com/sustainable-places/malawi-responsible-safari-company>

Learn more about SDG 12:

<https://www.earth-changers.com/purpose/sustainable-consumption-production>



© Ian Johnson



© Sai, 2012



Goal 13 Climate Action

Tourism contributes to and is affected by climate change. It is, therefore, in the sector's own interest to play a leading role in the global response to climate change.

By lowering energy consumption and shifting to renewable energy sources, especially in the transport and accommodation sector, tourism can help tackle one of the most pressing challenges of our time (UNWTO).

Our Partner in Kenya

Live an ancestral experience with the backdrop of Kilimanjaro where the wildest nature meets the Maasai warriors' culture, all whilst protecting what you are enjoying.

Our partner created the Maasai Wilderness Conservation Trust (MWCT) whose REDD+ (Reducing Emissions from Deforestation and forest Degradation) project is a UN climate change mitigation strategy for biodiversity and active forest management, and alternative livelihoods for local communities.

Impact

The MWCT as so far benefitted over 10,000 people in conservation, education and health.

The REDD+ project is for 30-years between 9 organisation partnerships under the Verified Carbon Standard (VCS) and Climate, Community and Biodiversity (CCB) standards, protecting 1,000,000 acres which can prevent 37 million tonnes of CO₂ emissions. The first carbon credit was sold in 2017.

Read more about our partner in Kenya:

<https://www.earth-changers.com/sustainable-places/kenya-campi-ya-kanzi>

Learn more about SDG 13: <https://www.earth-changers.com/purpose/climate-change>





Goal 14 Life Below Water

Coastal and maritime tourism, tourism's biggest segments, particularly for Small Island Developing States' (SIDS), rely on healthy marine ecosystems. Tourism development must be a part of Integrated Coastal Zone Management to help conserve and preserve fragile marine ecosystems and serve as a vehicle to promote a blue economy, in line with target 14.7:

'By 2030, increase the economic benefits to Small Island Developing States and Least Developed Countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism.'

Our Partner on the Oceans

Regular people can join a crew at sea to observe, document, learn and communicate about marine exploration and conservation on expedition sailing trips.

Impact

Guests help gather valuable data for conservation while building their hands-on marine exploration skills. Projects include documenting floating debris in our world's oceans via transects - trawling the sea with a fine net - to analyse volume and categorise plastic contents.

Read more about our partner on the Oceans:

<https://www.earth-changers.com/sustainable-places/pangaea-exploration>

Learn more about SDG 14: <https://www.earth-changers.com/purpose/marine-conservation>





Goal 15

Life on Land

Majestic landscapes, pristine forests, rich biodiversity, and natural heritage sites are often main reasons why tourists visit a destination.

Sustainable tourism can play a major role, not only in conserving and preserving biodiversity, but also in respecting terrestrial ecosystems, owing to its efforts towards the reduction of waste and consumption, the conservation of native flora and fauna, and its awareness-raising activities.

Our Partner in Croatia

Europe's only guest working ranch with unique cowboy culture and specialist equestrian centre, located in a National Park and UNESCO Biosphere Reserve.

They work closely with community, conservation organisations like Rewilding Europe, local and regional governments in developing responsible and sustainable responsible impacts, benefits, programs and research.

Impact

1.5% of every booking goes towards protecting the ecosystems tourists benefit from during their stay.

This has so far generated in excess of \$31,000 to conservation, \$88,000 facilitated community donations through more than 10,000 travellers, with more than 23,000 beneficiaries.

To read more about our partner in Croatia:

<https://www.earth-changers.com/sustainable-places/croatia-linden-tree-retreat-ranch>

Learn more about SDG 15: <https://www.earth-changers.com/purpose/conservation>





Goal 16

Peace & Justice

As tourism revolves around billions of encounters between people of diverse cultural backgrounds, it can foster multicultural & inter-faith tolerance & understanding, laying foundations for more peaceful societies.

Sustainable tourism benefits & engages local communities, can provide a source of livelihood, strengthen cultural identities, spur entrepreneurial activities, help prevent violence & conflict taking root, and consolidate peace.

Our Partner in Kenya

Cooperation between people can support mutual gain and sustainable development. For example our Kenya partner's ecolodge, established the Maasai Conservation Wilderness Trust, amongst other things seeking to prevent human-wildlife conflict. Maasai live on livestock and wild animals such as lions kill their cattle.

Normally they would hunt the wild animal however the Trust educates them about benefits of the wildlife for tourism, which benefits them in the long run, compensates them for any cattle loss instead.

Impact

A portion of guest fees is a 'payment for ecosystem services', establishing a fund which supports the MWCT initiatives in conservation, education and health, so far impacting over 10,000 people.

Read more about our partner in Kenya:

<https://www.earth-changers.com/sustainable-places/kenya-campi-ya-kanzi>

Learn more about SDG 16:

<https://www.earth-changers.com/purpose/peace-justice-strong-institutions>



© Ian Yeoman, 2020





Goal 17 Partnerships

‘Strengthen the means of implementation and revitalize the global partnership for sustainable development’

Due to its cross-sectoral nature tourism has the ability to strengthen private/public partnerships and engage multiple stakeholders – international, national, regional and local – to work together to achieve the SDGs and other common goals.

Indeed, public/public cooperation and public/private partnerships are a necessary and core foundation for tourism development, as is an increased awareness of the role of tourism in the delivery of the 2030 Agenda for Sustainable Development.

Our Partners

In addition to destinations, we work with many partners across the tourism ecosystem to bring together stakeholders and encourage sustainable solutions and change.



Read more about our partners: <https://www.earth-changers.com/about/partners>

Learn more about SDG 17: <https://www.earth-changers.com/purpose/partnerships>



Tourism & COVID-19

The COVID 19 pandemic halted our lives and travel. Never before have 100% destinations worldwide had simultaneous travel restrictions.

With lockdown and less movement, it offered a chance to reconnect with the community, appreciate our environment and create a new norm.

However, it also cut off and cut support for destinations from tourism including all the SDG impacts, key to sustainable development especially for vulnerable people and places.

What could this mean for tourism in the longer term?
How can you support tourism for sustainable development?

Learn about what Covid-19 means for travel:

<https://www.earth-changers.com/blog/2020/8/13/top-tips-for-responsible-travel-in-the-covid-era-what-can-we-expect-in-the-new-normal>

Read more about what Covid-19 could mean for a 'new normal' in tourism:

<https://www.earth-changers.com/blog/2020/4/18/travel-after-coronavirus-covid-19-lockdown-finding-the-new-responsible-normal>



Be the Change

Join us and be an Earth Changer too! Follow the happenings in sustainable tourism and be the change in travel and tourism you wish to see:

- Subscribe to our newsletter at:



www.earth-changers.com

- Follow us on social media:



[@earth_changers](https://twitter.com/earth_changers)



[/earthchangers.travel](https://www.facebook.com/earthchangers.travel)



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- Seeing is believing! Experience your own trip - whether individual, group, corporate or education - enquire here <https://www.earth-changers.com/travel-with-us>
- Contact us for speaking, consultancy and partnerships: <https://www.earth-changers.com/contact>



