

**Responsible Tourism for the New Museum: An evaluation of offsite
museum travel programs**

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ABSTRACT

Museum tourism takes many forms. Through travel programs, museums, zoos, aquariums and gardens function as brokers of tourism offering curated trips to their public. Because of the many impacts that tourism can have, it is important to understand if museums, operating under the paradigm shift of the new museology, are attempting to take action to minimize the negative impacts of tourism and embrace responsible tourism. Through document evaluation of marketing material offered by institutions executing travel programs, types of potential participation in responsible tourisms were identified. Programs with specific mention of responsible planning, goals or outcomes were also highlighted. A secondary method, a survey, established the certain areas that these institutions are focusing on with regards to implementing responsible tourism. This research provided evidence that these institutions discuss responsible tourism behavior at different times with their tourists and some create the programs specifically to counteract negative impacts of tourism. Museums and like institutions are beginning to practice responsible tourism in various ways with their travel program, especially zoos and aquariums. However, the field, brokers, tourists and locals could benefit from a more direct and consistent approach to encouraging responsible tourism.

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INTRODUCTION

Museums offering travel programs are participating in what is considered the most lucrative and rapidly expanding industry today, the tourism industry. The tourism industry, in 2003, supplied “6% of Gross National Product.”¹ It was reported in the year 2004 that, “some 600-700 million international trips are made each year, but the World Tourism Organization predicts that by 2020 this will increase to 1.5 billion.”² According to the latest report published by the World Trade Organization, “International tourism propelled ahead in 2014 as the number of international tourists (overnight visitors) grew 4.4% with an additional 48 million more than in 2013, to reach a new record total of 1,135 million.”³ Further, the World Trade Organization states that “with over 1.1 billion tourists taking an international trip every year, tourism continues to be an unstoppable force and a key driver of the global economic recovery. Yet tourism’s record growth is not merely absolute numbers. Tourism’s continued progress and expansion represents an effective solution for many of the world’s greatest challenges. Indeed, few sectors are as strategically positioned as tourism to contribute decisively to job creation, poverty alleviation, environmental protection and multicultural peace and understanding.”⁴ It is important for the future of museums participating in tourism, to realize this and embrace it.

Museums are now tapping into this industry, becoming brokers of tourism by offering travel sustaining the tourism industry environmentally, socio-culturally and economically. Experts believe “tourism development and management which is inappropriate and does not follow fixed procedure will cause destruction of habitat and the landscape, destroy natural

¹ Brent W. Ritchie, *Aspects of Tourism: Managing Educational Tourism*, Channel View Publications, 2003, 4.

² Gareth Shaw and Allan M. Williams, *Tourism and Tourism Spaces*, Thousand Oaks: Sage Publications Ltd, 2004, 8.

³ World Tourism Organization, “UNWTO Annual Report 2014,” http://cf.cdn.unwto.org/sites/all/files/pdf/unwto_annual_report_2014.pdf, 2015, 11.

⁴ *Ibid.*, 2.

resources, and finally, the pollution of nature becomes more serious...”⁵ It is also held that poor tourism management and planning can foster negative socio-cultural impacts such as “prostitution, alcoholism, drug addiction and crime”⁶ in the local communities as well as the “creation of phony folk culture”⁷ to meet the tourist’s gaze. The economy of a destination, or local, culture can also be impacted negatively by poor tourism development and planning. These negative impacts include, “high cost of living, overcrowding, prostitution, noise pollution, litter and traffic congestion.” It is important to know how museums are addressing these challenges and negative impacts of tourism.

The purpose of this thesis is to determine to what extent, if at all, museums are practicing responsible tourism in developing and planning their travel programs. For the purpose of this research, *travel programs* will be defined as vacations/trips to an area away from the museum, curated, organized, coordinated and/or offered by a museum exclusively to individuals affiliated with the museum for the purpose of furthering the organization’s mission. These travel programs may be offered to the general public that the museum serves, members, donors, board members or even employees.

The research questions guiding this study include: 1. Are museums considering the protection of natural resources and the environment when developing their travel programs? 2. Are museums considering the quality of life and safety of local communities and cultures that are visited? 3. Are museums encouraging their travelers and tourists to practice responsible tourism behaviors?

⁵ Jabil Mapjabil and Azizan Marzuki, “The Application of Sustainable Tourism Indicators in the Development of Taman Rimba Telok Bahang Penang, Malaysia,” In *Sustainable and Responsible Tourism: Trends Practices and Cases*, ed. Parikshat Singh Manhas. (New Delhi: PHI Learning Private Limited, 2012), 31.

⁶ Nurhazani Mohd. Shariff, Nor Asyikin Mohd. Nor, Jasmine Zea Raziah Radha Rashid Radha and Hasni Hasnah Che Ismail, “Development of a Standard Measurement Scale to Measure Community Attitude towards Impacts of Tourism in Malaysia,” In *Sustainable and Responsible Tourism: Trends Practices and Cases*, ed. Parikshat Singh Manhas. (New Delhi: PHI Learning Private Limited, 2012), 130.

⁷ Ibid.

Plan of Thesis

By evaluating the museum travel programs based off of environmental, socio-cultural and economic responsible tourism planning principles, this study seeks to determine the extent to which museums are practicing responsible tourism planning. This thesis has two parts. The first part provides a background and literature review. Chapter 1 discusses the emergence of the new museology and museum travel programs. Chapter 2 discusses the rise of responsible tourism. Part 2 is an evaluation of offsite museum travels programs. Chapter 3 presents the evaluation methodology. Chapter Four presents the results. Chapter Five includes a discussion of the evaluation, findings and recommendations. A conclusion remarks on the opportunities for further research.

PART ONE: Background and Literature Review

Chapter 1- Museology

1.1 The Old and the New

Museology as a discipline is defined by the field as “the study of the philosophy, purposes, and organizations of museums as well as museum actives such as the collection, care, presentation, presentation and interpretation of objects.”⁸ Museology is the idea that covers “the theory, history, and role of museums”⁹ and “puts into context and gives meaning to what museums do in society.”¹⁰ The current trends in museology are the guiding force behind museum decision making. As with any theory, the field has seen an evolution, or shift, from an old museological framework, to a new.

The old museology is characterized in a variety of different ways. Some believe it was simply “too much about museum methods, and too little about the purposes of museums.”¹¹ Others believed the old museology to be more harmful, characterizing it as the control of culture by “the hegemony of the management regimes of Eurocentric museology”¹² plagued by “colonialism and modernity.”¹³ Others classify the old museology as a set of “dominant views of the museum as a site of power relations”¹⁴ among communities. Many agree there was a “state of widespread dissatisfaction with the ‘old’ museology, both within and outside the museum profession”¹⁵ which prompted the shift to the new museological framework.

⁸ Christina Kreps, *Liberating Culture: Cross-cultural Perspectives on Museums, Curation and Heritage Preservation*. New York: Routledge, 2003, 5.

⁹ Jane R. Glaser and Artemis A. Zenetou, *Museums: A Place to Work: Planning Museum Careers*, New York: Routledge 2000, 158.

¹⁰ Kreps, *Liberating Culture*, 146.

¹¹ Sharon Macdonald, “Expanding Museum Studies: An Introduction,” In *A Companion to Museum Studies*, ed. Sharon Macdonald. (Malden: Blackwell Publishing, 2011) 2.

¹² Kreps, *Liberating Culture*, 5.

¹³ Rhiannon Manson, “Cultural Theory and Museum Studies,” In *A Companion to Museum Studies*, ed. Sharon Macdonald. (Malden: Blackwell Publishing, 2011) 22.

¹⁴ Andrea Witcomb, *Re-Imagining the Museum*, (New York, Routledge, 2003), 79.

¹⁵ Manson, *Cultural Theory and Museums*, 23.

Many believe the shift into the new museology, a term coined by Perter Vergo in 1989,¹⁶ “has its roots in the social movements of the 1960’s and 1970’s and the appearance of community-based museum initiatives”.¹⁷

The “late 1970’s and early 1980’s”¹⁸ then saw a solidification of this movement and the shift continued to gain popularity as “many cultural and social disciplines... gathered pace during the 1980’s”.¹⁹ Andrea Witcomb, in her work *Reimagining the Museum*, sees the shift to the new museology “as a movement... [which] calls for a greater focus on the relation between museums and communities”.²⁰ Sharing this vision is Christina Kreps, author of *Liberating Culture: Perspectives on Museums, Curation and Heritage Preservation*, who believes the new museology is “primarily concerned with community development and social progress”.²¹

Witcomb agrees that the aim of the new museology is to “foster a acceptance of cultural diversity”.²² The literature supports these views and suggests a greater focus on the people, rather than the objects, in museums. Sharon Macdonald, in her text, *Expanding Museum Studies*, within *A Companion to Museum Studies*, explores this idea by stating the new museology is about “understanding the public as diverse, plural and active, rather than as a relatively homogenous and rather passive mass”.²³ Similarly, Kreps remarks that “conventional museums are seen as object oriented whereas the new museum is people centered and action oriented”.²⁴ Rhiannon

¹⁶ Ibid.

¹⁷ Kreps, *Liberating Culture*, 9.

¹⁸ Mason, *Cultural Theory and Museum Studies*, 22.

¹⁹ Sharon Macdonald, *Expanding Museum Studies*, 3.

²⁰ Witcomb, *Re-Imagining the Museum*, 79.

²¹ Kreps, *Liberating Culture*, 9.

²² Witcomb, *Re-Imagining the Museum*, 80.

²³ Macdonald, *Expanding Museum Studies*, 8.

²⁴ Kreps, *Liberating Culture*, 10.

Mason, in the text *Cultural Theory and Museum Studies*, suggests that the new museology emphasizes “the radical reassessment of the roles of museums in society”.²⁵

²⁵ Mason, *Cultural Theory and Museum Studies*, 23.

2.2 Museum Travel Programs

Museum travel programs are one way to accommodate the growing numbers of tourists who are not only “seeking a more meaningful experience at the destination, [but] are beginning to take note of the impacts that their visit has on the host destination.”²⁶ There is a limited amount of research published specifically on museum travel programs. Anthony J. Tighe published, “Learning on the Go: Museum Travel Programs” in the winter of 1988. While it is clear museums have been offering conventional travel programs for over 30 years, it is surprising there is not more literature focusing on them. Tighe believes that the first museum travel program came about in 1953 when “Professor C. Bruce Hunter led the American Museum of Natural History’s first archeological tour to Mexico”²⁷ and notes “he probably had little idea that he was creating a new museum program.”²⁸ Tighe also discussed museum travel program development, challenges and “recent” trends. Although this piece of literature is nearly 30 years old, it is to date, the most comprehensive analysis of museum travel programs.

There has been some literature published regarding travel programs that are offered by independent travel brokerages, and tourism companies. Michael Lipske, a wildlife tourism guide for NWF Expeditions travel programs “function as clients' travel advisers, guidance counselors and more.”²⁹ The trend is emerging that some of these companies that offer travel programs “are now shepherding thousands of customers annually on trips to view wolves, polar bears, penguins, whales and other animals, many guides are spending more than half the year on the road or deep in the bush.”³⁰ From museums to private organizations, travel programs are offered

²⁶ Frey & George, *Responsible Tourism and the Tourism Industry*, 113.

²⁷ Anthony J. Tighe, “Learning on the Go: Museum Travel Programs,” *The Journal of Museum Education* 13, no. 1 (1988): 6.

²⁸ Ibid.

²⁹ Michael Lipske, “Guiding People Through Nature,” *National Wild Life* 44, no. 4. (2006): 16-17.

³⁰ Ibid.

to tourists with guides accompanying them. In many cases, the guides are experienced, often “with a master’s degree in biology and the people-managing skills of a hotel concierge.”³¹ Lipske illustrates the current state of travel program guide experience levels by stating, “not so long ago, if you signed up for a nature trip, your tour leader was apt to be a high-school science teacher or college professor with the summer off. They would trade their basic knowledge of the outdoors and interpretative skills for a free trip and a little income. But these days, guiding people through the outdoors has evolved into a full-time profession and the people practicing it frequently come with advanced degrees in the natural sciences or similar disciplines.”³² Tighe shares what the experience level of the tour guides was in the 1980’s: the “Smithsonian Associates Travel Program’s 13 employees have previous travel-industry experience, most have backgrounds in museum education, art history or related fields. In addition, the experts chosen to lead a tour must also be good educators...”³³ While the requirement of who is considered an “expert” may have evolved, museums may have been leading the trend of selecting experts to accompany tourists on education based travel programs, something that continues today.

³¹ Ibid.

³² Ibid.

³³ Ibid.

Chapter 2- Tourism

2.1 Tourism, and The BLT Model

Tourism is both an activity and an industry which is not easily defined. Some define tourism from the perspective of the tourist, as either being centered around a “location (involving a stay away from home of at least one night) or [an] experience (leisure and recreational activities undertaken away from the home and the immediate neighborhood but not necessarily involving an overnight stay).”³⁴

Clare A. Gunn and Turgut Var offer several definitions from the field in their book, *Tourism Planning: Basics, Concepts, Cases*, which has attempted to satisfy the need for understanding tourism. The first definition they offer is from Alister Mathieson and Geoffrey Wall’s book, *Tourism: Economic, Physical, and Social Impacts*, suggesting tourism is “the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs.”³⁵ Gunn and Var expand this further, by offering another definition from Robin A. Chadwick, which states tourism is “the movement of people; a sector of the economy or industry; and a broad system of interacting relationships of people, their needs and services that respond to these needs.”³⁶ Donald G. Reid, in his book *Tourism, Globalization, and Development: Responsible Tourism Planning* prefers to use the definition that “tourism is the sum of the phenomena and relationships arising from the interaction among tourists, business suppliers, host governments, host communities, origin governments, universities, community

³⁴ Shaw and Williams, *Tourism and Tourism Spaces*, 9.

³⁵ Clare A. Gunn Turgut Var, *Tourism Planning: Basics, Concepts, Cases*, New York: Routledge, 2002, 9. ; Alister Mathieson and Geoffrey Wall, *Tourism: Economic, Physical, and Social Impacts*, London: Longman, 1985.

³⁶ Ibid.; Robin A. Chadwick, “Concepts, Definitions and Measures Used in Travel and Tourism Research,” In *Travel, Tourism and Hospitality Research*, ed. J. R. B. Ritchie and C. R. Goeldner, (New Work, John Wiley & Sons, 1994).

colleges and non-governmental organizations, in the process of attracting, transporting, hosting and managing these tourists and other visitors.”³⁷ The field agrees that at least one aspect of tourism is the relationship between tourism brokers, locals and the tourists traveling.

One framework that is used to analyze these relationships and interactions is Marc Miller’s Broker-Local-Tourist model, or BLT, from his paper, *Broker-Local-Tourist (BLT) Model*, which is the human component of the Human, Artifactual and Natural Systems (HANS) framework.³⁸ Within this framework, relationships are analyzed within the context of museums participating in tourism. In addition to the Human component, the BLT, there are also the Natural and Artifactual Components that are an integral part of shaping and influencing the museums. Miller defines brokers as “persons who, in one way or another, manage, design or otherwise seek in their occupational work to control tourism outcomes”.³⁹

Within museums, brokers would be museum staff and administration, or those running the museum, encouraging people to visit. The museum itself is a tourism destination that may be visited by both locals and tourists. Locals, according to Miller, “are not engaged in the business or management of tourism” however they may still be impacted by tourism outcomes.⁴⁰ Within the context of museums, locals would be individuals in the surrounding area who witness tourists and tourism. Tourists, based on Miller’s model, are “persons who are motivated to visit a tourist destination and who subsequently return home”.⁴¹ These would be visitors to the museum who come from an area outside the local region.

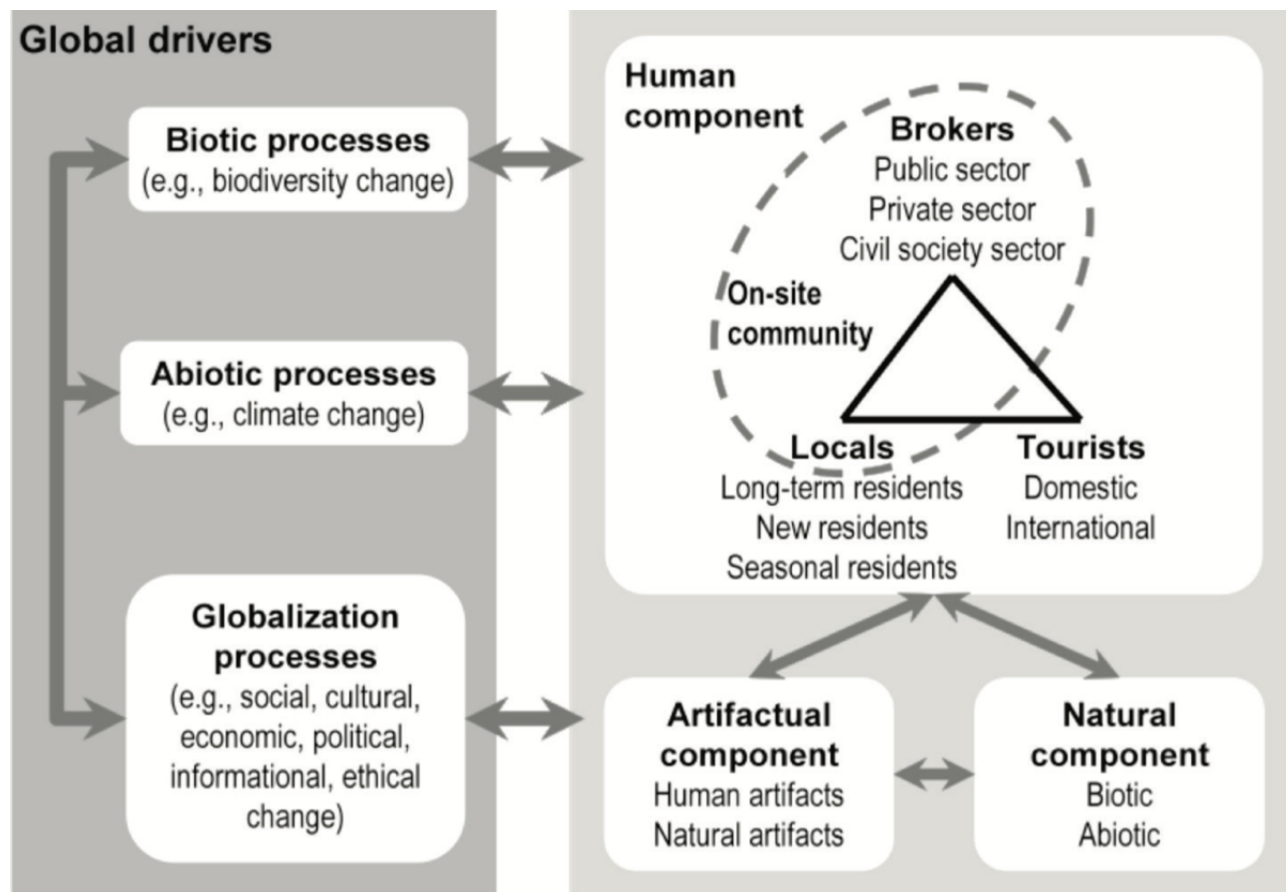
³⁷ Donald G. Reid, *Tourism, Globalization, and Development: Responsible Tourism Planning*, London: Pluto Press, 2003, 102.

³⁸ M.L. Miller, “Broker-Local-Tourist (BLT) Model,” In *The Encyclopedia of Tourism and Recreation in Marine Environments*, ed. M. Luck. (Oxford: CABI Publishing, 2008), 71.

³⁹ Ibid.

⁴⁰ Ibid.

⁴¹ Ibid.



The HANS Model⁴²

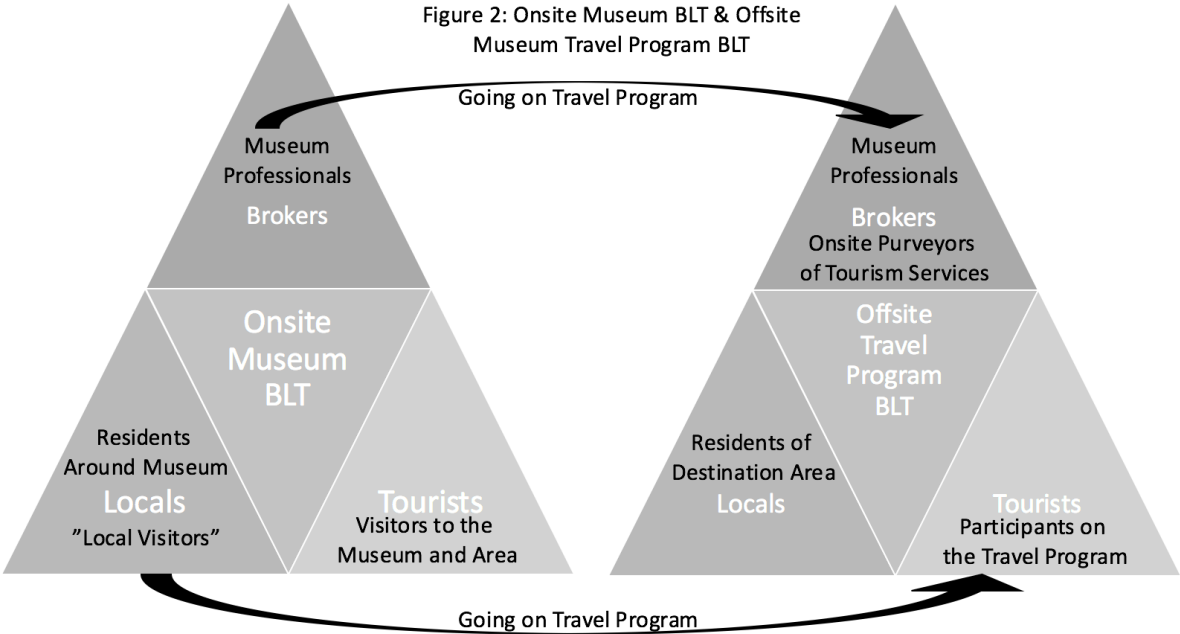
The Artifactual Component consists of “all the elements of material culture that are the products of human innovation, as well as natural and non-natural objects created or utilized by non-human organisms.”⁴³ Within the context of museums, this actually represents museums and the artifacts housed within them. It also applies to monuments as well as other human constructions often visited by tourists for their historical or cultural value. The Natural Component is made up three distinct areas. Miller states it is “important to distinguish and recognize the overlap between the elements of nature that can be extracted and are therefore valuable to humans as natural resources, those that are visited for their value as touristic

⁴² Ibid.

⁴³ Mark L. Miller, R. W. (Bill) Carter, Stephen F. Walsh and Sheila Peake, “A Conceptual Framework for Studying Global Change, Tourism, and the Sustainability of Iconic National Parks,” *The Geowright Forum* 31, no. 3, (2014), 261.

amenities, and those of little immediate utility or interest to humans.”⁴⁴ This component especially applies to zoos, aquariums, arboretums and botanical gardens and any museum involved with nature or natural landscapes.

This model can also be applied to analyzing offsite travel programs offered by museums and like institutions. The distinction must be made here that offsite now brings into the model, a second BLT; one for the onsite museum operations, and one for the offsite location where the travel program takes place. The relationship dynamics remain the same.



Onsite Museum BLT & Offsite Museum Travel Program BLT Model⁴⁵

Miller’s findings on global drivers can also be applied to museum tourism. Within the HANS, there are “three dominant categories of processes.”⁴⁶ “Biotic processes, as illustrated by biological and ecological processes influencing change in biodiversity, abiotic processes, as illustrated by physical and chemical processes contributing to change in climate, [and]

⁴⁴ Ibid., 262.
⁴⁵ Figure 2.
⁴⁶ Ibid., 263.

globalization processes, as illustrated by social, cultural, economic, political, ethical, informational processes shaping change in the social order”⁴⁷ can all be present within the HANS when applied to museum tourism. This model is used to illustrate the idea that museums are mechanisms for tourism, serving as tourist destinations, run by tourism brokers and visited by both local and tourist communities. Travel programs are one facet of the relationships between brokers, locals, tourists and the natural and artifactual worlds in which they visit.

2.2 From Mass to Responsible Tourisms

Considered an ‘old’ form of tourism, mass tourism, according to Gareth Shaw and Allan M. Williams, in their book, *Tourism and Tourism Spaces*, is “characterized by large numbers of tourists related to a circuit of mass production.”⁴⁸ Mass tourism is also stated by Dallen J. Timothy, in his text, “Destination Communities and Responsible Tourism,” to produce “unsustainable imbalances”⁴⁹ as it is widely known for “its near-synonymous correspondence to boosterism, or a lack of planning, and imposed development at all costs for the sake of monetary gain”.⁵⁰ It is believed that because “people have become increasingly aware of the adverse socio-cultural and environmental impacts of uncontrolled tourism,”⁵¹ there has been a shift from ‘old’ mass tourism to ‘new’ responsible tourisms.

According to David Leslie, in his text, “The Responsible Tourism Debate,” “the 1960’s were a time of growing concerns for the protection of the environment”.⁵² Anna Spenceley in her

⁴⁷ Ibid.

⁴⁸ Shaw and Williams, *Tourism and Tourism Spaces*, 115.

⁴⁹ Dallen J. Timothy, “Destination Communities and Responsible Tourism,” In *Responsible Tourism: Concepts, Theory and Practice*, ed. David Leslie. (Boston: CABI, 2015) 72.

⁵⁰ Ibid.

⁵¹ Erlet Cater, “Ecotourism in the Third-World- Problems and Prospects for Sustainability,” In *Ecotourism: A Sustainable Option?*, ed. Erlet Cater and Gwen Lowman. (New York: John Wiley & Sons Ltd, 1996) 71.

⁵² David Leslie, “The Responsible Tourism Debate,” In *Responsible Tourism: Concepts, Theory and Practice*, ed. David Leslie. (Boston: CABI, 2015) 17.

text, "Introduction: Responsible Tourism in Southern Africa," notes that "in the 1970's concern for the local and global consequences of development-related degradation led to the evolution of the notion of sustainable development".⁵³ This followed a similar trajectory of the development of the new museology as concern for the environment "gained momentum in the 1970's and 1980's leading to alternative forms of tourism led to the adaptation of tourism development to be more environmentally friendly and community friendly".⁵⁴ Others in the field, such as Robert Prosser, in his text, "Societal Change and the Growth of Alternative Tourism," support this theory by sharing that in the "1970's did a broad debate and critique emerge" which evolved in the 1980's into "more carefully argued analyses" of the effects of tourists on the environment.⁵⁵ As a result, types of tourisms emerged that took into consideration the effects of tourism on the environment, people/cultures and economies to minimize negative impacts. The field agrees that these types of tourisms emerged out of the responsible trends in tourism development and the commitment to adopt planning and management practices indicative of responsible tourism, meaning both the broker and tourist understood the importance "of respect for others and their environment".⁵⁶

The tourism field agrees that "responsible tourism is not a tourism product or brand."⁵⁷ Rather, Leslie claims "it represents a way of doing tourism planning, policy and development to ensure that benefits are optimally distributed among impacted populations, governments, tourists and investors."⁵⁸ Nicole Frey and Richard George, in their text "Responsible Tourism and the Tourism Industry: A Demand and Supply Perspective," agree that responsible tourism

⁵³ Anna Spenceley, "Introduction: Responsible Tourism in Southern Africa," In *Responsible Tourism: Critical Issues or Conservation and Development*, ed. Anna Spenceley. (Sterling: Earthscan, 2010) 1.

⁵⁴ Leslie, *The Responsible Tourism Debate*, 17.

⁵⁵ Robert Prosser, "Societal Change and the Growth of Alternative Tourism," In *Ecotourism: A Sustainable Option?*, ed. Erlet Cater and Gwen Lowman. (New York: John Wiley & Sons Ltd, 1996) 21.

⁵⁶ Leslie, *The Responsible Tourism Debate*, 20.

⁵⁷ Ibid.

⁵⁸ Ibid.

guidelines provide “a framework for the tourism industry to adopt more sustainable and responsible management practices by safeguarding the social, natural and economic environments in which they operate.”⁵⁹ They define responsible tourism as being “about providing better holiday experiences for guests and good business opportunities to enjoy better quality of life through increased socio-economic benefits and improved resource management”.⁶⁰ David Leslie sees responsible tourism as having “not only respect for the locality and people but also acting responsibly in terms of one’s own actions and, moreover, in the management and operation of business in the way of being environmentally and/or ethically responsible”.⁶¹ However, there are those who see responsible tourism as a less than noble cause. Bryan S.R. Grimwood Olga Yudina, Meghan Muldoon and Ji Qui, in their article, “Responsibility in tourism: A discursive analysis,” remark that some believe “responsible tourism is adopted more often as a marketing ploy than an ethical planning mechanism.”⁶² Grimwood et al also shares another perspective in the field that, “responsible tourism has largely failed to achieve the outcomes desired by its proponents due to a lack of philosophical engagement with the meaning of responsibility.”⁶³ This level assessment offered by Grimwood et al suggests “how we talk about and communicate responsibility in tourism has real-world effects, some that can be extraordinarily positive or productive, and others that can perpetuate socially dominant or ecologically destructive ideologies.”⁶⁴ It is important that museums recognize potential outcomes of participating in tourism, especially responsible tourism.

⁵⁹ Nicole Frey & Richard George, “Responsible Tourism and the Tourism Industry: A Demand and Supply Perspective,” In *Responsible Tourism: Critical Issues or Conservation and Development*, ed. Anna Spenceley. (Sterling: Earthscan, 2010) 109.

⁶⁰ Ibid., 109.

⁶¹ Leslie, *The Responsible Tourism Debate*, 20.

⁶² Bryan S.R. Grimwood Olga Yudina, Meghan Muldoon and Ji Qui, “Responsibility in tourism: A discursive analysis,” *Annals of Tourism Research* 50 (2015): 23.

⁶³ Ibid.

⁶⁴ Ibid.

2.3 Types of Responsible Tourism

The field agrees that various types of tourisms can be more prone to existing responsibly than others. These types of tourisms include, but are not limited to: alternative tourism, ethical tourism, sustainable tourism, green tourism, ecotourism, volunteer tourism and cultural/heritage tourism.⁶⁵ The field defines alternative tourism broadly as “forms of tourism that are consistent with natural, social and community values and which allow both hosts and guests to enjoy positive and worthwhile interaction and shared experiences.”⁶⁶ Another definition of alternative tourism offered is that it “focuses on individualism and having a unique and authentic experience through interaction with the local community and environment.”⁶⁷ When planned responsibly, alternative tourism is “small scale and low impact.”⁶⁸ Leslie, Frey and George make the point that alternative tourism is the opposite of mass tourism.⁶⁹

Ethical tourism is defined by the field as a type of tourism that “recognizes that tourists and tourism providers must take some responsibility for their behavior and attitudes, with each stakeholder group gaining equity in the tourism decision making process.”⁷⁰ Ethical tourism is also defined as “limiting the perceived negative aspects of tourism, while maximizing the positive in destinations.”⁷¹ This is accomplished as it “implies ethics in tourism operations and accuracy in the what and the way of promotion, and also equitable distribution and equality in

⁶⁵ Leslie, *The Responsible Tourism Debate*, 20.; Frey & George, *Responsible Tourism and the Tourism Industry*, 109. ; Donald G. Reid, *Tourism, Globalization and Development*, Sterling: Pluto Press, 2003, 102-119. ; Gunn and Var, *Tourism Planning: Basics, Concepts, Cases*, 87.; Shaw and Williams, *Tourism and Tourism Spaces*, 119.

⁶⁶ Leslie, *The Responsible Tourism Debate*, 20.

⁶⁷ Frey & George, *Responsible Tourism and the Tourism Industry*, 110.

⁶⁸ Leslie, *The Responsible Tourism Debate*, 21.

⁶⁹ Frey & George, *Responsible Tourism and the Tourism Industry*, 110.; Leslie, *The Responsible Tourism Debate*, 20.

⁷⁰ Frey & George, *Responsible Tourism and the Tourism Industry*, 109.

⁷¹ Leslie, *The Responsible Tourism Debate*, 21.

the use of resources, e.g. labor, products.”⁷² It promotes the idea that “tourists and tourism providers have a moral responsibility for their actions.”⁷³

Sustainable tourism is defined as “achieving a particular combination of numbers and types of visitors, the cumulative effect of whose activities at a given destination, together with the actions of the servicing businessmen, can continue into the foreseeable future without damaging the quality of the environment on which the activities are based.”⁷⁴ Another definition is that the “objective [of sustainable tourism] is to manage a destination as far as possible for the continuing enjoyment of tourists, rather than for what might be the opportunities for development.”⁷⁵ It is “the responsible management of resources for the use and enjoyment of present and future generations.”⁷⁶ A definition very similar to this is that it “should reflect ‘concern for the environment and provision of an economic resource base for future generations.’”⁷⁷ These two definitions encompass the idea that “sustainable tourism therefore seeks to sustain the quantity, quality, and productivity of both human and natural resource systems over time, while respecting and accommodating the dynamics of such systems.”⁷⁸

Green tourism to some is its own type of tourism, while to others it would be a segment of ecotourism. On its own, Leslie defines green tourism as “small in scale, involving ‘closeness to nature, absence of crowds, quietness, and a non-mechanized environment’ and also involving personal contact with the local community.”⁷⁹ Leslie defines ecotourism separately, stating it is “responsible travel to natural areas that conserves the environment and sustains the well-being of

⁷² Ibid.

⁷³ Frey & George, *Responsible Tourism and the Tourism Industry*, 109.

⁷⁴ Ibid.

⁷⁵ Leslie, *The Responsible Tourism Debate*, 23.

⁷⁶ Frey & George, *Responsible Tourism and the Tourism Industry*, 109.

⁷⁷ Prosser, *Societal Change and the Growth in Alternative Tourism*, 31.

⁷⁸ Ibid., 32.

⁷⁹ Leslie, *The Responsible Tourism Debate*, 22.

local people.”⁸⁰ Gunn and Var on the other hand would place green tourism within ecotourism and offer a much broader definition of ecotourism. They state “ecotourism is being defined as nature-oriented travel that promotes and finances conservation and resource protection and also adds to the local economy.”⁸¹ Other definitions of ecotourism state it involves “traveling to relatively undisturbed or uncontaminated natural areas with the specific objective of studying, admiring, and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestations (both past and present) found in these areas.”⁸² Frey and George also note that it “1 provides for environmental conservation,” “2 includes meaningful community participation” and “3 is profitable and can sustain itself.”⁸³ Ecotourism can also be defined as “an enlightening nature travel experience that contributes to conservation of the ecosystem while respecting the integrity of the host communities.”⁸⁴ A very similar definition offered by the International Ecotourism Society is that it is “responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education... Education is meant to be inclusive of both staff and guests.”⁸⁵

Volunteer Tourism is categorized by the field in a number of ways. Donald G. Reid, in his book, *Tourism, Globalization and Development*, remarks that “many so-called tourists devote their travel activities to projects in the developing world.”⁸⁶ Scholars such as H. Stoddart and C. M. Rogerson, in their article, “Volunteer tourism: The case of Habitat for Humanity South Africa,” offer several definitions of volunteer tourism. One of which suggested by

⁸⁰ Leslie, *The Responsible Tourism Debate*, 23.

⁸¹ Gunn and Var, *Tourism Planning: Basics, Concepts, Cases*, 87.

⁸² Frey & George, *Responsible Tourism and the Tourism Industry*, 109.

⁸³ Ibid.

⁸⁴ P. Wright, “Societal Change and the Growth in Alternative Tourism,” In *Ecotourism: A Sustainable Option?* ed. Erlet Cater and Gwen Lowman. (New York: John Wiley & Sons Ltd, 1996) 39.

⁸⁵ “What is Ecotourism?,” *The International Ecotourism Society*, April 3, 2016, <http://www.ecotourism.org/what-is-ecotourism>.

⁸⁶ Donald G. Reid, *Tourism, Globalization and Development*, Sterling: Pluto Press, 2003, 111.

Wearing, defines volunteer tourism as encompassing "those tourists who, for various reasons, volunteer in an organized way to undertake holidays that might involve aiding or alleviating the material poverty of some groups in society, the restoration of certain environments or research into aspects of society and environment."⁸⁷ R. Scheyvens, in the book, *Tourism for Development: Empowering Communities*, offers the definition that volunteer tourism "may involve individuals from Western countries paying to come to the Third World to assist with development or conservation work, as they desire to achieve something more meaningful than a pleasure-filled, self-indulgent holiday."⁸⁸

Cultural and heritage tourism is considered by the field to be somewhat difficult to define. Bob McKercher and Hilary du Cross, in their book, *Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management*, define cultural/heritage tourism as "participation in any one of an almost limitless array of activities or experiences."⁸⁹ They believe it is "common to avoid defining cultural tourism..."⁹⁰ The World Trade Organization refers to it as intangible cultural heritage tourism, and believes "the global wealth of traditions is one of the principal motivations for travel, with tourists seeking to engage with new cultures and to experience the global variety of performing arts, handicrafts, rituals and cuisines. The cultural interaction spurred by such encounters prompts dialogue, builds understanding, and fosters tolerance and peace."⁹¹ Others in the academic field define it as "tourism that respects natural and built environments... the heritage of people and place."⁹² Cultural tourism as a motivator for

⁸⁷ H. Stoddart and C.M. Rogerson, "Volunteer Tourism: The Case of Habitat for Humanity South Africa," *GeoJournal* 60, no. 3. (2004): 311.

⁸⁸ Ibid.; R. Scheyvens, *Tourism for Development: Empowering Communities*. Pearson: Harlow, 2002.

⁸⁹ Bob McKercher and Hilary du Cros, *Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management*, New York: The Haworth Press, Inc. 2006, 5.

⁹⁰ Ibid.

⁹¹ Tourism and Intangible Cultural Heritage, World Tourism Organization (UNWTO), April 3, 2016, <http://ethics.unwto.org/en/content/tourism-and-intangible-cultural-heritage>.

⁹² Frey & George, *Responsible Tourism and the Tourism Industry*, 110.

the tourist is also defined as participation and “curiosity about foreign countries, people culture and places... interest in art, music architecture and folklore... [and] experiencing specific cultural events.”⁹³ It is vital to understand these definitions of tourisms which have high possibility of being planned responsibly and how they might be a part of museum travel programs.

⁹³ Ritchie, *Aspects of Tourism: Managing Educational Tourism*, 31.

Chapter 3- Relevant Research

Content analysis, document analysis and document evaluation are types of research approaches which “involves codifying qualitative and quantitative information into pre-defined categories in order to derive patterns in the presentation and reporting of information.”⁹⁴ Guthrie and Abeysekera, their article, “Content analysis of social, environmental reporting: What is new?,” state a successful content analysis requires the following: “First, the categories of classification must be clearly and operationally defined, that is, the units of analysis. Second, data capture must be systematic – it must be clear that an item either belongs or does not belong to a particular category. Third, content analysis must demonstrate some characteristics for reliability and validity.”⁹⁵

Content and document analysis/evaluation have been used to study tourism by various professionals in the fields of tourism, environmental protection and even museology. “Combating Visitor Pressure: Impact of Tourism on the Conservation of World Heritage Sites,” a thesis written by Danielle Hastings, explored the impacts of mass tourism through a two-step methodological approach. First, she conducted a document analysis of “three sets of documents”⁹⁶ which “were examined for relevant data.”⁹⁷ The types of documents evaluated included: “State of Conservation Reports (SoC), Periodic Reports and site- specific tour guide publications.”⁹⁸ She also conducted formal interviews with tour guides who were familiar with tourism at three chosen sites. Hastings coded results of both within “Microsoft Excel to identify

⁹⁴ J. Guthrie and Indra Abeysekera, “Content analysis of social, environmental reporting: What is new?,” *Journal of Human Resource Costing & Accounting* 10, no. 2 (2006): 15.

⁹⁵ *Ibid.*, 16.

⁹⁶ Danielle Hastings, “Combating Visitor Pressure: Impact of Tourism on the Conservation of World Heritage Sites,” (MA Thesis, University of Washington, Seattle, 2014) 29.

http://depts.washington.edu/uwmuse/sites/default/files/Hastings_Paper_2014.pdf.

⁹⁷ *Ibid.*

⁹⁸ *Ibid.*

common themes and patterns.”⁹⁹ Hastings concluded that “heavy visitor traffic played a major role in inflicting damage on World Heritage Sites and that the opening up of other paths, reducing the numbers of tourist in heavy visitation areas, and educating visitors on what can be done to mollify these issues may diminish this damage.”¹⁰⁰

Matt Szymanowicz also used the content analysis to understand the role of sustainability in tourism in his thesis, “Merging Paradigms in Marine & Coastal Tourism: Sustainable Development & Corporate Sustainability.” Szymanowicz specifically looked at websites of brokers of corporate tourism. He stated “when an official social and environmental report is not available, as is most often the case with small to medium sized firms, applying the coding system to the firm’s website is used as a substitute.”¹⁰¹ Szymanowicz sought to answer “what and how do various sized cruise tourism firms communicate on their websites or through sustainability reporting documents, their role and responsibility to society and the environment?”¹⁰² He asserts that there is opportunity “for the cruise industry to serve an important role in meeting the goals of sustainable development and corporate sustainability.”¹⁰³

⁹⁹ Ibid.

¹⁰⁰ Ibid. i.

¹⁰¹ Matt Szymanowicz, “Merging Paradigms in Marine & Coastal Tourism: Sustainable Development & Corporate Sustainability,” (MA thesis, University of Washington, Seattle, 2016) 40.

¹⁰² Ibid. 4.

¹⁰³ Ibid.

PART TWO: Evaluation of Offsite Museum Travel Programs

Chapter 4- Methodology

4.1 Research Objectives

The purpose of this research was to determine to what extent, if at all, museums are practicing responsible tourism in developing and planning their travel programs. This research was guided by the following research questions (RQs):

RQ1. Are museums considering the protection of natural resources and the environment when developing their travel programs?

RQ2. Are museums considering the quality of life and safety of local communities and cultures that are visited?

RQ3. Are museums encouraging their travelers and tourists to practice responsible tourism behaviors?

4.2 Document Evaluation

This methodology was selected based off the literature review and relevant research taking place across the disciplines of museology, tourism and environmental affairs.

4.2.1 Document Sample

This research into museum travel programs began by conducting a document evaluation of marketing collateral offered by museums and like institutions for the promotion of their travel programs. The criteria for assessment included any museum or like institutions that offer the opportunity to travel as part of a program with the organization that was somehow related to the mission statement of the organization. This included two aquariums, the Aquarium of the Pacific in Long Beach, California and the Shedd Aquarium in Chicago Illinois, two zoos, The Houston Zoo in Houston, Texas and the Woodland Park Zoo in Seattle, Washington, two botanic

gardens/arboretums, The UW Botanic Garden in Seattle, Washington and the Minnesota Landscape Arboretums in Chaska, Minnesota, and two museums, Fine Arts Museum, Boston in Boston, Massachusetts and the Holocaust Center for Humanity in Seattle, Washington. These institutions were found via google search and through suggestions by colleagues. A total of twenty-three programs were assessed with these institutions:

- **Seven programs from The Houston Zoo:**
 - Yellowstone: Elk, Wolf and Bear in the Spring
 - Wonders of Yellowstone Family Adventure!
 - Polar Bears of Churchill, Manitoba
 - Wildlife and Landscapes: Greater Yellowstone in Winter
 - Experience the Great Sandhill Crane Migration
 - Ecuador and the Galapagos Islands
 - Masai Mara and Mountain Gorillas
- **One program from the Woodland Park Zoo:**
 - Borneo Wildlife Journey
- **One program from the University of Washington Botanic Gardens:**
 - South Africa: The Rugged Coast and Western Cape
- **Three programs from Minnesota Landscape Arboretum:**
 - Crossing the Andes--An Exploration of Chile, Argentina and Patagonia
 - The Gardens and Castles of Scotland
 - The Gardens and Culture of Melbourne and Tasmania, Australia
- **Three programs from the Shedd Aquarium:**
 - Iguana Research Expedition

- Millennial Special: Kayaking in the San Juans
- Swim with Whale Sharks
- **One program from the Aquarium of the Pacific:**
 - Student Eco-Ambassadors Program: Ecuador
- **Six programs from the Museum of Fine Arts, Boston:**
 - Art Basel Miami Beach
 - Contemporary and Colonial Havana
 - The European Fine Art Fair
 - Art and Architecture in the City of Angeles
 - Edinburgh and London
 - Brazil: Rio de Janeiro and the Sao Paulo Biennial
- **One program from the Holocaust Center for Humanity:**
 - Lost. Found. Reimagined. Warsaw, Krakow, and Jerusalem.

4.2.2 Document Data Collection

The marketing material assessed was obtained from the websites of these institutions. This included downloadable brochures and itineraries for travel programs currently offered as well as trip highlights and additional information available on the website.

4.2.3 Document Data Analysis

The materials were assessed in three ways to determine if any evidence of responsible tourism planning could be seen. The first method for analysis consisted of identifying key words and phrases which served as potential indicators of responsible tourism. These words

were coded into various categories based off emergent patterns within the marketing materials. These categories included: professional guides/leaders who were present on programs, mention of National Parks and protected areas, action based conservation efforts, nature oriented, orientation and information receptions, consciousness of delicate ecosystems, appreciation of and interaction with cultures and cultural heritage.

The second method of analysis of the marketing material consisted of identifying the various types of responsible tourisms that could be evident based off the definitions offered by the field. Key words and phrases were identified and coded into types of tourism which matched definitions offered by the field. These types of tourisms included alternative tourism, ethical tourism, sustainable tourism, green tourism, ecotourism, volunteer tourism and cultural/heritage tourism. Each program offered from every institution was carefully analyzed and compared to the various definitions of these responsible tourisms.

The third method for analyzing the marketing materials consisted of identifying any institution or program that specifically stated or claimed incorporation of a responsible tourism or program developed using a responsible framework. Each program that indicated either the implementation of responsible tourism, or responsible planning/development, was coded into three categories; environmental responsibility, socio-cultural responsibility and economic/structural responsibility. These three categories emerged out of the review of literature in which a trend of categorizing types of tourisms into the categories of environment, socio-cultural and economic was identified.

4.3 Survey

This methodology was selected to serve as a supplement to the document evaluation to determine first hand institution participation in responsible tourism. A survey was sent to specifically question what areas of responsible tourism planning these organizations are actively pursuing, if at all, and which they are less focused on.

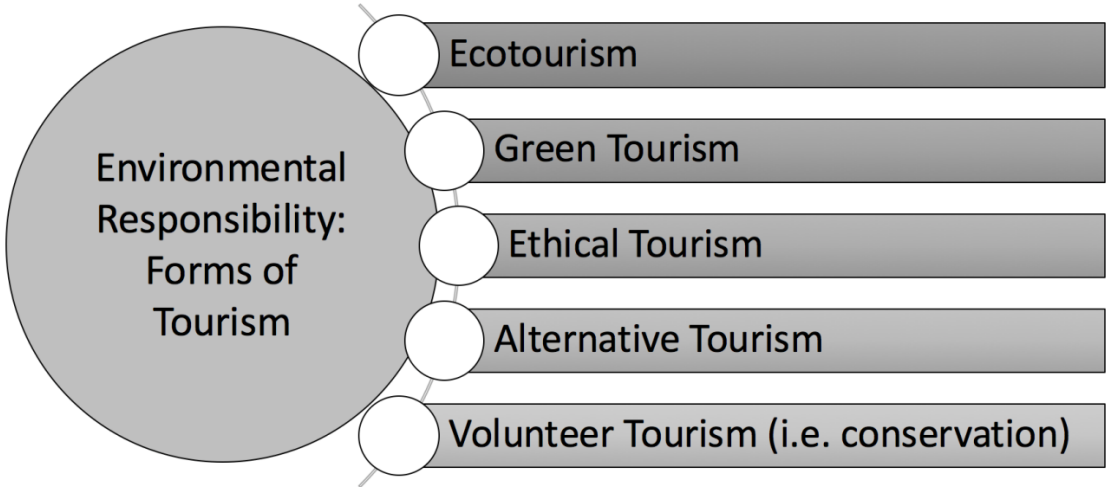
4.3.1 Survey Sample

A survey was sent to eight professionals who are employed in the planning, development or execution of travel programs for museums and like institutions. Five responses were received. All four institution categories were represented by one zoo, one garden, one aquarium and two museums.

4.3.2 Survey Design

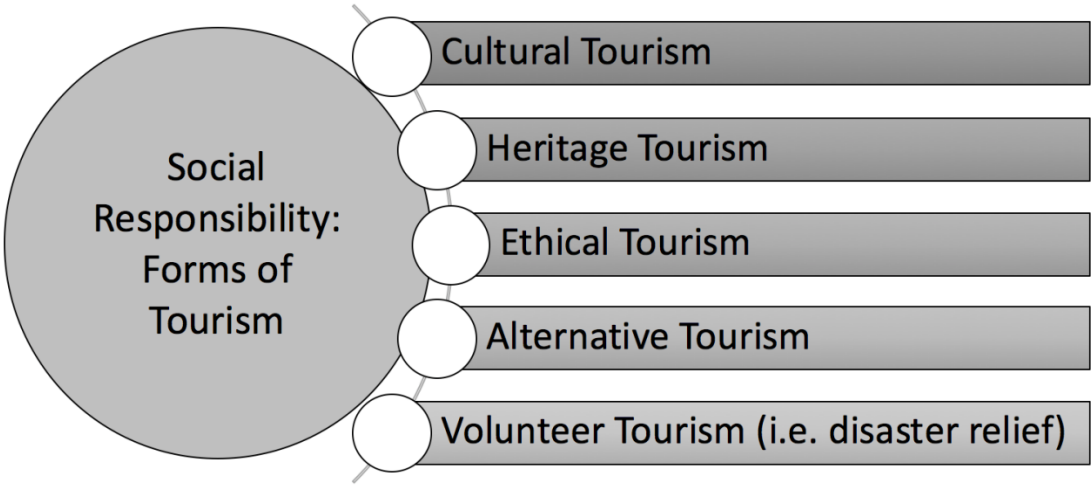
As the document evaluation was informed by the literature, this thirty-three question survey was also coded into four categories. The first, a general background section, consisted of three questions to gain a better understanding of the type of museum responding and the travel programs they offer. Two other major categories which emerged from the literature were also implemented in the design of the questionnaire; environmental responsibility and social responsibility.

Figure 3: Environmental Tourism Categories



¹⁰⁴ Environmental Tourism Categories

Figure 4: Social Tourism Categories



¹⁰⁵ Social Tourism Categories

The second section, Environmental Responsibility, consisted of ten questions geared towards understanding the ways in which these institutions incorporate responsible tourism and planning regarding environmental impact. The third section, Social Responsibility, also consisted of ten questions which were designed to understand how these programs were developed

¹⁰⁴ Figure 3.

¹⁰⁵ Figure 4.

responsibly in regards to the impact they can have on local cultures and individuals. These two sections were designed in large part from the eight principles of ecotourism as developed by P. Wright.¹⁰⁶ These principles, although initially meant to apply to responsible tourism of the environment, can also be shifted to apply to responsible cultural tourism. The fourth and final section, Responsible Tourism, addresses specific ways in which their programs may be responsible; including any education and awareness components they offer or include. The questions were arranged as statements to which respondents could select, Yes, No, Uncertain and Does Not Apply. Respondents had the option to skip any and all questions they chose not to answer.

4.3.3. Survey Data Collection

The survey was sent out in two forms. The first was a PDF attached in an email to the contact persons listed on the marketing materials obtained from the document evaluation. Each email was addressed specifically to the individual and institution that they represented. This yielded one response, of the eight contacted, in the form of a PDF questionnaire from the Woodland Park Zoo. The second was a follow up email sent included the survey as a PDF again, but also with a link to take the survey electronically. Survey Monkey was the electronic survey system used to create this version of the survey. This attempt resulted in four completed online surveys from the UW Botanic Garden, the Shedd Aquarium, the Museum of Fine Arts, Boston, The Holocaust Center for Humanity.

¹⁰⁶ Wright, "Societal Change and the Growth in Alternative Tourism," 39-40.

4.3.4 Survey Data Analysis

The PDF survey results were entered into the online survey system and all five survey results were analyzed using the Survey Monkey analysis function and exported to an excel document. Each question was analyzed for patterns and anomalies within the data.

Chapter 5- Results

5.1.1 Document evaluation Results

The document evaluation shed some light on answering the research questions and allowed for the identification of trends and patterns within the marketing material offered by the institutions.

5.1.2 RQ1

When looking at if/how these museums and like institutions are considering the protection of natural resources and the environment, recurring words and phrases regarding the environment began to emerge. Of the twenty-three travel programs that were assessed, sixteen specifically mention active awareness of natural resources and the environment. The institutions and programs included in this were: Houston Zoo's seven programs, Woodland Park Zoo's one program, the UW Botanic Garden's one program, Minnesota Landscape Arboretum's three programs, Shedd Aquarium's three programs, and Aquarium of the Pacific's one program. Breaking this down further, different areas are the focus of natural and environmental awareness. Of those sixteen programs, 100% are nature based or nature focused programs. Nine of the programs incorporate a visit to a national park or government protected natural areas. Twelve incorporate conservation action at various levels ranging from donations to active conservation and research in the destination. Nine programs mention specific awareness of the ecosystems of the destination areas. Thirteen include professional guides or leaders who are experts in their fields. One travel program, out of the twenty-three, offered by Museum of Fine Arts, Boston, mentioned access to natural areas such as mountains and beaches. However, there is no indication of responsible planning regarding this access.

The next stage of the document evaluation, identifying the types of environmentally responsible tourisms that these programs could be participating in based off of definitions in the field, also yielded data that indicates these institutions are considering protection of natural resources and the environment. Of the sixteen programs that address natural and environmental awareness, various types of responsible tourism could be in play. The Houston Zoo's seven programs all display evidence of alternative tourism, as they are "focuse[d] on individualism and having a unique and authentic experience through interaction with the local community and environment"¹⁰⁷ as well as being "small scale and low impact."¹⁰⁸ The Houston Zoo limits the number of tourists on each trip to a safe and manageable number, in line with alternative tourism, with the maximum number of tourists ranging between fourteen and twenty. This trend is also present in the Shedd Aquarium's three travel programs, which maxed tourists out at eleven for the Galapagos travel program and twenty-seven and twenty-eight for the Whale Shark and San Juan travel programs respectively. Travel program occupancy maximums were unavailable for the other thirteen travel programs based off available marketing material.

Of the sixteen programs that addressed natural and environmental awareness, all exhibited evidence of implementing or including aspects of sustainable, green and eco tourisms. All of Houston Zoo's travel programs were nature focused, with four, Wildlife and Landscapes: Greater Yellowstone in Winter, Experience the Great Sandhill Crane Migration, Ecuador and the Galapagos Islands and Masai Mara and Mountain Gorillas, specifically stating attention to ecosystems and ecology of the destination areas as a focus of the travel program. Woodland Park Zoo's travel program, Borneo Wildlife Journey, also specifically addressed a focus on nature with the tagline that tourists would be "likely to encounter an unusual array of flora and wildlife,

¹⁰⁷ Frey & George, *Responsible Tourism and the Tourism Industry*, 110.

¹⁰⁸ Leslie, *The Responsible Tourism Debate*, 21.

including hornbills, elephants, and, of course, orangutans and monkeys.”¹⁰⁹ Both the UW Botanic Gardens and the Minnesota Landscape Arboretum programs offer garden tours through National Parks and UNESCO protected areas. All three of Shedd Aquarium’s travel programs address the ecosystems and ecology of the program destinations with the focus of a memorable experience in nature. The Aquarium of the Pacific’s travel program, Student Eco Ambassadors: Ecuador, places a direct emphasis with their student tourists interacting directly with nature and ecosystems.

The third stage of document evaluation regarding responsible environmental tourism involved identifying any travel programs that were planned specifically with environmental stewardship in mind. Of the sixteen travel programs that addressed natural and environmental awareness, three programs incorporated purposeful, responsible tourism actions in their programs. The first, Houston Zoo’s Masai Mara and Mountain Gorillas travel program, was designed to specifically make a positive impact on the environment and ecosystems in the destinations. The marketing material refers to the program specifically as an “Ecotour that will make a difference to [the tourist], and to the areas [the tourists and brokers] visit. [The tourists and brokers] will donate to the important work of the Mountain Gorilla Veterinary Project.”¹¹⁰ The second travel program that is in this category is Shedd Aquarium’s Iguana Research Expedition. This program is focused on tourists participating in “fieldwork on the islands”... where they “can volunteer for specific tasks, but everyone will be involved in the fieldwork.”¹¹¹ This field work is about “...investigating the emerging and potentially significant threat of

¹⁰⁹ Woodland Park Zoo. Borneo Wildlife Journey. Seattle: Woodland Park Zoo, 2016. Accessed March 13, 2016. <http://www.zoo.org/document.doc?id=1746>.

¹¹⁰ Houston Zoo. Masai Mara and Mountain Gorillas. Houston: Houston Zoo, 2016. Accessed March 4, 2016. <http://www.houstonzoo.org/wp-content/uploads/2012/10/Kenya-and-Rwanda-HOUSTON-ii-2017.pdf>.

¹¹¹ Shedd Aquarium. Iguana Research Expedition. Chicago: Shedd Aquarium, 2016. Accessed March 9, 2016. [http://www.sheddaquarium.org/Documents/Shedd Adventures/2016 Iguana Fact Sheet.pdf](http://www.sheddaquarium.org/Documents/Shedd%20Adventures/2016%20Iguana%20Fact%20Sheet.pdf).

increased tourism and feeding of Exuma rock iguanas.”¹¹² This travel program takes into consideration and studies the negative impacts irresponsible tourism can have on the environment and ecosystems. The third program that addresses specific environmental concerns is Aquarium of the Pacific’s Student Eco Ambassadors: Ecuador program. This is a volunteer based, “highly structured program that focuses on conservation ecology of both terrestrial and marine environments.”¹¹³ It is intended to not only make a difference in the environment and ecosystems where the tourists travel to, but it is a “program blends science and leadership curriculum that provides students with the opportunity to build the skills needed to become globally conscious citizens,”¹¹⁴ so that they may inspire others. These three programs are all examples of responsible volunteer tourism.

5.1.3 RQ2

When looking at if/how these museums and like institutions are considering the quality of life and safety of local communities and cultures that are visited, the same analysis plan was used to search for recurring, emergent patterns in the marketing materials. Of the twenty-three total programs analyzed, eighteen stated direct interactions with local cultures or observation of local cultures or cultural heritage. The recurring key words and phrases that emerged with regard to local cultures and communities included: local/native arts/crafts, art galleries, museums, interaction with locals, cultural presentations and global/cultural issues. Two programs offer the opportunity to purchase arts and/or craft items from local or native peoples. Six programs introduce tourists to local art galleries. Ten travel programs include visits to local museums. Ten

¹¹² Shedd Aquarium. Iguana Research Expedition. Chicago: Shedd Aquarium, 2016. Accessed March 9, 2016. http://www.sheddaquarium.org/Documents/Shedd_Adventures/2016_Iguana_Fact_Sheet.pdf.

¹¹³ Aquarium of the Pacific. Student Eco-Ambassadors (S.E.A) Program. Long Beach: Aquarium of the Pacific, 2016. Accessed February 13, 2016. <http://www.aquariumofpacific.org/volunteer/sea>.

¹¹⁴ Ibid.

programs offer the opportunity for interaction with locals directly either through restaurants or local markets. One program offers presentations of local cultures. Three programs address specific historic and contemporary social or culture issues.

All eighteen of the programs which include local interaction with communities are participating in cultural or cultural heritage tourism based off the definitions of the field, include the World Trade Organization's definition which states cultural and cultural heritage tourism has "tourists seeking to engage with new cultures and to experience the global variety of performing arts, handicrafts, rituals and cuisines."¹¹⁵ However, it is vital to note that it is unclear if these interactions are responsible in nature within the fifteen travel programs that are not dedicated to addressing social issues. The marketing material only shows evidence that these experiences may exist on travel programs, not that they are responsibly planned.

The three programs that do explicitly state the awareness and inclusion of addressing social, cultural or global issues included the Houston Zoo's Masai Mara and Mountain Gorillas program, Fine Arts Museum, Boston's Contemporary and Colonial Havana program and the Holocaust Center for Humanity's Lost. Found. Reimagined. Warsaw, Krakow, and Jerusalem. program. The Houston Zoo's Masai Mara and Mountain Gorillas program incorporates "a short visit to the Genocide Memorial."¹¹⁶ The Fine Arts Museum, Boston program, Contemporary and Colonial Havana, provides tourists with the opportunity to "discuss current economic and political issues with local academics."¹¹⁷ The Holocaust Center for Humanity's travel program, Lost. Found. Reimagined. Warsaw, Krakow, and Jerusalem. is entirely dedicated to addressing

¹¹⁵ Tourism and Intangible Cultural Heritage, World Tourism Organization (UNWTO), April 3, 2016, <http://ethics.unwto.org/en/content/tourism-and-intangible-cultural-heritage>.

¹¹⁶ Houston Zoo. Masai Mara and Mountain Gorillas. Houston: Houston Zoo, 2016. Accessed March 4, 2016. <http://www.houstonzoo.org/wp-content/uploads/2012/10/Kenya-and-Rwanda-HOUSTON-ii-2017.pdf>.

¹¹⁷ Museum of Fine Arts, Boston. Contemporary and Colonial Havana. Boston: Museum of Fine Arts, Boston, 2016. Accessed March 20, 2016. <http://www.mfa.org/programs/contemporary-and-colonial-havana>.

the Jewish Holocaust and giving the tourists the opportunity to engage in “dialogue with local witnesses, experts, and educators.”¹¹⁸

5.1.4 RQ3

Assessing if museums and like institutions are encouraging their travelers and tourists to practice responsible tourism behaviors, the same three step approach was not as effective in addressing this research question. Key words which suggested potential responsible behavior were identified. The key words and phrases included: orientation, welcome/info reception and asking questions. Of the twenty-three programs assessed, eight include an orientation or welcome/info reception to acquaint tourists with information regarding the program. However, no in depth information was given as to what information was included within these orientations and welcome/info receptions. Two programs specifically state allotting time for tourists to ask questions regarding the material they experience on the program, suggesting an incorporation of an educational element. The presence of these experiences incorporated into the programs, if an emphasis of responsibility is present, would be an example of ethical tourism, which stresses that “tourists and tourism providers have a moral responsibility for their actions.”¹¹⁹ However, no specific mention of responsible tourist or broker behavior was included in the marketing material. The survey results offer much more insight into this research question, as well as the two previous research questions addressed.

¹¹⁸ Holocaust Center for Humanity. *Lost. Found. Reimagined.* Warsaw, Krakow, and Jerusalem. Seattle: Holocaust Center for Humanity, 2016. Accessed March 24, 2016.

<https://www.holocaustcenterseattle.org/component/content/archive?year=2014&month=10>.

¹¹⁹ Frey & George, *Responsible Tourism and the Tourism Industry*, 109.

5.2.1 Survey Responses

The five survey responses from Woodland Park Zoo, UW Botanic Garden, Shedd Aquarium, Museum of Fine Arts, Boston, and the Holocaust Center for Humanity, were compared and analyzed in the four sections of the survey: Environmental Responsibility, Socio-Cultural Responsibility, Responsible Economic Impact and Responsible Tourism Planning to identify trends and anomalies that may be occurring across the field. The survey began with five general information questions regarding the name of the institution, name of the individual, type of institution they represented, number of travel programs offered annually, and those who are invited to attend the travel program. See appendix B for results to this section.

5.2.2 RQ1: Environmental Responsibility

Question Six:

You develop your travel programs with the intention that visitors will not degrade any natural resources either in travel, touring or interacting with the environment. Woodland Park Zoo and UW Botanic Garden answered *Yes*. Shedd Aquarium, Museum of Fine Arts, Boston and Holocaust Center for Humanity answered independently with *Uncertain, Does Not Apply and No*, respectively.

Question Seven:

You develop your travel programs to include information or education about the environmental surroundings. Three of the five organizations, Woodland Park Zoo, UW Botanic Garden and Shedd Aquarium, answered *Yes*. Museum of Fine Arts, Boston and the Holocaust Center for Humanity answered *Does Not Apply* and *No*, respectively.

Question Eight: *You develop your travel programs to include information or education about the past and current conservation issues and threats.* Woodland Park Zoo, UW Botanic Garden and Shedd Aquarium answered *Yes*. Museum of Fine Arts, Boston and the Holocaust Center for Humanity answered *Does Not Apply* and *No*, respectively.

Question Nine: *Your travel programs are developed with the intention of positively impacting the environment through service, volunteering, or education.* Woodland park Zoo, UW Botanic Garden and Shedd Aquarium answered *Yes*. Museum of Fine Arts, Boston and the Holocaust Center for Humanity answered *Does Not Apply* and *No*, respectively.

Question Ten: *Your travel programs provide tourists with opportunities to interact directly with the environment.* Woodland Park Zoo, UW Botanic Garden, Shedd Aquarium and the Holocaust Center for Humanity answered *Yes*. Museum of Fine Arts, Boston answered *No*.

Question Eleven: *These interactions are monitored by a museum employee, a guide, environmental or conservation expert, etc. (Anyone other than the tourist that could hold them accountable for their behavior).* All five organizations answered *Yes*.

Question Twelve: *These interactions are carried out independently by the tourist and are not monitored in any way.* The Holocaust Center for Humanity answered *Yes*. Woodland Park Zoo, Shedd Aquarium and Museum of Fine Arts, Boston Answered *No*. UW Botanic Garden answered *Does Not Apply*.

Question Thirteen: *Some interactions are monitored and some are carried out independently by the tourist.* The Holocaust Center for Humanity answered *Yes*. Woodland Park Zoo, UW Botanic Garden and Shedd Aquarium answered *No*. Museum of Fine Arts, Boston answered *Dos Not Apply*.

Question Fourteen: *You promote ethical treatment of the environment during these interactions for all parties involved.* Woodland park Zoo, UW Botanic Garden and Shedd Aquarium answered *Yes*. Museum of Fine Arts, Boston and the Holocaust Center for Humanity answered *Does Not Apply* and *No*, respectively.

Question Fifteen: *You promote responsible treatment of the environment during these interactions for all parties involved.* Woodland park Zoo, UW Botanic Garden and Shedd Aquarium answered *Yes*. Museum of Fine Arts, Boston and the Holocaust Center for Humanity answered *Does Not Apply* and *No*, respectively.

5.2.3 RQ2: Social Responsibility

Question Sixteen: *You develop your travel programs with the intention that tourists will not degrade, harm or negatively impact the homes, lives or communities of local cultures.* All five respondents answered *Yes*.

Question Seventeen: *You develop your travel programs to include information or education about the host community culture.* UW Botanic Garden, Shedd Aquarium, Museum of Fine Arts, Boston and the Holocaust Center for Humanity answered *Yes*. Woodland Park Zoo answered *Uncertain* with a write in response of **Sometimes**.

Question Eighteen: *You develop your travel programs to include information about the past and contemporary social issues that impact the host community culture.* Woodland Park Zoo, Shedd Aquarium and the Holocaust Center for Humanity answered *Yes*. UW Botanic Garden and Museum of Fine Arts, Boston answered *No* and *Does Not Apply*, respectively.

Question Nineteen: *You develop your travel programs with the intention of positively impacting local/host communities through volunteer, service or advocacy work.* Woodland Park Zoo, UW

Botanic Garden and Shedd Aquarium answered *Yes*. Museum of Fine Arts, Boston and the Holocaust Center for Humanity answered *Does Not Apply* and *No*, respectively.

Question Twenty: *Your travel programs provide tourists with opportunities to interact directly with the locals.* UW Botanic Garden, Shedd Aquarium, Museum of Fine Arts, Boston and the Holocaust Center for Humanity answered *Yes*. Woodland Park Zoo answered *Uncertain* with a write in response of **Sometimes**.

Question Twenty-one: *These interactions are monitored by a museum employee, a guide, local interpreter etc. (Anyone other than the tourist that could hold them accountable for their behavior).* Woodland Park Zoo, Shedd Aquarium, Museum of Fine Arts, Boston and the Holocaust Center for Humanity answered *Yes*. The UW Botanic Garden answered *Does Not Apply*.

Question Twenty-two: *These interactions are carried out independently by the tourist and are not monitored in any way.* Woodland Park Zoo, Shedd Aquarium, Museum of Fine Arts, Boston, and the Holocaust Center for Humanity answered *No*. UW Botanic Garden answered *Does Not Apply*.

Question Twenty-three: *Some interactions are monitored and some are carried out independently by the tourist.* UW Botanic Garden answered *Yes*. Woodland Park Zoo, Shedd Aquarium, Museum of Fine Arts, Boston, and the Holocaust Center for Humanity answered *No*.

Question Twenty-four: *You promote ethical treatment of the local communities and cultures during these interactions for all parties involved.* Woodland Park Zoo, Shedd Aquarium, Museum of Fine Arts, Boston and the Holocaust Center for Humanity answered *Yes*. UW Botanic Garden answered *No*.

Question Twenty-five: *You promote responsible behavior toward the local communities and cultures during these interactions for all parties involved.* All five respondents answered *Yes*.

5.2.4 RQs 1 & 2: Responsible Economic Impact

Question Twenty-six: *Your program involves mutually beneficial partnerships between many players (including but not limited to government, nongovernmental organizations, industry, scientists and locals).* Woodland Park Zoo, UW Botanic Garden, Shedd Aquarium and Museum of Fine Arts, Boston answered *Yes*. The Holocaust Center for Humanity answered *Uncertain*.

Question Twenty-seven: *Your programs stress the intrinsic values of the natural, cultural and economic resources encountered on the trip.* Woodland Park Zoo, UW Botanic Garden and Shedd Aquarium answered *Yes*. Museum of Fine Arts, Boston and the Holocaust Center for Humanity answered *Does Not Apply* and *No*, respectively.

Question Twenty-eight: *Your programs are intended to provide long-term benefits to the environment, local community and/or economy (benefits may be conservation, scientific, social, cultural or economic).* Woodland Park Zoo, Shedd Aquarium and the Holocaust Center for Humanity answered *Yes*. UW Botanic Garden and Museum of Fine Arts, Boston, answered *Uncertain* and *Does Not Apply*, respectively.

5.2.5 RQ3: Responsible Tourism Planning

Question Twenty-nine: *Your program includes educational seminars, meetings or orientations prior to the trip.* Woodland Park Zoo, UW Botanic Garden, Museum of Fine Arts, Boston, and the Holocaust Center for Humanity answered *Yes*. Shedd Aquarium answered *Uncertain*.

Question Thirty: *Your program includes educational seminars, meetings or orientations during the trip as a check in for tourists to address questions, concerns, comments.* All five respondents answered *Yes*.

Question Thirty-One: *Your program includes educational seminars, meetings or orientations after the trip as a follow up to the experience.* All five respondents answered *Yes*.

Question Thirty-two: Responsible tourism and or responsible tourist behavior is brought up:

Prior to the travel program: UW Botanic Garden, Shedd Aquarium, Museum of Fine Arts, Boston and the Holocaust Center for Humanity

During the travel program: Woodland Park Zoo, UW Botanic Gardens, Shedd Aquarium, the Holocaust Center for Humanity

After the travel program: The Holocaust Center for Humanity

Chapter 6- Implications and Discussion

6.1.1 RQ1

Are museums considering the protection of natural resources and the environment when developing their travel programs? The data collected from the document evaluation suggests not only are some institutions concerned with responsible tourism and actively plan to protect resources and the environment through their travel programs, but also that a possible trend may be emerging in the types of organizations that are incorporating responsible tourism in their travel programs with regards to the environment. The sixteen programs, of the twenty-three that were assessed, that mentioned specific time spent in the natural environment, were all specifically designed to be nature based travel programs. The organizations offering these sixteen travel programs were Houston Zoo's seven programs, Woodland Park Zoo's one program, the UW Botanic Garden's one program, Minnesota Landscape Arboretum's three programs, Shedd Aquarium's three programs, and Aquarium of the Pacific's one program. The potential trend here is that organizations that are directly linked to the natural environment through mission and/or purpose are more aware of the environment and incorporate responsible tourism as a result of this awareness. This claim is supported by the survey results which indicate the Woodland Park Zoo, the UW Botanic Garden and Shedd Aquarium plan travel programs which are "developed with the intention of positively impacting the environment through service, volunteering, or education,"¹²⁰ whereas the museum based organizations, Museum of Fine Arts, Boston, and the Holocaust Center for Humanity do not.

There is also evidence to support the idea that across the field, museums and like institutions are incorporating responsible tourism techniques with regards to environmental concerns as all five respondents stated tourist interactions with the natural environment are

¹²⁰ Appendix D, Question 9.

“monitored by a museum employee, a guide, environmental or conservation expert, etc. (Anyone other than the tourist that could hold them accountable for their behavior).”¹²¹ Only one institution, the Holocaust Center for Humanity, also allowed unmonitored interactions between tourists and the environment, even though most were monitored.¹²² This could suggest a potential awareness of negative impacts tourists have on the environment and a desire on the broker’s part to counteract those negative impacts by monitoring tourist activity in the natural environment.

6.1.2 RQ2

Are museums considering the quality of life and safety of local communities and cultures that are visited? The data collected from the document evaluation indicates that yes, some programs are addressing directly socio-cultural issues and responsible tourism regarding them. The evidence supporting this claim is found in the marketing material for three programs offered by the Houston Zoo, Museum of Fine Arts, Boston, and the Holocaust Center for Humanity’s travel programs. During the Houston Zoo’s Masai Mara and Mountain Gorillas program, the short visit to the Genocide Memorial in Rwanda is indicative of responsible cultural tourism which brings awareness to and addresses the severe socio-cultural issue of genocide which took place in the country. Museum of Fine Arts, Boston’s travel program, Contemporary and Colonial Havana, in Cuba provides a responsible cultural tourism experience as it includes the local perspective when addressing the social, economic and cultural issues that historically and presently exist. The entire travel program developed by the Holocaust Center for Humanity is an example of responsible cultural tourism. It offers a well thought out and careful approach to

¹²¹ Appendix D, Question 11.

¹²² Appendix D, Question 12.

sensitive material, which is gives tourists the chance to interact with locals first hand to gain a better understanding of events associated with the Holocaust. These three travel programs show responsible cultural tourism as defined by the World Tourism Organization which states “the cultural interaction spurred by such encounters prompts dialogue, builds understanding, and fosters tolerance and peace.”¹²³

Evidence of socio-cultural responsible awareness is also present as a result of survey responses. 100% of the survey respondents stated that they “develop [their] travel programs with the intention that tourists will not degrade, harm or negatively impact homes, lives or communities of local communities.”¹²⁴ 100% of the survey respondents also stated that they “promote responsible behavior toward the local communities”¹²⁵ during interactions between tourists and locals. Not only does this mean these brokers are incorporating responsible tourism planning methods with regards to local communities, but that they are also taking the treatment of local communities into consideration and promote responsible behavior for tourist-local interactions. Taking it further, four out of the five respondents stated that interactions between tourists and locals are always “monitored by a museum employee, guide, local interpreter etc. (anyone other than the tourist that could them accountable for their behavior).”¹²⁶ The UW Botanic Garden stated that “some interactions are monitored.”¹²⁷ This means that these five institutions all monitor at least some, if not all, of the interaction between their tourists and locals, promoting responsible behavior of the tourist.

¹²³ Tourism and Intangible Cultural Heritage, World Tourism Organization (UNWTO), April 3, 2016, <http://ethics.unwto.org/en/content/tourism-and-intangible-cultural-heritage>.

¹²⁴ Appendix D, Question 16.

¹²⁵ Appendix D, Question 25.

¹²⁶ Appendix D, Question 21.

¹²⁷ Appendix D, Question 23.

6.1.3 RQ3

Are museums encouraging their travelers and tourists to practice responsible tourism behaviors? While the findings of the document evaluation reflected minor to almost no promotion of responsible tourism behavior, the survey responses suggest otherwise. Four out of the five respondents stated that their travel programs do include “educational seminars, meetings or orientations prior to the trip,”¹²⁸ with all five respondents stating they have “educational seminars, meetings, or orientations during the trip as a check for tourists to address questions, concerns, comments.”¹²⁹ All five of the respondents stated having “educational seminars, meetings or orientations after the trip as a follow up to the experience.”¹³⁰ This evidence suggests that brokers of travel programs are becoming aware of the necessity to educate and prepare tourists to travel to a different location, allow them to express questions and concerns, and follow up with the tourist post program to tie the experience together. This preparedness in and of itself is evidence of responsible tourism planning.

Responsible tourism and or responsible tourist behavior is also brought up at various times by 100% of the respondents. One of the five respondents, the Holocaust Center for Humanity, embraces responsible tourism/behavior strongly, by discussing it with tourists, “prior to the travel program, during the travel program [and] after the travel program.”¹³¹ Two of the five respondents, UW Botanic Garden and Shedd Aquarium, discuss responsible tourism and responsible tourist behavior both “prior to the travel program” as well as “during the travel program.”¹³² Woodland Park Zoo discusses responsible tourism/behavior with tourists “during

¹²⁸ Appendix D, Question 29.

¹²⁹ Appendix D, Question 30.

¹³⁰ Appendix D, Question 31.

¹³¹ Appendix D, Question 32.

¹³² Appendix D, Question 32.

the travel program”¹³³ and Museum of Fine Arts, Boston does so “prior to the travel program.”¹³⁴

This potentially suggests a trend in the field that organizations offering travel programs are in fact concerned with responsible tourist behavior in general and promote responsible tourism.

7. Conclusion

Travel programs are an excellent opportunity for museums and like institutions to participate in responsible tourism. Just as Szymanowicz asserted that cruise line tourism brokers have an opportunity “for the cruise industry to serve an important role in meeting the goals of sustainable development and corporate sustainability”¹³⁵ so do museums as brokers of tourism have the same opportunity when developing their travel programs. It is important that institutions which are looking to develop, or already offer travel programs, evaluate them based off their responsibility levels in the following three areas: environmental impact, socio-cultural awareness, and responsible tourism behavior standards. As Hastings found “poor management systems and poor management plans were a major contributing factor to the conservation issues resulting from heavy visitor traffic,”¹³⁶ tourists on travel programs need to be made aware of their potential negative impacts. Programs which are developed with a responsible tourism framework are more likely to lead to positive outcomes and lend themselves to the new museology paradigm. This would allow travel programs to become “effective solution[s] for many of the world’s greatest challenges”¹³⁷ which include environmental conservation, social advocacy and economic development.

¹³³ Appendix D, Question 32.

¹³⁴ Appendix D, Question 32.

¹³⁵ Appendix D, Question 32.

¹³⁶ Hastings, 63.

¹³⁷ World Tourism Organization, “UNWTO Annual Report 2014,” http://cf.cdn.unwto.org/sites/all/files/pdf/unwto_annual_report_2014.pdf, 2015, 11.

This thesis provides evidence that museums, as brokers of tourism, are considering the implications and impacts their programs can have environmentally, socio-culturally and on promoting responsible tourist behavior. Through the document evaluation of marketing material as well as the survey responses, it is clear the sample of museums and like institutions are beginning to embrace the responsible tourism trend. Concerns over the environment, social advocacy and responsible tourist behavior were all addressed in different ways by the eight institutions and the twenty-three programs evaluated. While some focused more closely on certain areas, there is evidence that responsible tourism is being incorporated into travel programs in different ways and at different levels. It is very possible this trend will continue to become evident as more institutions embrace the new museology and explore what that means as brokers of tourism.

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APPENDIX A: Coding Rubric for Key Words

RUBRIC: KEY WORDS (Indicators of Responsible Tourism)

Color Code:

Professional Guides, Leaders
National Parks/Protected Areas
Action Based Conservation
Nature
Oreintation/Info Reception
Ecosystems
Culturo/Cultural Heritage

HOUSTON ZOO				
Name of Program:	Yellowstone: Elk, Wolf and Bear in the Spring	Wonders of Yellowstone Family Adventure	Polar Bears of Churchill, Manitoba	Wildlife and Landscapes: Greater Yellowstone in Winter
Key Words:	wildlife biologists	safe wildlife	expedition guides	ecosystem
	guide	contribute to saving animals	guides	nature
	national park	preserve	nature	natural
	Donation	orientation	local cultures	national park
	Conservation	nature	wildlife	orientation
	ask questions		conservation	scientists
	reception		orientation	museum
	nature		crafts	conservation
				art
Name of Program:	Experience the Great Sandhill Crane Migration	Ecuador and the Galapagos Islands	Masai Mara and Mountain Gorillas	
Key Words:	preserved	conservation	conservation	
	endangered	arts	ecotour	
	guide	indigenous	donate	
	social hour	culture	national park	
	questions	locals	welcome dinner	
	nature	orientation	ecosystem	
	ecosystem	expedition leaders	guides	
	protected	guides	nature	
	art gallery	scientists	locals	
		protect		
		ecosystem		
		reserve		
		tingers		
		park		
		preserve		
		sanctuary		
		galleries		
		national park		
		crafts		

WOODLAND PARK ZOO	
Name of Program:	Borneo Wildlife Journey
Key Words:	conservation
	national park
	museum
	cultures
	guides
	nature

UW BOTANIC GARDEN	
Name of Program:	South Africa's Rugged Coast and Western Cape
Key Words:	National Park
	Reserve
	Cultural heritage
	ecosystems
	local guides
	preserve
	nature

MINNESOTA LANDSCAPE ARBORETUM			
Name of Program:	Crossing the Andes--An Expedition of Chile, Argentina and Patagonia	The Gardens and Castles of Scotland	The Gardens and Culture of Melbourne and Tasmania, Australia
Key Words:	cultures	historic	cultures
	heritage	museum	arts
	guide	cultures	preserved architecture
	donation	nature	parks
	conservation		national parks
	museum		protected
	natural		natural environment
	National Park		UNESCO World Heritage-listed
	UNESCO World Heritage site		museum
			host
			guides

MUSEUM OF FINE ARTS, BOSTON				
Name of Program:	Art Basel Miami Beach	Contemporary and Colonial Havana	The European Fine Art Fair	Edinburgh and London
Key Words:	galleries	culture	art	galleries
	art	art		museums
	historic	economic & political issues		
	museum	guide		
Name of Program:	Brazil: Rio De Janeiro and the Sao Paulo Biennial	Art and Architecture in the City of Angels		
Key Words:	cultural	cultural center		
	museums	museums		
	galleries	art		
	mountains-beaches			

HOLOCAUST CENTER FOR HUMANITY	
Name of Program:	Lost, Found, Reimagined, Warsaw, Krakow, and Jerusalem
Key Words:	museums
	culture
	history
	locals
	war

SHEDD AQUARIUM			
Name of Program:	Iguana Research Expedition	Millennial Special: Kayaking in the San Juans	Swim with Whale Sharks
Key Words:	ecology	guides	guide
	research	welcome dinner	ecology
	conservation	ecosystems	guides
	wildlife conservation	wildlife	cultures
	volunteers		welcome dinner
	national parks		ecotourism
	guide		nature
	nature		

AQUARIUM OF THE PACIFIC	
Name of Program:	Student Eco- Ambassadors - Ecuador
Key Words:	volunteer
	conservation
	ecosystems
	communities
	global issues
	environmental issues
	nature

APPENDIX B: Coding Rubric: Tourist Capacities Per Program

RUBRIC: MAX TOURIST CAPACITY

Houston Zoo Programs	Maximum Number of Tourists
Yellowstone: Elk, Wolf and Bear in the Spring	14
Wonders of Yellowstone Family Adventure	20
Polar Bears of Churchill, Manitoba	16
Wildlife and Landscapes: Greater Yellowstone in Winter	14
Experience the Great Sandhill Crane Migration	16
Ecuador and the Galapagos Islands	20
Masai Mara and Mountain Gorillas	16

Shedd Aquarium Programs	Maximum Number of Tourists
Iguana Research Expedition	11
Millennial Special: Kayaking in the San Juans	28
Swim with Whale Sharks	27

APPENDIX C: Coding Rubric: Types of Responsible Tourism

RUBRIC: POSSIBLE TOURISM TYPES									
Institution:	Program:	Alternative	Ethical	Sustainable	Green	Ecotourism	Volunteer	Cultural/Heritage	
Houston Zoo	Yellowstone: Elk, Wolf and Bear in the Spring	X		X	X	X			
Houston Zoo	Wonders of Yellowstone Family Adventure	X		X	X	X			
Houston Zoo	Polar Bears of Churchill, Manitoba	X		X	X	X			
Houston Zoo	Wildlife and Landscapes: Greater Yellowstone in Winter	X		X	X	X			
Houston Zoo	Experience the Great Sandhill Crane Migration	X		X	X	X			
Houston Zoo	Ecuador and the Galapagos Islands	X		X	X	X			
Houston Zoo	Masai Mara and Mountain Gorillas	X		X	X	X	X		
Woodland Park Zoo	Borneo Wildlife Journey	X							
UW Botanic Garden	South Africa: The Rugged Coast and Western Cape	X		X	X	X			X
Minnesota Landscape Arboretum	Crossing the Andes--An Exploration of Chile, Argentina and Patagonia	X							X
Minnesota Landscape Arboretum	The Gardens and Castles of Scotland	X							X
Minnesota Landscape Arboretum	The Gardens and Culture of Melbourne and Tasmania, Australia	X							X
Shedd Aquarium	Iguana Research Expedition	X	X	X	X	X			
Shedd Aquarium	Millennial Special: Kayaking in the San Juans	X		X	X	X			
Shedd Aquarium	Swim with Whale Sharks	X		X	X	X			
Aquarium of the Pacific	Student Eco-Ambassadors Program: Ecuador	X	X	X	X	X	X		X
Museum of Fine Arts, Boston	Art Basel Miami Beach	X							X
Museum of Fine Arts, Boston	Contemporary and Colonial Havana	X	X						X
Museum of Fine Arts, Boston	The European Fine Art Fair	X							X
Museum of Fine Arts, Boston	Art and Architecture in the City of Angeles	X							X
Museum of Fine Arts, Boston	Edinburgh and London	X							X
Museum of Fine Arts, Boston	Brazil: Rio de Janeiro and the Sao Paulo Biennial	X							X
Holocaust Center for Humanity	Lost. Found. Reimagined. Warsaw, Krakow, and Jerusalem.	X	X						X

APPENDIX D: Survey Results

General Background Section of Survey					
Question One:	Name of Institution:				
Answers:	Woodland Park Zoo	UW Botanic Garden	Shedd Aquarium	Museum of Fine Arts Boston	Holocaust Center for Humanity
Question Two:	Respondent Name:				
Answers:	Fred Koontz	Sarah Reichard	Cheryl Mell	N/A	Mark Mulder
Question Three:	What type of organization do you represent?				
Answers:	Zoo	Arboretum/Botanical Garden	Aquarium	Art Museum	History Museum
Question Four:	On average, how many travel programs do you offer annually?				
Answers:					
Question Five:	Who is invited to participate in your travel program?				
Answers:	General Public	General Public	General Public	Members	Other: Individuals in the Holocaust Education Field
	Members	Members	Members	Donors	
	Donors	Donors	Donors		
	Board Members	Board Members	Board Members		
	Employees	Employees	Employees		
		Other: Open to everyone			
Environmental Responsibility					
Question Six:	You develop your travel programs with the intention that visitors will not degrade any natural resources either in travel, touring or interacting with the environment.				
Answers:	Yes	Yes	Uncertain	Does Not Apply	No
Question Seven:	You develop your travel programs to include information or education about the environmental surroundings.				
Answers:	Yes	Yes	Yes	Does Not Apply	No
Question Eight:	You develop your travel programs to include information or education about the past and current conservation issues and threats.				
Answers:	Yes	Yes	Yes	Does Not Apply	No
Question Nine:	Your travel programs are developed with the intention of positively impacting the environment through service, volunteering, or education.				
Answers:	Yes	Yes	Yes	Does Not Apply	No
Question Ten:	Your travel programs provide tourists with opportunities to interact directly with the environment.				
Answers:	Yes	Yes	Yes	No	Yes
Question Eleven:	These interactions are monitored by a museum employee, a guide, environmental or conservation expert, etc. (Anyone other than the tourist that could hold them accountable for their behavior).				
Answers:	Yes	Yes	Yes	Yes	Yes
Question Twelve:	These interactions are carried out independently by the tourist and are not monitored in any way.				
Answers:	No	Does Not Apply	No	No	Yes

Question Thirteen:	Some interactions are monitored and some are carried out independently by the tourist.				
	Woodland Park Zoo	UW Botanic Garden	Shedd Aquarium	Museum of Fine Arts Boston	Holocaust Center for Humanity
Answers:	No	No	No	Does Not Apply	Yes

Question Fourteen:	You promote ethical treatment of the environment during these interactions for all parties involved.				
	Woodland Park Zoo	UW Botanic Garden	Shedd Aquarium	Museum of Fine Arts Boston	Holocaust Center for Humanity
Answers:	Yes	Yes	Yes	Does Not Apply	No

Question Fifteen:	You promote responsible treatment of the environment during these interactions for all parties involved.				
	Woodland Park Zoo	UW Botanic Garden	Shedd Aquarium	Museum of Fine Arts Boston	Holocaust Center for Humanity
Answers:	Yes	Yes	Yes	Does Not Apply	No

Social Responsibility					
Question Sixteen:	You develop your travel programs with the intention that tourists will not degrade, harm or negatively impact the homes, lives or communities of local cultures.				
	Woodland Park Zoo	UW Botanic Garden	Shedd Aquarium	Museum of Fine Arts Boston	Holocaust Center for Humanity
Answers:	Yes	Yes	Yes	Yes	Yes

Question Seventeen:	You develop your travel programs to include information or education about the host community culture.				
	Woodland Park Zoo	UW Botanic Garden	Shedd Aquarium	Museum of Fine Arts Boston	Holocaust Center for Humanity
Answers:	Uncertain	Yes	Yes	Yes	Yes
	*Sometiems				

Question Eighteen:	You develop your travel programs to include information about the past and contemporary social issues that impact the host community culture.				
	Woodland Park Zoo	UW Botanic Garden	Shedd Aquarium	Museum of Fine Arts Boston	Holocaust Center for Humanity
Answers:	Yes	No	Yes	Does Not Apply	Yes

Question Nineteen:	You develop your travel programs with the intention of positively impacting local/host communities through volunteer, service or advocacy work.				
	Woodland Park Zoo	UW Botanic Garden	Shedd Aquarium	Museum of Fine Arts Boston	Holocaust Center for Humanity
Answers:	Yes	Yes	Yes	Does Not Apply	No

Question Twenty:	Your travel programs provide tourists with opportunities to interact directly with the locals.				
	Woodland Park Zoo	UW Botanic Garden	Shedd Aquarium	Museum of Fine Arts Boston	Holocaust Center for Humanity
Answers:	Uncertain	Yes	Yes	Yes	Yes
	*Sometiems				

Question Twenty-one:	These interactions are monitored by a museum employee, a guide, local interpreter etc. (Anyone other than the tourist that could hold them accountable for their behavior).				
	Woodland Park Zoo	UW Botanic Garden	Shedd Aquarium	Museum of Fine Arts Boston	Holocaust Center for Humanity
Answers:	Yes	Does Not Apply	Yes	Yes	Yes

Question Twenty-two:	These interactions are carried out independently by the tourist and are not monitored in any way.				
	Woodland Park Zoo	UW Botanic Garden	Shedd Aquarium	Museum of Fine Arts Boston	Holocaust Center for Humanity
Answers:	No	Does Not Apply	No	No	No

Question Twenty-three:	Some interactions are monitored and some are carried out independently by the tourist.				
	Woodland Park Zoo	UW Botanic Garden	Shedd Aquarium	Museum of Fine Arts Boston	Holocaust Center for Humanity
Answers:	No	Yes	No	No	No

Question Twenty-four:	You promote ethical treatment of the local communities and cultures during these interactions for all parties involved.				
	Woodland Park Zoo	UW Botanic Garden	Shedd Aquarium	Museum of Fine Arts Boston	Holocaust Center for Humanity
Answers:	Yes	No	Yes	Yes	Yes

Question Twenty-five:	You promote responsible behavior toward the local communities and cultures during these interactions for all parties involved.				
	Woodland Park Zoo	UW Botanic Garden	Shedd Aquarium	Museum of Fine Arts Boston	Holocaust Center for Humanity
Answers:	Yes	Yes	Yes	Yes	Yes

Responsible Economic Impact					
Question Twenty-six:	Your program involves mutually beneficial partnerships between many players (including but not limited to government, nongovernmental organizations, industry, scientists and locals).				
	Woodland Park Zoo	UW Botanic Garden	Shedd Aquarium	Museum of Fine Arts Boston	Holocaust Center for Humanity
Answers:	Yes	Yes	Yes	Yes	Uncertain
Question Twenty-seven:	Your programs stress the intrinsic values of the natural, cultural and economic resources encountered on the trip.				
	Woodland Park Zoo	UW Botanic Garden	Shedd Aquarium	Museum of Fine Arts Boston	Holocaust Center for Humanity
Answers:	Yes	Yes	Yes	Does Not Apply	No
Question Twenty-eight:	Your programs are intended to provide long-term benefits to the environment, local community and/or economy (benefits may be conservation, scientific, social, cultural or economic).				
	Woodland Park Zoo	UW Botanic Garden	Shedd Aquarium	Museum of Fine Arts Boston	Holocaust Center for Humanity
Answers:	Yes	Uncertain	Yes	Does Not Apply	Yes
Responsible Tourism Planning					
Question Twenty-nine:	Your program includes educational seminars, meetings or orientations prior to the trip.				
	Woodland Park Zoo	UW Botanic Garden	Shedd Aquarium	Museum of Fine Arts Boston	Holocaust Center for Humanity
Answers:	Yes	Uncertain	Yes	Yes	Yes
Question Thirty:	Your program includes educational seminars, meetings or orientations during the trip as a check in for tourists to address questions, concerns, comments.				
	Woodland Park Zoo	UW Botanic Garden	Shedd Aquarium	Museum of Fine Arts Boston	Holocaust Center for Humanity
Answers:	Yes	Yes	Yes	Yes	Yes
Question Thirty-one:	Your program includes educational seminars, meetings or orientations after the trip as a follow up to the experience.				
	Woodland Park Zoo	UW Botanic Garden	Shedd Aquarium	Museum of Fine Arts Boston	Holocaust Center for Humanity
Answers:	Yes	Yes	Yes	Yes	Yes
Question Thirty-two:	Responsible tourism and or responsible tourist behavior is brought up:				
	Woodland Park Zoo	UW Botanic Garden	Shedd Aquarium	Museum of Fine Arts Boston	Holocaust Center for Humanity
Answers:	During the program	Prior to the program	Prior to the program	Prior to the program	Prior to the program
		During the program	During the program		During the program
					After the program

APPENDIX E: Marketing Materials

*All brochures and imagines are the property of the institutions which published them

Houston Zoo: Yellowstone: Elk, Wolf and Bear in the Spring


This trip offers some of the best wolf and bear viewing opportunities in the country. Yellowstone wildlife biologists will guide you to the most alluring sites in the world's first national park to view grizzly and black bears as they emerge from hibernation with cubs in tow, and get a glimpse into the mysterious lives of the wolves of Yellowstone. You'll enjoy viewing bison while elk calves kick up their heels on the magnificent green-up of North America's "Little Serengeti." This tour is definitely for the adventurous at heart and will require very early and sometimes chilly mornings for ultimate wildlife viewing!



YELLOWSTONE WILDLIFE DISCOVERY

Journey into the wild with the Houston Zoo this Spring

May 17-21, 2016
 \$1599 double occupancy
 Single supplement \$320
 Airfare into Jackson, Wyoming not included



Cost Includes:

- Fully-escorted by Wildlife Expeditions Biologist and Houston Zoo Conservation Department staff
- Airport transfers in Jackson, Wyoming
- Welcome wine and cheese reception at the Lexington Hotel
- Two nights accommodations at the Lexington Hotel
- Two nights accommodations in Cooke City, Montana
- Meals as listed in itinerary
- Donation to Houston Zoo Wildlife Conservation Program

Not included:

- Airfare into Jackson, Wyoming
- Alcoholic drinks other than at wine and cheese reception
- Phone calls
- Laundry or other items of a personal nature
- Gratuities
- Any other personal expenses

Reserve Your Space Today: Contact Renee Bumpus
 conservation@houstonzoo.org | 713.533.6881



ITINERARY

May 17th: Flight into Jackson, Wyoming and met by hotel staff for transport to The Lexington Hotel, in historic Jackson Hole. Our travelers will meet in the early evening for a wine and cheese reception with our knowledgeable biologist the night prior to the expedition. This reception will allow us to ask questions, go over local map and our traveling route, as well as a description as to what we should expect on our trip.

May 18th: Expedition biologist picks you up between 6-6:30 a.m. at your hotel in Jackson, Wyoming. Participants should arrive with packed personal items for two nights stay. An equipment list for details of what you will need will be made available to you in advance of the trip. We journey north through dramatic Grand Teton National Park into Yellowstone National Park searching for elk, bison, deer and pronghorn antelope. We stop along the way for breakfast at Signal Mountain on picturesque Jackson Lake and lunch at Old Faithful. After seeing the famous geyser erupt, we continue north to Mammoth Hot Springs. We then travel to the scenic Lamar Valley in search of bears and wolves, enjoying a light field dinner en route. We spend the twilight hours continuing our search; a successful expedition depends almost entirely upon searching key areas during these evening hours. After dark, we drive to our accommodations in Cooke City, Montana. Breakfast, Lunch and Dinner included.

May 19th: We will have breakfast and return to the Lamar Valley, called America's Little Serengeti, in hopes of witnessing the morning hunt. Mid-day will provide an opportunity to explore the predators' habitat on foot and a chance to rest up for another evening of viewing in the Lamar Valley. After dark, we will return to Cooke City for the night. Breakfast, Lunch, and Dinner included.

May 20th: After swinging through Lamar Valley for one last look, we will leave this area mid-morning to enjoy a hearty lunch at an area restaurant. Afterwards, we will tour Hayden Valley, favored habitat for grizzly bears. Our return trip will include a stop at the colorful Grand Canyon of Yellowstone, crowned by a waterfall more than twice the height of Niagara Falls. We will return to Jackson, arriving in the early evening to the Lexington Hotel. Breakfast and Lunch included.

May 21st: After a provided continental breakfast at the Lexington Hotel, we prepare for our return flight back home. Depending on the time of your flight, there may be time to take a free shuttle into town for local sightseeing.



Reserve Your Space Today: Contact Renee Bumpus
 conservation@houstonzoo.org | 713.533.6881

Houston Zoo: Wonders of Yellowstone Family Adventure



JOIN THE HOUSTON ZOO ON OUR
**Wonders of Yellowstone
 Family Adventure!**

July 6th – 11th, 2016

A unique travel program for families who want to combine the adventures of Yellowstone with opportunities to take actions to save wildlife.

The Houston Zoo is partnering with Teton Science Schools for a one-of-a-kind family adventure program in one of the world's most beautiful and wildlife-abundant hotspots: The Grand Tetons and Yellowstone! Enjoy the dramatic landscape and the abundant wildlife viewing opportunities with your family. Participate in citizen science projects that contribute to saving animals in North America!

Your participation supports the efforts of both Houston Zoo and Teton Science Schools – to educate, appreciate, respect and preserve the natural world.



Trip Itinerary

- Day 1: Arrival**
- Welcome and orientation
 - Evening Program: Introduction to the Greater Yellowstone Ecosystem
 - Lodging: Jackson Campus of Teton Science Schools
- Day 2: Bald Eagles & Sky**
- Visitor Center visit and introduction to Raptors of Jackson Hole
 - Field Lunch
 - Jackson Hole Mountain Resort Aerial Tram exploration
 - Evening Program: Scenic Float Trip on Snake River in Grand Teton National Park
 - Lodging: Jackson Campus of Teton Science Schools
- Day 3: Otters & Waterways**
- Oxbow Bend wildlife viewing in Grand Teton National Park
 - West Thumb geothermal hike in Yellowstone National Park
 - Lunch at Old Faithful
 - Evening Program: Introduction to Grizzly Bear research and prepare for early morning wildlife viewing
 - Lodging: Mammoth Hot Spring Hotel in Yellowstone National Park
- Day 4: Grizzly Bear & Yellowstone National Park**
- Wildlife viewing in Yellowstone National Park focusing on the Lamar Valley
 - Trout Lake hike in Lamar Valley
 - Lodging: Mammoth Hot Spring Hotel in Yellowstone National Park
- Day 5: Grizzly Bear & Yellowstone National Park**
- Visit the Grand Canyon of Yellowstone
 - Return to TSS
 - Evening Program: closing, celebration and connection to home
 - Lodging: Jackson Campus of Teton Science Schools
- Day 6: Departure**



Costs

\$1,995
for 1st family member

\$1,349
for each subsequent family member sharing the same room at the Jackson Campus

Lodging at Mammoth Hot Springs in Yellowstone National Park will be for 2 nights (July 9th and 10th). These rooms have a private bath and 2 full-size beds.

Included
 Costs include all lodging, meals, transportation to and from activities, and all third party activity costs during times of program. All excursions subject to weather.

Not Included
 Travel to and from Jackson Hole, Wyoming; alcoholic beverages, gratuities, travel insurance, items of a personal nature (laundry, etc.)

Registration
 Contact conservation@houstonzoo.org or call 713-533-6836 for more information or if you would like to pay us on the very special, one-of-a-kind species available to travel in July 2016. Recommended for children ages eight and up.



Houston Zoo: The Polar Bears of Churchill, Manitoba



**Join the Houston Zoo Travel Program
October 22-27th 2016 for
The Polar Bears of Churchill, Manitoba**

Confirmed dates and pricing will be available in a few weeks. \$500 per person deposit required. Group is limited to a maximum of 16 travelers. Pricing for this trip will be \$6,095 per person double occupancy. Airfare into Winnipeg not included.

This flagship polar bear tour offers extraordinary polar bear viewing opportunities afforded our guests as well as the broad introduction to life in the North over the course of a six-day adventure. Two tundra vehicle day trips and a night trip are complemented by time spent exploring this subarctic outpost, all in the company of professional and experienced expedition guides.

See the world's greatest concentration of polar bears, just outside Churchill, Manitoba while experiencing the frozen wilderness on Hudson Bay from the comfort of warm tundra vehicles.



Day 1: Winnipeg, Manitoba

Arrive in Winnipeg and enjoy an orientation dinner. Accommodations: Fort Garry Hotel

Day 2: Winnipeg / Churchill and Evening on the Tundra

Fly to Churchill this morning. This hospitable outpost town, originally a fur-trading post, is our base for adventure. On this 6-day trip we head to the tundra in the evening for our first glimpse of the bears, though we often see them from the bus leaving the airport, even before we board our polar rover.

If the skies are clear, our nighttime tundra excursion might provide one of nature's most exhilarating experiences - a chance to view the Northern Lights away from the glare of town. Though they are never predictable, sometimes amidst the darkness of the sub-arctic tundra, the lights begin as a white glow in the northern sky, then begin to flicker and dance in shimmering curtains of color.

Days 3 & 4: Polar Bear Viewing

Unique polar rovers are our mobile means for spending time among the polar bears. Although they accommodate an average of 35 passengers, we take just 15, ensuring everyone a window seat. Our expedition guides know the best places to view bears, which are waiting for the ice to solidify on Hudson Bay so they may begin the winter seal-hunting season.

Alternately regal and whimsical and always awe inspiring, polar bears in the wild offer a natural encounter charged with drama and magic. Yet a warming climate and melting ice sheet are affecting Arctic ecosystems, threatening the future of all polar bears.

As we watch them interact, we're delighted by their antics and rugged beauty. From the warmth of our rover, we may see mothers with cubs and young adult males play-fighting. Guides offer interpretation along the way, explaining the bears' behavior and how they thrive in such a



harsh environment. In the evenings, we meet for dinner, followed by presentations on wildlife or local cultures.

Polar bears are typically in the Churchill area all year round. The highest concentration occurs in Oct. and Nov. Sometimes the best viewing is in the beginning of the season, sometimes the middle and sometimes the end - we never know for sure. The bears are waiting for Hudson Bay to freeze, and when it does, many of them depart. Historically, this has been in early December, but an unusually early cold spell may occur, hastening their departure.

Day 5: Churchill / Winnipeg

Our return flights are scheduled to depart in the mid - late afternoon, to offer as much time as possible to explore Churchill. As part of the Houston Zoo tour, we would like to offer dogsledding as an included option for this day. Activities are weather dependent and cannot be guaranteed. Prefer to stay in town? Pick up last-minute native handicrafts and souvenirs or, if time permits, take an optional helicopter journey over the tundra.



Day 6: Return Home

After breakfast, transfer to the airport for flights home or extend your stay in Winnipeg.

Pre and Post Trip Extensions

-Extra Day in Winnipeg: The Extra Day Program in Winnipeg is a perfect option for travelers who want to arrive early and explore Winnipeg before their Polar Bear adventure. Please contact us for costs on this program.

-Helicopter tours can be booked 90 days prior to departure.

-Dogsledding is also available the morning of Day 5 in Churchill.

Helicopter forms (including pricing) will be mailed to travelers with pre-departure materials. Sledding forms will also be available - the Houston Zoo will cover the cost of all travelers interested in the dogsledding activity. Both activities are weather dependent and cannot be guaranteed.

Included

R/T flight from Winnipeg to Churchill, accommodations, all meals (except either lunch or dinner on your final day in Churchill), services of professional Expedition Leaders and assistants, all evening wildlife and cultural presentations, dogsledding if weather is appropriate, activities/entrance fees, all taxes and service charges.

Not Included

Travel to and from Winnipeg, lunch or dinner on your final day in Churchill, alcoholic beverages, gratuities, travel insurance, items of a personal nature (telephone calls, laundry, etc.).

Getting There & Getting Home

In case of flight or weather delays, our tour operators recommend that you arrive a day early and either participate in their Extra Day in Winnipeg program or stay on your own. If you are interested in this program, please let us know. Our small group tour begins with a 7:00 pm welcome dinner on Day 1. You are free to depart at any time on the final day.

Contact conservation@houstonzoo.org or call 713-533-6745 for more information or if you would like to join us on this very special trip.

Complimentary Boots & Parkas

Our tour operator lends winter parkas and Arctic boots to all travelers

during their polar bear adventures. Use of this gear will ensure your comfort and eliminate the hassle of carrying these bulky items between your home city and Winnipeg.

Physical Requirements

Easy! A polar bear expedition with requires very little to no walking although the Polar Rovers can sometimes offer a bumpy ride.

Houston Zoo: Wildlife Landscapes: Greater Yellowstone in Winter

Travel with the Houston Zoo for Wildlife and Landscapes: Greater Yellowstone in Winter

February 2 - 8, 2017
 Cost \$3899 based on double occupancy
 Single Supplement \$575
 Airfare into Bozeman, MT and return from Jackson, WY not included
 Maximum travelers per snow coach is 7
 Maximum capacity of this trip is 14 travelers

This winter "wonderland" adventure focuses on the unique beauty of the Greater Yellowstone Ecosystem during the pristine heart of winter. Highlights of this epic adventure include: North America's highest concentrations of wintering elk, Yellowstone National Park's geothermal features and Lamar Valley's famous wolf populations in their natural habitat.



Day 1: FEBRUARY 2, 2017
 Flights into Bozeman, Montana and met by hotel staff for transport to The Grantee Inn. This historic Old West/New West town, with a rich mining and trapping heritage, boasts 40 individual properties on the National Register of Historic Places. Today it is home to Montana State University and offers a wide range of cultural and outdoor activities. We meet this evening for an informal welcome dinner and orientation. Our travelers will meet in the early evening for an informal welcome dinner and orientation. This reception will allow us to ask questions, go over local map and our traveling route, as well as a description as to what we should expect on our trip.



Day 2: FEBRUARY 3, MAMMOTH HOT SPRINGS / LAMAR VALLEY/COOKE CITY
 This morning we travel southward through Paradise Valley toward Mammoth Hot Springs, where we may see many elk. Our destination for the night is Cooke City, Montana. An afternoon or evening drive through the Lamar Valley in Yellowstone's far northeast corner offers our first chance to search for wolves. The park is the best place in the world to view these charismatic predators, and we dedicate the next two days to finding them. Although pack movements are unpredictable and the impacts of past human interactions can often make wolves shy in the presence of humans, our Expedition Leader is an

experienced tracker and will educate us about wolf behavior. We are also in close contact with scientists who conduct research on the wolves, and they will help us locate these animals based on recent sightings. We will also keep an eye out for Bald Eagle, Trumpeter Swans, Pronghorn, Bison, Bighorn Sheep, Elk, Coyotes and of course Wolves.



Day 3: FEBRUARY 4, LAMAR VALLEY WOLF SAFARI
 A full day is set aside for Yellowstone's famous wolves. Reintroduced to the park in the 1970s amid much controversy, wolves were returned to this native ecosystem after a 70-year absence following their government-sanctioned eradication. Since then they have flourished, supported by bountiful prey including a multitude of elk. As the wolves have begun to restore balance to the natural ecosystem, elk numbers have dropped, and we may not be as likely to see as many wolves as visitors did several years ago. If we are especially lucky, however, we may see a pack rest on an elk head for a week or so, as we'll hope to spot lone individuals foraging on their own. But even if the wolves remain elusive, the winter landscape is magical, and we're sure to see plenty of other wildlife native to Yellowstone. We overnight once again in Cooke City, Montana.



DAY 4: FEBRUARY 5, LAMAR VALLEY / INTERIOR YELLOWSTONE / OLD FAITHFUL
 As dawn dawns the snowy meadows of the Lamar Valley, we return once more in search of wolves. If we are fortunate to sight them, our onboard spotting scope is at the ready to observe their activities from a distance without disturbing their natural behavior. Many of our Expedition Leaders have worked for years with the on-site researchers who track wolves daily, and together they provide us every opportunity to find these magnificent animals in their natural surroundings. Returning to Mammoth Hot Springs, we board enclosed, heated snowcoaches that convey us into Yellowstone's silent winter splendor. Due to the fact that access to the park's interior is limited to snow vehicles, we find ourselves in peaceful isolation, experiencing the magic of Old Faithful erupting in winter's crystalline veil.

DAY 5: FEBRUARY 6, BUFFALO VALLEY / JACKSON Today we head south by snowcoach, depart Yellowstone and continue by van to Wyoming's other scenic treasure, Grand Teton National Park. In route we stop at West Thumb Geyser Basin on the edge of Yellowstone Lake to search for and photograph moose, river otters and trumpeter swans. Crossing the Continental Divide, we stop into the Snake River Basin. A traverse of Buffalo Valley and the northern portion of Grand Teton National Park offer a panorama of the Tetons rising above the Snake River. We overnight at the famous Old Faithful Snow Lodge.



DAY 6: FEBRUARY 7, GRAND TETONS / NATIONAL ELK REFUGE Today we venture into Jackson Hole in search of bighorn sheep, bald and golden eagles, coyotes, bison, mule deer and moose. Later we visit the National Museum of Wildlife Art in Jackson. Then by horse-drawn sleigh we glide across the snow blanketing the National Elk Refuge for close-up photos of the massive elk herd that winters there, with thousands of animals roaming the valley floor. Tonight we will enjoy a Farewell Dinner for our final evening together.



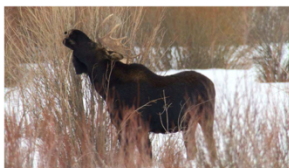
DAY 7: FEBRUARY 8, FREE DAY IN JACKSON / DEPARTURE After breakfast, the Lexington offers a complimentary shuttle to the airport to connect with flights home. If you would like to extend your stay in Jackson Hole, WY, please contact us for information and reservations.

Reserve Your Space Today: Contact conservation@houstonzoo.org or 713-533-6881

Cost per person based on double occupancy \$3,899
 Single supplement fee \$575
 7 days/6 nights
 Maximum travelers per snow coach is 7
 Maximum capacity of this trip is 14 travelers

- Cost Includes:**
- Fully-escorted by Wildlife Expeditions Biologist and Houston Zoo Wildlife Conservation Program staff
 - Airport transfers in Bozeman, Montana and Jackson, Wyoming
 - Two nights accommodations at the Lexington Hotel, Jackson Hole
 - One night accommodation at Old Faithful Snow Lodge
 - Two nights' accommodation at Cooke City, Montana
 - One night accommodation at the Grantee Inn, Bozeman, MT
 - Meals as listed in itinerary
 - National Park Entrance Fees
 - Sleigh ride in National Elk Refuge

- Not included:**
- Airfare: Participants must fly into Bozeman, MT (airport code BZN) and leave out of Jackson Hole, WY (airport code JAC)
 - Alcoholic drinks
 - Phone calls
 - Laundry or other items of a personal nature
 - Gratuities
 - Pre or post trip nights
 - Any other personal expenses



Houston Zoo: Experience the Great Sandhill Crane Migration



Experience the Great Sandhill Crane Migration

on historic Crane Trust lands in Nebraska

The Houston Zoo and the Crane Trust are pleased to welcome you on an ancient flight of discovery

MARCH 7-9, 2016
3 DAYS / 2 NIGHTS

National Geographic has called it one of the greatest wildlife phenomena in North America.

They come as they have for thousands of years to this incomparable stretch of the Platte River—an estimated 500,000 cranes in all—to rest, feed and concentrate in astonishing numbers before pushing on to their breeding grounds in the north. Now, as never before, you can experience the wonder of North America's great sandhill crane migration on rare Crane Trust lands in south-central Nebraska. Watch the Crane Trust migration video at CraneTrust.org.

For more information, contact
Charles Cooper, Jr.
802.212.1074
charlescooper@cranetrust.org

Crane Trust
6611 W Whopping Crane Drive
Wood River, Nebraska 68683
CraneTrust.org

3-Day Crane Safari Itinerary

Wood River, Nebraska / The Crane Trust Wood River Ranch

DAY 1: Mon, March 7

Your Crane Trust guide will greet you upon your arrival in Grand Island, Nebraska at the Crane Trust Nature & Visitor Center before 8:00am and escort you to the Crane Trust Wood River Ranch—a natural haven for cranes in a 4,500 beautiful acres of rare tallgrass prairie and native wetland meadows.

Before heading out to your evening Pterocarya VFF Blind, you'll meet together as a group for an orientation/checkout session at the Crane Trust Wood River Ranch so you can share information and a map of the Crane Trust Wood River Ranch. You'll also receive one of the largest concentrations of sandhill cranes in the world here. You'll watch a film about the Crane Trust and receive one of the largest concentrations of sandhill cranes in the world here. You'll watch a film about the Crane Trust and receive one of the largest concentrations of sandhill cranes in the world here.

DAY 2: Tues, March 8

Your Crane Trust guide, both a trained crane and a light painter and will greet you in the pre-dawn hours before heading out to watch the cranes at the beautiful Platte River.

From your heated Pterocarya VFF Blind on the banks of the Platte River, you'll experience great concentrations of sandhill cranes up close and in the most intimate way possible as they

wake up from their sleep just meters away. You'll watch them dance, hiss chicks in the air and display fascinating social behaviors before they fly off to begin their journey to spend the day resting and feeding in nearby barnyards. Your viewing blind has been specifically designed to provide spectacular views and photos opportunities of cranes and other wildlife.

Your mid-day program and activities may include a guided nature hike or SUV tour of historic Bowman and Shumann barns located on the Crane Trust Wood River Ranch. You'll also enjoy a guided photography, birding, and watching and learning about the ecology that makes this one of the most extraordinary in the world. During the SUV tour, you'll see sandhill cranes feeding, dancing, and feeding to their neighbors. You'll also see a variety of other birds and mammals that are important to the crane's survival.

After your SUV tour, you'll have a picnic lunch and then head back to your viewing blind to watch the cranes as they wake up and begin their day. You'll also have a picnic lunch and then head back to your viewing blind to watch the cranes as they wake up and begin their day.

DAY 3: Wed, March 9

You will have one final walk to the Pterocarya VFF Blind for the morning viewing to enjoy the sunrise over the sandhill cranes. Your afternoon will include a guided nature hike, SUV tour or Barnyard Crane Tour providing opportunities for photography, birding, natural history, and American Bison viewing.

A variety of Crane Trust staff, guides and naturalists throughout the safari guides may vary by different days/activities.

Completing your Crane Safari photo album.

Your Safari at a Glance

This event is a field education with Crane Trust staff includes three days of educational crane viewing and related activities, plus two nights lodging at the Crane Trust Wood River Ranch situated on a 4,500 beautiful acres of rare tallgrass prairie and wetland meadows. Each safari costs \$1,100 for adults.

INCLUSIONS: Safari guides, lodging, meals, ground transportation during the safari, pickup and drop-off in Grand Island, Nebraska, crane viewing, nature programs and activities.

SPONSORING ORGANIZATION: The Houston Zoo

HOST ORGANIZATION: The Crane Trust

DATE: Monday, March 7 to Wednesday, March 10, 2016

MAIN PROGRAMS: \$1,100 per person, double occupancy for full three day experience

LOCATION: Meet your safari guide at the Crane Trust Nature & Visitor Center 19252 South Aida Road, Wood River, NE 68683 and you'll be escorted to the Crane Trust Wood River Ranch 6611 Whopping Crane Dr., Wood River, Nebraska 68683.

The Crane Trust Wood River Ranch is a private reservation.

Inclusions

- Travel agency fees and service
- Round trip transportation from airport to Grand Island, Nebraska
- Baggage charges (based on airline)
- Meals and beverages other than specified

Exclusions

- Crane viewing during the safari
- Accommodation in the Crane Trust Wood River Ranch
- Ground transportation from airport to Grand Island, Nebraska
- Baggage charges (based on airline)
- Meals and beverages other than specified

Your Surroundings & Accommodations

The Crane Trust Wood River Ranch is a beautiful stretch of tallgrass prairie and native wetland meadows. The Crane Trust Nature & Visitor Center is a beautiful stretch of tallgrass prairie and native wetland meadows. The Crane Trust Nature & Visitor Center is a beautiful stretch of tallgrass prairie and native wetland meadows.

What to expect about the migration

The migration is a natural phenomenon that has been occurring for thousands of years. It is a natural phenomenon that has been occurring for thousands of years. It is a natural phenomenon that has been occurring for thousands of years.

Preparing for your Crane Safari

Be in good health. The migration is a natural phenomenon that has been occurring for thousands of years. It is a natural phenomenon that has been occurring for thousands of years. It is a natural phenomenon that has been occurring for thousands of years.

Conditions of Travel

CRANE SAFARI: Crane safaris are a natural phenomenon that has been occurring for thousands of years. It is a natural phenomenon that has been occurring for thousands of years. It is a natural phenomenon that has been occurring for thousands of years.

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Crane Safari Reservation Form

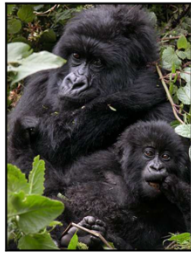
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Reservations: Reservations are a natural phenomenon that has been occurring for thousands of years. It is a natural phenomenon that has been occurring for thousands of years. It is a natural phenomenon that has been occurring for thousands of years.

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Houston Zoo: Masi Mara and Mountain Gorillas

Houston Zoo Wildlife Conservation, Rice University Alumni Programs and Terra Incognita Ecotours
"Masai Mara and Mountain Gorillas"
 9 day / 8 night trip



Saturday 20th May - Sunday 28th May 2017

US\$8,999 per person

Single Supplement is US\$1,250

When was the last time you had a once-in-a-lifetime experience?

This could be the next time! Join the Houston Zoo Wildlife Conservation Program and Rice University Alumni Travel Program on a unique journey to experience the famed Masai Mara in Kenya and combine this with the opportunity to **twice** trek Mountain Gorillas in Rwanda.

This unique adventure especially created for us stays in luxury lodges throughout, and the trip ends with two opportunities to track the endangered Mountain Gorillas in Parc National des Volcans (PNV) in the Virunga volcanoes in the northwest of Rwanda. Seeing some of the remaining 700 mountain gorillas is a fantastic and awe-inspiring experience.

This is an Ecotour that will make a difference to you, and to the areas we visit. We will donate to the important work of the Mountain Gorilla Veterinary Project.

Group size is limited to 16 guests

Contact conservation@houstonzoo.org for bookings and more information

Masai Mara and Mountain Gorillas



On this ecotour we stay 2 nights at the famed Norfolk Hotel in Nairobi, 3 nights in Little Governor's Camp in the Masai Mara, and 3 nights at the spectacular Virunga Lodge overlooking the Volcanoes National Park.

Day 1: Saturday, Arrival to Nairobi, Kenya
 Plan to arrive in Nairobi, Kenya at a convenient time today and you will be met outside baggage claim and transfer immediately to the famed Norfolk Hotel, where Kings and Presidents have previously stayed. Enjoy your Welcome dinner at the Hotel this evening.
Overnight at Norfolk Hotel (D)

Day 2: Sunday, Nairobi to Masai Mara
 After a relaxed breakfast, expect for a 45-minute flight to the Masai Mara. Your destination is the exclusive Little Governor's Camp in the Masai Mara. The Government's Collection of Camps are located in the heart of the best game viewing areas of the Masai Mara. We should be at the Camp in time for lunch and once we have settled in we will have the chance for a "Game Drive" before sunset. We shall enjoy dinner this evening back at the Camp overlooking the Masai Mara plains.
Overnight at Little Governor's Camp (B,L,D)



Day 3: Monday, Masai Mara
 An early morning game drive in the Park should reward us with the chance to see the wildlife and scenery this reserve is so famous for. We will of course also have great chances to see lions, cheetahs, elephants,

giraffe, and a variety of birds, hyena, buffalo and crocodiles. We shall plan on a short sitz around midday, and later this afternoon we will enjoy another game drive.
Overnight at Little Governor's Camp (B,L,D)



Cherrie prepares to hunt in Masai Mara

Day 4: Tuesday, Masai Mara
 We have another full day to explore the Masai Mara to ensure we witness the full spectacle of this ecosystem. You could elect to take a sunrise Balloon Safari this morning, (at an extra cost) directly from our camp, with a champagne breakfast on the Mara. If you do not do the balloon safari of course we still plan to have an early morning game drive, a sitz and another game drive in the afternoon.
Overnight at Little Governor's Camp (B,L,D)



Little Governor's Camp

Day 5: Wednesday, Masai Mara to Nairobi
 This morning is our last game drive and after lunch we depart the Masai Mara for our flight back to Nairobi where we will spend another night at the Norfolk Hotel. At this time we will be reunited with any luggage we left behind with the concierge, as we can only carry 15 kilos on our flight in the small plane to/from the Masai Mara.
Overnight at the Norfolk Hotel (B,L,D)

Day 6: Thursday, Nairobi to the Virunga Volcanoes, Rwanda

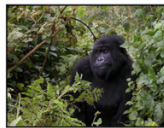
This morning we transfer to the Nairobi International Airport for our flight to Kigali, Rwanda. The Kenya to Rwanda flight is included in your trip cost. Upon arrival in Rwanda we make a short visit to the Gorilla Memorial before we drive to our base for the next three nights, the beautiful Virunga Lodge. The journey north goes through the beautiful terraced hillsides that characterize much of Rwanda's landscape, gradually climbing to the base of the awesome volcanoes, sometimes with as many as five peaks visible. We settle in this evening at our base for the next three nights, the dramatically located Virunga Lodge, overlooking the lakes of Bwira and Ruhondo.
Overnight at Virunga Lodge (B,L,D)



Virunga Lodge

Day 7: Friday, Volcanoes National Park - 1st Gorilla trek
 Today we take our first Gorilla trek (the cost of this trek is included in your trip payment). We will arise early this morning and drive to the headquarters of Volcanoes National Park where we will meet our trackers and head up the slopes of the Virunga Volcanoes. We may visit one of the ten habituated groups. No more than eight people may visit any group on any given day, so we can rely on having an intimate experience with our group, whichever group we visit. Tracking the gorillas through the lush forested slopes of the Virungas is an absolutely magical experience. If you are lucky you can get to the gorillas, spend an hour with them, and be back at the base in time for a late lunch! Some gorilla families however are more elusive, and tracking can take a full day, especially when it is wet and muddy, so you should be able to hike for two to three hours on steep mountain trails.

This evening we meet the Houston Zoo conservation partners, Rwanda-based Veterinarians from the Mountain Gorilla Veterinary Project, and hear about their efforts to protect the Mountain Gorillas. They will join us for cocktails and dinner, and they will share with us some of the stories, challenges, and successes of their important work.
Overnight at Virunga Lodge (B,L,D)



Mountain Gorilla emerges from vegetation

Day 8: Saturday, Volcanoes National Park - 2nd Gorilla Trek
 Today is a second chance to go trek the Mountain Gorillas (on payment of a \$750 supplement - the cost of a second Gorilla trekking permit), and we now know what to expect! If you choose to trek to the Gorillas a second time you should be able to visit a different Gorilla group than your first visit - indeed the more athletic may even try to visit the Bwira group which usually requires the longest and most challenging trek. Alternatively try to visit the endangered Golden monkeys that call the Volcanoes National Park home. After returning today we may have time to visit the local market or local education program Conservation Heritage Tumbes which is sponsored by the Houston Zoo. Farewell Dinner tonight.
Overnight at Virunga Lodge (B,L,D)



Mountain Gorilla up close and personal

Day 9: Sunday, Virunga Lodge to Kigali and flights home.
 Breakfast and pack, then transfer to Kigali for your flights home. Please make sure your homeward flight departs Kigali after lunch.
Cost per person is \$8,999
 Minimum Group size is 8 participants.
 Group size is limited to 16 participants.
 (Single supplement is \$1,250; B = Breakfast; L = Lunch; D = Dinner)

Included: ONE Gorilla trekking permit; Accompanied throughout by English-speaking local guides; International one-way flight between Nairobi and Kigali; all transportation within Kenya and Rwanda; bottled water; all accommodations; gratuities; most alcoholic drinks; meals as specified; and complete pre-departure information.

Additional Costs: Tour includes one gorilla trekking permit. A permit for the 2nd day of activities can be added at an additional cost of \$750 per person. Other activities can be arranged in Rwanda for those only interested in trekking with gorillas on the first day.

Not Included: International airfare to Nairobi and home from Kigali; Insurance fees; visas and passport fees; medications; items of a personal nature such as laundry, phone calls, some alcoholic drinks, etc.

Terra Incognita Ecotours Inc. is registered with the State of Florida as a Seller of Travel. Registration # ST38712

About our lodgings:

The Norfolk Hotel
 The Norfolk Hotel has played a leading role in Kenya's colorful history, and continues to be Nairobi's finest and best-known hotel. The town and later the modern city of Nairobi grew up around The Norfolk, which still has its own private tropical gardens. The hotel is still the traditional starting point for safaris and the Lord Delamere Terrace is modern Nairobi's most famous meeting place, where drinks and light meals are served continuously from morning until midnight.


The Norfolk was expanded in 1999 and subsequently renovated in time for its centennial, which it celebrated in 2004. The hotel now offers accommodations in 166 guest rooms and suites, has three Conference rooms, a heated outdoor swimming pool, health club and gym, sauna and steam room, beauty salon, book shop and gift shops.

Little Governor's Camp
 Little Governor's is intimate in character, with just 17 luxury en-suite tents tucked around a large watering hole that teems with both birds and wildlife. The camp is approached by a boat ride across the Mara River, then an escorted walk through the riverine forest. Vehicles are left on the far river bank, and the camp is therefore quiet and undisturbed. The guest tents at Little Governor's have recently been renovated and now have great wooden decks with large verandahs for guests to enjoy the constant game activity that takes place around the watering hole at the camp. All Governors' properties are unfenced, and at Little Governor's there is a resident family of warhogs that wander freely through the camp. Guests may need to make way for elephants which sometimes visit the camp at lunch time.



Virunga Lodge
 In a spectacular location overlooking the Virunga volcanoes and shimmering lakes Ruhondo and Bwira. The magnificent Virunga Lodge, set on a stunning hillside, has eight luxury bandas with a panoramic view of the Virunga volcanoes and the lakes Ruhondo and Bwira. The terraced gardens on this high ridge are now well established, with a magical sunset paradise garden as their focal point. Aside from Gorilla treks, guests here can climb a volcano, track the golden monkey, visit Dian Fossey's grave or go for gentle strolls around the picturesque villages near the lakes. This is an eco-lodge, so relies on solar power for all electricity generated and also harvests rainwater for use in the showers and toilets. Three hour drive from Kigali.

Woodland Park Zoo: Borneo Wildlife Journey

You are Cordially Invited to Join



and
Lisa Dabek
Senior Conservation Scientist at
Woodland Park Zoo
On a Unique
BORNEO WILDLIFE JOURNEY
September 26 to October 8, 2016

Parker Travel Associates, Inc.
1994 S. Power Rd., Suite 103-111 • Mesa, AZ 85206
Phone: 480-724-2723 • Fax: 480-726-7993
email: sales@parkertravel.com
website: www.parkertravel.com
CIT # 2060509-03

OUR ESCORT AND JOURNEY

As the northeast corner of the island of Borneo, the Malaysian state of Sabah, also known as "The Last Frontier," the Woodland Park Zoo is proud to partner with the Sabah Wildlife Department and the Sabah Forestry Department to support the conservation of Borneo's rich biodiversity. The Woodland Park Zoo is proud to partner with the Sabah Wildlife Department and the Sabah Forestry Department to support the conservation of Borneo's rich biodiversity. The Woodland Park Zoo is proud to partner with the Sabah Wildlife Department and the Sabah Forestry Department to support the conservation of Borneo's rich biodiversity.

OUR ITINERARY

Monday, September 26 - Depart Seattle
Fly to Kota Kinabalu, Sabah, Malaysia via Singapore.

Tuesday, September 27 - In-flight
Fly to Sandakan, Sabah, Malaysia via Singapore.

Wednesday, September 28 - Arrive Sandakan
Transfer to Sandakan and check into the hotel.

Thursday, September 29 - Kota Kinabalu
Fly to Kota Kinabalu and visit the Sabah Wildlife Department.

Friday, September 30 - Sandakan
Fly to Sandakan and visit the Sabah Wildlife Department.

Saturday, October 1 - Sandakan
Visit the Sabah Wildlife Department and the Sabah Forestry Department.

Sunday, October 2 - Sandakan
Visit the Sabah Wildlife Department and the Sabah Forestry Department.

Monday, October 3 - Sandakan
Visit the Sabah Wildlife Department and the Sabah Forestry Department.

Tuesday, October 4 - Sandakan
Visit the Sabah Wildlife Department and the Sabah Forestry Department.

Wednesday, October 5 - Sandakan
Visit the Sabah Wildlife Department and the Sabah Forestry Department.

Thursday, October 6 - Sandakan
Visit the Sabah Wildlife Department and the Sabah Forestry Department.

Friday, October 7 - Sandakan
Visit the Sabah Wildlife Department and the Sabah Forestry Department.

Saturday, October 8 - Sandakan
Visit the Sabah Wildlife Department and the Sabah Forestry Department.

Monday, October 3 - Sandakan
Visit the Sabah Wildlife Department and the Sabah Forestry Department.

Tuesday, October 4 - Sandakan
Visit the Sabah Wildlife Department and the Sabah Forestry Department.

Wednesday, October 5 - Sandakan
Visit the Sabah Wildlife Department and the Sabah Forestry Department.

Thursday, October 6 - Sandakan
Visit the Sabah Wildlife Department and the Sabah Forestry Department.

Friday, October 7 - Sandakan
Visit the Sabah Wildlife Department and the Sabah Forestry Department.

Saturday, October 8 - Sandakan
Visit the Sabah Wildlife Department and the Sabah Forestry Department.

JOURNEY PRICE
(All Costs are Per Person)

Land Tour Cost - Double Occupancy	\$4,438
Single Room Supplement	\$744
Estimated Airfare from Seattle (including all taxes, surcharges and fees)	\$2,000

(Based on current fares, but subject to change until tickets)

Land Tour Price Includes:

- Meeting at Kota Kinabalu Airport and private transfer to the hotel
- Activities and excursions, as indicated, including English-speaking guides, on a private basis (as appropriate)
- 9 Nights Accommodations in First Class properties as indicated (or similar), with private facilities, on a double occupancy basis, plus day-rooms in Sandakan on day of departure
- All Meals from Breakfast on September 29 through Lunch on October 7
- Land transportation in air conditioned vehicles, on a private basis (as appropriate)
- Transportation by boat (regular or charter) on portions of the journey
- A Naturalist Guide will accompany the group throughout
- A Representative of Woodland Park Zoo will accompany the group
- Applicable local and government taxes on accommodation and transportation

Tour Price Does Not Include:

- International airfare from the U.S. to Borneo (quoted separately)
- Beverages (with meals or otherwise)
- Camera/Video fees (where required)
- Tips to driver/guides, and other land service providers
- Excess baggage fees
- Items of a personal nature, such as telephone calls, internet access fees, laundry, etc.
- Travel insurance.



Minnesota Landscape Arboretum: The Gardens and Castles of Scotland

The Gardens and Castles of Scotland

May 16 - 28, 2016

In 2013 we had a delightful tour which visited some of the most beautiful gardens and castles that Scotland has to offer. This trip was a smashing success, according to our group, and we've been asked to consider another journey there, this time in the springtime, to take advantage of the spectacular beauty of the azaleas and rhododendrons in the spring. As a result, we've put together an itinerary that encompasses some of the gardens and castles that we toured in 2013, but we've added some new wrinkles to the tour, some new sites and gardens.



We begin by touring gardens on the Isle of Bute, off the west coast of Scotland, visiting three great gardens - Mount Stewart, Ascog Hall and Ardencraig. Continuing on along the rugged western shore, we'll visit Benmore Garden, Craze Garden and Ardsheal. Our journey continues to the beautifully picturesque Isle of Skye, so often noted for its stark beauty and rugged landscape. We'll spend the day leisurely touring the Isle with many photo stops including a visit to Dunvegan Castle, the home of the MacDonald clan.

We'll visit one of Scotland's most treasured and talked about gardens - Inverewe Garden, clinging to a rugged outcropping of rock on the northwest coast of Scotland. This garden is a testament to the tenacity and perseverance of the builders of the garden, who literally had to hand carry buckets of soil in from some distance away in order to provide the basis for the premier garden that was established here. This garden will have you shaking your head in amazement at the landscape architecture required for its construction.

In Inverness, we'll cruise on Loch Ness, allegedly the home of the mysterious monster so often sighted in the 20th century (but never really seen!) We'll also explore Urquhart Castle along the shore of Loch Ness, and in addition, we'll have free time to explore the lovely town of Inverness with our hotel located in the heart of the city.

En route to the garden city of Aberdeen, outside of Inverness, we visit the historic battlefield of Culloden, site of the defeat of the Jacobite army by the British forces in the mid-18th century which ended Scotland's quest for its independence (save for last year's referendum).



Pitmedden Garden, with its beautiful topiary and stunning parterre gardens, along with David Welch's Winter Garden and Craithes Castle, are on our itinerary in and around Aberdeen. In Pitlochry, we'll visit the Explorer's Garden. In a profession that sent individuals on voyages round the world to discover and collect new plants. This garden dramatizes these explorations and the explorers involved. The next morning we'll tour Drummond Castle, a gem of a garden which received rave reviews on our last tour.

Our last stop is Edinburgh, with its famed castle and Royal Botanic Garden. All in all, this is a delightful tour featuring something old from the last tour, along with some new places to explore. And if you make your reservation and deposit before October 31, you can take advantage of our early booking discount offer. We have every reason to believe that we are going to have a full house on this tour, so make plans to join us early and take advantage of the booking discount offer.

Tour Price: \$3,795 land only
EARLY BIRD DISCOUNT - \$3,695 if you book by October 31.
Tour cost is exclusive of airfare, airline taxes and fuel surcharges.
Prices are per person, based on double occupancy. Single supplement \$950 extra.



TOUR ITINERARY

Monday, May 16
Depart on your overnight flight from IL to Glasgow

Tuesday, May 17
Upon arrival in Glasgow, our tour starts with a visit to the Glasgow Botanic Gardens, followed by a visit to Glasgow Castle. A lovely introduction to the gardens of Scotland. Our guide, we'll have lunch and afterwards check into our beautiful Glasgow House Hotel for dinner and overnight. B, L, D

Wednesday, May 18
Today we cross to the Isle of Bute by ferry. After an short ride, we visit the gardens at Ascog Hall and Ardencraig, and enjoy lunch at Mount Stewart before exploring the gardens there. Return to our hotel this evening for overnight. B, L, D

Thursday, May 19
We depart our hotel and drive to Benmore Garden for a walk, and afterwards we'll continue on the coast of Inverness where you will see the ruins of the castle of Inverness. We'll then drive to Aberdeen where we'll have lunch and check into our Aberdeen House Hotel for dinner and overnight. B, L, D

Friday, May 20
The historic Ardara Garden and Chapel House are first stop today, followed by time for lunch at Inverness. Visit Inverness House on the Caithness Coast, then head the road to the west coast to the harbor village of Helmsley. We'll cross the sea to the Isle of Skye via ferry and continue on to Pitlochry, where we'll board the road to the north. Dinner is on our tonight in Pitlochry. B

Saturday, May 21
Today we spend the day touring Skye and its picturesque coastline. We'll visit the beautiful Neve, then visit and photograph. During our journey today we'll make a stop to visit Craithes Castle. We return to our hotel in Pitlochry. B

Sunday, May 22
We depart from Pitlochry and make a photo stop one of the most famous castles in Scotland, Drum Castle. Next we'll visit the ruins of the castle of Inverness. We'll then drive to Aberdeen where we'll have lunch and check into our Aberdeen House Hotel for dinner and overnight. B, L, D

Monday, May 23
This morning we'll explore the gardens of Inverewe, one of Scotland's most treasured and talked about gardens. We'll then drive to Inverness where we'll have lunch and check into our Inverness House Hotel for dinner and overnight. B, L, D

Tuesday, May 24
We'll leave Inverness and make a stop at the battlefield at Culloden, where the last battle of Scottish independence against the British was fought in 1746. From here we journey

to Pitmedden Garden and Museum of Farming (a mile just outside of Aberdeen). Pitmedden is an outstanding property. The heart of the garden is the formal walled garden originally laid out in 1873 by Alexander Gordon. We'll have lunch here and then on to the gardens in and around Craithes Castle. After our visit here we'll continue to our next hotel outside of Aberdeen, in Banff, for dinner and overnight. B, L, D

Wednesday, May 25
This morning we visit Craithes Castle, a stunning Victorian set in a parkland covering nearly 400 acres, with walled gardens and a large variety of plants, shrubs and trees, including some dating back to the 1700s. The beautiful park estate and grounds at Craithes may be compared with a manor house with parkland. We'll have lunch and check into our hotel in Aberdeen. We'll then drive to Aberdeen where we'll have lunch and check into our Aberdeen House Hotel for dinner and overnight. B, L, D

Thursday, May 26
This morning we'll visit the Explorer's Garden, an 18th century garden designed by the explorer James Bruce. We'll then drive to Aberdeen where we'll have lunch and check into our Aberdeen House Hotel for dinner and overnight. B, L, D

Friday, May 27
This morning we have a walking tour of the Royal Mile with a visit to Edinburgh Castle, Leith, and in the afternoon, we visit the Royal Botanic Garden, Edinburgh. Tonight we enjoy a Scottish dinner with live Scottish entertainment, a delightful way to bid farewell to Scotland. B, D

Saturday, May 28
This morning we'll visit the Royal Botanic Garden, Edinburgh. We'll then drive to Aberdeen where we'll have lunch and check into our Aberdeen House Hotel for dinner and overnight. B, L, D

Sunday, May 29
This morning we'll visit the Royal Botanic Garden, Edinburgh. We'll then drive to Aberdeen where we'll have lunch and check into our Aberdeen House Hotel for dinner and overnight. B, L, D

Monday, May 30
This morning we'll visit the Royal Botanic Garden, Edinburgh. We'll then drive to Aberdeen where we'll have lunch and check into our Aberdeen House Hotel for dinner and overnight. B, L, D

Tuesday, May 31
This morning we'll visit the Royal Botanic Garden, Edinburgh. We'll then drive to Aberdeen where we'll have lunch and check into our Aberdeen House Hotel for dinner and overnight. B, L, D

OUR HOTELS
Glasgow House Hotel - Langbank, Northwest
Situated in one of the most picturesque areas, our hotel is located in the Glasgow area. Once the home of the shipping baron, Sir William Glasgow, Glasgow sits in over 600 acres of countryside, with spectacular views of the River Clyde, Ben Lomond and the rugged hills of the surrounding Scottish Highlands. It is a beautiful and relaxing place to stay. B, L, D, full breakfast, golf course and spa. Breakfast also includes a complimentary breakfast and restaurant use.

Loch Melvet Hotel - Ardara
A lovely hotel set in a park of gardens and trees on the western coast of Skye in the Scottish Highlands, Loch Melvet Hotel offers a relaxing and comfortable stay with an exceptional view from every bedroom, including the free and deep sea loch in our garden and spectacular views of the surrounding hills and mountains. The magnificent National Trust for Scotland Ardsheal Garden is right on our doorstep.

Royal Hotel - Pitlochry, West of Skye
The Royal Hotel boasts a history of several hundred years and has been serving generations of the local community in that time. The hotel overlooks Forth House, it features two restaurants and a bar/lounge for local area and welcome.

Viewfield House Hotel, Pitlochry, Isle of Skye
Uniquely situated within the spectacular Forth, you'll see in 20 acres of walled garden, the country house was built over 200 years ago. Viewfield House is one of the most beautiful and historic houses in Scotland.

Palace Hotel & Spa - Inverness
Situated on the banks of the River Ness, opposite Inverness House, the Inverness Palace Hotel is a 5 star hotel with the contemporary style of the present with elegant interiors, lovely bedrooms and the only Inverness hotel with a spa, gym and a swimming pool.

Barnet Arms Hotel - Banff
The Barnet Arms Hotel is right in Banff's town center, just a few minutes drive from Banff. It has been built for over 400 years and is a beautiful hotel that has been built for over 400 years.

Ainslie Hotel - Pitlochry
Built in 1880 by Lady Helen Stuart, The Courtyard of which, this extended Victorian house is one of Pitlochry's oldest houses and with the addition of a long tradition of high-end hospitality, this is a beautiful and relaxing place to stay.

Asen City of Edinburgh Hotel
Asen City of Edinburgh Hotel, a contemporary 4 star hotel in the heart of Edinburgh, with its modern and comfortable rooms, is a beautiful and relaxing place to stay.

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Minnesota Landscape Arboretum: The Gardens and Culture of Melbourne and Tasmania, Australia



The Gardens and Culture of Melbourne and Tasmania, Australia

October 24 to November 8, 2016
Escorted by Peter Olin

Melbourne sits on the Yarra River, around the shores of Port Phillip Bay. Lauded for its sense of style and elegance, Melbourne boasts glamorous festivals and events, Australia's best shopping, a lively passion for eating and drinking, and a flourishing interest in the arts. Restored and preserved nineteenth-century architecture, built following the discovery of gold, provides a hearty reminder of a prosperous age, while beautifully tended parks and gardens present a therapeutic respite from the pace of city life. Tasmania is an island of spectacular coastlines, tall forests, rugged highlands, sunny beaches and wild rivers. There are vibrant cities, sleepy county towns, and picturesque fishing villages. With four distinct seasons and a mild, cool climate, Tasmania is well-suited to gourmet food production. Almost half of Tasmania's land mass is protected in World Heritage Areas, national parks, and marine and forest reserves. Tasmania's protected, natural environment and soft, southern light attract artists and crafts makers from around the world, generating a dynamic, creative artistic and cultural scene.

Call Carlson Wagonlit Travel at 763-852-8162 for more information and to register.



About the Tour

Join the Minnesota Landscape Arboretum and Peter Olin to explore the natural beauty, gardens, history, culture and scenic delights of Melbourne and Tasmania. The adventure starts with flight to Melbourne. Here you will have time to explore this vibrant city and explore the charming coastal villages while on your way to visit the private and public gardens of the Mornington Peninsula and Mount Macedon. After a short flight to Tasmania, you will spend nine days traversing Tasmania from Launceston in the north to Hobart in the south. During this time, you will explore the flora, fauna, and history of this island that started out as a convict settlement. In the public and private gardens and national parks, you will be amazed by the rare plants and geological features of this island. Tasmania is where the most ancient plant species on Earth and a high proportion of endemic species such as the Tasmanian devil, hooded warbler and garden-warbler. You will visit the UNESCO World Heritage listed convict settlement; visit historical homes and villages and national parks; stay in a lodge in the Cradle Mountain Sanctuary to experience the natural park and meet the Tasmanian devil; visit the Borong Wildlife Sanctuary to see wallabies, kangaroos, and other native species; visit Salamanca Market and the MCCA museum (The Museum of Old and New Art) in Hobart that have time to explore this vibrant city, and you will have ample opportunity to sample the cuisine of Tasmania and its many wines in addition to enjoying a behind the scenes tour of a distillery (of course, including a sampling). Why not spend your Australia rather than fall in Minnesota? You'll be amazed by the discoveries you make on this once-in-a-lifetime journey!

Land-Only Tour Price

From \$5,980* per person
*Price is per person based on double occupancy and a minimum of 12 participants. Additional cost for single accommodations quoted upon request. Airfare is additional. Carlson Wagonlit Travel or our partners can assist you with flight reservations.

Land Package Inclusions

- Four nights accommodations in Melbourne
• Nine nights accommodations in Tasmania
• Participation at hotels (1 bag per person)
• Full-time professional tour guides
• Breakfast daily at group hotels
• Seven group lunches and three group dinners
• Souvenir, memorabilia and transfers as included in the itinerary
• 2000 non-alcoholic beverages to the Minnesota Landscape Arboretum

NOT INCLUDED:

- Flouting international airfare within Australia; airline fees for checked, un-checked or overweight luggage; additional baggage; international baggage; transfers to each town, townships, bus change or individual group guides; transportation with meals not included in the itinerary travel insurance; other optional services not included in the itinerary.

Registration and deposit now to confirm your space!

Deposit: \$1,000 per person plus the rate of transportation.
Final: \$1,000 per person plus the amount of transportation.

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Day 1-Thursday, October 24, 2016-Depart Home

Day 2-Friday, October 25, 2016-En Route
Day 3-Saturday, October 26, 2016-Arrive Melbourne

Day 4-Sunday, October 27, 2016-Mornington Peninsula
Day 5-Monday, October 28, 2016-Mount Macedon
Day 6-Tuesday, October 29, 2016-Flax Hill Park
Day 7-Wednesday, October 30, 2016-Tasmania

Day 8-Thursday, October 31, 2016-Cradle Mountain
Day 9-Friday, November 1, 2016-Queenstown
Day 10-Saturday, November 2, 2016-Hobart and Mount
Day 11-Sunday, November 3, 2016-Tasman Peninsula
Day 12-Monday, November 4, 2016-Return and Hobart

Day 13-Tuesday, November 5, 2016-Geelong and Housko
Day 14-Wednesday, November 6, 2016-Geelong and Housko
Day 15-Thursday, November 7, 2016-Geelong and Housko
Day 16-Friday, November 8, 2016-Geelong and Housko

Itinerary

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Day 3-Continued

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Day 15-Sunday, November 5, 2016-Tasmania

Day 16-Saturday, November 4, 2016-Flax Hill Park

Day 16-Saturday, November 4, 2016-Flax Hill Park
Day 17-Sunday, November 5, 2016-Tasmania

Day 18-Monday, November 7, 2016-Melbourne

Day 18-Monday, November 7, 2016-Melbourne
Day 19-Tuesday, November 8, 2016-Travel Home

Day 19-Tuesday, November 8, 2016-Travel Home

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Day 20-Wednesday, November 9, 2016-Travel Home

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Day 21-Thursday, November 10, 2016-Travel Home

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The Shedd Aquarium: Swim with Whale Sharks



Dear travelers,

Imagine swimming within arm's length of a 30-foot shark. Or, better yet, swimming amid a large group of them! Of course these giants are docile whale sharks, whose gaping jaws scoop up plankton by the kiloliter.

This amazing aquatic adventure can be yours on Shedd Aquarium's upcoming trip to Mexico's Isla Mujeres, just off Cancun. Our visit coincides with the annual Whale Shark Festival, which celebrates the sharks' seasonal feeding aggregations near the island. Some years hundreds of whale sharks gather in the warm coastal waters. This enchanting region also boasts beautiful coral reefs for snorkeling and a walled Mayan city—the only one of its kind—for exploring.

Our bilingual in-country guides usher us to exclusive opportunities and share their knowledge of marine life and Mayan culture. But we'll also have chances for individual explorations on an island where everything is within walking distance.

Why not make your reservations now to swim with whale sharks and enjoy the camaraderie of other nature-loving travelers? We look forward to being your hosts and guides!

Dr. Kristine Stump

Shedd Postdoctoral Research Fellow

George Parsons

Senior Director of Animal Collections

Itinerary

Day 1

Wednesday, July 20

Fly into Cancun International Airport, where you'll be met and transported to our hotel on Isla Mujeres. Check into Na Balam, the boutique hotel that will be our home for the next four nights. Meet your fellow Shedd Adventurers at our welcome dinner at Zazil-Ha, a beachfront restaurant. (D)

Day 2

Thursday, July 21

Plan for a whale of a day! After breakfast, we'll walk the short

distance to the dock to board our private boats. Our specially selected outfitter provides sustainable ecotourism services and pays strict attention to regulations regarding the welfare of the whale sharks. We'll go to people to a boat, spreading out among the grazing whale sharks. Two swimmers from each boat will be allowed in the water at a time. Depending on where the whale sharks are located, we'll be out five to six hours. A light lunch will be served on board. Throughout our visit with the whale sharks, our bilingual guides will provide information and insights into these amazing marine animals. When we return to the island, you'll have the rest of the day to explore the many small restaurants and cafes or dine on your own at the hotel. (B, L)



Day 3

Friday, July 22

We board a private launch for snorkeling on these reefs that are further from shore. We'll look for mummy sharks of that large, spotted, pug-nosed color and possibly even octopus and amphipods. Between locations, we'll have fresh fruit and other refreshments. We'll return in time for you to enjoy the August Whale Shark Festival, with activities across the island from sand sculpting to special exhibits. Proceeds from the festival go to the Blue Beams Project for the study and conservation of the marine ecosystem. Note: These did not swim with whale sharks yesterday today we'll be visiting a second opportunity. (B)

Day 4

Saturday, July 23

Today you can relax and enjoy the amenities of our hotel or join our private launch team. The only guided city tour by the

Wagon and considered a jewel of their culture on the coast of the Yucatan Peninsula. Our English-speaking guide will lead us on this guided exploration through the ruins. We'll have lunch at Maya Palace before returning to the resort in the evening. We'll have a special dinner at a local restaurant and share photos and stories of our experience. (B, L, D)

Day 5

Sunday, July 24

Transfer to the airport for your flight home. (B)

Due to the nature of wildlife programs, elements are subject to change. We cannot guarantee when wildlife will be available. Conditions may vary due to other programming or any of activities as determined. Should we be required to cancel a trip due to unforeseen circumstances, travelers will be granted a full credit or a refund of the trip cost. We'll be glad to help you with any travel insurance or accompanying expenses such as your purchase order tickets, etc.



Accommodations

We'll spend four nights at the Balam, a boutique hotel located on the beachside side of the hotel located in all of Mexico. A concern for historic wellness, the time of nature and the Mayan culture are reflected in the beauty of space and serenity. Enjoy the beachfront restaurant's Mexican specialties and seafood, the full-service spa, and the smoothie juice stands.

Travel Alert

Important: The Center for Disease Control has issued a travel warning about the Zika virus when traveling to Mexico. This mosquito-borne illness is primarily of concern for women who are pregnant or hope to become pregnant. Therefore, we do not recommend this trip for child-bearing women. Other healthy adults should take these precautions:

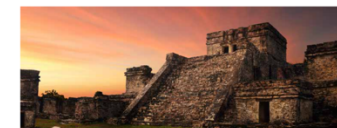
- Cover exposed skin with long-sleeved shirts and long pants
 - Use insect repellents containing DEET, picaridin, oil of lemon eucalyptus (OLE) or PLEGA.
- Should you develop a fever with a rash, joint pain, or red eyes, talk with your medical professional and let them know about your travel to Mexico. A full list of recommended measures can be found on the CDC website.

Inclusions

- Airport transportation to and from hotel
- Breakfast daily and non-alcoholic
- Private boat charter with professional guides for whale sharks program and snorkeling excursions
- Private tour to Isla Mujeres with English-speaking guide
- Unlimited water
- Admission and lunch
- Four nights' lodging including all taxes and gratuities
- Snorkeling equipment
- Services of a Shedd Aquarium host

Exclusions

- Roundtrip airfare from home city
- Baggage fees
- Trip cancellation insurance
- Meals not mentioned
- Tips for both guides and transfer drivers
- Personal expenses (laundry, etc.) and optional purchases



Things to know about this trip



Registration

Participants can register for the trip through www.AffinityGroupTours.com with a \$500 deposit and the remaining balance due April 20, 2016.

Cancellations

Guest cancellations received before March 30 will receive a full refund less 10 percent service fee. Cancellations go to 60 days prior to departure date will result in loss of deposit. Cancellations made 59 to 40 days or less will forfeit 50 percent of the trip cost. Cancellations made after June 15 will forfeit 100 percent of the trip cost.

Rates and fares

All rates and fares are accurate and available at the time of publication. Maximum group size is 27 guests.

Insurance

Trip cancellation insurance is available for purchase with our partners at Affinity Group Tours.

For more information, please contact

Cheryl Mell
Shedd Aquarium
312-692-2161 cmell@shedd-aquarium.org
www.shedd-aquarium.org/travel

The Shedd Aquarium: Millennial Special: Kayaking in the San Juans



Dear travelers,

What better place to experience the rugged majesty of the Pacific Northwest than on the water? I hope you'll join me for three days of kayaking among the San Juan Islands, an archipelago of 172 islands nestled between the coast of Washington State and Canada's Vancouver Island. The region is famed for its marine wildlife—Dall's porpoises, Steller sea lions and, of course, the resident pods of magnificent orcas. Overhead we'll watch for bald eagles, ospreys and peregrine falcons. Along the shore we might even spot river otters. We'll also enjoy two nights of camping under the canopy of a constellation-filled sky.

Our guides are expert kayakers, ensuring carefree paddling for first-timers as well as those with kayaking experience. They'll meet our every need, from charting courses for the best wildlife viewing to hot breakfasts to get us going in the morning. That leaves us to fully experience this breathtaking region and enjoy the camaraderie of this special group. I look forward to seeing you in the San Juans!

Sincerely,
Jessica Whiton
 Assistant Supervisor, Marine Mammals Department

Itinerary

Day 1
Thursday, June 30
 Arrange your flight from Chicago so that you arrive at Seattle-Tacoma International Airport before 2:30 p.m. to meet our group and transfer to the Swinomish Lodge in Anacortes. Get acquainted with your fellow Shedd Adventurers at a welcome dinner hosted by your Shedd Aquarium expert guide, Jessica Whiton.

Day 2
Friday, July 1
 Armed with loaded breakfasts to fortify us, we head out at 5:30 a.m. for the Anacortes ferry dock. Our chartered boat will zip us between islands to Friday Harbor, where we check in with Discovery Sea Kayaks. We pack our gear in dry bags, then head to the beach where the kayaks are loaded. After a safety briefing, we're off on a full day of paddling along wooded shorelines and scenic channels, learning about the animals we see and their ecosystems. At day's end we land and pitch camp. Our guides will prepare a hot dinner with fresh ingredients, leaving us to enjoy hiking trails, sunset and a star-filled sky.

Day 3
Saturday, July 2
 We awake to a hot breakfast! After reviewing our route and repacking the kayaks, we set out for another day of carefree paddling. We'll explore new waters for seals, sea lions, orcas and other marine mammals, river otters along the shore, and bald eagles, ospreys and trumpeter swans. Although we cover an average of 10 miles a day, the pace is always what the group is comfortable with.

Day 4
Sunday, July 3
 Following a delicious breakfast, we return to our kayaks to final time to explore shoreline and intertidal habitats. Moving through kelp beds, we get close-up looks at sea stars, crabs, small fishes and other diverse sea life. In the afternoon we kayak to our pick-up point and head to Friday Harbor for a celebratory dinner at the Dock & Shores. Then we return to Anacortes and the Swinomish Lodge.

Day 5
Monday, July 4
 A hearty smooch buffet breakfast is available before our group transfers to Sea Jet and our flights home with amazing memories!

Due to the nature of wildlife programs, itineraries are subject to change. We cannot fully predict when wildlife will be visible and/or the amount of time spent viewing. In any event, all activities are observed. Should we be required to cancel or shorten an afternoon excursion, travelers will be granted the credit in the amount of their trip cost already paid, but Affinity Group Tours will not be held for accompanying expenses such as gear purchases, airline tickets, etc.



Accommodations

June 30: Swinomish Lodge, Anacortes, Washington, a luxury hotel featuring amazing views of our destination, the San Juan Islands, and glorious views of Mount Baker on clear view days
 July 1: Island Camping, B, L/D
 July 4: Swinomish Lodge, Anacortes, Washington (B)

DOUBLE OCCUPANCY \$1,499
SINGLE OCCUPANCY \$1,499

Exclusions

- Round trip airfare from home city
- Baggage fees
- Trip cancellation insurance
- Tips for guides
- Shirts
- Hotel stuff
- Personal expenses (laundry, etc.)

Inclusions

- Airport transportation for groups to and from hotel
- Transfers between hotel and Anacortes dock
- Private boat charter for transfer to and from Friday Harbor
- Two nights' lodging in a hotel and three nights' camping
- All meals
- Professional tour guides
- Flotation/throw ropes
- Home base staff/guides
- Kayak clothing
- Dry bags
- Tents
- Sleeping bags with liner
- Sleeping pads and mesh kits
- Services of a Shedd Aquarium host



Things to know about this trip



Registration
 Participants can register for the trip through www.AffinityGroupTours.com with a \$400 deposit and the remaining balance due March 30, 2016.

Rates and fares
 All rates and fares are accurate and available at the time of publication. A maximum of 28 guests can participate in this Shedd Adventure.

Cancellations
 Guest cancellations received before March 30 will receive a full refund less no percent service fee. Cancellations 89 to 60 days prior to departure date will result in loss of deposit. Cancellations made 59 to 40 days or less will forfeit 50 percent of the trip cost. Cancellations made after June 1 will forfeit 100 percent of the trip cost.

Insurance
 Travel insurance can be purchased through our partners at Affinity Group Tours.

For more information, please contact
 Cheryl Mell
 Shedd Aquarium
 313-593-2161, cmell@shedd-aquarium.org
www.shedd-aquarium.org/travel

Aquarium of the Pacific: Student Eco-Ambassadors (S.E.A) Program

Travel with us from the Aquarium of the Pacific to the rainforests of Ecuador

Volunteer and travel with us from the Aquarium of the Pacific to the rainforests of Ecuador. This program is a highly structured program that focuses on conservation ecology of both terrestrial and marine environments. Teach Aquarium visitors about the importance of these ecosystems, and travel to Ecuador and share your knowledge of marine life with jungle dwelling communities of Ecuador.



The Amazon Rainforest and the Pacific Ocean face a number of similar challenges. The Aquarium of the Pacific's Student Eco Ambassadors (S.E.A.) program is a travel abroad opportunity and a volunteer program that focuses on broad global issues. In partnership with Me to We, this program blends science and leadership curriculum that provides students with the opportunity to build the skills needed to become globally conscious citizens.

Learn

- Skills needed to become an advocate for the environment.
- An in-depth understanding of ecology, conservation and environmental issues, and solutions.
- Environmental impacts on land, sea, people, the economy and the environment.
- Workplace and leadership skills.

Teach

- Scientific concepts to the Aquarium's guests.
- Amazonian Communities about the ocean and its inhabitants.

Take Action

- Make connections by volunteering on a community project.
- Conduct an investigation and record your observations in the rainforest.
- Empower and challenge yourself.
- Inspire the Amazonian community to become stewards of the ocean.
- Come back and inspire others with your story.

PROGRAM DETAILS:

- Enrollment Deadline: February 19, 2016
- S.E.A. Program Duration: March 2016 - August 2016
- Program Schedule: 5 hours on each first and third Saturday of the month from 10:00 AM- 3:30 PM
- Age: Must be enrolled in high school during the 2015-2016 school year
- Ecuador Travel: June 21 - July 4, 2016
- Cost: \$5,500
- For more information please call (562) 951-3100

Informational Meeting: Saturday, January 23rd from 5:00-6:00 PM

Attend our next informational meeting to learn more about this unique volunteer program; this meeting will highlight the following:

- Travel highlights
- Safety Concerns
- Accommodations
- Environmental Science curriculum
- Payment Deadlines
- and more..

Museum of Fine Arts, Boston: Art and Architecture in the City of Angels

Event

MFA TRAVEL

Art and Architecture in the City of Angels

April 4, 2016 - April 8, 2016
12:00 am - 12:00 am

Event is over



Members	Free
Nonmembers	Free

Often overshadowed by the legendary artistic institutions of Europe and the East Coast, Los Angeles deserves to stand among the great cultural centers of the world. This Golden State getaway includes visits to the renowned collections at the Getty Center, the Los Angeles County Museum of Art, the Norton Simon Museum, and the sparkling new Broad Museum; an exploration of mid-century modern architecture; visits to important private collections; and much more. Join Ronni Baer, William and Ann Elfers Senior Curator of Paintings, Art of Europe, for this special week in the California sun!

For more information about this tour, please contact Dane Lighthart, Development Officer, Annual Programs and MFA Travel, via [e-mail](#) or call 617-369-3007.

Museum of Fine Arts, Boston: Art Basel Miami Beach

Event

MFA TRAVEL

Art Basel Miami Beach

December 1, 2015 - December 3, 2015
12:00 am - 12:00 am

Event is over



Members	Free
Nonmembers	Free

Take part in the MFA's annual program at the Art Basel Miami Beach fair. The centerpiece of Miami Art Week, Art Basel Miami Beach brings the world's most prominent gallerists, artists, and collectors together for a weeklong celebration of contemporary art in the heart of Miami Beach's historic Art Deco district. Participants in the MFA's program receive a complimentary VIP Preview pass to the fair and invitations to the Museum's welcome reception and cocktail party.

For more information about this tour, including a detailed itinerary and reservation information, please contact Dane Lighthart, Development Officer, Annual Programs and MFA Travel, via [e-mail](#) or call 617-369-3007.

Museum of Fine Arts, Boston: Contemporary and Colonial Havana

Event

MFA TRAVEL

Contemporary and Colonial Havana

January 11, 2016 - January 16, 2016
12:00 am - 12:00 am

ELIGIBILITY
Exclusively for Patron Program members
Event is over



Members	Free
Nonmembers	Free


There has never been a more exciting time to travel to Cuba! This tour examines the many facets of Cuban culture and society. Explore Havana's rich contemporary art scene, wander through spectacular examples of colonial architecture, enjoy performances of Cuban classical music, dance, and jazz, discuss current economic and political issues with local academics, and so much more. Liz Munsell, assistant curator of Contemporary Art and MFA Programs, position supported by Lorraine Bressler, will be your guide on this fascinating tour!

For more information about this tour, including a detailed itinerary and reservation information, please contact Dane Lighthart, Development Officer, Annual Programs and MFA Travel, via [e-mail](#) or call 617-369-3007.

Museum of Fine Arts, Boston: The European Fine Art Fair

Event

MFA TRAVEL
The European Fine Art Fair
 March 9, 2016 - March 13, 2016
 12:00 am - 12:00 am
 Event is over



Members	Free
Nonmembers	Free


Travel to the quiet city of Maastricht on the southern border of the Netherlands and attend the annual European Fine Art Fair. Considered by many to be the world's greatest art fair, TEFAF boasts a broad selection of fine art for purchase, from old master paintings and classical antiquities to jewelry, photographs, and works on paper. Dine at Maastricht's finest restaurants, enjoy the comfort of the MFA's exclusive VIP lounge, and peruse the fair in style with MFA curators at this annual favorite.

For more information about this tour, including a detailed itinerary and reservation information, please contact Dane Lighthart, Development Officer, Annual Programs and MFA Travel, via [e-mail](#) or call 617-369-3007.

Museum of Fine Arts, Boston: Edinburgh and London

Event

MFA TRAVEL
Edinburgh and London
 August 26, 2016 - September 3, 2016
 12:00 am - 12:00 am



Members	Free
Nonmembers	Free


Join expert MFA curators for an exciting week in the United Kingdom as you explore two of Europe's most ancient and enchanting cities. Coinciding with the Edinburgh International Festival, our visit to Scotland includes special tours of the National Gallery of Scotland and the Queen's Gallery, paired with visits to important private collections. We then travel to London for behind-the-scenes tours at the National Gallery, the British Museum, and Tate Modern. Experience London's wonderful hidden interiors, its bustling market scene, and the rich panoply of performing arts.

For more information about this tour, including a detailed itinerary and reservation information, please contact Dane Lighthart, Development Officer, Annual Programs and MFA Travel, via [e-mail](#) or call 617-369-3007.

Museum of Fine Arts, Boston:

Event

MFA TRAVEL
Brazil: Rio de Janeiro and the São Paulo Biennial
 October 7, 2016 - October 18, 2016
 12:00 am - 12:00 am




Members	Free
Nonmembers	Free

Fly south to beautiful Rio de Janeiro, home to the white sands of Ipanema and Copacabana, to kick off this remarkable tour to Brazil. Explore Rio's dazzling cultural offerings, including museums, galleries, and artists' studios set amid dramatic green mountains and sparkling beaches. Our tour continues through the charming colonial town of Ouro Preto and culminates in a visit to São Paulo and its famous biennial.

For more information about this tour, including a detailed itinerary and reservation information, please contact Dane Lighthart, Development Officer, Annual Programs and MFA Travel, via [e-mail](#) or call 617-369-3007.

Holocaust Center for Humanity: Lost. Found. Reimagined. Warsaw, Krakow, and Jerusalem.



Lost. Found. Reimagined.

Warsaw, Krakow, and Jerusalem


Travel with the Holocaust Center for Humanity
July 7 - July 19, 2015
HolocaustCenterSeattle.org

Choose either option:
Warsaw and Krakow—July 7-14, 2015
Warsaw, Krakow, Jerusalem—July 7-19, 2015
Custom extensions available



The Holocaust Center for Humanity invites you to explore the history and culture of Warsaw, Krakow, and Jerusalem. Come with us to the places important in the history of the Holocaust and enter into a dialogue with local witnesses, experts, and educators.

Our trip includes many firsts:

- An educational experience designed for the Holocaust Center's friends, supporters, and educators.
- A chance to view the new *Museum of the History of Polish Jews* and its recently unveiled (Oct. 28, 2014) permanent exhibition presenting 1000 years of history of Jews in Poland.
- Travel to Jerusalem with visits to *Yad Vashem* and *The Ghetto Fighters Kibbutz/House* with its Center for Humanistic Education and *Yad Layeled Children's Memorial Museum*.
- And more...



Synagogue in Tykocin

Holocaust Center for Humanity | HolocaustCenterSeattle.org | 206-774-2201

We begin our eight days in Poland in **Warsaw**, which in 1939, when Nazi Germany invaded and World War II began, was home to the largest Jewish community in the world. We will walk through the remnants of its prewar streets, its wartime Jewish ghetto and memorials. We will be guided through the stunning exhibits of the newly built **Museum of the History of Polish Jews**.

We will travel east to the evolving memorial site of the **Treblinka** death camp where the majority of Warsaw Ghetto inhabitants were murdered. From there we visit the village of **Tykocin** and its preserved baroque synagogue built in 1642, one of the very first Jewish sites to be restored in Poland.

Traveling south to **Krakow** we will explore the architectural and cultural renewal of the Jewish quarter of Kazimierz. Over a two day period we will traverse the memorial site of **Auschwitz-Birkenau** which in 2015 commemorates 70 years after liberation of the camp. At each stop will have opportunity to meet with the contemporary Jewish community and others involved in Polish-Jewish dialogue.

From Krakow we will fly to Warsaw and on to Israel. For our five days in Israel we will be based in **Jerusalem**, one of the oldest cities in the world. We will explore its antiquities and its modern self. A visit to the incomparable **Yad Vashem** will give us an opportunity to further discuss remembrance and representation of the Holocaust. We will travel to the Western Galilee to the **Ghetto Fighters House/Museum** created in 1949, the first of its kind, founded by survivors of the Warsaw Ghetto. A trip to the Judean Desert will bring us to the iconic **Masada and Dead Sea**.

Please note—there will be a significant amount of walking on this trip.

Costs

Warsaw, Krakow, Jerusalem
\$4,255* (Hotel costs based on double occupancy. Single supplement \$920)
Costs are based on a group size of 15 and include: trip manager/special guide, entry fees, local guides, 11 nights at 5 star hotels, daily breakfasts and 14 additional meals, and land travel. Airfare and recommended travel insurance not included.






Warsaw and Krakow (Only)
\$2,690* (Hotel costs based on double occupancy. Single supplement: \$575)
Costs are based on a group size of 15 and include: trip manager/special guide, entry fees, local guides, 7 nights at 5 star hotels, daily breakfasts and 9 additional meals, and land travel (train and private bus). Airfare and recommended travel insurance not included.

\$500 deposit required by January 23, 2015. Full payment required by May 8, 2015.
*Prices subject to change depending on group size. We have tried to be as accurate as possible at time of writing.

If you are interested in participating in this travel experience, visit www.HolocaustCenterSeattle.org. Or contact Ilana Cone Kennedy, Director of Education, at ilanak@wsherc.org or 206-774-2201.

This program is organized by MIR Corporation (Poland) and Robbins at Lake City (Israel).

Community Partners:

W Stream Center for Jewish Studies | TEMPLE BETH AM