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

Brianne J. Baird

A thesis submitted in partial fulfillment of the requirements for the degree of Master of Arts

University of Washington
2016

Committee:
Marc L. Miller, Chair
Wilson O’Donnell

Program Authorized to Offer Degree: Museology
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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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ACKNOWLEDGEMENTS

The author wishes to thank the following individuals and organizations for their continued support:

Mark L. Miller, School of Marine and Environmental Affairs, University of Washington

Wilson O’Donnell, The Museology Graduate Program, University of Washington

The Museology Graduate Cohort of 2016, University of Washington

The SMEA Cohort of 2016, University of Washington

International Marine and Coastal Tourism Congress

My Family and Friends
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

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?

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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.”

Museology is the idea that covers “the theory, history, and role of museums” and “puts into context and gives meaning to what museums do in society.”

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.”

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” plagued by “colonialism and modernity.”

Others classify the old museology as a set of “dominant views of the museum as a site of power relations” among communities. Many agree there was a “state of widespread dissatisfaction with the ‘old’ museology, both within and outside the museum profession” which prompted the shift to the new museological framework.

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10 Kreps, Liberating Culture, 146.
12 Kreps, Liberating Culture, 5.
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”.\(^\text{25}\)

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.” 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” and notes “he probably had little idea that he was creating a new museum program.” 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.” 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.” From museums to private organizations, travel programs are offered

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26 Frey & George, Responsible Tourism and the Tourism Industry, 113.
28 Ibid.
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.”

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.”

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…” 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.

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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

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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.

\(^{39}\) Ibid.
\(^{40}\) Ibid.
\(^{41}\) Ibid.
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.”\(^4^3\) 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

\(^{4^2}\) Ibid.

amenities, and those of little immediate utility or interest to humans." 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.

Miller’s findings on global drivers can also be applied to museum tourism. Within the HANS, there are “three dominant categories of processes.” “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]

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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”\textsuperscript{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, \textit{Tourism and Tourism Spaces}, is “characterized by large numbers of tourists related to a circuit of mass production.”\textsuperscript{48} Mass tourism is also stated by Dallen J. Timothy, in his text, “Destination Communities and Responsible Tourism,” to produce “unsustainable imbalances”\textsuperscript{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”.\textsuperscript{50} It is believed that because “people have become increasingly aware of the adverse socio-cultural and environmental impacts of uncontrolled tourism,”\textsuperscript{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”.\textsuperscript{52} Anna Spenceley in her

\textsuperscript{47} Ibid.
\textsuperscript{48} Shaw and Williams, Tourism and Tourism Spaces, 115.
\textsuperscript{50} Ibid.
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”.

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”.

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.

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”.

The tourism field agrees that “responsible tourism is not a tourism product or brand.”

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.”

Nicole Frey and Richard George, in their text “Responsible Tourism and the Tourism Industry: A Demand and Supply Perspective,” agree that responsible tourism

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54 Leslie, The Responsible Tourism Debate, 17.
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.


\(^{60}\) Ibid., 109.


\(^{63}\) 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 filed 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

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\(^{67}\) Frey & George, *Responsible Tourism and the Tourism Industry*, 110.

\(^{68}\) Leslie, *The Responsible Tourism Debate*, 21.


\(^{71}\) 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.”

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.” 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.” 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.” 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.” 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.”

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.” 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

83 Ibid.
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." 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.”

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.” They believe it is “common to avoid defining cultural tourism…” 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.” Others in the academic field define it as “tourism that respects natural and built environments… the heritage of people and place.”

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90 Ibid.
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.”

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.

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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

95 Ibid., 16.
97 Ibid.
98 Ibid.
common themes and patterns." 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.”

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.” 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?”. 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.”

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99 Ibid.
100 Ibid. i.
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 someway 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:**

### 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.
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.
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. 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.

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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 tourism 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”\textsuperscript{107} as well as being “small scale and low impact.”\textsuperscript{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,

\textsuperscript{107} Frey & George, \textit{Responsible Tourism and the Tourism Industry}, 110.
\textsuperscript{108} Leslie, \textit{The Responsible Tourism Debate}, 21.
including hornbills, elephants, and, of course, orangutans and monkeys.” 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.”

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.” This field work is about “…investigating the emerging and potentially significant threat of

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increased tourism and feeding of Exuma rock iguanas.”\textsuperscript{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.”\textsuperscript{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,”\textsuperscript{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

\textsuperscript{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

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

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 approached 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.” 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.

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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 Does 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.”

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.” 100% of the survey respondents also stated that they “promote responsible behavior toward the local communities” 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).”  The UW Botanic Garden stated that “some interactions are monitored.” 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.

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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,” 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.” All five of the respondents stated having “educational seminars, meetings or orientations after the trip as a follow up to the experience.” 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.” 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.” Woodland Park Zoo discusses responsible tourism/behavior with tourists “during

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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.

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¹³³ Appendix D, Question 32.
¹³⁴ Appendix D, Question 32.
¹³⁵ Appendix D, Question 32.
¹³⁶ Hastings, 63.
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.
BIBLIOGRAPHY


Responsible Tourism for the New Museum


## Responsible Tourism for the New Museum

### APPENDIX A: Coding Rubric for Key Words

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<td>Visitor Information</td>
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<tr>
<td>Destination/Site Reception</td>
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### RUBRIC: KEY WORDS (Indicators of Responsible Tourism)

#### Houston Zoo

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</table>

#### Experience the Great Sandhill Crane Migration

<table>
<thead>
<tr>
<th>Key Words</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservation</td>
</tr>
<tr>
<td>Mammals</td>
</tr>
<tr>
<td>Visitor Information</td>
</tr>
<tr>
<td>Education</td>
</tr>
<tr>
<td>Animal</td>
</tr>
<tr>
<td>Nature</td>
</tr>
<tr>
<td>Wildlife</td>
</tr>
<tr>
<td>Education</td>
</tr>
<tr>
<td>Animals</td>
</tr>
<tr>
<td>Visitor Information</td>
</tr>
<tr>
<td>Nature</td>
</tr>
</tbody>
</table>

#### ZOOBLOO: Kids' Night at the Zoo

<table>
<thead>
<tr>
<th>Key Words</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservation</td>
</tr>
<tr>
<td>Mammals</td>
</tr>
<tr>
<td>Visitor Information</td>
</tr>
<tr>
<td>Education</td>
</tr>
<tr>
<td>Animal</td>
</tr>
<tr>
<td>Nature</td>
</tr>
<tr>
<td>Wildlife</td>
</tr>
<tr>
<td>Education</td>
</tr>
<tr>
<td>Animals</td>
</tr>
<tr>
<td>Visitor Information</td>
</tr>
<tr>
<td>Nature</td>
</tr>
</tbody>
</table>
### WOODLAND PARK ZOO

**Name of Program:**
- /n

**Key Words:**
- conservation
- national park
- tourism
- culture
- guides
- nature

### UW BOTANIC GARDEN

**Name of Program:**
- South Africa’s Rugged Coast and Western Cape

**Key Words:**
- National Park
- Reserve
- Cultural heritage
- Ecosystems
- Natural places
- Reserve
- Nature

### MINNEAPOLIS LANDSCAPE ARBORETUM

**Name of Program:**
- Crossing the Andes – An Exploration of Chile, Argentina and Patagonia

**Key Words:**
- The Gardens and Parks of Scotland
- The Gardens and Culture of Melbourne and Tasmania, Australia
- Culture
- Nature
- National Parks
- Natural Environment
- UNESCO World Heritage Site
- Nature
- Culture
- Nature

### MUSEUM OF FINE ARTS, BOSTON

**Name of Program:**
- Art, Bead, Paint & Outlaw

**Key Words:**
- Contemporary and Oriental Decor
- The European Fine Art Fair

### HOLOCAUST CENTER FOR HUMANITY

**Name of Program:**
- The Exodus, Holodomor, Warsaw, Kristall, and Resistance

**Key Words:**
- Art
- History
- Culture
- Nature

### SHEDD AQUARIUM

**Name of Program:**
- Great White Sharks

**Key Words:**
- Research
- Wildlife conservation
- Education
- Marine mammals
- Science
- Nature
- Culture

### AQUARIUM OF THE PACIFIC

**Name of Program:**
- Great White Sharks – Exercise

**Key Words:**
- Volunteer
- Conservation
- Education
- Research
- Natural habitat
- Marine mammals
- Nature
- Culture
APPENDIX B: Coding Rubric: Tourist Capacities Per Program

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

<table>
<thead>
<tr>
<th>Shedd Aquarium Programs</th>
<th>Maximum Number of Tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iguana Research Expedition</td>
<td>11</td>
</tr>
<tr>
<td>Millennial Special: Kayaking in the San Juan</td>
<td>28</td>
</tr>
<tr>
<td>Swim with Whale Sharks</td>
<td>28</td>
</tr>
</tbody>
</table>

APPENDIX C: Coding Rubric: Types of Responsible Tourism

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

RUBRIC: POSSIBLE TOURISM TYPES

- Alternative
- Ethical
- Sustainable
- Green
- Ecotourism
- Volunteer
- Cultural/Heritage
## APPENDIX D: Survey Results

### General Background Section of Survey

<table>
<thead>
<tr>
<th>Question One:</th>
<th>Name of Institution:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Answers:</td>
<td>Woodland Park Zoo</td>
</tr>
<tr>
<td></td>
<td>UW Botanic Garden</td>
</tr>
<tr>
<td></td>
<td>Shedd Aquarium</td>
</tr>
<tr>
<td></td>
<td>Museum of Fine Arts Boston</td>
</tr>
<tr>
<td></td>
<td>Holocaust Center for Humanity</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question Two:</th>
<th>Respondent Name:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Answers:</td>
<td>Fred Koontz</td>
</tr>
<tr>
<td></td>
<td>Sarah Reichard</td>
</tr>
<tr>
<td></td>
<td>Cheryl Mell</td>
</tr>
<tr>
<td></td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>Mark Mulder</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question Three:</th>
<th>What type of organisation do you represent?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Answers:</td>
<td>Woodland Park Zoo</td>
</tr>
<tr>
<td></td>
<td>UW Botanic Garden</td>
</tr>
<tr>
<td></td>
<td>Shedd Aquarium</td>
</tr>
<tr>
<td></td>
<td>Museum of Fine Arts Boston</td>
</tr>
<tr>
<td></td>
<td>Holocaust Center for Humanity</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question Four:</th>
<th>On average, how many travel programs do you offer annually?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Answers:</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question Five:</th>
<th>Who is invited to participate in your travel program?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Answers:</td>
<td>Woodland Park Zoo</td>
</tr>
<tr>
<td></td>
<td>UW Botanic Garden</td>
</tr>
<tr>
<td></td>
<td>Shedd Aquarium</td>
</tr>
<tr>
<td></td>
<td>Museum of Fine Arts Boston</td>
</tr>
<tr>
<td></td>
<td>Holocaust Center for Humanity</td>
</tr>
</tbody>
</table>

### Environmental Responsibility

<table>
<thead>
<tr>
<th>Question Six:</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Answers:</td>
<td>Woodland Park Zoo</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question Seven:</th>
<th>You develop your travel programs to include information or education about the environmental surroundings.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Answers:</td>
<td>Woodland Park Zoo</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question Eight:</th>
<th>You develop your travel programs to include information or education about the past and current conservation issues and threats.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Answers:</td>
<td>Woodland Park Zoo</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question Nine:</th>
<th>Your travel programs are developed with the intention of positively impacting the environment through service, volunteering, or education.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Answers:</td>
<td>Woodland Park Zoo</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question Ten:</th>
<th>Your travel programs provide tourists with opportunities to interact directly with the environment.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Answers:</td>
<td>Woodland Park Zoo</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question Eleven:</th>
<th>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).</th>
</tr>
</thead>
<tbody>
<tr>
<td>Answers:</td>
<td>Woodland Park Zoo</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question Twelve:</th>
<th>These interactions are carried out independently by the tourist and are not monitored in any way.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Answers:</td>
<td>Woodland Park Zoo</td>
</tr>
<tr>
<td></td>
<td>No</td>
</tr>
<tr>
<td>Question Thirteen:</td>
<td>Some interactions are monitored and some are carried out independently by the tourist.</td>
</tr>
<tr>
<td>------------------</td>
<td>----------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Answers:</td>
<td>Woodland Park Zoo</td>
</tr>
<tr>
<td></td>
<td>No</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question Fourteen:</th>
<th>You promote ethical treatment of the environment during these interactions for all parties involved.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Answers:</td>
<td>Woodland Park Zoo</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question Fifteen:</th>
<th>You promote responsible treatment of the environment during these interactions for all parties involved.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Answers:</td>
<td>Woodland Park Zoo</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
</tr>
</tbody>
</table>

### Social Responsibility

<table>
<thead>
<tr>
<th>Question Sixteen:</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Answers:</td>
<td>Woodland Park Zoo</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question Seventeen:</th>
<th>You develop your travel programs to include information or education about the host community culture.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Answers:</td>
<td>Woodland Park Zoo</td>
</tr>
<tr>
<td></td>
<td>Uncertain</td>
</tr>
</tbody>
</table>

| *Sometimes*      |

<table>
<thead>
<tr>
<th>Question Eighteen:</th>
<th>You develop your travel programs to include information about the past and contemporary social issues that impact the host community culture.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Answers:</td>
<td>Woodland Park Zoo</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question Nineteen:</th>
<th>You develop your travel programs with the intention of positively impacting local/host communities through volunteer, service or advocacy work.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Answers:</td>
<td>Woodland Park Zoo</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question Twenty:</th>
<th>Your travel programs provide tourists with opportunities to interact directly with the locals.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Answers:</td>
<td>Woodland Park Zoo</td>
</tr>
<tr>
<td></td>
<td>Uncertain</td>
</tr>
</tbody>
</table>

| *Sometimes*      |

<table>
<thead>
<tr>
<th>Question Twenty-one:</th>
<th>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).</th>
</tr>
</thead>
<tbody>
<tr>
<td>Answers:</td>
<td>Woodland Park Zoo</td>
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<td></td>
<td>Yes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question Twenty-two:</th>
<th>These interactions are carried out independently by the tourist and are not monitored in any way.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Answers:</td>
<td>Woodland Park Zoo</td>
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<table>
<thead>
<tr>
<th>Question Twenty-three:</th>
<th>Some interactions are monitored and some are carried out independently by the tourist.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Answers:</td>
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<tr>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Question Twenty-four:</th>
<th>You promote ethical treatment of the local communities and cultures during these interactions for all parties involved.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Answers:</td>
<td>Woodland Park Zoo</td>
</tr>
<tr>
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<td>Yes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question Twenty-five:</th>
<th>You promote responsible behavior toward the local communities and cultures during these interactions for all parties involved.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Answers:</td>
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</tr>
<tr>
<td></td>
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</tr>
</tbody>
</table>
## Responsible Economic Impact

<table>
<thead>
<tr>
<th>Question Twenty-six: Your program involves mutually beneficial partnerships between many players (including but not limited to government, nongovernmental organizations, industry, scientists and locals).</th>
</tr>
</thead>
<tbody>
<tr>
<td>Woodland Park Zoo</td>
</tr>
<tr>
<td>Answers: Yes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question Twenty-seven: Your programs stress the intrinsic values of the natural, cultural and economic resources encountered on the trip.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Woodland Park Zoo</td>
</tr>
<tr>
<td>Answers: Yes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>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).</th>
</tr>
</thead>
<tbody>
<tr>
<td>Woodland Park Zoo</td>
</tr>
<tr>
<td>Answers: Yes</td>
</tr>
</tbody>
</table>

## Responsible Tourism Planning

<table>
<thead>
<tr>
<th>Question Twenty-nine: Your program includes educational seminars, meetings or orientations prior to the trip.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Woodland Park Zoo</td>
</tr>
<tr>
<td>Answers: Yes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Question Thirty: Your program includes educational seminars, meetings or orientations during the trip as a check in for tourists to address questions, concerns, comments.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Woodland Park Zoo</td>
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<tr>
<td>Answers: Yes</td>
</tr>
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<table>
<thead>
<tr>
<th>Question Thirty-one: Your program includes educational seminars, meetings or orientations after the trip as a follow up to the experience.</th>
</tr>
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<tbody>
<tr>
<td>Woodland Park Zoo</td>
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<tr>
<td>Answers: Yes</td>
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<tr>
<th>Question Thirty-two: Responsible tourism and or responsible tourist behavior is brought up:</th>
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<tr>
<td>Woodland Park Zoo</td>
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<tr>
<td>Answers: During the program</td>
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APPENDIX E: Marketing Materials

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

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

YELLOWSTONE WILDLIFE DISCOVERY
Journey into the wild with the Houston Zoo this Spring

May 17-21, 2016
$1899 double occupancy
Single supplement: $599
Airline into Jackson, Wyoming not included

Cost Includes:
- National Park entrance
- Guided tour at Gardiner & Lamar
- Lodging at Yellowstone National Park
- All meals included
- Transportation from Jackson, Wyoming to Yellowstone National Park
- All transfers throughout the trip

ITINERARY

May 17th: Flight into Jackson, Wyoming and meet by hotel staff for transport to the Livingston Hotel in Jackson, Wyoming. Our itinerary begins with a review of Yellowstone National Park and our itinerary. We will then depart our hotel and drive to our next destination, Yellowstone National Park. We will spend the night in a comfortable hotel located near the park.

May 18th: We will begin our journey into the wild with a visit to the Gardiner Hotel. We will then drive to the Lamar Valley in search of bears and wolves.

May 19th: We will continue our journey to the Lamar Valley and search for elk, wolves, and bears. We will have breakfast at the Gardiner Hotel and then drive to the Lamar Valley.

May 20th: We will continue our journey to the Lamar Valley and search for elk, wolves, and bears. We will have breakfast at the Gardiner Hotel and then drive to the Lamar Valley.

May 21st: After a delicious breakfast at the Gardiner Hotel, we will depart our hotel and drive back to Jackson, Wyoming.
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 Teton 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

Costs

- $1,995
- $1,549

for two adults

$1,549 for each additional person for four-person family.

Included

- Lodging at Norris Hotel, Jackson: Yellowstone National Park will fly-in for nights 1, 2, 3, 4, 6, 7, and 8.
- Daily较差 meals
- All transportation costs for the trip

Excluded

- Additional expenses for travel to Jackson or Jackson Hole, Wyoming
- Additional expenses for travel to Yellowstone National Park

Registration

Contact conservation@houstonzoo.org or call 713.522.6700 for more information. Please note that this trip is limited to 25 families and has a 30-day window for travel to June 2020. Flights will be selected at Houston Int'l Airport (IAH) for June 30, 2020.

$1,995

for two adults

$1,549 for each additional person for four-person family.
Houston Zoo: The Polar Bears of Churchill, Manitoba

Responsible Tourism for the New Museum

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. $1500 per person based on share of guests. Double occupancy for two rooms of 3-4 guests each. Price includes all five nights in Winnipeg, Manitoba, 3-4 days in Churchill, plus internal transportation and accommodations, but excludes airfare to Winnipeg (about $400 depending on season).

This trip is offered by a Polar Bears of Churchill, Manitoba, an organization that is dedicated to protecting polar bears and their environment. The tour includes visits to the Winnipeg airport, Churchill, and a sailing trip to the Churchill lighthouse.

Tour Information

Day 6: Return Home

Day 7: Return Home

Physical Requirements

During their polar bear viewing, guests are exposed to very little cold or walking, although the polar bears can sometimes be found riding on a sled. Guests must have strong teeth and be able to lift and hold a sled. All guests must wear comfortable clothing and be able to walk on uneven surfaces.

Complimentary Boots & Fleece

1/4/2016 9:45:02 AM
Houston Zoo: Wildlife Landscapes: Greater Yellowstone in Winter

This spring we travel southbound through Frank in northern Yellowstone National Park to observe species that are present in winter. Our destination for the next two days is Jackson Hole, Wyoming, where we will have the opportunity to explore the Greater Yellowstone Ecosystem, which includes a diverse range of wildlife and landscapes. This trip offers an opportunity to observe the natural habitat of these species up close and learn about their behavior and ecology.

Day 1: February 3, 2017

Departure from Jackson Hole, Wyoming, and head west to the Tetons. The Greater Yellowstone Ecosystem is a rich biodiversity area that encompasses a wide range of ecosystems, including alpine meadows, forests, and rivers. Here, we will have the opportunity to observe wildlife in their natural habitat, including elk, bison, wolves, and bears.

Day 2: February 4, 2017

This morning we head south through Frank in northwestern Wyoming to observe species that are present in winter. Our destination for the next two days is Jackson Hole, Wyoming, where we will have the opportunity to explore the Greater Yellowstone Ecosystem, which includes a diverse range of wildlife and landscapes. This trip offers an opportunity to observe the natural habitat of these species up close and learn about their behavior and ecology.

Day 3: February 5, 2017

The last day of the trip is spent exploring the wildlife habitats of the Greater Yellowstone Ecosystem. We will have the opportunity to observe species that are present in winter, including elk, bison, wolves, and bears. This trip offers an opportunity to observe the natural habitat of these species up close and learn about their behavior and ecology.
Houston Zoo: Experience the Great Sandhill Crane Migration
Houston Zoo: Ecuador and the Galapagos Islands

Join the Houston Zoo Wildlife Conservation Program and RBC Alumni Travel Program on a very special trip to Ecuador and the Galapagos Islands.

Date: August 24th to September 3rd, 2017

Trip Details:
- 10 days / 9 nights
- Maximum number of participants for the trip will be 20

Program Fee:
- Space (Category 1): $4,790 per person, based on double occupancy
- Room (Category 2): $2,996 per person, based on double occupancy
- Single (Category 3): $5,190 per person, based on double occupancy

Child Rate:
- Children 14 and under will receive a 15% discount. Children must be at least 7 years old to participate in hiking.

Trip Inclusions:
- $750 discount off double rate (2 space categories have potential for triple occupancy, but the maximum of the cost cannot exceed 20 participants total)
- Tipping: $150 non-refundable deposit required at time of booking

Itinerary:
- Day 1: Arrival in Guayaquil, Ecuador
- Day 2: Visit to Quito, including a walk through the historic city, a visit to a local restaurant for lunch, a visit to the famous old city, and an afternoon at the Guayaquil Zoo.
- Day 3: Visit to Mindo, a town known for its cloud forests and natural beauty.
- Day 4: Visit to the Quilotoa Loop, a scenic drive through the Andes mountains.
- Day 5: Visit to the Amazon Rainforest, including a boat ride through the Amazon river.
- Day 6: Visit to the Galapagos Islands, including a trip to Española Island.
- Day 7: Day hike on Santa Cruz Island.
- Day 8: Visit to the Galapagos Islands, including a trip to the Galapagos National Park.
- Day 9: Visit to the Galapagos Islands, including a trip to the Galapagos National Park.
- Day 10: Departure from Guayaquil.

Responsible Tourism for the New Museum

Houston Zoo: Ecuador and the Galapagos Islands

Responsible tourism is essential for the success of this tour. The Houston Zoo is committed to ethical wildlife conservation practices and offers a unique opportunity to learn about the latest conservation efforts in Ecuador and the Galapagos Islands.

For more information, please visit the Houston Zoo website.

Contact Information:
- Tel: 281-597-7200
- Email: info@houstonzoo.org

Special Request:
- Wildlife conservationists

Thank you for your interest in responsible tourism for the Houston Zoo and the Galapagos Islands.
Houston Zoo: Masi Mara and Mountain Gorillas

**Responsible Tourism for the New Museum**

**Houston Zoo Wildlife Conservation, Rice University/Arts Program and University Evolutionary Centre**

*Masai Mara and Mountain Gorillas*

**1 Day / 4 Night**

**Saturday 10th May - Sunday 18th May 2017**

**£549.99 per person**

**Single Supplement £581.20**

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 on a unique journey to experience the famous Masai Mara in Kenya and combine this with the opportunity to see rare Mountain Gorillas in Rwanda.

This unique adventure especially created for us is in luxury lodges throughout, and the trip ends with two opportunities to track the endangered Mountain Gorillas in the Virunga volcanoes in the northwest of Rwanda. Seeing some of the remaining 780 mountain gorillas is a fantastic reward for an unforgettable experience.

This is an trip 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.

---

**Day 1:** Nairobi: Welcome to Kenya.

- Meet your group and set off on this once-in-a-lifetime adventure.
- Visit the main city of Nairobi, known for its cultural diversity and wildlife conservation efforts.

**Day 2:** Nyeri: Kenyan Wildlife and Culture.

- Experience the rich culture and wildlife of Kenya.
- Visit a local village to gain insights into traditional Kenyan life.

**Day 3:** Nyeri: Unfortunately, the text is not clearly visible in the provided image. Further details are not available.

**Day 4:** Nyeri: Kenya National Park.

- Explore the famous Masai Mara National Reserve.
- Wildlife viewing and games on game drives.

**Day 5:** Nyeri: Final gorilla tracking.

- Visit the Virunga volcanoes for gorilla tracking.
- Experience the thrill of seeing endangered Mountain Gorillas in their natural habitat.

**Day 6:** Nyeri: Departure.

- Spend the day exploring the remaining wildlife of the area.
- Return to Nairobi for a farewell dinner and farewell ceremony.

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**Villa Lovelace**

Villa Lovelace is a luxurious villa nestled in the heart of the Masai Mara. It offers an exclusive and unique experience, with a private chef and concierge services available.

---

**Alfred our gorillas**

The Masai Mara has a long and fascinating wildlife history, making it a haven for wildlife enthusiasts. The reserve is home to a diverse range of wildlife, including lions, cheetahs, and various species of birds. The Masai Mara is also known for its rich cultural heritage and traditional Maasai communities.

---

**Contact**

For bookings and more information, contact conservation@houstonzoo.org.
Woodland Park Zoo: Borneo Wildlife Journey

JOURNEY PRICE

**Lead Tour Cost:**
- Double Occupancy: $1,695
- Single Supplement: $920
- Estimated Airfare from Seattle (including taxes, surcharges and fees): $2,900

**Lead Tour Price includes:**
- Roundtrip airfare from Seattle/Tacoma to Sandakan
- All ground transfers and private transfers to/from hotels
- Meals on 12 out of 13 nights (as indicated), 3 breakfasts, 6 lunches, 6 dinners
- 13 nights in comfortable accommodations on a double occupancy basis
- Sightseeing as indicated in the itinerary
- Exits and entrances to national parks
- Comprehensive and knowledgeable tour guide
- All activities as specified in the itinerary

**Lead Tour Price does not include:**
- Visa fees for countries visited
- Personal expenses (drinks, personal souvenirs, etc.)
- Meals not included in the itinerary
- Any government taxes and levies
- Airfare from Seattle to the departure airport
- Any optional activities
- Travel insurance
UW Botanic Garden: South Africa: The Rugged Coast and Western Cape
Minnesota Landscape Arboretum: Crossing the Andes

CROSSING THE ANDES: AN EXPLORATION OF CHILE, ARGENTINA & PATAGONIA
JANUARY 21st TO FEBRUARY 2nd, 2016
$5,395* LAND COST ONLY
INTERNATIONAL FLIGHTS NOT INCLUDED

PRESENTED BY
Minnesota Landscape Arboretum

This Minnesota Landscape Arboretum is proud to announce an incredible group tour “Crossing the Andes: An Exploration of Chile, Argentina and Patagonia.” This 10-day/9-night journey, from January 21st to February 2nd, will highlight the incredible landscapes of Chile and Argentina as well as the varied cultures throughout these regions while visiting Santiago, Chile, the country’s capital city, and Buenos Aires, Argentina’s vibrant capital city. The trip will feature a comprehensive exploration of the diverse Andes region, including visits to Mendoza, Santiago, Ushuaia, and Buenos Aires. The tour will include a stay in the beautiful city of Buenos Aires, where participants will have the opportunity to explore the city’s rich cultural and historical heritage.

HIGHLIGHTS OF THE TRIP:
- Visit the Andes, the highest mountain range in the world, from Santiago to Mendoza.
- Explore the stunning landscapes of the Andes, including mountains, valleys, lakes, and glaciers.
- Experience the rich cultural heritage of Argentina and Chile.
- Visit the world-famous wine regions of Mendoza and Santiago.
- Enjoy a private tour of the famous wine-producing region in Mendoza.
- Visit the world’s southernmost city, Ushuaia, located in Tierra del Fuego.
- Experience the natural beauty of the Patagonian wilderness.
- See the glaciers of Patagonia, including the famous Perito Moreno Glacier.
- Enjoy a private tour of the Patagonian landscape.
- Experience the wildlife of Patagonia, including penguins, seals, and sea lions.
- Visit the world’s southernmost city, Ushuaia, located in Tierra del Fuego.

$30 tax-deductible donation to Arboretum included. Your donation helps support the Arboretum’s programs and initiatives.
The Gardens and Castles of Scotland
May 16 – 28, 2016

In 2015 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 here, 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 2015, but we’ve added some new venues 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, Ardglass and Arduaine. Continuing on along the rugged western shores, we visit Benmore Garden, Drumossie Garden and Antingue. Our journey continues to the beautifully picturesque Isle of Skye, 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 Gardens, 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 building garden who managed to create these gardens away in order to provide the basis for the premier garden that was established here. The 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 shores 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.

On route to the garden city of Aberdeen, outside of Inverness, we visit the Nevisnic 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 (see our last year’s reference).

Pittenweet Garden, with its beautiful topiary and stunning parterre gardens, along with David Welch’s Winter Garden and Castlecraig Castle, are on our itinerary in and around Aberdeen. In Pitlochry, we’ll visit the Explorer’s Garden. In the 18th century, plant hunting became a profession that sent individuals on voyages round the world to discover and collect new plants. This garden demonstrates 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: $3,750 land only.
EARLY BIRD DISCOUNT – $3,695 if you book by October 31.
Tour cost is exclusive of airfare, airport taxes and fuel surcharges.
Prices are per person, based on double occupancy. Single supplement $950 extra.
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 Qin

Melbourne sits on the Yarra River, around the shores of Port Phillip Bay. Lucrative for its sense of style and ambition, Melbourne leads gardens and design. Australia’s best shopping, a fast-paced for eating and drinking, and a flourishing interest in the arts. Resolved and preserved representation, architecture, but following the discovery of gold, provides a stark 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 coasts, tall forests, rugged highlands, sunny beaches and wild rivers. There are vibrant cities, sleepy country towns, and picturesque fishing villages. With four distinct seasons and a mild, cool climate, Tasmania is well-suited to gourmet food production. Ameoba tail of the island is a favorite destination for its picturesque scenic drives. The Walpole-Nornalup National Reserve, Tasmania’s largest national park, is both scenic and home to unique wildlife and native plants. Tasmania is the ultimate destination for foodies, outdoor adventurers, and nature lovers alike. Call Carlson Wagonlit Travel at 763-493-8162 for more information and to register.

About the Tour
See the Minnesota landscape Arboretum and Peter Qin to explore the natural beauty, gardens, history, and culture of Melbourne and Tasmania. This tour features a 10-day program with visits to the highlights of both cities, including the Yarra Valley and the Dandenong Ranges for wine tasting, and the Tasmanian wilderness for bird watching and walking. The program includes guided tours of the Melbourne Botanical Gardens, the National Gallery of Australia, and the Hobart Museum. Participants will also have the opportunity to visit the Hobart Zoo, the Richmond Museum, and the Tasmania Wildlife Park.

Land Tour Price
From $3,000 per person

Land Package Inclusions
- Round-trip airfare from Minneapolis
- Airport transfers in Melbourne and Tasmania
- 10-day tour package including hotel accommodations, breakfast, and dinner in Melbourne and Tasmania
- Guided tours of the Melbourne Botanical Gardens, the National Gallery of Australia, and the Hobart Museum
- Round-trip transportation to the Tasmanian wilderness
- Entrance fees to all included attractions
- Small group tours and more

About Carlson Wagonlit Travel
Carlson Wagonlit Travel is a leading provider of travel services, offering a wide range of travel options to destinations worldwide. Founded in 1945, the company has grown to become one of the largest travel agencies in the world, with a network of over 1,000 offices in more than 100 countries. Carlson Wagonlit Travel offers a wide range of travel services, including airfare, hotel reservations, car rentals, and tours, as well as travel insurance and other travel-related services. The company is committed to providing exceptional customer service and offering the best possible travel experiences to its clients.
The Shedd Aquarium: Iguana Research Expedition
Responsible Tourism for the New Museum

The Shedd Aquarium: Swim with Whale Sharks

Dear traveler,

Imagine swimming within arm’s length of 30-foot sharks. Or better yet, swimming amid a large group of them! Of course these tanks are just whale sharks, whose gaping jaws are wrapped by the thorough

It’s an amazing aquatic adventure on the open sea. Shedd Aquarium’s upcoming trip to the Sargasso Sea, just off the coast of Cancún, Mexico, will take you on an unforgettable journey to the beginning of life. The Sargasso Sea is home to one of the most diverse and abundant marine ecosystems on Earth, with thousands of species of fish, invertebrates, and plankton. This unique environment offers a window into the past, allowing scientists to study the evolution of marine life and gain insights into the future of our oceans. The Sargasso Sea is also a critical habitat for many endangered species, including the loggerhead sea turtle, which is listed as a critically endangered species by the International Union for Conservation of Nature (IUCN).

Our expert marine biologists will guide you through the experience and share their knowledge of marine life and conservation efforts. You will have the opportunity to observe and photograph a variety of species, including whale sharks, dolphins, and sea turtles. You will also learn about the importance of conservation efforts and how your participation helps protect these magnificent creatures.

Why not make your reservations now to experience this once-in-a-lifetime opportunity and gain a deeper understanding of marine life and conservation efforts? This trip is perfect for travelers who are passionate about marine life and want to contribute to global conservation efforts.

Dr. Katrina Shills
Shedd Aquarium’s Research Fellow
George Perna
Senior Director of Animal Collections

Itinerary

Day 1: Wednesday, July 1

Fly into Cancun International Airport, where you will be met and transported to our hotel in the Riviera Maya, Hyatt Zilara, for a relaxing first day before the exciting adventure of swimming with whale sharks. The hotel is located just south of Cancun on Punta Sur, offering a private beach and easy access to the Sargasso Sea. The afternoon will be spent relaxing on the beach, followed by a private dinner at the hotel’s Beachfront Restaurant.

Day 2: Thursday, July 2

Farewell to the Sargasso Sea and board our private boat. Our specially trained staff will provide sustainable, hands-on learning experiences and expert knowledge to help you appreciate the beauty of marine life. A professional photographer will capture your experience, ensuring you have a lasting memory of your adventure.

Registration:
Participants can register for the trip through www.affinitygroup tours.com or by phone by calling 1-888-367-2677. Participants must pay a deposit of $500 per person to reserve their spot, and the remaining balance must be paid in full by May 31, 2019.

Cancellation:
Cancellations received before May 31, 2019, will receive a full refund, excluding the deposit. Cancellations received after May 31, 2019, will receive a 75% refund of the trip cost. Cancellations made after July 1, 2019, will receive a 50% refund of the trip cost.

Rates and Fees:
All rates and fees are accurate as of May 31, 2019, and are subject to change without notice. Fees include round-trip transportation from the airport, all meals, and accommodations.

Insurance:
Trip cancellation insurance is available for purchase with our partners at Affinity Group Tours. For more information, please contact

Affinity Group
1-888-367-2677
www.affinitygrouptours.com

For more information, please contact

Dr. Katrina Shills
Shedd Aquarium
400 N. Lake Shore Drive
Chicago, IL 60611
www.shedd.org
Dear Mohlers,

What better place to experience the rugged beauty of the Pacific Northwest than on the water? How you’ll join for these three days of kayaking in the San Juan Islands, an archipelago of 170 islands located between the coast of Western Washington and Vancouver Island. Despite the area’s legendary beauty, the kayaking season is short, and of course, the weather is moody and unpredictable. We’re looking for people who are ready to embrace the challenges of kayaking in the San Juan Islands.

Outfitted with kayaks, life jackets, and experienced guides, you’ll enjoy an exhilarating paddle along the coast, exploring the island’s natural beauty and taking in the stunning views. Along the way, you’ll have the opportunity to spot seals, sea lions, and even the occasional whale.

Day 1:

- **Arrival & Welcome Dinner**: Our kayaking journey kicks off with an evening welcome dinner to introduce everyone to the kayaking experience. You’ll be equipped with professional kayaking gear and given instructions on safety and technique.

Day 2:

- **Kayaking Adventure**: After breakfast, you’ll embark on a guided kayaking tour along the islands, exploring hidden coves and bays. You’ll have the chance to spot marine life and learn about the local ecosystem. Lunch will be prepared on the water, ensuring a delicious and refreshing meal.

Day 3:

- **Final Kayaking Expedition**: On the final day, you’ll continue exploring the islands, this time focusing on a more secluded and natural experience. You’ll have the opportunity to paddle through narrow channels, spot sea otters, and enjoy the peace and tranquility of the San Juan Islands.

**Things to Know about this Trip**

- **Registration**: All participants must register for the trip through www.mohlers.org. The registration fee includes all kayak equipment and the remaining balance due is March 1st.

- **Cancellations**: Cancellations must be received by the deadline or a $50 fee will apply. The trip cannot be cancelled if the minimum number of participants is not met. Cancellations must be received by the deadline or a $50 fee will apply. The trip cannot be cancelled if the minimum number of participants is not met.

**Rates and Inclusions**

- All rates and times are accurate at the time of printing. A non-refundable deposit is required to reserve your space on the trip.

- **Accommodations**: We have reserved a block of rooms at the local hotel.

- **Inclusions**: All meals, transportation, and guided kayak tours are included in the trip cost.

For more information, please contact

Jennifer Mohler
301-555-1234
jennifer@mohlers.org
www.mohlers.org

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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 children about the importance of biodiversity, exchange ideas, and participate in conservation efforts in 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/study opportunity and a volunteer program that focuses on teaching students about conservation biology and marine science. It is an integrated 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 10, 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 - 1:00 PM
- Age: Must be enrolled in high school during the 2015-2016 school year
- Excursion Travel: June 25 – July 4, 2016
- Cost: $5,000
- For more information please call (562) 931-5100

**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

Art and Architecture In the City of Angels
April 4, 2016 - April 9, 2016
12:00 am - 12:00 am
Event is over

Museum of Fine Arts, Boston: Art Basel Miami Beach

Event

Art Basel Miami Beach
December 1, 2016 - December 5, 2016
12:00 am - 12:00 am
Event is over

Museum of Fine Arts, Boston: Contemporary and Colonial Havana

Event

Contemporary and Colonial Havana
January 11, 2016 - January 16, 2016
12:00 am - 12:00 am
Event is over
Museum of Fine Arts, Boston: The European Fine Art Fair

Museum of Fine Arts, Boston: Edinburgh and London

Museum of Fine Arts, Boston: Brazil: Rio de Janeiro and the São Paulo Biennial

Lost. Found. Reimagined.
Warsaw, Krakow, and Jerusalem
Travel with the Holocaust Center for Humanity
July 7 - July 19, 2015
HolocaustCenterSeattel.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 historians, 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’ House/Nova Hora with its Center for Humanistic Education and Yad L’achim Children’s Memorial Museum.
- And more...

We begin our eight-day trip 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, to witness Jewish ghettos and memorials. We will be guided through the stunning exhibits of the new Museum of the History of Polish Jews.

We will travel next to the Tidanka 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 1620, one of the very first Jewish sites to be restored in Poland.

Traveling south to Krakow we will explore the architectural and cultural remains of the Jewish quarter of Kazimierz. Over a two day period we will traverse the memorial site of Auschwitz-I-Birkenau, which in 1955 commemorates 70 years after liberation of the camp. At each stop we have the 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 iconic Yad Vashem will give us an opportunity to further discuss remembrance and representation of the Holocaust. We will travel to the Western Wall to the Ghetto Fighters House/Museum created in 1945, the first of its kind, founded by survivors of the Warsaw Ghetto. A trip to the Jordan Desert will bring us to the iconic Masada and Dead Sea.

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

Cost:
Warsaw, Krakow, Jerusalem
$4,350* (iner costs based on double occupancy. Single supplement $800)
Costs are based on a group size of 15 and includes: trip manager/special guide, entry fees, local guides, 13 nights at 3-star hotels, daily breakfasts and 14 additional meals, and land travel. Airfare and recommended travel insurance not included.

Warsaw and Krakow (Only)
$3,000* (iner costs based on double occupancy. Single supplement $575)
Costs are based on a group size of 15 and includes trip manager/special guide, entry fees, local guides, 7 nights at 3-star hotels, daily breakfasts and 9 additional meals, and land travel (train and private bus). Airfare and recommended travel insurance not included.
*Prices subject to change depending on group size. We have tried to be as accurate as possible at the time of writing.

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

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