

Bridging Research and Practice: Empowering DMOs to Encourage Responsible Travel through Translational Research

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ST&RT Lab
Sustainable Tourism and Responsible Travel



What's coming up...

- **The Set Up**
 - **The role of academics**
- **The Issue**
 - **Sustainable Tourism and Responsible Travelers**
 - **Destination Stewardship and DMOs**
- **Knowledge Creation and Community Building**



Sustainable Tourism: Roles for academics

- Discovery.
- Learning.
- Engagement.



The Issue: Sustainable Tourism and Responsible Travel

- Growing concerns for overtourism
- Tourism backlash
- Loss of Social License



TOURIST:
YOUR LUXURY TRIP
MY DAILY MISERY

Destination Stewardship and DMOs

- Destination Stewardship
 - Stewardship – Nurturing destination assets
 - Collaboration and mutual benefit

Responsible Travel and GSTC



Responsible Travel Programs

Countries	195
Responsible Travel Landing page	82
Blogs	47
Downloadable Guides / Tips for Travelers	20
Travel Code: Expectations of Visitors	8

12 · 12

Travel

Responsibly

More





DESTINATION
COLORADO
MEETINGS

Responsible Travel Program in US

EXPLORE DESTINATIONS

TIPS + INSIGHTS

Responsible Travel Activity	Largest US Cities	States
Website – Landing Page/Section	53%	46%
Blog	53%	54%
Downloadable Books/Guides	10%	20%
Pledge	7%	8%
Code or campaign	3%	28%

SUSTAINABILITY

A Typology of Responsible Tourism Programs



Marketing
Communication

Education and
Awareness



Behavioral Science

Pledges

Gamification



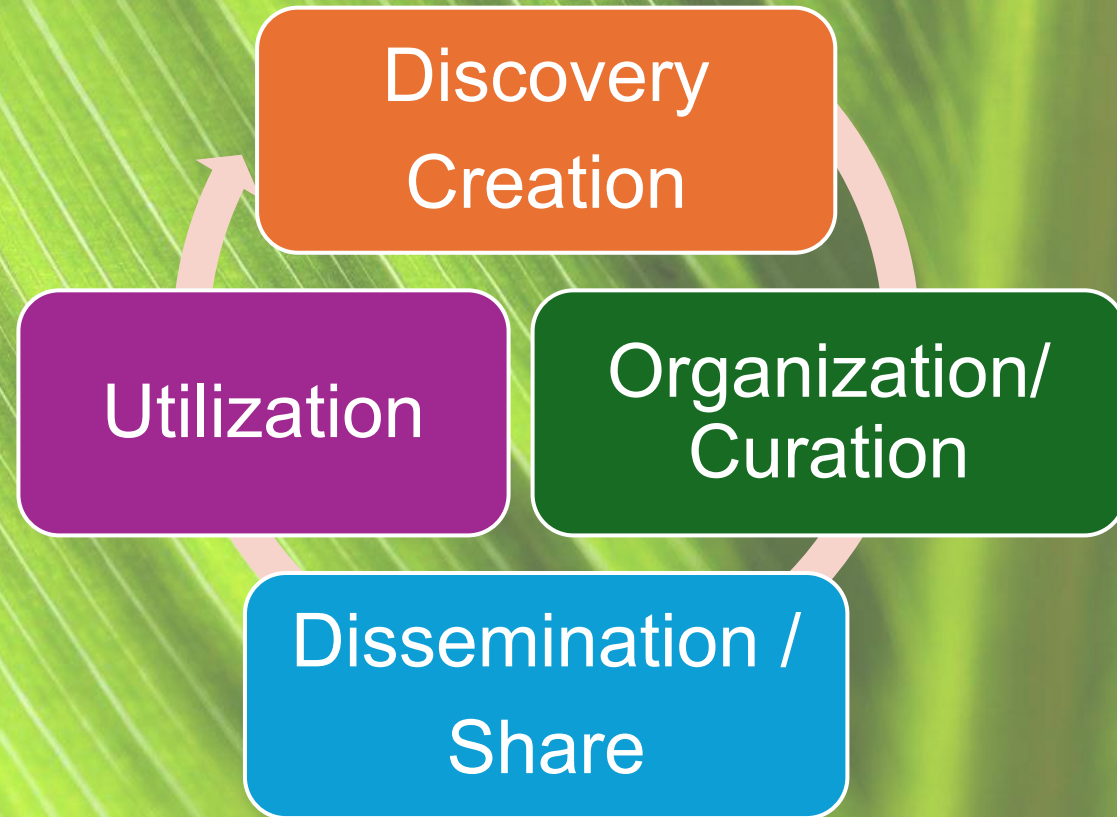
Destination Design

Placemaking



Engaging the DMO community

Managing
Knowledge in
the tourism
system





WHAT WHY HOW ABOUT

Engaging the DMO community

The global resource for responsible traveler education and marketing



**EMPOWERING DESTINATIONS TO FOSTER
RESPONSIBLE TRAVEL**

Sharing Knowledge: Practice



Visit Bend: Sustainability Fund

In Bend, Oregon, tourism supports trails, culture, and conservation. The Bend Sustainability Fund reinvests lodging taxes into projects that...

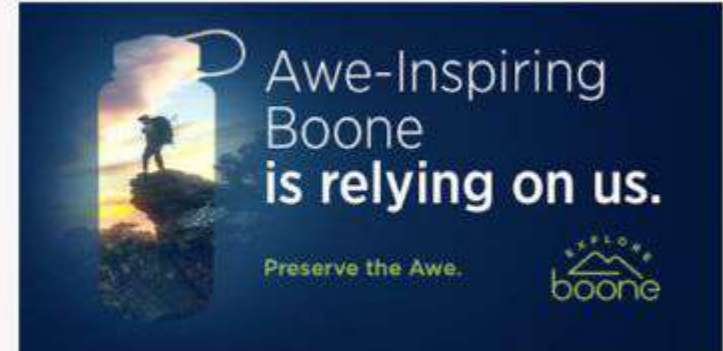
31 July, 2025 · [Spotlight](#)



Tasmania: Come Down for Air

"Come Down for Air" invites travelers to pause, breathe, and explore Tasmania at a slower pace—supporting sustainability, community wellbein...

31 July, 2025 · [Spotlight](#)



Explore Boone: Preserve The Awe

Boone's "Preserve the Awe" urges visitors to protect stunning Blue Ridge landscapes through eco-conscious travel, practical tips, and Leave ...

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Sharing Knowledge: Research

16 JUL TURNING SCRAPS INTO STORIES

Posted at 13:04h in [Insight](#) by [Ailin Fei](#) · [Share](#)

Imagine travelers raving about dishes made from ingredients once destined for the bin with each bite a story of sustainability and local flavor. By promoting “creative cooking” and food waste partnerships, DMOs can help turn waste into a culinary asset and give their destinations a fresh, responsible appeal.

According to Pearson (2024), sustainability-led businesses use storytelling, centered on food as a resource, returning to roots, and rethinking waste, to engage customers. DMOs can support this by incentivizing restaurants to craft innovative dishes from surplus ingredients and spotlighting these efforts in tourism campaigns.

Offering recognition like badges or financial rewards can encourage chefs to experiment and shift perceptions of what’s edible. Facilitating partnerships with local producers to use surplus goods can reduce upstream waste and strengthen local economies.

Pearson (2024) emphasizes that food waste is now defined as anything that can’t be made edible or repurposed creatively. By helping restaurants adopt this mindset, DMOs can promote sustainability while offering travelers a more meaningful and memorable experience.

The study can be found [here](#).

Pearson, N. (2024). Rethinking food waste: lessons from best practice. *Journal of Sustainable Tourism*, 1–22. <https://doi.org/10.1080/09669582.2024.2427015>

RESEARCH INSIGHT

“Food waste is now defined as anything that can’t be made edible or repurposed creatively.”



RESEARCH INSIGHT

“Pro-environmental messages are more effective when framed prescriptively (emphasizing what tourists should do).”



RESEARCH INSIGHT

“Technology should align with the emotional and cultural context of a destination.”



RESEARCH INSIGHT

“Using narrative storytelling in wildlife tourism marketing encourages responsible travel behaviors among tourists.”



Building Community

LinkedIn



Act now...

Research

Engagement

