

# EQUITY IN YOUR TOUR OPERATORS

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Using both quantitative and qualitative data, this assessment will help you determine if an operator is committed to social justice:

## THE TALK: A QUANTITATIVE APPROACH

The operator's website and promotional material...

1. Mention power dynamics, inequitable access to resources, historical or current discriminatory practices in the communities where they operate.

NOT AT ALL       UNCLEAR/  
A LITTLE       A LOT       CORE  
COMPONENT

2. Mention a commitment to social justice, equity, and non-discriminatory practices.

NOT AT ALL       UNCLEAR/  
A LITTLE       A LOT       CORE  
COMPONENT

3. Feature images and stories that show non-dominant groups at the destination

NOT AT ALL       UNCLEAR/  
A LITTLE       A LOT       CORE  
COMPONENT

4. Feature images and stories that do not stereotype, sensationalize, or sexualize local communities.

NOT AT ALL       UNCLEAR/  
A LITTLE       A LOT       CORE  
COMPONENT

5. Feature images that do not center or elevate whiteness (Are white people in the center of every photo? Are white people the only ones portrayed *in action*?)

NOT AT ALL       UNCLEAR/  
A LITTLE       A LOT       CORE  
COMPONENT

6. Address environmental, cultural, and social impact of its tours to the community

NOT AT ALL       UNCLEAR/  
A LITTLE       A LOT       CORE  
COMPONENT

7. Address methods of giving back to the community, including philanthropy, training, job creation, access to resources.

NOT AT ALL       UNCLEAR/  
A LITTLE       A LOT       CORE  
COMPONENT





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## THE WALK : A QUALITATIVE APPROACH

In conversation with the operator, ask the following questions.

1. Representation is important. Please tell me more about the company owner(s) and how their identities and lived experiences influence their work.
2. How does equity show up in your business model?
3. How does your business measure its impact on the local community?
4. How does leadership make key decisions that affect the communities at the destination?
5. How are the concerns and perspectives of the community collected and acted upon?
6. How do you ensure your contractors, suppliers, and staff embody your commitment to equity?
7. In what ways do your tour guides reflect your values?

