

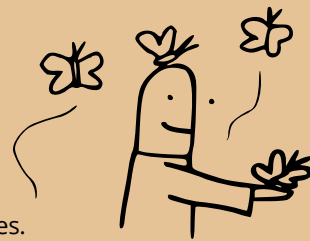
MAKING TOURISM COUNT FOR CONSERVATION

A tour operator's role in encouraging tourists to give to charity.

1 Make it wilder

The more wildlife people see, the more they will be inspired to care about it. This is especially true for "wildlife spectacles" involving large numbers of animals.

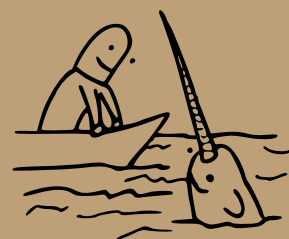
DO: Take every opportunity to show visitors wildlife, particularly native species, and give people opportunities to find wildlife themselves (e.g. wild camping, walking safaris). Allowing people to explore on their own enables time for reflection and often creates the most memorable experiences.



2 Rare gems

Catching a glimpse of something rare or endangered inspires tourists to want to do something about what might be lost. Don't forget landscapes can be endangered too like glaciers, coral reefs, dark starry skies and rainforests.

DO: Tell people about why the rare things are special and encourage them to use all their senses to help them catch a glimpse. Even if they miss a rare animal sighting they might be able to hear the glacial ice cracking or smell some exotic flowers!



3 Get into nature

The closer to nature people feel, the more they will want to protect it. There are lots of different ways to get into nature, whether it's hiking, climbing or cycling through an amazing landscape or using an artistic eye to engage with nature more closely.

DO: Promote activities that get people interacting with nature: canoeing, photography, painting or first-hand conservation work like a litter pick. Anything that allows people to get up close to nature and spend time in it.



4 Make giving easy

Give clear opportunities to donate both during the trip and after. Make it clear how their donations will be used and how it will help the place they visited.

DO: Use a donation box and remind people they can't spend the currency back home. Give a specific talk that ends with a call to help. Give the information about the work being done and why funding is needed, be transparent about how donations will be spent.



5 Highlight problems & solutions

Tell people about problems facing nature but keep them upbeat by showing them the excellent work being done to help it.

DO: When giving tours, make the problems facing nature clear (climate change / deforestation / coral bleaching). Balance this with solutions that are big enough to solve the issue and let people know what actions they can take. Follow-up a trip with a "welcome back" email that mentions those potential solutions including donating and lists some charities.



Learn more about when and why tourists donate to charity by scanning the QR code, or by contacting the researcher/author Christy Hehir directly via email: christy.hehir@surrey.ac.uk or Twitter: [@christyhehir](https://twitter.com/christyhehir)



Hehir, C. Scarles, C. Wyles, K. J. Kantenbacher. (2020). Last-chance for wildlife conservation: understanding the drivers of tourists' philanthropic behaviour. Doctoral Dissertation, The University of Surrey, UK.

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