



NZTRI Seminar Series 2018:1

Eliza Raymond

**Co-Founder
GOOD Travel**

**Friday 26 January
12 – 1pm, WH125**

WH Building, AUT City Campus.

Rethinking tourism: GOOD Travel

Abstract:

The tourism industry is a powerful, global force accounting for 7% of world exports and employing 1 in 11 people. GOOD Travel's vision is to transform the tourism industry into a force for GOOD. GOOD Travel is a global community of travellers, tourism businesses, academics and industry professionals with a commitment to creating a more sustainable and ethical tourism industry.

In this presentation, Eliza will look back on the 2017 International Year of Sustainable Tourism for Development to highlight tourism's potential as a catalyst for positive change. She will provide some background on GOOD Travel's story and discuss the role of travellers in growing the demand for sustainable tourism. The presentation will end with the opportunity for you to reflect on your own travels and re-think how you plan your next holiday.

Biography:

Eliza Raymond is the co-founder and director of operations at GOOD Travel, a Wellington-based social enterprise. Through trips, events and social media, GOOD Travel inspires and empowers travellers to have a positive social, economic and environmental impact on the places they visit. Eliza holds a Master of Tourism from the University of Otago where she carried out her thesis looking at good practice in volunteer tourism. She has worked on international development projects and tourism initiatives in Peru, Kiribati, Tuvalu, Papua New Guinea, Guatemala, Chile, Nepal, South Africa and Kenya, but considers New Zealand home.