



MEANINGFUL TOURISM CENTRE EXPERT POOL



MEANINGFUL TOURISM EXPERTS SKILLS AND EXPERIENCES MATRIX

The Meaningful Tourism Centre is proud to have a community of more than 40 Certified Trainers for the Meaningful Tourism Transformational Game Workshop all over the world. For the Implementation Support of developing and implementing a Meaningful Tourism strategy including developing and using SMART KPIs, for using such strategies to apply for different certifications or awards etc. they can offer a wide range of skills and experiences in more than 20 different languages.

Contact details to make use of this treasure chest full of helping hands and brains are provided at the end of the Matrix.



EXPERT POOL

Core Skills

Branding and Marketing
Certification, Auditing; Finance & Law
Destination Management & Marketing
Gender & Diversity
Hospitality
HR & Strategic Management
Leadership & Policy
Product Adaptation & Development
Research

Specific Skills

Community Engagement
New Technologies
Feasibility Studies
Guiding
Intercultural Communication
Social Media
Teaching & Public Speaking
Travel Writing & Journalism



EXPERT POOL

Forms of Tourism

Community Based Tourism
Halal Tourism
Heritage & Cultural Tourism
MICE & Business Tourism
Sports & Adventure Tourism
Spiritual & Religious Tourism
Student & Volunteer Tourism
Wellness & Wellbeing Tourism

Languages

French
German
Hindi
Spanish
Swahili
Nepali
Other African Languages
Other Asian Languages
Other European Languages



EXPERT POOL

Core Skills



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Branding & Marketing



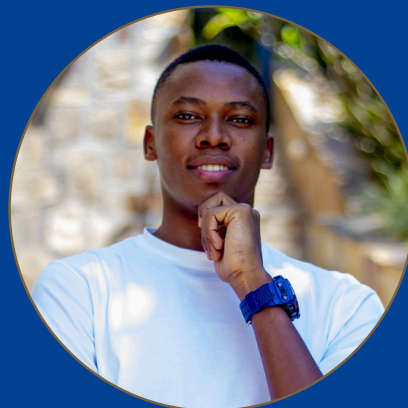
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Certification, Auditing; Finance & Law



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Destination Management & Marketing



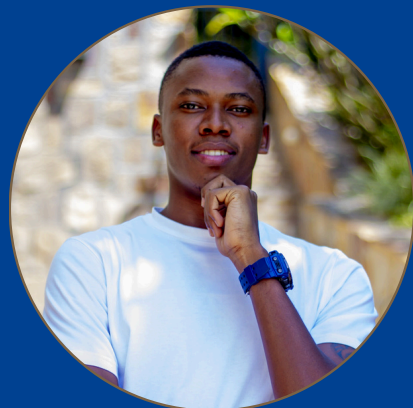
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Gender & Diversity



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Hospitality/Safety & Security



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HR & Strategic Management



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Leadership & Policy



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Product Adaptation & Development



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Research



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Research



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Specific Skills



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Community Engagement



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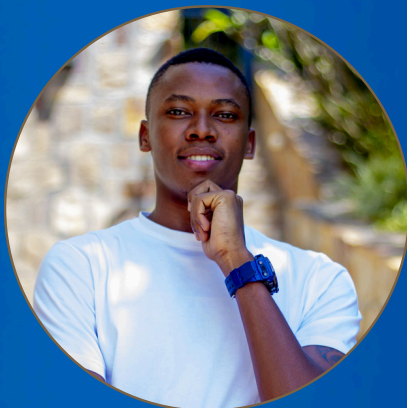


Umar Khan
Pakistan



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New Technologies



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Feasibility Studies



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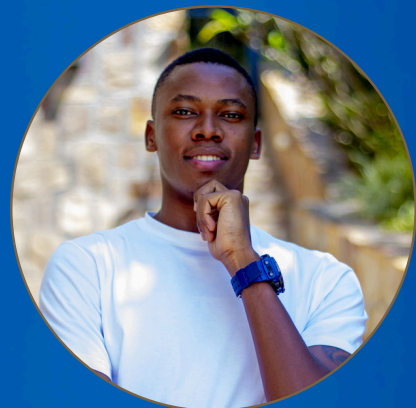


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Guiding



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Bangladesh



Max Dubravko Fijacko
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Intercultural Communication



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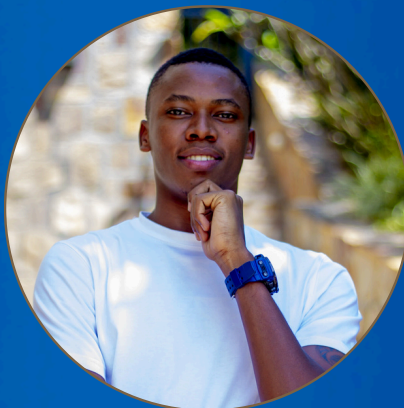


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Social Media



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Teaching & Public Speaking



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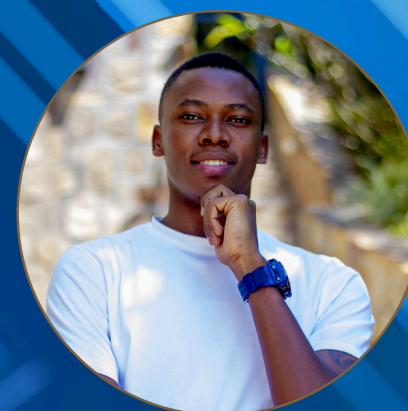
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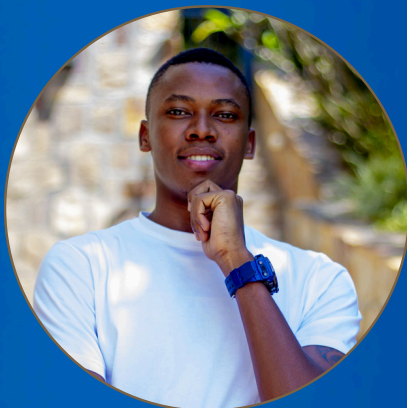


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Travel Writing & Journalism



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Fijacko
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Forms of Tourism



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Community Based Tourism



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Community Based Tourism



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Halal Tourism



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Heritage & Cultural Tourism



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Sports & Adventure Tourism



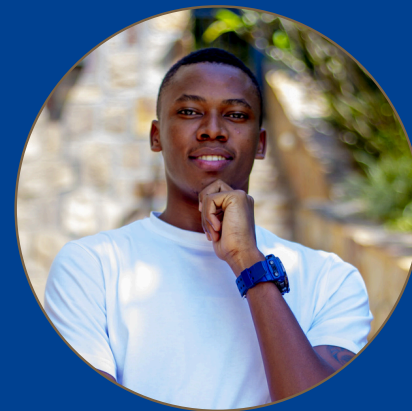
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Spiritual & Religious Tourism



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Raveesh Mrigendra
North, India



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Student & Volunteer Tourism



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Delhi Northeast, India



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Wellness & Wellbeing Tourism



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Languages



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Arabic



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Jabir Ahmad



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French



Catherine Germier



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Max Haberstroh



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German



Florian Caks



Frank Hoerl



Lars der Wettern



Max Dubravko Fijacko



Max Haberstroh



Umar Khan



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Arlt



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Hindi



Gaurav Bhan
Bhatnagar



Iyasmin Khandekar



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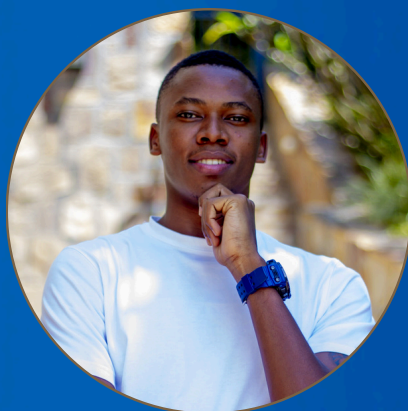
Other African Languages



Emmanuel Frimpong
Asante Twi



Atinuke Adeleye
Yoruba



Everest Bahati



Florian Caks
Afrikaans



EXPERT POOL

Other Asian Languages



Chinthana Duminduhewa
Sinhala



Nampetch Siramanon
Thai



Karunya L.S.
Tamil & Telugu



I Nengah Subadra
Indonesian



Nurgul Boz
Turkish



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Bengali



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Filipino



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Malayalam & Tamil



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Other Asian Languages



Umar Khan
Urdu



Yuliska Labawo
Indonesian



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Other European Languages



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Croatian & Serbian



Paul Moxness
Danish & Norwegian



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Russian



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Finnish



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Catalan



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Italian



MEANINGFUL TOURISM CENTRE SERVICES

MTC Meaningful Tourism Centre offers a full range of services to train and implement the Meaningful Tourism tools for a sustainable development of destinations, companies and organisations.



MEANINGFUL TOURISM CENTRE SERVICES

Meaningful Tourism levels

Meaningful Tourism is not using a certification process, which is not transparent for guests/travellers and often leads to complacency after the certificate is issued. You are invited to become a Meaningful Tourism movement member on three levels, underlining the ongoing process and engagement.

Levels

- Level 1 Meaningful Tourism Movement Member
- Level 2 Certified Meaningful Tourism Movement Member
- Level 3 Distinguished Meaningful Tourism Movement Member



MEANINGFUL TOURISM LEVELS

Levels	SME / Individual company	DMO, NTO, large corporations
1	Self-Assessment and Commitment (1 year)	MTTGW / CTT Carbon Credit trading process started
2	Accepted Self-Assessment (1 year), to continue; MTTGW or Implementation Support or new Self-Assessment & Commitment, otherwise one level down	MTTGW / Source Market training again / CTT done, otherwise one level down
3	New Self-Assessment & Commitment or Participation in MTTGW / Source Market training / CCT (1 year), otherwise one level down	MTTGW / Source Market training again (one per year to keep level, otherwise one level down)



MEANINGFUL TOURISM IMPLEMENTATION

Self-Assessment

The Meaningful Tourism self-assessment enables companies and organisations to evaluate their performance using 24 SMART KPIs and commit to improving at least two areas with clear goals and actions. After evaluation by MTC, approved participants gain membership recognition, with progress reviewed after six months and renewed assessment after twelve months to support continuous improvement.

Self-Assessment – How does it work?

The self-assessment process begins by using MTC resources and involving relevant stakeholders across the organisation to evaluate current practices, primarily based on existing data, with additional inputs if needed. Organisations then identify at least two SMART KPIs for improvement, define starting points, set goals, and develop action plans to achieve them within 12 months. The completed self-assessment and improvement plan are submitted to MTC, which reviews the application and provides either confirmation or feedback for further refinement, with optional support available from certified trainers or MTC headquarters throughout the process.



MEANINGFUL TOURISM IMPLEMENTATION

Self-Assessment

The self-assessment program is offered at a cost of 99 USD for companies with fewer than 10 employees and 199 USD for larger organisations. It includes access to materials based on 24 SMART KPIs, evaluation of the assessment and commitment, and one year of recognition as a Meaningful Tourism Movement Member, along with logo use and listing on MTC platforms.

Participants receive a six-month progress consultation and, after twelve months, an evaluation that may lead to certified membership for the following year. To maintain this status, organisations must complete a new self-assessment annually and commit to improving at least two KPIs. Certified Meaningful Tourism Movement Members also benefit from greater visibility through publications, conferences, and MTC communication channels, as well as reduced fees for further training, workshops, and implementation support.



MEANINGFUL TOURISM IMPLEMENTATION

Continuous improvement

Achieving Certified Meaningful Tourism Movement Member status marks the beginning of a continuous improvement process. Organisations establish internal structures, such as dedicated teams or committees, and engage relevant stakeholders to manage ongoing Meaningful Tourism activities.

SMART KPIs are tailored to the local context, with clear starting points, measurement methods, and regular data tracking through dashboards or databases. Members are expected to stay engaged by following MTC resources, participating in workshops and industry activities, and preparing in advance for membership renewal. Throughout this process, ongoing support is available from MTC and certified trainers through customized agreement.



Meaningful Tourism implementation

For local/regional/national destinations, larger companies and organisations

**Meaningful Tourism Transformative Game / Source Market / Carbon Credit Trading
Workshops**



Meaningful Tourism Transformational Game Workshop

The Meaningful Tourism Transformational Game Workshop is an interactive and practical learning experience designed to introduce participants to the concept of Meaningful Tourism. Led by certified MTC trainers using customized materials in the local language, the workshop adopts a game-based approach in which participants take on roles across six stakeholder groups, encouraging collaboration and alignment.

A key focus is the development of SMART Key Performance Indicators (KPIs) to support effective implementation and progress tracking. The workshop is offered in both one-day and two-day formats, suitable for destinations, companies, organisations, and academic institutions. It typically involves a minimum of six participants, with optimal group sizes ranging from 12 to 24 for one-day sessions and up to 30 for two-day sessions. Conducted in a venue with plenary and breakout spaces, the workshop concludes with participants receiving certification and being listed on the MTC website.



Meaningful Tourism Source Market Workshop

Meaningful Tourism Source Market Workshops provide additional information about how transformational experiences are best offered to visitors from the main source markets of a destination, how to prepare and train local communities and employees, how to empower companies to adapt products and storytelling, how to create political frames and how to include different customers groups in the quest to protect the environment.



Meaningful Tourism Carbon Credit Trading Workshop

The Carbon Credit Trading Workshop focuses on helping companies and organisations—such as hotels, office buildings, museums, and fairgrounds—reduce energy and water consumption as well as waste production through practical technical and organisational measures provided by AIROI experts.

This approach creates a “triple win”: lowering operational costs, generating additional income through carbon and water credit trading, and enhancing visitor experience by visibly supporting sustainable practices and Meaningful Tourism. Beyond initial implementation, the process emphasizes continuous improvement, where organisations establish internal task forces and engage relevant stakeholders, customize SMART KPIs to their local context, and regularly measure and track progress through data systems. Members are encouraged to stay actively involved through MTC resources, workshops, and industry events, while preparing for ongoing renewal and advancement of their Meaningful Tourism commitments.



Meaningful Tourism Implementation support

- Direct support of implementation from long-term facilitation, product and business model adaptation and KPI data collection
- Feedback and Recommendations of customer plans and activities in monthly/quarterly/bi-annual online or offline feedback meetings with trainer and other relevant Meaningful Tourism experts
- Support of usage of Meaningful Tourism strategy results for application for certifications or awards
- Adaptation of Meaningful Tourism strategy results for ESG and other reports
- Source market or market segment specific market research and product and strategy development
- Support of adaptation of Meaningful Tourism strategy results to public dissemination in town hall meetings, conferences, PR and marketing.



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For further information please contact Meaningful Tourism Centre:

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Website: <https://meaningfultourismcentre.org>

Newsletter: <https://meaningful-tourism-weekly.ghost.io/>

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