MEANINGFUL TOURISM CENTRE EXPERT POOL

MEANINGFUL TOURISM

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

MEANINGFUL TOURISM

EXPERT POOL

Branding & Marketing



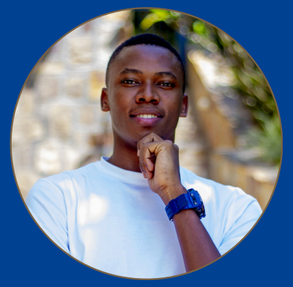
Catherine Germier
Cambodia & Laos



Carole Perez
South Korea



Emmanuel Frimpong
Ghana



Everest Bahati
Uganda



Giancarlo Fedeli
Italy



Kristel Kessler
Oman



Lars von der Wettern
Germany & Spain



Mayte Redondo
Castuera
Spain



Nampetch Siramanon
Thailand



Nurgul Boz
Turkiye



Rhea Vitto Tabora
Philippines



Samira Holma
Sweden



Umar Khan
Pakistan



Yuliska Labawo
Indonesia



Wondemsew Mesafint
Kebadie
Ethiopia

MEANINGFUL TOURISM

EXPERT POOL

Certification, Auditing; Finance & Law



Biubwa Omar
Tanzania & Zanzibar



Catherine Germier
Cambodia & Laos



Chinthana Duminduhewa
Sri Lanka



Florian Caks
Namibia & Austria



Mahadevan Parasuraman
Kerala, India



Max Dubravko Fijacko
Croatia



Mayte Redondo Castuera
Spain



Nampetch Siramanon
Thailand



Paula Machado
Portugal



Yuliska Labawo
Indonesia

MEANINGFUL TOURISM

EXPERT POOL

Destination Management & Marketing



Atinuke Adeleye
Nigeria



Brigit Murugi
Kenya



Emmanuel Frimpong
Ghana



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West Bengal, India



Karunya L.S.
Tamil Nadu, India



Lorena Ritsi Nanei
Papua New Guniea



Mahadevan
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Max Haberstroh
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Nimisha Vinu
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Paula Machado
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Rameswar Khadka
Nepal



Sahan Hanifa
Srilanka



Samira Holma
Sweden



Umar Khan
Pakistan

MEANINGFUL TOURISM

EXPERT POOL

Destination Management & Marketing



Prof. Dr. Wolfgang Georg Arlt

MEANINGFUL TOURISM

EXPERT POOL

Gender & Diversity



Biubwa Omar
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Jaana Raisanen
Finland



Nurgul Boz
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Nimisha Vinu
UAE



Rameswar Khadka
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MEANINGFUL TOURISM

EXPERT POOL

Hospitality/Safety & Security



Atinuke Adeleye
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Jabir Ahmad
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Paul Moxness
Canada



Raveesh Mrigendra
North, India



Rhea Vitto Tabora
Philippines



Umar Khan
Pakistan



Yuliska Labawo
Indonesia

MEANINGFUL TOURISM

EXPERT POOL

HR & Strategic Management



Ali Akaak
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MEANINGFUL TOURISM

EXPERT POOL

Leadership & Policy



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Georg Arlt



Yuliska Labawo
Indonesia

MEANINGFUL TOURISM

EXPERT POOL

Product Adaptation & Development



Brigit Murugi
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Sri Lanka



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Giancarlo Fedeli
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MEANINGFUL TOURISM

EXPERT POOL

Research



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Rameswar Khadka
Nepal

MEANINGFUL TOURISM

EXPERT POOL

Research



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North, India



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Philippines



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Georg Arlt

MEANINGFUL TOURISM

EXPERT POOL

Specific Skills

MEANINGFUL TOURISM

EXPERT POOL

Community Engagement



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MEANINGFUL TOURISM

EXPERT POOL

New Technologies



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Umar Khan
Pakistan

MEANINGFUL TOURISM

EXPERT POOL

Feasibility Studies



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Nimisha Vinu
UAE



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Germany & Spain



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Papua New Guniea



Rameswar Khadka
Nepal



Samira Holma
Sweden

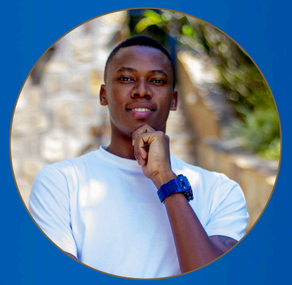


Prof. Dr. Wolfgang Georg Arlt

MEANINGFUL TOURISM

EXPERT POOL

Guiding



Everest Bahati
Uganda



Faisal Razu
Bangladesh



Max Dubravko Fijacko
Croatia

MEANINGFUL TOURISM

EXPERT POOL

Intercultural Communication



Atinuke Adeleye
Nigeria



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South Korea



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West Bengal, India



Jabir Ahmad
Saudi Arabia



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Tamil Nadu, India



Lorena Ritsi Nanei
Papua New Guniea



Nampetch Siramanon
Thailand



Samira Holma
Sweden

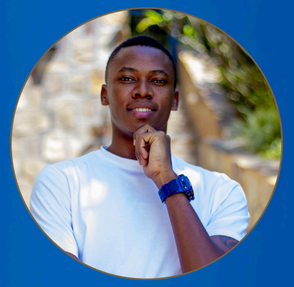


Prof. Dr. Wolfgang
Georg Arlt

MEANINGFUL TOURISM

EXPERT POOL

Social Media



Everest Bahati
Uganda



Nampetch Siramanon
Thailand



Nurgul Boz
Turkiye



Rhea Vitto Tabora
Philippines



Yuliska Labawo
Indonesia

EXPERT POOL

Teaching & Public Speaking



Atinuke Adeleye
Nigeria



Ali Akaak
Oman



Brigit Murugi
Kenya



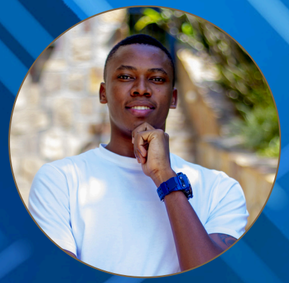
Catherine Germier
Cambodia



Chinthana
Duminduhewa
Sri Lanka



Emmanuel Frimpong
Ghana



Everest Bahati
Uganda



Florian Caks
Namibia & Austria



I Nengah Subadra
Bali, Java & Sumatra



Iyasmin Khandekar
West Bengal, India



Jaana Raisanen
Finland



Jabir Ahmad
Saudi Arabia



Karunya L.S.
Tamil Nadu, India



Kristel Kessler
Oman



Lars von der Wettern
Germany & Spain



Max Haberstroh
Switzerland

MEANINGFUL TOURISM

EXPERT POOL

Teaching & Public Speaking



Mayte Redondo Castuera
Spain



Nampetch Siramanon
Thailand



Nurgul Boz
Turkiye



Paul Moxness
Canada



Raveesh Mrigendra
North, India



Rhea Vitto Tabora
Philippines



Samira Holma
Sweden



Prof. Dr. Wolfgang Georg Arlt

MEANINGFUL TOURISM

EXPERT POOL

Travel Writing & Journalism



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Tamil Nadu, India



Max Dubravko Fijacko
Croatia



Max Haberstroh
Switzerland



Nimisha Vinu
UAE



Rameswar Khadka
Nepal



Rhea Vitto Tabora
Philippines



Prof. Dr. Wolfgang Georg Arlt

MEANINGFUL TOURISM

EXPERT POOL

Forms of Tourism

MEANINGFUL TOURISM

EXPERT POOL

Community Based Tourism



Atinuke Adeleye
Nigeria



Ali Akaak
Oman



Catherine Germier
Cambodia & Laos



Chinthana
Duminduhewa
Sri Lanka



Emmanuel Frimpong
Ghana



Iyasmin Khandekar
West Bengal, India



Jaana Raisanen
Finland



Karunya L.S.
Tamil Nadu, India



Lorena Ritsi Nanei
Papua New Guniea



Mahadevan
Parasuraman
Kerala, India



Max Dubravko Fijacko
Croatia



Max Haberstroh
Switzerland



Mayte Redondo
Castuera
Spain



Nampetch Siramanon
Thailand



Rameswar Khadka
Nepal



Raveesh Mrigendra
North, India

MEANINGFUL TOURISM

EXPERT POOL

Community Based Tourism



Samira Holma
Sweden



Umar Khan
Pakistan



Yuliska Labawo
Indonesia

MEANINGFUL TOURISM

EXPERT POOL

Halal Tourism



Biubwa Omar
Tanzania & Zanzibar



Kristel Kessler
Oman



Jaana Raisanen
Finland



Umar Khan
Pakistan

MEANINGFUL TOURISM

EXPERT POOL

Heritage & Cultural Tourism



Brigit Murugi
Kenya



Emmanuel Frimpong
Ghana



I Nengah Subadra
Bali, Java & Sumatra



Iyasmin Khandekar
West Bengal, India



Jaana Raisanen
Finland



Jabir Ahmad
Saudi Arabia



Karunya L.S.
Tamil Nadu, India



Kristel Kessler
Oman



Lars von der Wettern
Germany & Spain



Lorena Ritsi Nanei
Papua New Guniea



Mahadevan
Parasuraman
Kerala, India



Max Dubravko Fijacko
Croatia



Max Haberstroh
Switzerland



Nimisha Vinu
UAE



Nurgul Boz
Turkiye



Rameswar Khadka
Nepal

MEANINGFUL TOURISM

EXPERT POOL

Heritage & Cultural Tourism



Raveesh Mrigendra
North, India



Samira Holma
Sweden

MEANINGFUL TOURISM

EXPERT POOL

MICE & Business Tourism



Atinuke Adeleye
Nigeria



Emmanuel Frimpong
Ghana



Jaana Raisanen
Finland



Lorena Ritsi Nanei
Papua New Guniea



Nimisha Vinu
UAE



Rameswar Khadka
Nepal

MEANINGFUL TOURISM

EXPERT POOL

Sports & Adventure Tourism



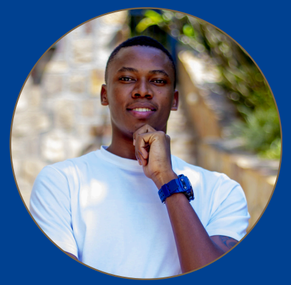
Atinuke Adeleye
Nigeria



Catherine Germier
Cambodia & Laos



Emmanuel Frimpong
Ghana



Everest Bahati
Uganda



Florian Caks
Namibia & Austria



Max Haberstroh
Switzerland

MEANINGFUL TOURISM

EXPERT POOL

Spiritual & Religious Tourism



Catherine Germier
Cambodia & Laos



Emmanuel Frimpong
Ghana



Karunya L.S.
Tamil Nadu, India



Kristel Kessler
Oman



Mahadevan Parasuraman
Kerala, India



Raveesh Mrigendra
North, India

MEANINGFUL TOURISM

EXPERT POOL

Student & Volunteer Tourism



Deepti Gautam
Nepal



Florian Caks
Namibia & Austria



Gaurav Bhan Bhatnagar
Delhi Northeast, India

MEANINGFUL TOURISM

EXPERT POOL

Wellness & Wellbeing Tourism



Catherine Germier
Cambodia & Laos



Jabir Ahmad
Saudi Arabia



Karunya L.S.
Tamil Nadu, India



Nimisha Vinu
UAE



Raveesh Mrigendra
North, India



Samira Holma
Sweden

MEANINGFUL TOURISM

EXPERT POOL

Languages

MEANINGFUL TOURISM

EXPERT POOL

Arabic



Ali Akaak



Jabir Ahmad

MEANINGFUL TOURISM

EXPERT POOL

French



Catherine Germier



Kristel Kessler



Max Haberstroh

MEANINGFUL TOURISM

EXPERT POOL

German



Florian Caks



Frank Hoerl



Lars der Wettern



Max Dubravko Fijacko



Max Haberstroh



Umar Khan



Prof.Dr. Wolfgang Georg Arlt

MEANINGFUL TOURISM

EXPERT POOL

Hindi



Gaurav Bhan Bhatnagar



Iyasmin Khandekar



Karunya L.S.



Mahadevan Parasuraman



Raveesh Mrigendra



Umar Khan

MEANINGFUL TOURISM

EXPERT POOL

Portuguese



Paula Machado



Samira Holma

MEANINGFUL TOURISM

EXPERT POOL

Spanish



Catherine Germier



Florian Caks



Giancarlo Fedeli



Lars der Wettern



Max Haberstroh



Mayte Redondo Castuera



Samira Holma

MEANINGFUL TOURISM

EXPERT POOL

Swahili



Brigit Murugi



Biubwa Omar

MEANINGFUL TOURISM

EXPERT POOL

Swedish



Paul Moxness



Samira Holma

MEANINGFUL TOURISM

EXPERT POOL

Nepali



Deepti Gautam



Rameswar Khadka



Santosh Bidari

MEANINGFUL TOURISM

EXPERT POOL

Other African Languages



Emmanuel Frimpong
Asante Twi



Atinuke Adeleye
Yoruba



Everest Bahati



Florian Caks
Afrikaans

MEANINGFUL TOURISM

EXPERT POOL

Other Asian Languages



Chinthana Duminduhewa
Sinhala



Nampetch Siramanon
Thai



Karunya L.S.
Tamil & Telugu



I Nengah Subadra
Indonesian



Nurgul Boz
Turkish



Iyasmin Khandekar
Bengali



Rhea Vitto Tabora
Filipino



Mahadevan Parasuraman
Malayalam & Tamil

MEANINGFUL TOURISM

EXPERT POOL

Other Asian Languages



Umar Khan
Urdu



Yuliska Labawo
Indonesian

EXPERT POOL

Other European Languages



Max Duvbravko Fijacko
Croatian & Serbian



Paul Moxness
Danish & Norwegian



Max Haberstroh
Russian



Jaana Raisanen
Finnish



Mayte Redondo
Catalan



Giancarlo Fedeli
Italian

MEANINGFUL TOURISM

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 nottransparent for guests/travellersand often leads to complacency afterthe certificate is issued.
You are invited to become a Meaningful Tourism movement member onthree 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

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

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

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-annualL 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.

MEANINGFUL TOURISM

EXPERT POOL

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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