



About us

We are a non-profit organization that has been running since 1989, dedicated to the promotion of sustainable, ethical, and responsible tourism.

Recognizing that indigenous people are most vulnerable to being treated as mere attractions in tourism, we have since 2013 taken an active role in fostering ownership of touristic experiences by communities themselves.

We currently work with indigenous communities in Thailand (Kayan), Kenya (Maasai), and Indonesia (Sasak) in their transition towards a model of community-based tourism (CBT) that promotes regenerative practices and fair benefit sharing for all stakeholders involved.

vision

We envision a future where **indigenous communities are recognized as leaders in regenerative tourism**—fostering equitable opportunities, safeguarding natural and cultural heritage, and advancing the ability of their people to thrive.

mission

We strive to **strengthen community tourism by collaborating** with local organizations, governments and academic partners to provide meaningful capacity building, and by **co-creating tourism initiatives that reflect community priorities**, protect natural and cultural heritage, and support regenerative local development.

our team

We are a **fully volunteer-run** NGO. With an HQ in the Humanity Hub, The Hague, Netherlands but **active worldwide, our 24 members** provide **cultural and disciplinary diversity** to our work, setting off change one village at a time.

The five-step model of community-based tourism (CBT):

created by Peter Richards and Potjana Suansri

1.	CONSIDER	potential target destinations building on research, partnerships, and trust established through direct, on-site contact with communities
2.	CONCEIVE	of marketable CBT experiences that respond to financial and cultural needs of community members
3.	CRAFT	experiences and management through capacity-building programs and interventions within the community
4.	CONNECT	CBT villages to the tourism industry through a series of partnerships with NGOs and ethical operators
5.	CONSERVE	work and learnings through impact tracking and sustained collaborative work with villagers and partners.

Our projects



KAYAN

Thailand

since 2013



MAASAI

Kenya

since 2022



SASAK

Indonesia

since 2024



Our impact & recognitions

2 **best practice awards**
(ex. Green Destinations 2023)

5 **Sasak Villages involved**
in CBT in Lombok, Indonesia

3 **academic articles published**
in journals

4 **partnerships signed with**
Maasai communities in Kenya

29 **student researchers**
involved in ground needs assessment
and evaluation

1k **raised to build infrastructure**
for a weaving centre in Huay
Pu Keng, Thailand
euros

25 **destination management companies**
offering our CBT experiences in Huay
Pu Keng

200+ **guest lectures and trainings**
delivered by our team to
universities and corporations

What villagers say...

"I am proud of my culture and happy to be leading and own such a set up like community based experiences."

"Encounters can now be a source of improvement for us and knowledge for tourists."

"[CBT] will improve living standards. We can be involved in the decision making process with other stakeholders."

We have come a long way.



We have **generated income** for local communities,



fostered the **participation of women** as equals in business,



supported the **sustainable management** of natural resources.



But none of this could have been possible without the collaboration of our wonderful partners and funders in:



ACADEMIA
for research, outreach
and human resources



INDUSTRY
for operational, resource, and
market support



We want to go further.

We believe in the power of partnerships between tourists, communities, and industry professionals to produce mutual benefits when working together on a mission premised on respect and regeneration.

We can only achieve this if we have resources to build infrastructure, people to train, to measure impact, to push us to be more efficient, think creatively, and expand our work all over the world. In exchange, we offer know-how, visibility, panel participation, keynote opportunities and, most importantly, the opportunity to turn shared values into measurable impact.

Because we believe every indigenous community faced with exploitative tourism deserves a chance at dignity and independence. We shall not stop until this is a reality.

Will you be our partner on this journey?

This project is enriched by the funding, expertise, access, influence, and amplification our partners bring along.

If you align with our goals and want to work with us, reach out at
fairtourism.nl/contact-fairtourism



Fair Tourism