

TOURISM RESET

at a Glance

OUR MISSION



Tourism RESET provides a community for scholars, educators, and industry professionals to collaborate on and exchange ideas around race, ethnicity and social equity in tourism. RESET captures the progressive nature of the initiative and the belief that tourism development, if done sustainably and responsibly, can be tools for racial reconciliation and empowerment.

500+

PUBLICATIONS

Peer reviewed publications, book chapters, and books

11+

YEARS PUBLISHING

Founded in 2010 and continues to grow each year

\$13M

USD IN GRANTS

Awarded over USD \$13 million in grant funding

Featured In

The
New York
Times



AFAR

THE ROOT



The
Washington
Post

TEAM RESET

LEADERSHIP TEAM



Dr. Derek Alderman
Founder



Dr. Stefanie Benjamin
Co-Director



Dr. Alana Dillette
Co-Director

25+

UNIVERSITIES

A network of interdisciplinary scholars from around the world

7+

LANGUAGES

Our scholars are multi-lingual in over seven languages

600+

PRESENTATIONS

We facilitate conferences, joint projects, grants, workshops, and panels

SCHOLARS & FELLOWS



RECENT PROJECTS

NOMADNESS TRAVEL TRIBE

BIPOC Diversity in Travel Report

This report includes both qualitative in-depth interviews and a quantitative survey of more than 5,000 travelers to better understand the real experiences of BI-POC travelers, influencers, and community leaders.

The logo for NOMADNESS features the word "NOMADNESS" in a bold, black, sans-serif font. A teal-colored graphic element, resembling a stylized globe or a network of lines, is positioned over the letter "A".The logo for BLACK TRAVEL ALLIANCE consists of the words "BLACK", "TRAVEL", and "ALLIANCE" stacked vertically in a bold, black, sans-serif font.

BLACK TRAVEL ALLIANCE

Black Travel of History Timeline

A timeline featuring Black travel explorers and groundbreakers, major migration movements and leisure travel developments of the African diaspora globally.

SELECT GRANTS

Role of Museums in the Landscape of Minority Representation

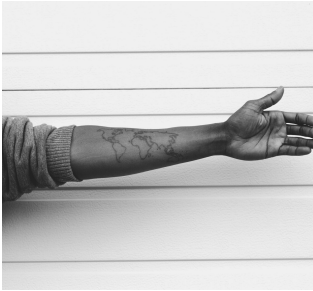
This National Science Foundation funded research will be among the first to survey the scope and breadth of how African American history and culture are presented at African American History Museums (AAHMs).

Role of Geographic Mobility in the African-American Freedom Struggle

National Endowment for the Humanities to host a three-week teacher summer institute in July 2021.



WORK WITH US



RESEARCH EXPERTISE

- Racism & Inequality
- Plantations, Enslavement, & Heritage Tourism
- People with disabilities, LGBTQI+, & Gender
- Sustainability, Equity, & Wellbeing



SERVICES

- **Qualitative & Quantitative Data Collection & Analysis**
 - In depth interviews & focus groups
 - Survey design & development
 - Data analysis
 - Professional research reports of findings
 - GIS Mapping
- **Company Culture Audit**
 - Professional, research based culture audits around diversity, inclusion, equity, & belonging
- **Facilitated Interactive Workshops/Panels**
 - Interactive educational workshops for students, organizations, & professionals
- **RESET Toolkits**
 - Educational toolkits offering resources around diversity, inclusion, equity & belonging
- **Appraisals of Heritage Tourism Sites**
 - Customized consultation at sites (i.e. Plantations) to assist with development of inclusive narratives of the past
 - Interviews and/or surveying of visitors, managers
 - Creation of inclusive marketing strategies



PARTNERSHIPS

Consider a partnership if your organization:

- Has a vested interest in RESET issues
- Is looking to offer experiential learning opportunities
- Has a need for research expertise from trained PhDs
- Invested in inclusive tourism

CONNECT WITH US



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