

# HUMANITOURISM™

*Adventure • Service • Community*

Tourism accounts for over 10% of global GDP and is the biggest employer in the world, employing over 200 million people worldwide. 46 out of the 49 poorest countries in the world depend on tourism as the primary source of foreign exchange. In 2004, ecotourism/nature tourism was growing globally 3 times faster than the tourism industry as a whole.

Yet much of the capital and resources involved in the burgeoning tourism industries do not trickle down to the local communities and aid in effective, economic development or promote the indigenous cultures.

HumaniTourism™ combines ethical, adventure tourism and community development, entrepreneurship, environmental stewardship and sustainable economic development, enabling you to have an amazing, authentic adventure and the local communities to retain the profits and invest in their futures.

As an ideal region to host a pilot project, Tanzania lacks much of the infrastructure to support access to business opportunities, education and markets. By utilizing Tanzania's natural beauty and the local communities' entrepreneurial spirit, the HumaniTourism™ model establishes locally-run, world class adventures. These programs enable local communities to become self-reliant, preserving their culture, their environment, and their next generations.

HumaniTourism™ invigorates the spirit of adventure into promoting the spirit and stability of the local community. Experience true community. Feel real service. Preserve the environment. Invest in the future. For more information, email [humanitourism@gmail.com](mailto:humanitourism@gmail.com).

***Plant a seed in community and culture and watch it grow.***



All donations are greatly appreciated and are tax-deductible. Please make checks to:  
Environmental Education Group (501c3 tax ID# 23-7252042, Founded 1972)  
C/O Christie Communications  
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