The "Good Tourism" Blog
“GT” Insight guidelines

For diverse perspectives on sustainable tourism & responsible travel ... because travel & tourism is everyone's business.

Since May 2017 the mission of The "Good Tourism" Blog has been to connect the dots between theory and practice, rhetoric and reality when it comes to notions of sustainability and responsibility in the travel & tourism industry.

Publisher David Gillbanks would appreciate your help to build a platform for independent thought and inquiry for all travel & tourism stakeholders by contributing your original “GT” Insights — your knowledge, wisdom, anecdotes, and experiences, as well as the best practises you have seen in your career.

Think you can’t write?
Of course you can! Any professional writer will tell you that a fresh pair of eyes is helpful. “GT” will help you by proof-reading and editing your “GT” Insight. And David will personally ensure that you are happy with it before it goes live.

The guidelines
Here are the simple guidelines for “GT” Insights:

1. Write 600 (min) - 1,200 (max) words especially for “GT”.
2. Simplify (without dumbing down) for a general industry audience. Keep your writing as tight and bright as you can to best convey your ideas.
3. Avoid sales pitches (unless you would like to become a “GT” Partner)
4. Avoid academic-style referencing (because direct hyperlinks are easier)
5. Send photos or infographics as separate files (don’t embed them)
6. Provide short bio-data and a picture of you for ‘About the author’

Here is a suggestion for how you might structure your “GT” Insight:

1. Introduce your “GT” activities/interests and what inspired them
2. Identify the larger challenges to achieving your “GT” goals
3. Share your insights on how to overcome each of those challenges
4. Conclude on the positive impacts/results that make the effort worthwhile

Updated June 3, 2022 ... check for newer version
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The readership

The “Good Tourism” Blog is growing an audience of travel & tourism industry stakeholders interested in long-form written content about our industry.

Every “GT” Insight is shared across a range of social media channels, including Facebook (3,600+); Instagram (3,000+); LinkedIn (2,300+); Twitter (9,000+); plus others. Every Insight also gets an item in the “GT” newsletter.

1 “GT’s” Twitter account was created in 2008 for a “Good Travel & Tourism Wiki”, now defunct.

Support an independent publisher with your precious original content.
Unlike those impersonal big tech platforms that offer self-publishing tools, David shares your industry interests and considers you a colleague and a friend. So why not support an independent publisher with your original content?

Contact “GT”

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