

# The "Good Tourism" Blog guest author guidelines

Diverse perspectives on travel & tourism:  
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 what's 'good' (or not) about the tourism industry. "GT" helps travel & tourism stakeholders share their knowledge, wisdom, anecdotes, opinions, experiences, and best practices in plain English for everyone's benefit.

**Think you can't write?** Of course you can! It's you, so write it how you would say it. And know that any professional writer will tell you that an editor's fresh eyes are helpful. "GT" will provide those fresh eyes and edit your contribution for a busy industry audience, while ensuring that you are happy with all of the copy edits and tweaks before publishing.

## Simple guidelines for a "GT" Insight

["GT" Insights](#) are "GT's" purpose, differentiating "GT" from other tourism media.

1. **Write 600 (min) - 1,200 (max) words** *especially* for "GT". Don't use AI.
2. **Simplify** (without dumbing down) for a *busy industry audience*. Keep your writing as **tight** and **bright** as you can to best convey your ideas.
3. **Avoid sales pitches** and disclose vested interests and conflicts of interest
4. **Avoid academic-style referencing** (because direct hyperlinks are easier)
5. **Provide short bio-data and a picture of you** for 'About the author'

## Simple guidelines for a "GT" Insight BiteX

["GT" Insight Bites](#) are short-form "GT" Insights published as compilations.

1. **Write no more than 300 (max) words** *especially* for "GT". Don't use AI.
2. **Simplify** (without dumbing down) for a *busy industry audience*. Keep your writing as **tight** and **bright** as you can to best convey your ideas.
3. **Avoid sales pitches** and disclose vested interests and conflicts of interest
4. **Avoid academic-style referencing** (because direct hyperlinks are easier)
5. **Provide a picture of you** to accompany your "GT" Insight Bite.

## Support an independent publisher with your precious original content.

Unlike those impersonal big tech platforms that offer self-publishing tools, the publisher shares your industry interests and considers you *a colleague and a friend*. So why not support an *independent* niche publisher with your precious original content and trust the “GT” process. And do consider [“GT” Partnership](#).

**NOTE: “GT” guest authors are not paid for their writing; nor do they pay for the opportunity.** (*All “GT” posts involving a financial or in-kind transaction have the words ‘A “GT” Partner message or sponsored post’ in their bylines.*)

## Want to share a “GT” Travel Experience or “GT” Travel Postcard?

INTRODUCING [The “Good Tourism” Travel Blog](#) ... contact “GT” for the simple guidelines.

## 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 and “GT” Insight Bites compilation is shared across a range of social media channels, including [Facebook](#) (4K+ followers; 3K+ likes); [Instagram](#) (3K+); LinkedIn (4K+ followers); [Twitter/X](#) (8K+<sup>1</sup> followers); and others; plus an item in the [“GT” newsletter](#). The numbers are real. Check them out.

(<sup>1</sup>“GT’s” Twitter/X account was created in 2008 for a “Good Travel & Tourism Wiki”, now defunct.)

## Contact “GT”

Email: [goodtourism@gmail.com](mailto:goodtourism@gmail.com)

Skype: dave.gillbanks

LinkedIn: [@GoodTourism](#)

Facebook: [@GoodTourismBlog](#)

Twitter: [@GoodTourism](#)

Instagram: [@GoodTourism](#)