

GROUND Asia Recognised in 2019 Global Youth Travel Awards



Southeast Asian educational travel specialist a finalist for Best Sustainable Organisation and Best Social Responsibility Initiative

GROUND Asia has been chosen as a finalist along with 27 other leading organisations in the 2019 Global Youth Travel Awards.

The awards recognise outstanding performers in 14 fields of international youth travel. The awards put the spotlight on excellence among World Youth & Student Education Travel Confederation (WYSETC) members and other stakeholders in the youth, student and educational travel industry.

Fifteen judges, vetted for impartiality, chose a total of 30 finalists in ten nominated categories – 28 organisations in total. At the award ceremony in Lisbon on 11 October, winners will be announced for Best Education Abroad Provider, Best Social Responsibility Initiative, Best Sustainable Organisation, Best Travel Technology Product, Extraordinary Experience, Best Marketing Campaign, Best Social Space in a Hostel, Best Travel Safety Initiative, Best Work Experience Provider, and Outstanding Volunteer Project.

GROUND Asia, with its head office in Bangkok and operations in six Asian countries, has been nominated as a finalist for Best Social Responsibility Initiative, and Best Sustainable Organisation.

A WYSETC statement on the 2019 awards says: “The Best Sustainable Organisation category received a large volume of high calibre entries, perhaps not surprising in the age of Greta Thunberg

and the global push towards minimising the impact that we, as travellers, have upon the environment.”

To advance sustainability in educational travel, GROUND Asia has already integrated 14 out of 17 UN Sustainable Development Goals into the community engagement experiences it offers in six Asian countries.

GROUND Asia is also a finalist with its Responsible Traveller Training Programme, which is shortlisted in the Best Social Responsibility Initiative category. The open-to-all free training module, which can be used by students, teachers and faculty, addresses pressing issues in community engagement such as responsible photography, child safety in tourism, giving responsibly, and reducing plastic consumption while travelling.

“With the training programme, our aim is to inspire and educate a generation of young travellers who will go on to travel responsibly throughout their lives,” says GROUND Asia General Manager Lauren Groves, who is speaking in a session on educating young consumers about responsible travel at WYSTC 2019, which takes place 8-11 October in Lisbon.

On inclusion among the finalists, she adds: “GROUND Asia is humbled to be among the 2019 Global Youth Travel finalists. When we meet, we always inspire each other and learn from one another.”

Winners of the 2019 Global Youth Travel Awards will be announced 11 October at the gala dinner awards ceremony on the final evening of WYSTC 2019.

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ABOUT GROUND

Since 2015, GROUND Asia has worked with some of the most disadvantaged communities in Southeast Asia. These include people who are vulnerable or struggling with poverty, lack of access to services and infrastructure, and even the early adverse effects of climate change. GROUND Asia partners with communities across Asia to assist in their sustainable development. The communities it works with are its clients. To meet their expectations, GROUND Asia aims to empower communities through mutually beneficial programs to ensure their needs come first. GROUND Asia integrates UN Sustainable Development Goals into its programs. Visit GROUNDAsia.com

ADDRESS

GROUND Asia
33/2 Tiwanon Soi 28, Bangkasor
Nonthaburi 11000 Thailand
Email: contact@groundasia.com
Tel: +66 [0] 2 591 5420