



# FROM CURIOUS TO COURAGEOUS: STEPPING INTO CONTEMPORARY CHALLENGES AND EXPECTATIONS IN INCLUSIVE, AUTHENTIC CULTURAL TOURISM

Tonya M. Matthews Ph.D.  
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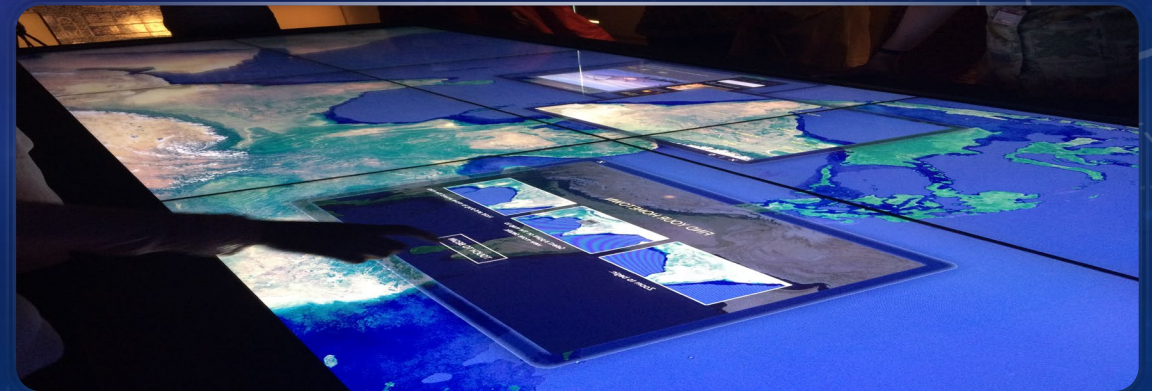
**International  
African American  
Museum**

# **BUILDING & GARDENS:**

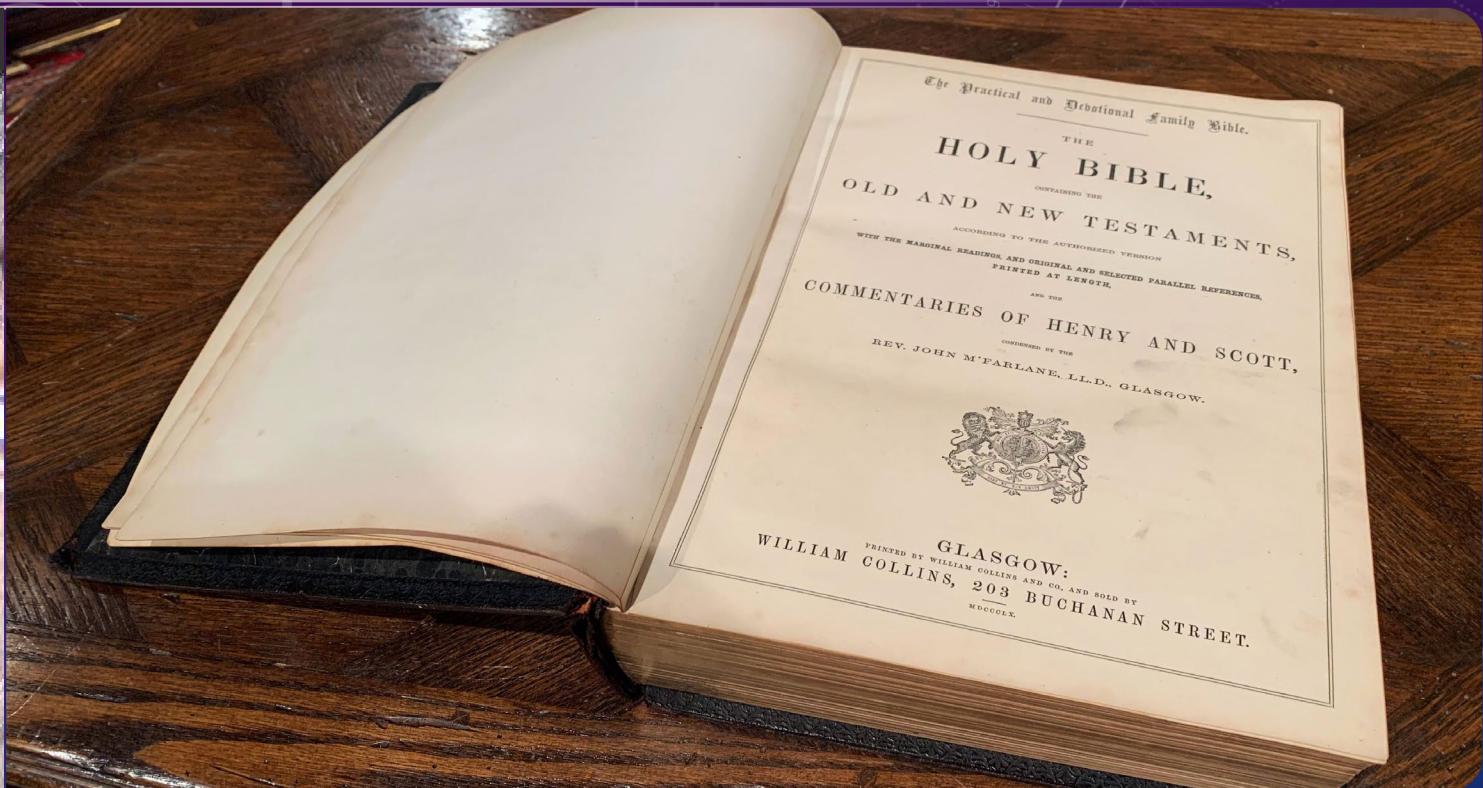
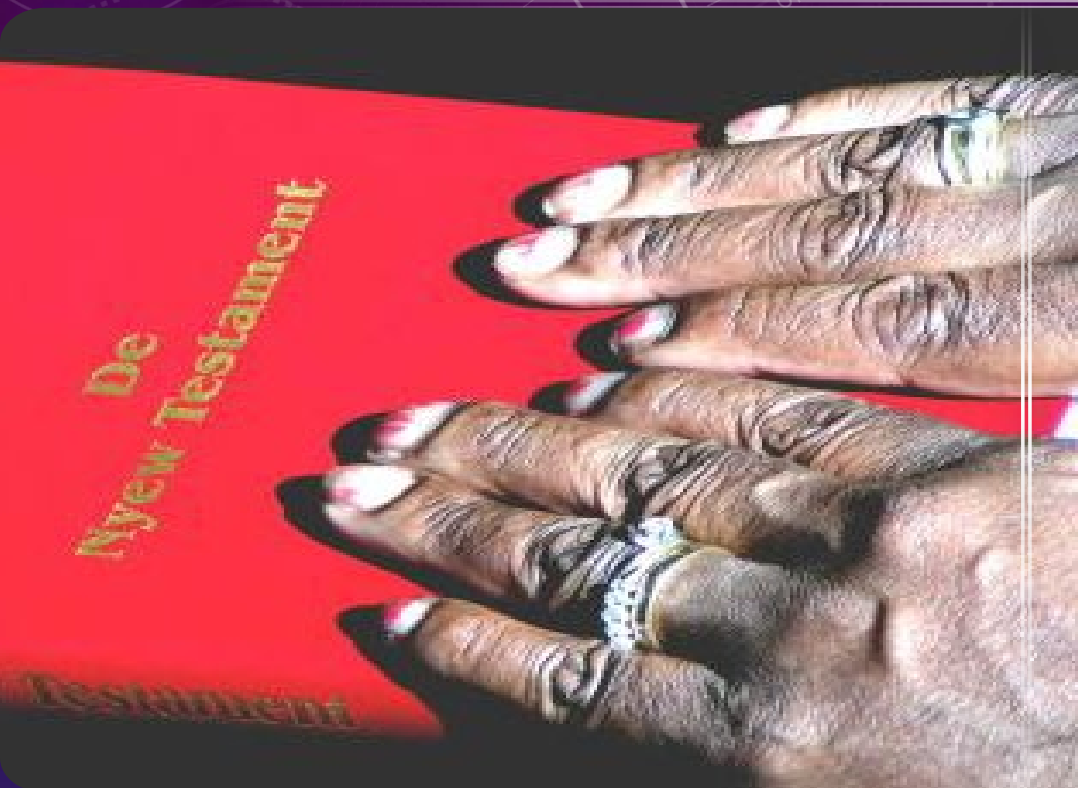
**On Hallowed Ground**



# EXHIBITIONS: 10 CORE GALLERIES + SPECIAL EXHIBITIONS:








CENTER FOR FAMILY HISTORY:



**Taking Our Travelers From  
Curious To Courageous  
in 5 Framing Thoughts**





## FOUNDATIONAL PRINCIPLES

**PRO TOOL:** PEOPLE LOVE A GOOD STORY.

**PRO TIP:** MEET PEOPLE WHERE THEY ARE –  
AND DON'T MAKE ASSUMPTIONS ABOUT  
WHERE THAT IS.



The Stones of Stenness,  
Neolithic monument in Orkney, Scotland

1. Curiosity is a human condition  
*and* a skill set.







Door of No Return  
Cape Coast, Ghana

## 2. Place matters.





### 3. Voice matters.



Freedman's Badge  
Issued by Charleston, SC



Temple near Yamdrok Lake  
Tibet

4. Transformation requires reflection.







5. The burden of courage...  
is on *us*.





# FROM CURIOUS TO COURAGEOUS IN 5 FRAMING THOUGHTS & 2 FOUNDATIONAL PRINCIPLES



Curiosity is a Human  
Condition *and* Skill Set.



Place Matters.



Voice Matters.



Transformation  
Requires Reflection.



The Burden of  
Courage Is on Us.

## FOUNDATIONAL PRINCIPLES

PEOPLE LOVE A GOOD STORY.

MEET PEOPLE WHERE THEY ARE – AND DON'T  
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