



TURISMO: DESAFIOS E RESPONSABILIDADES
XL CONGRESSO NACIONAL APAVT | 5 a 8 DE DEZEMBRO '14 | ÉVORA

Building Thriving Destinations

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Our vision



To build confidence at the heart of travel

Confidence for companies to trade and invest;
confidence for consumers to book; confidence that
the industry is building a sustainable future.





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BETTER PLACES, BETTER HOLIDAYS AND BETTER BUSINESS



Identifying needs

Customers

- Improve Customer Experience
- Authentic Experiences
- Keep Customers Safe

Members

- Keep customers safe
- Legal and regulatory compliance
- Brand reputation

Destinations

- Brand reputation
- Destination appeal
- Providing positive Customer Experiences



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Destinations

- Brand reputation
- Destination appeal
- Providing positive Customer Experiences

- **Sustainability is key to:**
 - Customer Experience
 - Authentic Experiences
 - Destination appeal
 - Brand reputation



Customer Experience



- 49% of British consumers agree that travel companies should ensure that their holidays help the local people and economy.
- Companies which invest in making their business better for the environment and society stand to gain a competitive edge, with 21% of British consumers saying they are prepared to pay more for a holiday with a company that has a better environmental and social record.

ABTA's Consumer Trends report 2014



Associated challenges

- Increase in tourism numbers in sensitive areas
- Increase in low-cost travelers arrivals and associated low-cost products such as stag-parties
- Cruise Passengers arriving in large numbers during peak summer months



Challenges in delivering Better Places

- Waste Management
- Strain on energy supplies
- Loss of natural resources
- Loss of cultural identity
- Traffic management and air quality
- Reduction in quality of life for local residents



Destination Examples



- **Egypt:** hotel growth (210,000 new beds in SSH alone), energy issues, wind energy, lowest wind speed at hottest part of the day, blackouts, no knowledge of hotel construction amongst energy company
- **Turkey:** water issues – complete disconnect between supply chain thoughts around water usage and the knowledge of the Govt – by 2020, Turkey extracting total available ground water each year
- **Dominican Republic** – waste management sites in mountains sites, run-off into local waterways, lack of recycling infrastructure, mountain pollution – out of site from tourists



Dominican Republic: Parque del Este

Tropical Island Excursion (Parque del Este) welcomed over 600,000 visitors in 2012 (increase from 10,000/year in 2009). However due to lack of tourism management and uncontrolled visitation is undermining its sustainability. The Park suffers:

- decline in the quality of coral reefs, beaches, mangroves and sea grass ecosystems,
- increasing negative social impacts in local communities
- spills of hydrocarbons (oils, petrol) at sea
- damage on reefs by divers and snorkelers
- pollution from sewage and solid waste
- deforestation of dunes, coral extraction & Illegal hawking



Our approach



MEMBERS

Better Places Programme, cruise, volunteer tourism

DESTINATIONS

Destination infrastructure: energy waste, & water / socio-economic factors

SUPPLIERS

Hotels, Excursions, Ground handling agents

KEY ISSUES

Animal welfare, human rights



Working on solutions



Members



PREFERRED INDUSTRY TOOL FOR A SUSTAINABLE SUPPLY CHAIN AND CERTIFICATION



The Savoy Gardens Hotel was the first hotel in Madeira to achieve a Travelife Gold award.

- The one-stop-shop for managing and promoting sustainability in hotels and accommodations: Helps reducing risk and meeting customer and tour operator expectations
- Improved customer experience: Research shows customers rate Travelife hotels higher than other hotels
- Supports local people, culture and economy by 'buying local' and involving host communities
- Helps hotels cut costs on overheads like energy, water and waste
- Supported by major European and independent tour operators (TUI Travel, Thomas Cook, KUONI, DER Touristik, Cosmos, Transat, Sunvil) and OTAs
- 1,300 members in 43 countries – 700 achieved a Travelife Gold Award.
- Already 51 members in Portugal and 29 of them awarded with a Travelife Gold Award.

Destination Partnership



- Milestone in Turkey:

Use of ABTA report and its recommendations in national development planning processes



TURKEY – TOWARDS A SUSTAINABLE
TOURISM DESTINATION

Findings from scoping visit in June 2012 and
suggestions on destination priorities



Excursions



ABTA Excursion Minimum Requirements	ABTA Global Animal Welfare Standards & Guidance	Travelife for Hotels & Accommodation
Check your excursions meets ABTA's minimum requirements or help them meet them.	Check your excursions meet ABTA's Animal Welfare minimum requirements or help them achieve it	Manage sustainability impacts with your hotel suppliers through Travelife

ABTA Excursion Minimum Requirements – In Summary

- Employee salaries are at least legal minimum wage
- Children are protected from the risk of exploitation
- The excursion provider has policies in place to cover:
 - Energy efficiency
 - Solid Waste
 - Waste water
 - Animal Welfare



Destination ground agents

- Often influential in destinations
- Can have a wide range of impacts

SOCIAL	ENVIRONMENTAL	ECONOMIC
LABOUR ISSUES	TRANSPORT	BENEFITTING LOCAL BUSINESSES
Employment contracts	Fuel consumption, exhaust emissions	Customer engagement
Sick pay	Vehicle type	Highlighting locally made souvenirs / local cultures into excursion programmes
Access to Unions	Alternatives to carbon based fuels ; battery powered	Customer spending in the local economy e.g. Craft fair in the hotel



Destination Partnerships



Data

E.g. Resort Committees, Travelife for Hotels

Guidance

Destination infrastructure: energy waste, & water /
socio-economic factors

Partnerships

Hotels, Excursions, Ground handling agents





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Thank you