

Spearheading Sustainability in the Travel Industry

a Duke NSOE Master's Project

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THE TEAM



ANNABELLE MERCER



COURTNEY MCCORSTIN



SAMANTHA BURCH

Master of Environmental Management Candidates ('20)
Business & Environment Program

AGENDA

1

Master's Project Overview

2

The Business Case for Improved Practices

3

Operator Cases

4

Opportunities & Next Steps

OUR PROJECT

OBJECTIVES

1. Establish operator baselines
2. Develop report for best practices
3. Marketing and communications

SURVEY





Sustainable Tourism Practices: A Survey for Tour Operators

Directions for operators: Please answer the questions to the best of your knowledge and provide as much detail as possible. If you do not have an exact answer, please provide information that you believe is relevant. Please attach any data, files, agreements, etc. that would help provide a fuller explanation of our answers. If exact amounts are unknown, averages can be used, but please ensure you clarify that. All of your suppliers can be kept confidential (you may refer to them as Supplier A, B, C...), if you prefer. Thank you! *The following questions have been adapted from the Global Tourism Sustainability Council (GTSC) criteria.*

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What is your name? What is your job title? What is the name of your company?

ENVIRONMENTAL: Establishing guidelines to manage your environmental impacts

Green Operations: In-House and Overarching Sustainability

MEET THE OPERATORS



Orbridge



DEFINING SUSTAINABILITY

ENVIRONMENTAL

Preserve environmental resources, maintaining essential ecological processes and helping to conserve natural heritage & biodiversity. Ensure resources will be available for use by future generations, both local and tourists.

SOCIO-CULTURAL

Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.

ECONOMIC

Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.



ENVIRONMENTAL IMPACT OF TRAVEL

It's predicted that **40%** of the world's carbon emissions will be generated by tourism by 2050.

- "Understanding and Governing Sustainable Tourism Mobility: Psychological and Behavioural Approaches"



THE BUSINESS CASE

CONSUMER BEHAVIOR

87%

of global travelers said they want to travel sustainably (Booking.com).

73%

of consumers say they would be willing to pay more for a product that offers complete transparency in all attributes (Label Insight).

66%

of travelers believe that it is the travel industry who should be responsible for sustainability, rather than the consumer (Booking.com).

ROI

up to 20%

increase in sales for companies who take an integrated approach to climate and the environment (UN Global Compact).

TOURISM FOR TOMORROW

CHALLENGES



Globalization



Population Growth



Climate Crisis



Consumer Behavior

SOLUTIONS



Holistic approach



Collaboration



Knowledge Sharing



Communication



Office + Destination Sustainability:

- 1 ~240,000 sheets of paper eliminated through in-office practices
- 2 Long-term community development projects

Reducing its footprint:

1



Has recently planted 100,000 trees.

2



Supplies reusable water bottles to travelers.



Building partnerships with co-benefits:



1

Preservation of cultural heritage

2

Job creation

3

Professional training

4

Community development

Commitments:

Lindblad Expeditions-National Geographic Eliminates Single-Use Plastic Fleetwide

By

Published: July 25, 2018 12:46 p.m. ET

Lindblad Expeditions Becomes a Carbon Neutral Company in 2019

Ship-Based Expedition Travel Company Offsets 100% of Emissions

**BUSINESS
AMBITION FOR** **1.5°C**   **OUR ONLY
FUTURE**

Communication with travelers:

1

Voluntary carbon calculator

2

Environmental & Safety Briefings

3

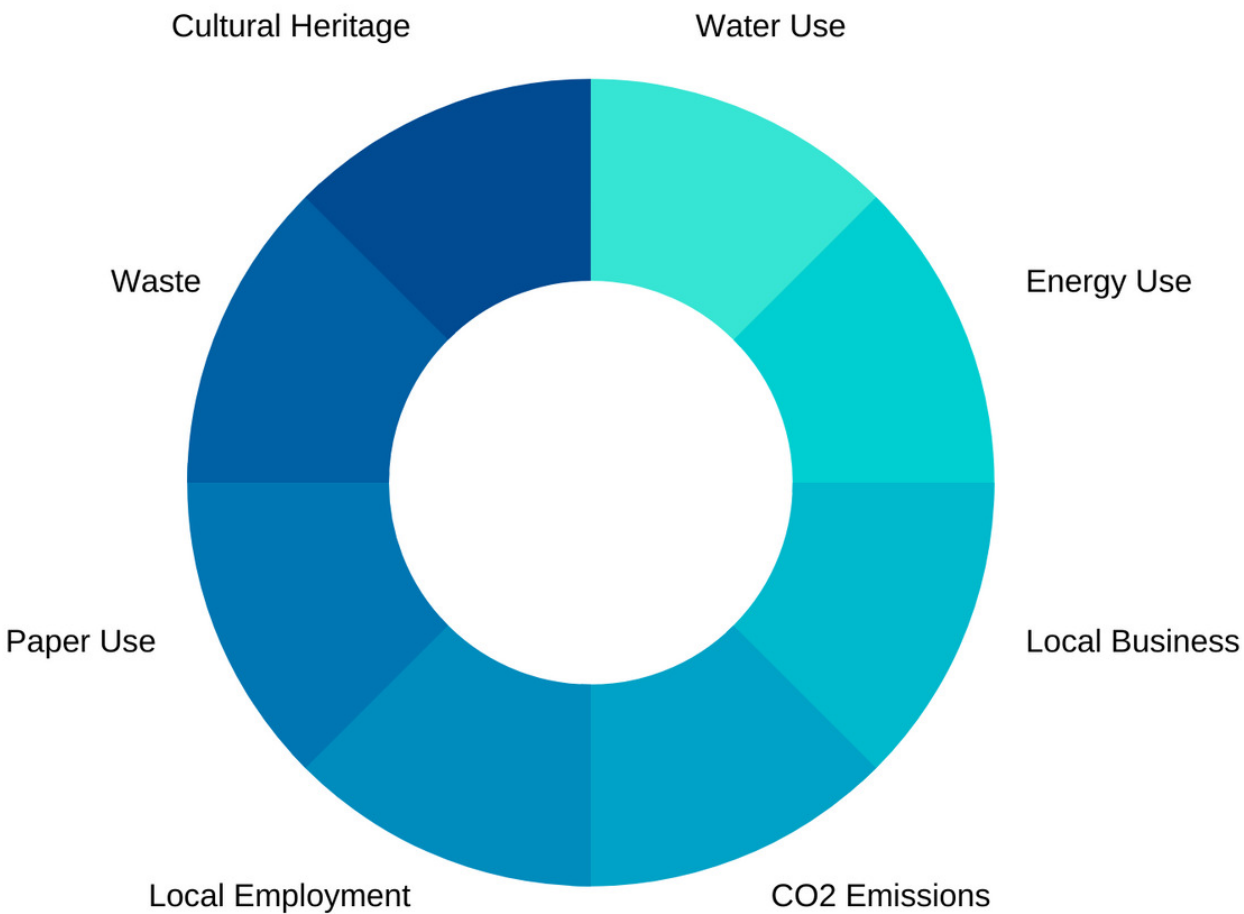
Buyer Aware Packets

4

Impact Report

WHERE TO START

DATA



SET GOALS

- 1 Clear
- 2 Measurable
- 3 Achievable

THE OPPORTUNITY

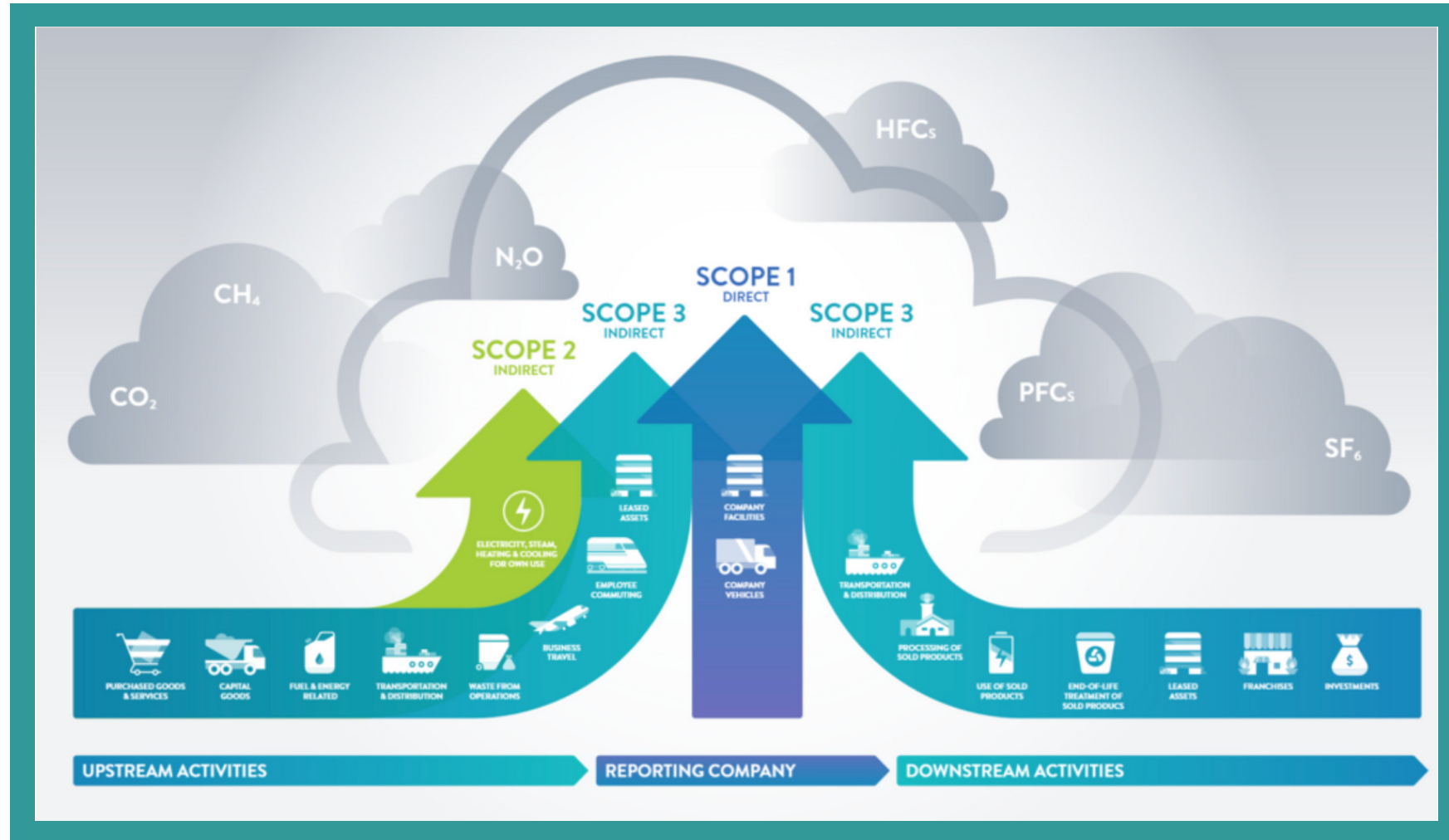
Just call it “travel,” with the right purpose and the right direction.

THANK YOU.

“Sustainable tourism makes a minimal impact on the environment and local culture, while contributing to overall development by helping to generate future employment for local people and bringing a positive experience for tourism companies and tourists themselves.” Kostic and Toncev 2014.

APPENDIX

APPENDIX I. Understanding Scope Emissions



Source: <https://www.vitalmetricsgroup.com/ghg-reporting>

APPENDIX II. Defining sustainable travel cont.

Sustainable travel means much more to travelers than just protecting the environment

% Selecting Statement as Meaning of Sustainability

All Travelers

- Helping conserve natural areas and wildlife, and minimizing damage to them 83%
- Respecting and enhancing the heritage, culture, traditions, and distinctiveness of communities 82%
- Minimizing the pollution of air, water, and land 81%
- Minimizing the generation of waste by visitors 81%
- Improving the quality of life and avoiding social degradation or exploitation 75%
- A commitment to renewable energy and energy conservation 73%



- A commitment to preserve a destination's authenticity and not become too "touristy" 71%
- Increasing the number and quality of local jobs supported by tourism 69%
- Maximizing travel's financial benefit to the destination by ensuring visitor spending is retained locally 67%
- Minimizing the use of resources for tourism facilities and services 66%
- Engaging residents in deciding the role of tourism in their communities 64%