Spearheading Sustainability in the Travel Industry

a Duke NSOE Master’s Project

ETC Conference | BOLD Talk | 04 Feb. 20
THE TEAM

ANNABELLE MERCER  COURTNAY 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 (GTSOC) criteria."

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

Lindblad Expeditions

Orbridge

Odysseys Unlimited

AHI Travel

Established 1962

Duke

Nicholas School of the Environment
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

<table>
<thead>
<tr>
<th>CONSUMER BEHAVIOR</th>
<th>87%</th>
<th>of global travelers said they want to travel sustainably (Booking.com).</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>73%</td>
<td>of consumers say they would be willing to pay more for a product that offers complete transparency in all attributes (Label Insight).</td>
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<tr>
<td></td>
<td>66%</td>
<td>of travelers believe that it is the travel industry who should be responsible for sustainability, rather than the consumer (Booking.com).</td>
</tr>
<tr>
<td>ROI</td>
<td>up to 20%</td>
<td>increase in sales for companies who take an integrated approach to climate and the environment (UN Global Compact).</td>
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</tbody>
</table>
TOURISM FOR TOMORROW

CHALLENGES

- Globalization
- Population Growth
- Climate Crisis
- Consumer Behavior

SOLUTIONS

- Holistic approach
- Collaboration
- Knowledge Sharing
- Communication

Duke NICHOLAS SCHOOL OF THE ENVIRONMENT
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
Communication with travelers:

1. Voluntary carbon calculator
2. Environmental & Safety Briefings
3. Buyer Aware Packets
4. Impact Report
WHERE TO START

DATA

- Cultural Heritage
- Water Use
- Waste
- Energy Use
- Paper Use
- Local Business
- Local Employment
- CO2 Emissions

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

<table>
<thead>
<tr>
<th>Statement</th>
<th>All Travelers</th>
<th>% of Travelers</th>
</tr>
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<tbody>
<tr>
<td>Helping conserve natural areas and wildlife, and minimizing damage to them</td>
<td>83%</td>
<td></td>
</tr>
<tr>
<td>Respecting and enhancing the heritage, culture, traditions, and distinctiveness of communities</td>
<td>82%</td>
<td></td>
</tr>
<tr>
<td>Minimizing the pollution of air, water, and land</td>
<td>81%</td>
<td></td>
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<tr>
<td>Minimizing the generation of waste by visitors</td>
<td>81%</td>
<td></td>
</tr>
<tr>
<td>Improving the quality of life and avoiding social degradation or exploitation</td>
<td>75%</td>
<td></td>
</tr>
<tr>
<td>A commitment to renewable energy and energy conservation</td>
<td>73%</td>
<td></td>
</tr>
<tr>
<td>A commitment to preserve a destination’s authenticity and not become too “touristy”</td>
<td>71%</td>
<td></td>
</tr>
<tr>
<td>Increasing the number and quality of local jobs supported by tourism</td>
<td>69%</td>
<td></td>
</tr>
<tr>
<td>Maximizing travel’s financial benefit to the destination by ensuring visitor spending is retained locally</td>
<td>67%</td>
<td></td>
</tr>
<tr>
<td>Minimizing the use of resources for tourism facilities and services</td>
<td>66%</td>
<td></td>
</tr>
<tr>
<td>Engaging residents in deciding the role of tourism in their communities</td>
<td>64%</td>
<td></td>
</tr>
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Source: Mandala Research