



The Promise and Imperative of Sustainable Travel

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Center for Responsible Travel



Why Tourism?

10% of world GDP

One in every 11
jobs globally

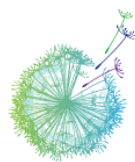
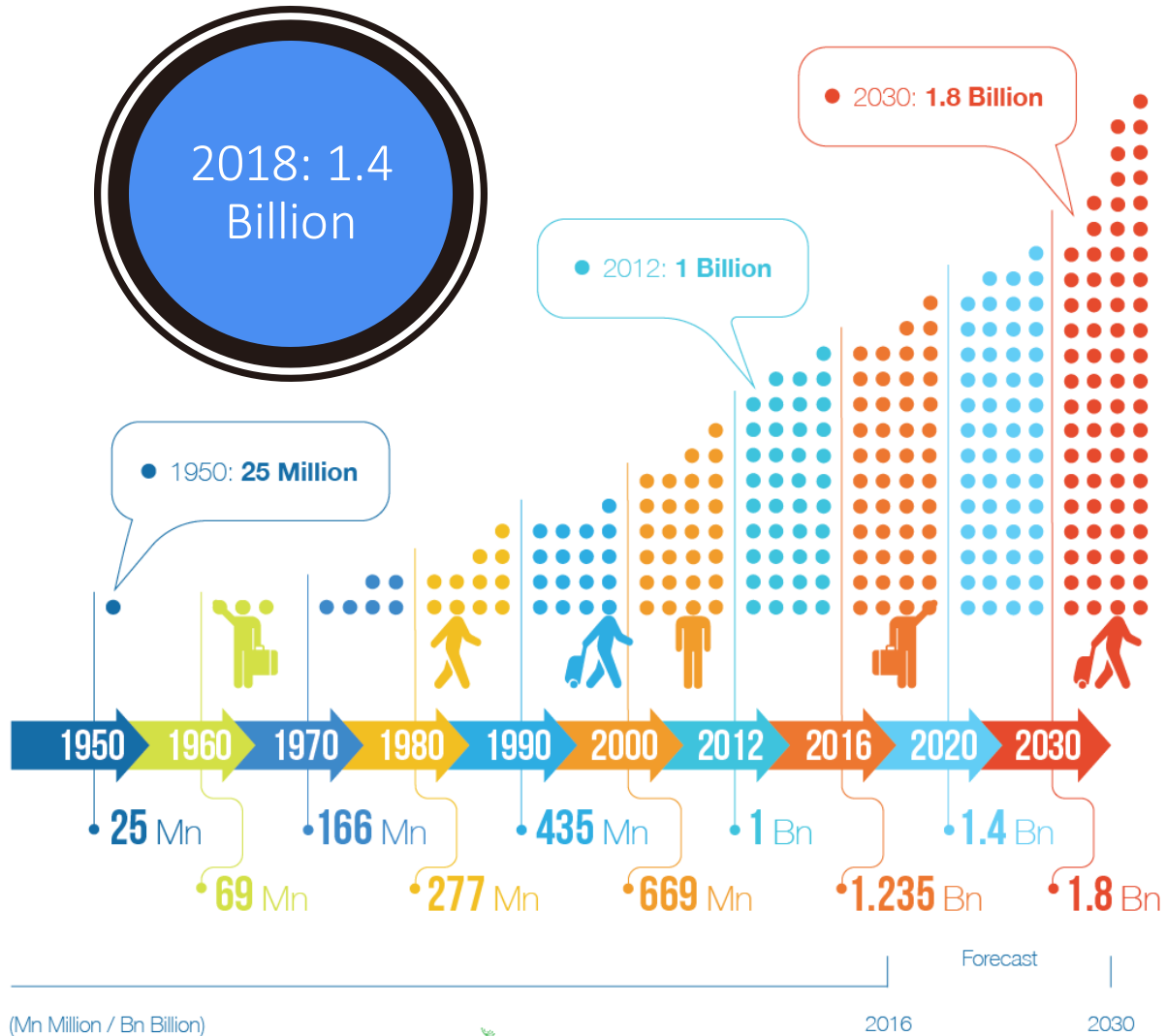
Largest export
category in many
developing
countries

Almost twice as
many women
employers as other
sectors

Provides incentive
to protect natural
and cultural assets

Avenue for peace
and understanding

INTERNATIONAL TOURIST ARRIVALS 1950 - 2030



2017
INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT





This growth is a good thing, right?






Basilica of Sainte-Anne-de-Beaupré, Québec, Canada



Angkor Wat, Cambodia



What is
Sustainable
Tourism?



What is Sustainable Tourism?

Tourism that leads to the management of resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life-supporting systems.

“Sustainability principles should apply to all types of tourism activities, operations, establishments and projects, including conventional and alternative forms.” – **United Nations**



The Imperative for Sustainable Tourism

Climate Change



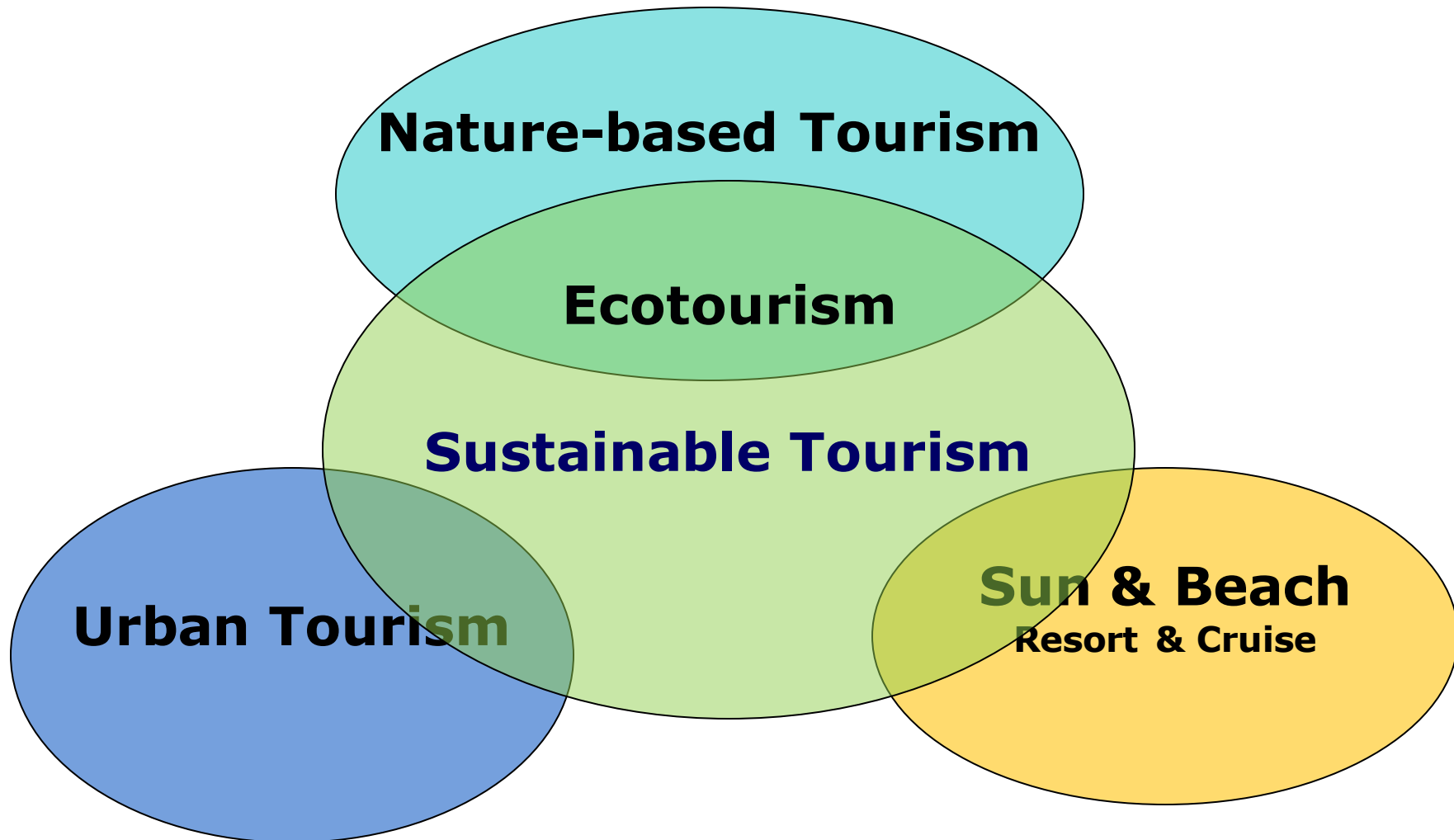
Hurricane Maria hits Puerto Rico

Overtourism



Overcrowding in Banff National Park

What Sustainable Tourism is Not: Boring





Food adventures offered by Intrepid Travel (Source: Trekkible)

People

Planet

Profit

Purpose

The Quadruple Bottom Line



Better Places
to Live

Better Places
to Visit

The Virtuous Cycle

The Ecotourism Revolution in Terminology & Ideas

1970s:
New global environmental movement

- Dissatisfaction with mass tourism
- World Bank/IDB closed tourism departments

1990s:
Fastest growing sector of tourism industry

- 20% – 34%/year

2002:
UN's International Year of Ecotourism

2017:
UN's International Year of Sustainable Tourism for Development

Nearly every country involved in tourism, also promoting ecotourism/sustainable tourism



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Why does it matter
to travel
providers?



Giving Building a Better World While Touring It



Shift Toward
Experiences

Consumer Demand

Ecotourism, nature, heritage, cultural and “soft adventure” tourism predicted to **grow rapidly**

93% of Conde Nast Traveler readers believe travel companies **should be responsible for protecting the environment**, and 58% said their hotel choice is influenced by the support the hotel gives to the **local community**.

A Booking.com survey, “more than two-thirds **(68%) of travelers intend to stay in an eco-accommodation in 2018**, reassuringly up from 65% in 2017 and 62% in 2016.” --
Booking.com



Preparing traditional meals at Hotel Rovies, Greece (Source: Greek Reporter)

Destination Case



If the product – our destinations – aren't protected in environmental and social terms then people won't want to visit them, it is as simple as that.

—*John De Vial,
Association of
British Travel Agents*



Business Case

Sustainably-minded travelers:

- Highly educated
- Well-traveled
- Environmentally and socially aware
- **Stay longer and spend more for local or differentiated experiences**



“The question is no longer can sustainable tourism work; independent case studies from around the world have documented that it does.

Rather, the question today is how far the travel industry can take sustainable tourism principles to help protect the world’s natural and cultural treasures – the very ‘products’ upon which tourism businesses also depend.”

—

Virtuoso

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What's the deal
with certification?

It can be overwhelming!



Hoteles
más Verdes



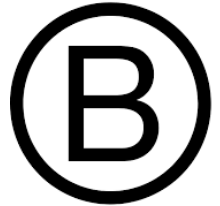
BIOSPHERE
RESPONSIBLE
TOURISM



The environmental charter for ski areas



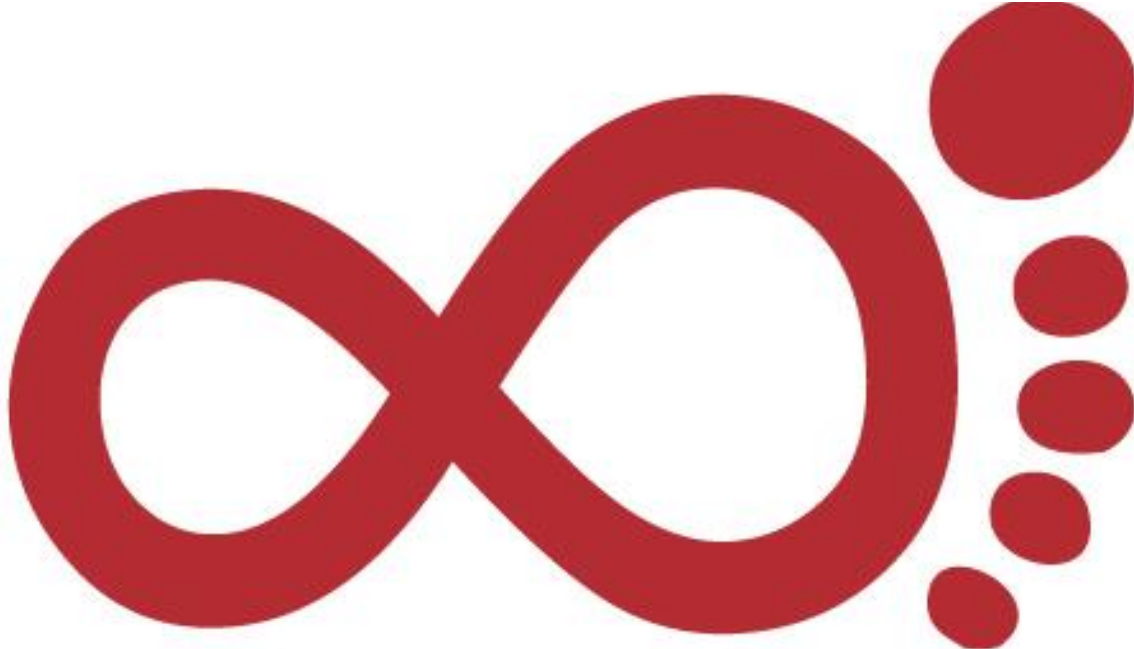
Certified



Corporation



Standardizing & Benchmarking Certifications & Criteria



**GLOBAL SUSTAINABLE
TOURISM COUNCIL**

Is patronizing a certified company the only way to make responsible choices?





Responsible Travel Tips

- Stay in locally owned hotels & eat at locally owned restaurants to minimize leakage
- Research hotel environmental policies & community-based initiatives
- Utilize public transportation, walk, or ride a bike!
- Buy locally made handicrafts
- Employ a local guide
- Be culturally sensitive
- Bring reusable bags and utensils
- Eat locally sourced foods and minimize food waste when possible

Opportunities & Resources

ETC Sustainable
Tourism Practices:
Questions for Tour
Operators

ASTA Green Guide

Pack for a Purpose

Carbon Offsets

CREST's "Dos and
Don't of Travel
Giving"

CREST's
Responsible Travel
Tips

CREST's "Case for
Responsible
Travel"

Offset Now

Whether it is a flight, an event, business travel or just a certain amount of CO₂: calculate and offset your CO₂ online in just a few steps. It's safe, and you will receive a certificate.

Offset here

Offset CO₂

-  Offset Flight
-  Offset Cruise
-  Offset desired CO₂ value
-  Donate directly

What Footprint
Will You Leave?



The big
question...

Thank you!



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