

What's the Purpose of Tourism?

X.Festival 2020

Vicky Smith

Founder, www.Earth-Changers.com

Me

- Tour Op **Resort manager**
 - Late 90s: **web** development, digital marketing, ecommerce
 - **Tour ops, OTAs, aggregators**
 - **Africa** life-changing trip!
Conservation & communities
 - **Charity & volunteer** challenges
 - **FGASA** ranger qualified, safari
 - **MSc Responsible Tourism: Volunteer Tourism Online Marketing & Greenwashing**
 - Freelance **responsible tourism** marketing, accreditation
- Founder www.Earth-Changers.com
 - Best UK **Responsible Travel & Tourism Website 2019**
 - DeFRA Ambassador 2019
#YearOfGreenAction



Question 1

***“What is the Purpose
of tourism?”***

Consumer Reasons *Pre-Covid19

Top reasons to travel are the same in 2019 as in 2018

	#1 Reason	#2 Reason	#3 Reason	Total (2019)	Total (2018)
Avoiding burnout	28%	17%	14%	58%	52%
Friends or family asking you to come on a trip with them	23%	19%	13%	53%	57%
Holidays	12%	18%	15%	44%	41%
Travel discounts (airline, rental car, hotel, tickets, etc.)	9%	11%	11%	30%	34%
Checking an item off your bucket list	8%	9%	12%	28%	28%
If work made it easier for you to go	4%	7%	8%	18%	17%
Seeing the vacations of friends and family on social media	2%	6%	8%	15%	19%

Source: US Travel Association, 2019

Consumer Benefits *Pre-Covid19



MOST important benefits of traveling	Millenials	GenXers	Baby Boomers	Total (2019)
✓ Relaxing/reducing stress	18%	20%	27%	21%
✓ Having fun, excitement and adventure	20%	18%	18%	19%
✓ Making memories	19%	17%	12%	17%
✓ Strengthening bonds with family and friends	10%	16%	11%	12%
✓ Seeing my child excited about the experience	8%	9%	3%	7%
✓ Seeing or doing something new	7%	4%	7%	6%
✓ Spending time with extended family	4%	6%	8%	6%

Source: US Travel Association, 2019

Consumer Choices

*Pre-Covid19

Top overseas holiday motivations

- | | | | | | |
|---|---|----------------------|----|---|-----------------------------|
| 1 |  | Weather | 6 |  | History & Culture |
| 2 |  | Price of the holiday | 7 |  | Beaches |
| 3 |  | Safety | 8 |  | Food & drink |
| 4 |  | Scenery & Landscape | 9 |  | Authentic Local Experiences |
| 5 |  | Friendly people | 10 |  | Good deal |
| | | | 25 |  | SUSTAINABILITY |

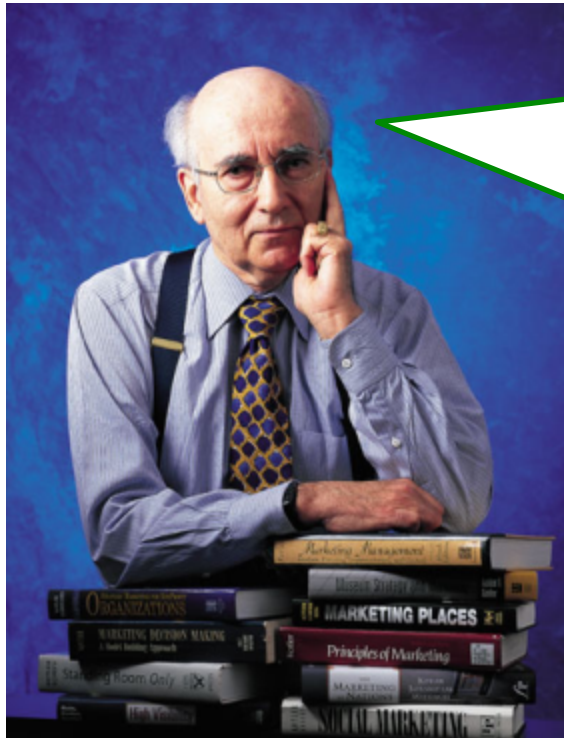
Asia

- | | |
|---|-----------------------------|
|  | History & Culture |
|  | Authentic Local Experiences |
|  | Weather |
|  | Scenery & Landscape |
|  | Safety |

Source: BDRC Holiday Trends 2018

Source: BDRC Holiday Trends 2017

The Marketing Concept



“the science and art of **exploring, creating, and delivering value to satisfy the needs of a target market at a profit**” – Philip Kotler, ‘the father of modern marketing’

- Purpose: **Profit**

All-Inclusive(?)



Economic Impacts of Tourism ^{*Pre-Covid19}

- **1.5 billion** global consumers
- **10%** of World GDP
- **US\$1.7 trillion** visitor exports
- **10%** global jobs supported: direct, indirect or induced
- **1 in 5** of all new jobs created
- **4% Growth** per year, outpacing industries & world economy for 8 years
- **2nd** fastest growing sector
- **3rd** largest sector in the world
- **Foreign Earnings:** 6.8% total exports
- **28.3%** world services exports
- **1st export sector** for many.
- **Up to 84%** exports in Less Developed Countries
- Infrastructure & supply chain value

All Inclusive?



Social Impacts



Environmental Impacts



It's a Complex Balance

Consumers like sustainability to be easy and obvious, preferably a black and white issue. But sustainability is much more complex.

For travel and tourism, sustainability is even more complex. It's not one thing, but an intangible concept made up of a lot of factors - food, service, accommodation building, furnishings, tours, activities, water, waste, energy, supply chains, employment, training...

It's a lot of issues for a consumer to be aware of, let alone understand what is sustainable and what is not. There is no one simple 'good', because sustainability is a balance and full of trade-offs. So whilst consumers like the idea of sustainable tourism, they are not yet able to really discern it.

Source: BDRC Holiday Trends 2019

Responsible Tourism

Creates “**Better** places for people to **live** in,
and better places to **visit**”

~ Cape Town Declaration, South Africa Gov, 2002

➤ Key concepts

- **Hosts** are prioritised, visitors come second
- So-called because it means taking **Responsibility** for tourism business: For choices made, actions taken & impacts created
- The ‘**journey** to sustainable tourism’

Question 2

***“Who is responsible
for tourism?”***

Sustainable Tourism

*“...takes full account of its **current and future economic, social and environmental impacts**, addressing the needs of **visitors, the industry, the environment & host communities.**” ~ UN World Tourism Organisation*

➤ Key concepts

- “**Triple Bottom Line**” = Economic, **Social + Environmental**
- Considers all **Stakeholders**
- The ‘**Destination**’ for Responsible Tourism’s ‘*journey*’

Question 3

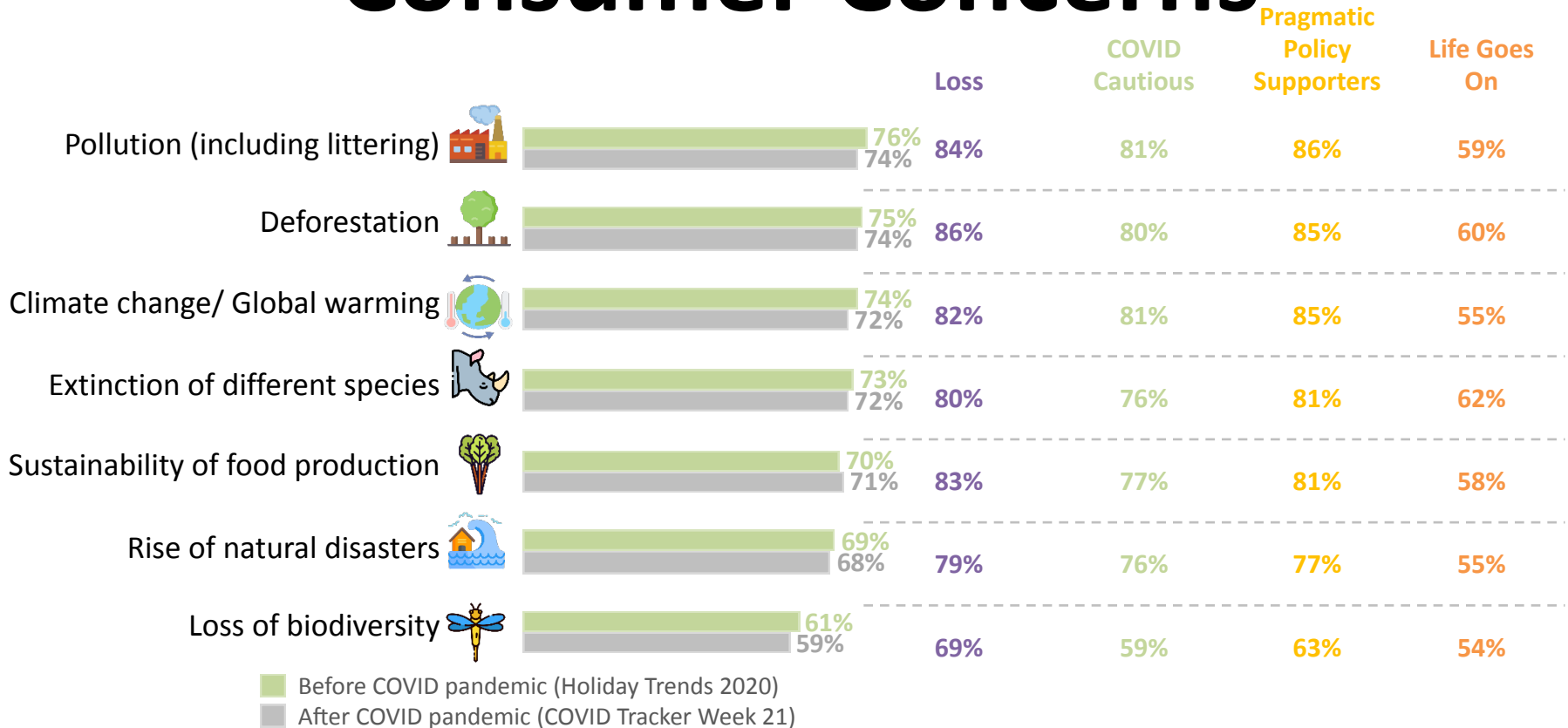
“How can tourism be more sustainable?”

Agenda 2030 – A Call to Action

SUSTAINABLE DEVELOPMENT GOALS



Consumer Concerns



Source: Alligator / BVA BDRC 2020

Consumer Concerns/Interest

Britons are slowly coming to understand responsible tourism through connecting their travel motivations and concerns over environmental issues. Climate change and natural disasters are impacting the weather we might want to experience; the price we pay affects the quality of food we receive; safety is only paramount for responsible businesses; with deforestation, pollution, species extinction and biodiversity breakdown, we may not be able to see the scenery and landscapes we like; and if companies don't behave responsibly to staff and locals, we won't enjoy meeting friendly people. Making travel sustainable actually sits at the root of consumer influences and demand. Maybe after coronavirus, we will have more appreciation?

Vicky Smith, Founder of Earth Changers

Source: Alligator / BVA BDRC 2020

Consumer Interest

- **Booking.com**

- **2018: 87%** travellers want to travel **sustainably**.
- **2019:** *“Over half (**55%**) of global travelers report being **more determined** to make sustainable travel choices than they were a year ago, but barriers include a **lack of knowledge** and **available or appealing options** when trying to put this into practice”*

-  **2020: 76%** of consumers are expected to be **more concerned about sustainability** after COVID

Greenwashing

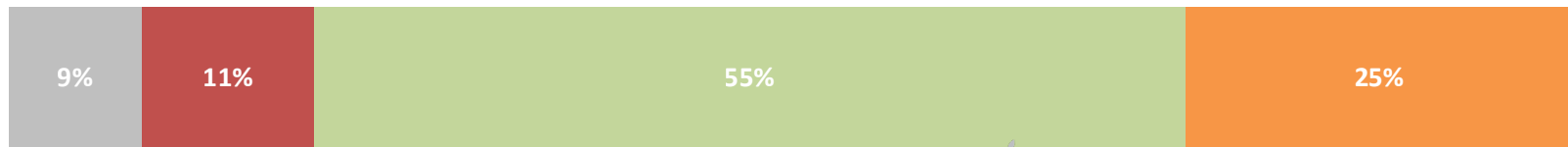
- **Unfounded, misleading** or **inflated** claims painting a 'green' (environmental, ethical, responsible or sustainable) **sheen**.
- **Deceptively** uses marketing to portray as eco-friendly when not, to mislead consumers, capitalise & profit.
- Coined in **tourism!**
Used throughout sustainability
- Data evidence paramount



Covid Influence for Sustainable Holidays

Q.How, if at all, has the COVID-19 pandemic influenced the importance you place on taking sustainable holidays?

- Don't know
- Its importance hasn't changed
- Less important to me than before COVID-19
- More important to me than before COVID-19



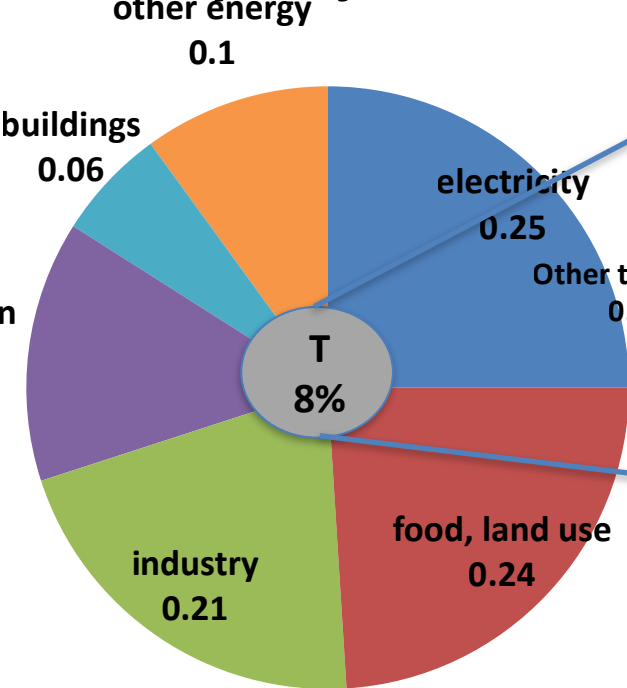
Source: BDRC Covid & Sustainable Tourism 2020

Question 4

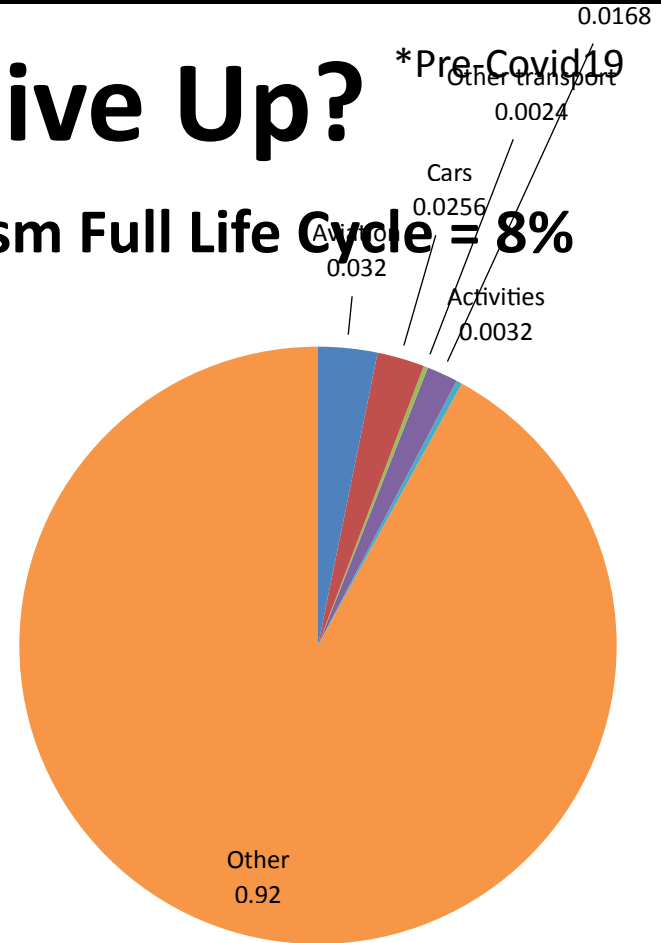
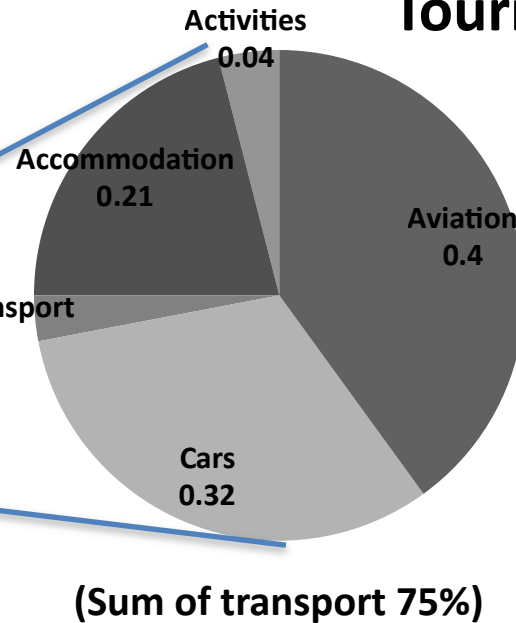
“Where can tourism be more sustainable?”

What Should We Give Up?

GHGs by Major Sector



Tourism Full Life Cycle = 8%

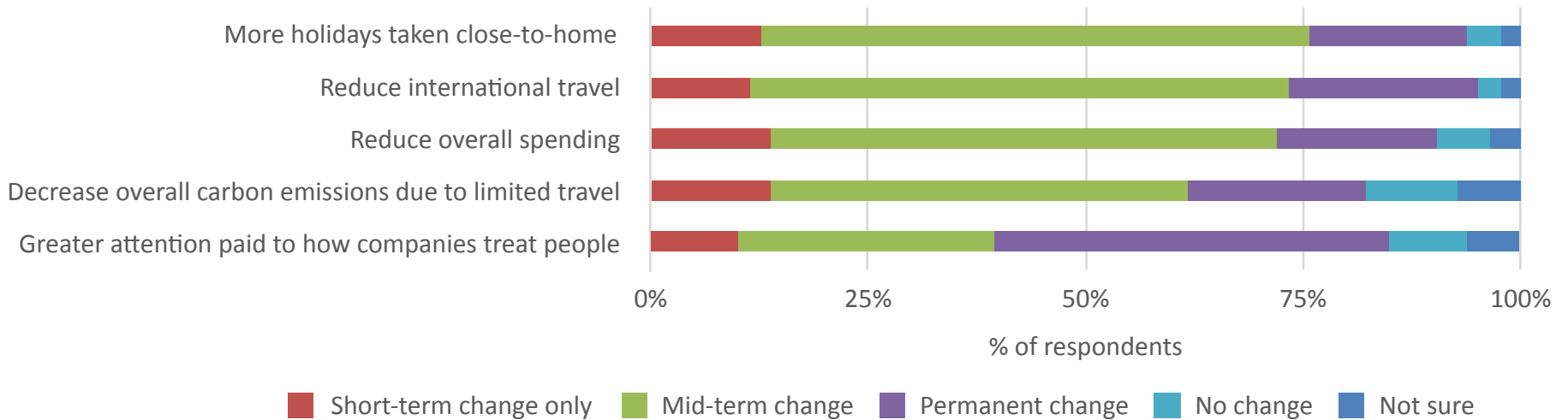


Source: Lenzen et. al, 2018

Covid Impact: Consumer Demand

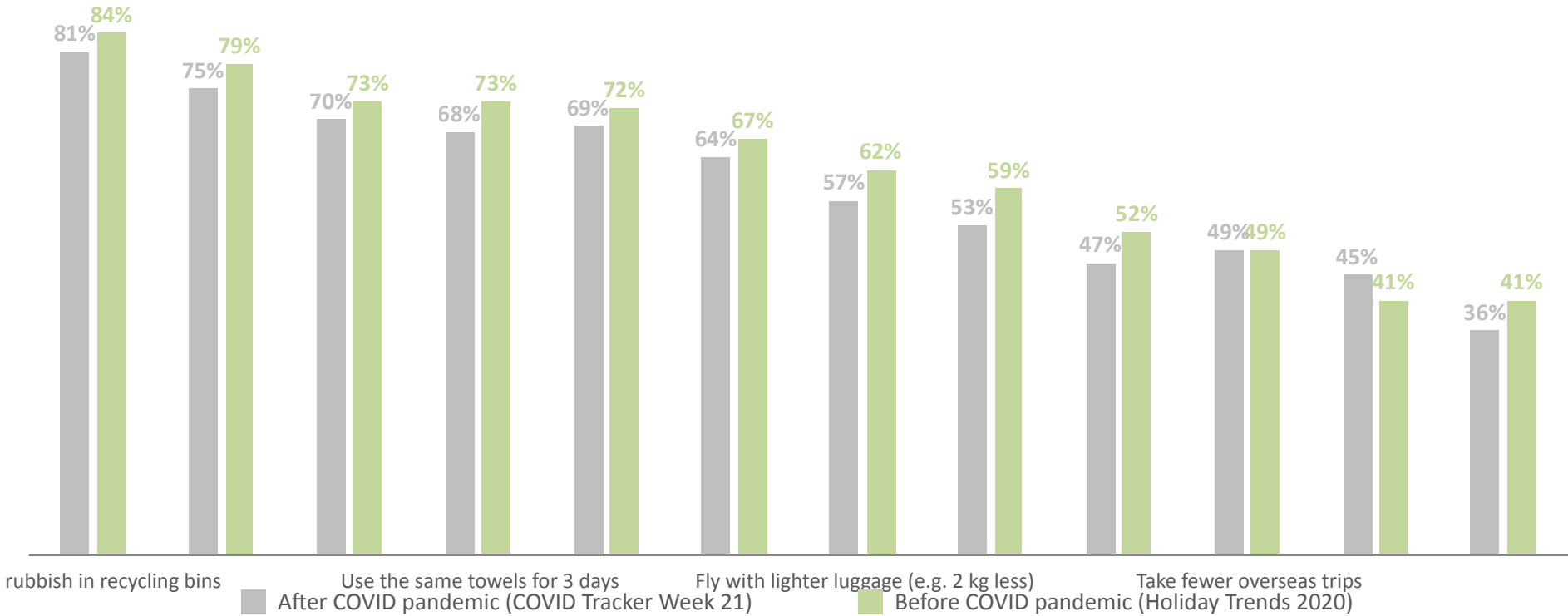
+7.9% consumers say they'll reduce international travel permanently
% growth April -July 2020

Expected Future Consumer Behaviour - July 2020



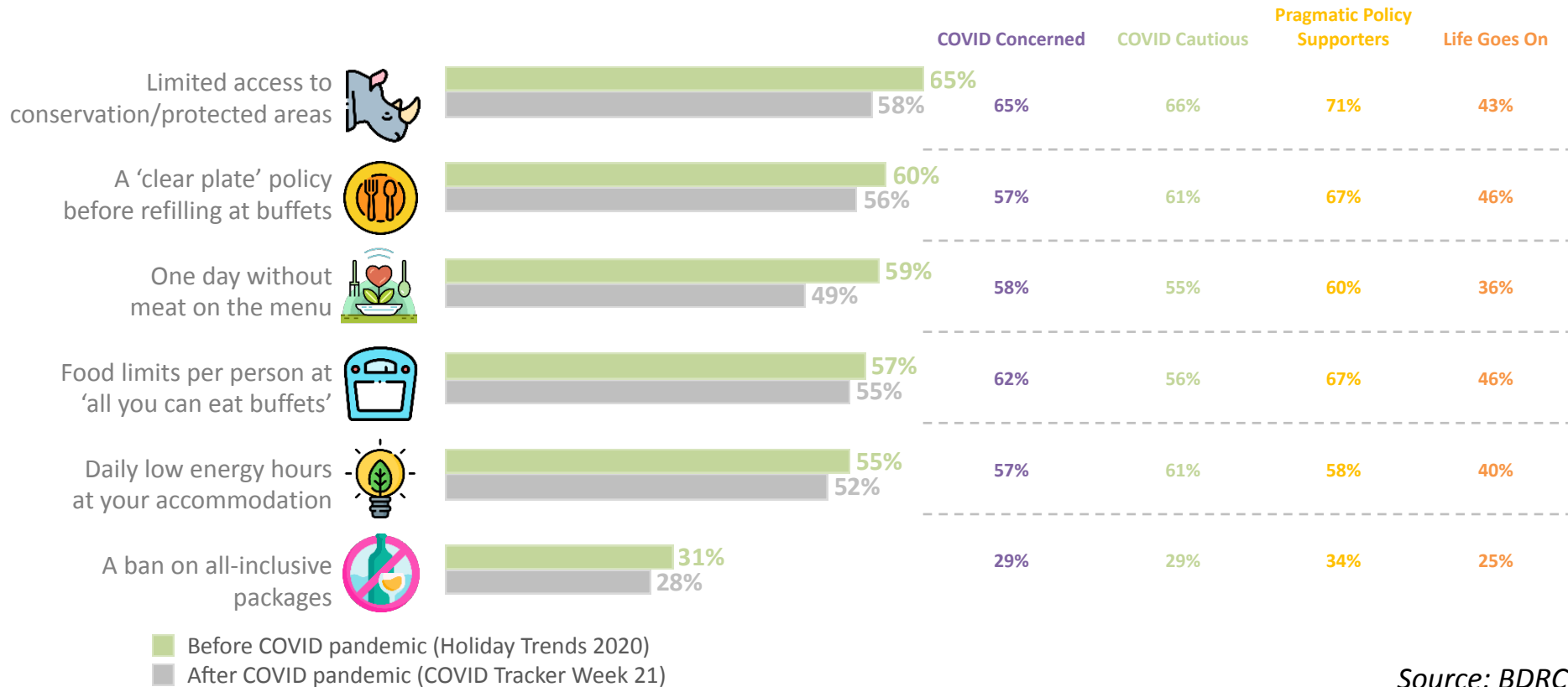
Source: Euromonitor International COVID-19 Voice of the Industry Survey, July 2020

Covid Impact: Consumer Environmental Action



• **Source: BDRC Covid & Sustainable Tourism**

Covid Impact: 'Acceptable' Holiday Restrictions



Source: BDRC

Regenerative

*“But what if that existing structure isn’t **desireable**?”*

*“...I say sustainability as usual is **not enough** to face the biggest threats we have:*

Climate change, biodiversity, water scarcity”.

- Maja Tampe, [TEDx talk](#).



Regeneration

- Processes that **restore, renew** or **revitalize**
- Constantly **evolving living** systems & nature
- **Holistic wellbeing** of the **entire** ecosystem
- ‘Better’, to “create value beyond economic growth”

- **Not** about **separation** and **parts**.
- **Not** about less. Rather, about **more** of the things that **matter**.
- **Not** just about incremental improvements, it’s about real systems change to a new approach.

Question 5

“How will we know when tourism is successful?”

What is Success?

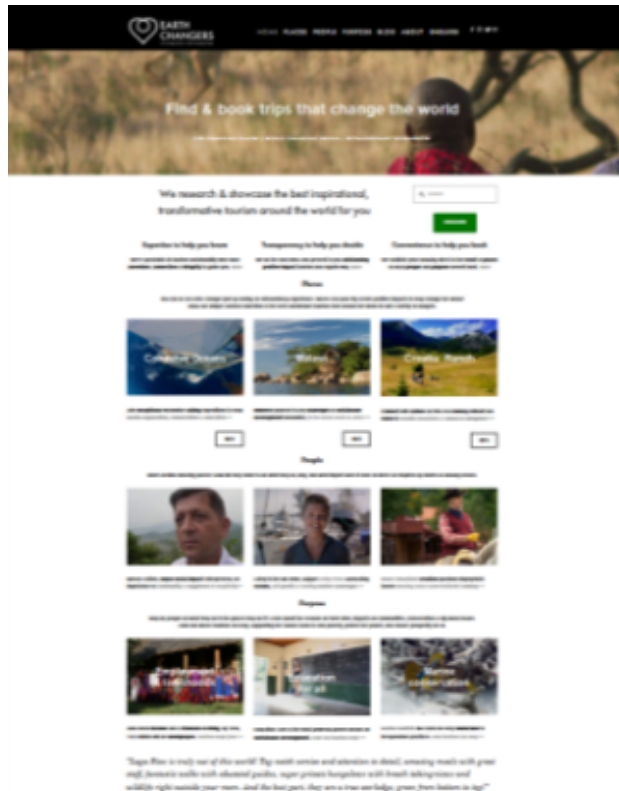
- **Love and respect**
 - **Transformation, change**
 - **Vision & values for purpose**
 - **Benefits** for individual, organisation, society
 - **Connection, community & culture**
 - **Creative influence & collaboration**
 - **Buy-in & Trust**
 - **Technology & innovation**
 - **Global citizens**
 - **Meaning for Human spirit**
- **How to target & measure?**
 - From Volume to....**
 - Revenue?
 - Profitability?
 - Engagement?
 - Influence?
 - **Social Progress?** (Costa Rica)
 - **Living Standards?** (NZ)
 - **Happiness?** (Bhutan)

Question 6

“When will we change?”

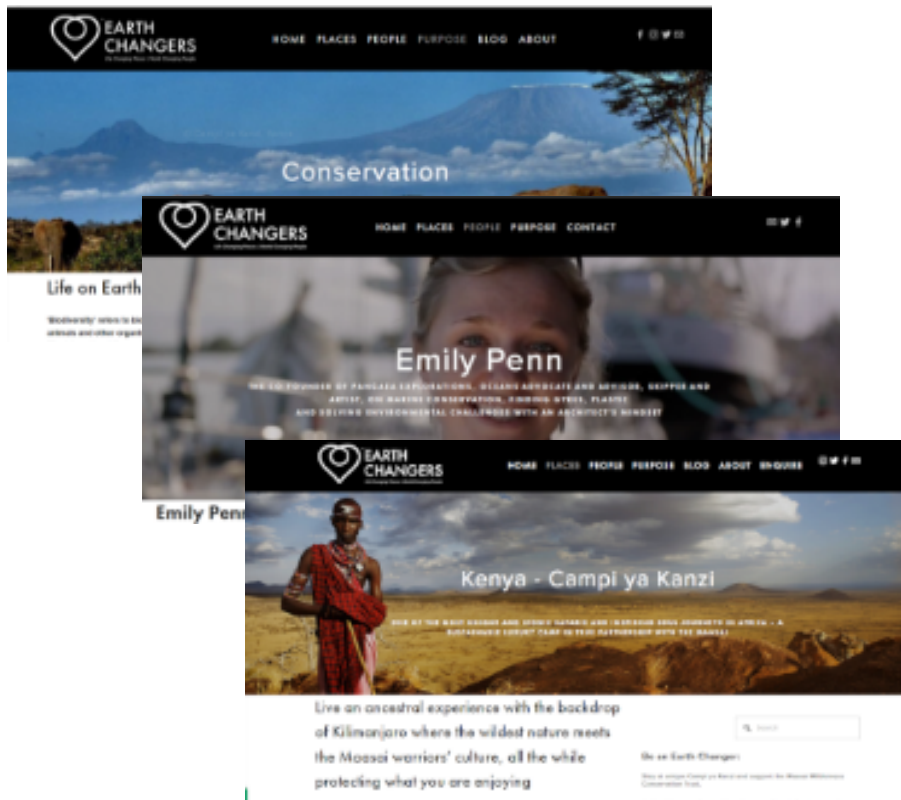
We have an **unprecedented**
opportunity **now.**

www.Earth-Changers.com



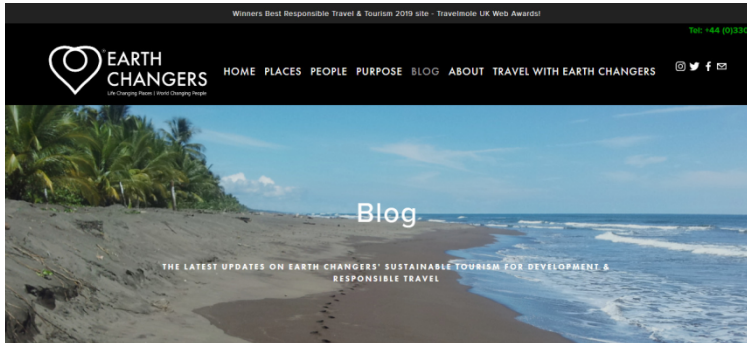
- A curated collection of some of the best positive **impact, transformative, sustainable** tourism worldwide.
- **Life-Changing** Places with **World-Changing** People for **Extraordinary Experiences** with Purpose.
- **Impact-focus, Respect-led, Values-based:**
 - **Adventure:** Travel, Learning
 - **Connection:** People, Places, Purpose, Spirituality
 - **Integrity:** Sustainability, Transparency, Honesty

Pillars



- ♥ **Purpose:** We start with the Why, explain the impacts, SDGs & more
- ♥ Put **People** in the middle
- ♥ & promote our high-integrity partner **Places**, for industry to emulate & audience to experience.

Blog



Coronavirus Covid19 & Tourism: From Hospitality to Health

May 04, 2020



The travel industry has been the first and hardest hit by the Covid19 coronavirus. Unfortunately, this isn't just a matter of customers curtailing their leisure trips. For many communities, and for conservation, it's a matter of life and death, such is the importance of tourism to livelihoods, and supporting families, health and education ordinarily, let alone with managing and mitigating Covid-19 in addition. Here we take a look at what our partners in destinations are doing to help people and planet cope with coronavirus.

[READ MORE](#)

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Travel after Coronavirus Covid-19 Lockdown: A New More Sustainable "Normal"?

April 18, 2020



What does Covid19 Coronavirus mean for future travel and tourism? A UK government survey has found that only 9% of Britons want life to return to 'normal' once lockdown is over. People have noticed significant changes including cleaner air, more wildlife and stronger communities. They are increasingly aware that the health of people and planet are inseparable and it's time for radical environmental, social, political and economic change. So now what will happen with travel?

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#MondayMotivation
"The great thing about the dilemma we're in is that we get to re-

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Climate Crisis Requires Even More Urgent Action by Entire Global Travel & Tourism Sector

March 02, 2020



At the end of February, Vicky had the privilege of attending the Inaugural Climate Friendly Travel Think Tank in Malta organised by our partners SunX. The group gathered 35 international thought-leaders from across academia, industry and government to debate the key issues on Climate Change in relation to Travel & Tourism. The key takeaway is that the existential Climate Crisis requires even more urgent action by the entire global Travel & Tourism sector than has been generally recognised to date and we must get onto the Paris 1.5C trajectory within the next 7-10 years.

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Tourism Declares a Climate Emergency

January 04, 2020



The Declaration launches with founder signatories from across the tourism industry.

A new network of organisations, companies and individuals working in tourism has come together to join other industries and regions in declaring a climate emergency.

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Make an Impact Podcast: Sustainable tourism and responsible travel – with Vicky Smith

January 02, 2020



H&M Father MBE, invited Vicky to talk sustainable travel on her [Make an Impact podcast](#).

[READ MORE](#)

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The Future of...Plastic Pollution Free: Garbology in the Galapagos

December 20, 2019



At the World Travel Market 2019 in London, I listened with fascination to The Galapagos Conservation Trust case study on 'garbology' – how they are studying garbage flows in the ocean.

Here, Andy Donnelly describes this logical way to better manage plastic pollution, not just for clean-ups, but to understand for better prevention of plastic pollution in the future.

[READ MORE](#)

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Free Ebook Downloads

- **Introduction to Sustainable Tourism**



bit.ly/earth-changers-sustainable-tourism-intro-ebook

- **Tourism & The SDGs**



bit.ly/earth-changers-travel-SDGs-ebook

Thank you

Positive impact tourism - Promotion or Consultancy

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