Designing your sustainability journey

Introduction to Sustainability

GREEN TOUR Kenya
ECTOURISM KENYA
KATO KENYA ASSOCIATION OF TOUR OPERATORS
EU
Travellife Sustainability in tourism
Presentation Outline

 TODAY'S AGENDA

- The introduction of sustainability concept
- Differences between CSR and sustainability
- Impacts of sustainable tourism
- Benefits of sustainability
- Responsible business strategies
- The role of tour operators
- Sustainability reporting and measurement and introduction of Travelife
What is Sustainability?

A brief introduction

- Sustainability focuses on meeting the needs of the present without compromising the ability of future generations to meet their needs.

- The concept of sustainability is composed of three pillars: economic, environmental, and social—also known informally as profits, planet, and people; referred to as the 3Ps of environment.
Why is the concept of Sustainability important?

A brief introduction

- It gives us the ability to future proof our businesses.
- It gives us the opportunity to create business strategies that are holistically approached thus beneficial to all.
- Sustainability contributes to the development of local communities, protection and conservation of natural resources (environment) and gives us and the local community economic rewards.
Sustainable Development Goals
SUSTAINABLE CONSUMPTION AND PRODUCTION

- Sustainable management
- Sustainable resource management
- Design for sustainability
- Cleaner production & Resource Efficiency
- Sustainable transport
- Eco-labelling and certification
- Sustainable procurement
- Sustainable marketing
- Sustainable lifestyles
What are sustainable business models?

- Sustainable business model can be defined as a business model that creates, delivers, and captures value for all its stakeholders without depleting the natural, economic, and social capital it relies on.

- Main purpose defined as “creating, delivering, and capturing value for all business model stakeholders while acknowledging natural and social/societal limitations”, i.e. co-create societal and business value through considering any effect on any possible stakeholder, while the involved (external) systems’ limitations are considered.

How to do?

- Data, data, data
- Have a business rationale
“The greatest threat to our planet is the belief that someone else will save it.”

ROBERT SWAN, AUTHOR
CSR speaks to the corporation’s ethical responsibilities, whereas business sustainability speaks to sustaining systems over the long run.

CSR does not speak to equity across generations.

Shared value argues that companies can generate value for the firm and society simultaneously. Like CSR, it too ignores the importance of time. Creating shared value often takes a long time, but many businesses are unable to see very far into the future.

Sustainability conveys greater ambition because it focuses on what we need to achieve, rather than where we are today.

Sustainability emphasizes a common agenda for all sectors of society, while the “C” in CSR calls out corporate practices more exclusively.

Sustainability is a holistic concept that encompasses the full range of environmental, social, and economic issues addressed by our work. While the same is true of a good CSR strategy or program, the “S” in CSR is too-often construed to mean a narrower focus on social issues.
WHAT IS SUSTAINABLE TOURISM?
### Why is Sustainable Tourism Important?

<table>
<thead>
<tr>
<th>SOCIETY</th>
<th>ENVIRONMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>All stakeholders are involved thus the benefits are for all.</td>
<td>Minimal impact through responsible consumption, conservation and preservation.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CULTURE</th>
<th>ECONOMIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Through cultural heritage preservation, we strengthen our integrity, the wealth of knowledge and skills that is transmitted from one generation to the next.</td>
<td>Sustainable economic growth attempts to satisfy the needs of humans but in a manner that sustains natural resources and the environment for future generations.</td>
</tr>
</tbody>
</table>
72%

Almost three quarters of global travelers believe sustainable travel choices should be a priority.

2019 Booking.com Sustainability Report
Sustainable Tourism

UNDERSTANDING THE IMPACTS

ECONOMIC, SOCIAL & ENVIRONMENTAL
Sustainable Tourism: Understanding the impacts of tourism

Economic - "tourism is an example of an economic policy pursued by governments"

<table>
<thead>
<tr>
<th>Positive</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>• It brings in foreign exchange</td>
<td>• Economic leakage</td>
</tr>
<tr>
<td>• It generates employment</td>
<td>• Infrastructure cost</td>
</tr>
<tr>
<td>• It creates economic activity (circular approaches)</td>
<td>• Increase in prices</td>
</tr>
<tr>
<td></td>
<td>• Economic dependence of the local community</td>
</tr>
</tbody>
</table>

Examples how to mitigate:
- Leveraging the supply chain (local sourcing, reduce economic leakage)
- Creating hubs, networks and clusters of enterprises (e.g. sales and marketing activities, capacity building and to access funding mechanisms, non-formal → challenging!
# Sustainable Tourism: Understanding the impacts of tourism

Social impacts of tourism - Referred to as social-cultural impacts, these are the effects on host communities of direct and indirect relations with tourists, and of interaction with the tourism industry.

<table>
<thead>
<tr>
<th>Positive</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Preserving local culture</td>
<td></td>
</tr>
<tr>
<td>• Strengthening communities – events and festivals</td>
<td></td>
</tr>
<tr>
<td>• Provision of social services</td>
<td></td>
</tr>
<tr>
<td>• Commercialization of culture and art</td>
<td></td>
</tr>
<tr>
<td>• Revitalization of culture and art</td>
<td></td>
</tr>
<tr>
<td>• Preservation of heritage</td>
<td>• Social change</td>
</tr>
<tr>
<td></td>
<td>• Globalization and destruction of preservation and heritage</td>
</tr>
<tr>
<td></td>
<td>• Loss of authenticity</td>
</tr>
<tr>
<td></td>
<td>• Standardization and commercialization</td>
</tr>
<tr>
<td></td>
<td>• Culture clashes</td>
</tr>
<tr>
<td></td>
<td>• Degradation of moral behavior</td>
</tr>
<tr>
<td></td>
<td>• Objectification</td>
</tr>
</tbody>
</table>

Examples how to mitigate:
- ✓ Find the right model and include local communities in the product development
- ✓ Carrying capacity – should there be a limitation of visitors to certain areas/regions?
## Sustainable Tourism: Understanding the impacts of tourism

### Environmental impacts of tourism

<table>
<thead>
<tr>
<th>Positive</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Conservation awareness</td>
<td>• Depletion of natural resources</td>
</tr>
<tr>
<td>• Preservation of fauna and flora</td>
<td>• Land degradation</td>
</tr>
<tr>
<td>• Maintenance of watersheds and biological marine ecosystems</td>
<td>• Pressure on local resources</td>
</tr>
<tr>
<td>• Sustainable farming</td>
<td>• Poaching</td>
</tr>
<tr>
<td></td>
<td>• Pollution</td>
</tr>
</tbody>
</table>

Examples how to mitigate:
- ✓ Creation of protected areas and national parks
- ✓ Plastic ban in protected areas in Kenya
- ✓ 1 million trees Ethiopia
Sustainable Tourism Principles

1) Using resources responsibly.
2) Reducing over-consumption and waste.
3) Maintaining biodiversity.
4) Integrating tourism into planning.
5) Supporting local economies.
6) Involving local communities.
7) Consulting stakeholders and the public.
8) Training staff.
9) Marketing tourism responsibly.
10) Undertaking research.
Benefits of Sustainability

- Reduces Costs
- Increases Profit
- Access to financial capital
- Human Capital (Employee satisfaction)
- Corporate and brand image
- Conservation of destinations
- Risk Management and Licence to operate
- Government Legislation
- Because it is a good thing to do
What role do Tour Operators play?

- They are the intermediary therefore strategically positioned to advocate for sustainable change across the industry.

- Have the bargaining power to influence change both in private and government sector.

- They are in charge of the communication sent to consumer thus can advocate for better practices.

- They influence the supply chain into best practices as they can support them through sales.

- They can rally for change through promoting sustainable tourism and lobbying for nationwide destinations to emulate sustainable practices.
WHAT ARE YOU PASSIONATE ABOUT IN YOUR BUSINESS?
How will you protect your business and what matters to you?

WHAT SUBJECTS ARE YOU DRAWN TO?
Will the local community and the environment consider you a friend or an enemy?

WHAT IS THE MESSAGE YOU WANT TO CONVEY?
How will you meet the public’s expectation and need?
Tour operators

Training
Management tools
Certification
Marketing support

(managed by ECEAT)

Hotels

Training
Management tools
Certification
Marketing support

(managed by ABTA)
Management control

Tour Operator
- Internal management
  (office and retail operations)

Supply Chain
- Transport
- Accommodation
- Excursion

Customer
- Communication
- Protection

Destination
- Community
- Biodiversity
- Resources
800+ Tour operators supporting Travelife globally
Where do you start?

- Design a Business Philosophy and have it in your Business Strategy.
- All your legalities must be in check.
- Align the business philosophy with sustainability by including your belief in your:
  - Company Mission and Vision
  - Marketing Strategy
  - Business Operation and Strategies
- Develop your policies with a socio-cultural and environment backdrop

Sustainability management and legal compliance
1. Sustainability Structure and flows of work
2. Legal Compliance
3. Sustainability Contribution
Examine both internal and external management

**Human Resource Policies**
1. Employee Contracts
2. Living wage
3. Medical and Liability insurances

**Supply Chain Policies (Accommodation, Transport, Destinations)**
1. Where do they source their products?
2. How do they interact with the local communities?
3. How are they contributing to sustainable development?

**Procurement Policies**
1. What sort of paper do you use?
2. What sort of packaging do you use?
3. Where are your client giveaways from?

**Sustainability Initiatives**
1. What are your sustainability pillars?
2. What do you wish to attain? What SDG is your initiative aligned to?

**Sustainability Communication**
1. Internal communication
2. External communication
A system change for sustainability

- A system is a **configuration of parts connected by a web of relationships towards a purpose**. It can be an ecosystem, such as the marine environment, the food system or socially created systems such as education and health. Systems can be small, such as organizations, or large, such as the whole economy.

- A systems approach **shifts the focus from individual parts to how the parts are organized**, recognizing that interactions of the parts are not static and constant but dynamic and fluid.

- Systemic change is **where relationships between different aspects of the system have changed towards new outcomes and goals**. And it’s driven by transformational, not incremental change.
Steps in sustainability certification

**TRAVELIFE ENGAGED**

This is the first stage where the company commits itself and introduces the appropriate management procedures. During this ‘engagement’ stage the company itself is not rewarded yet.

**TRAVELIFE PARTNER**

Based on a sustainability report and compliance with basic requirements assessed by Travelife, the company will reach the Travelife Partner status.

**TRAVELIFE CERTIFIED**

The company’s compliance with the international Travelife Certified standard for travel companies will be evaluated with an on-site assessment. Successfully completing the third stage will be awarded with the Travelife Certified status.
Components of success in Sustainability

**Sustainability is a Journey**

It is a process and it is continuous.

**It is a holistic approach**

Sustainability is about balancing the 3 p’s, People, Planet and Profit.

**Standards and Metrics are Key**

To be sustainable inclusive you must work with a recognized standard, where you must be able to measure and report on the impact.

**Partnerships and collaborations are needed**

To attain sustainability you need to work with all stakeholders to achieve the common good.
Important Points

DON'T FORGET!

Sustainability starts with us
Sustainability involves all stakeholders
Sustainability is a continuous process that has steps
“Often when you think you are at the end of something, you’re at the beginning of something else”

FRED ROGERS, TELEVISION PERSONALITY
References:


https://www.forumforthefuture.org/sustainability-and-system-change

https://www.britannica.com/topic/systems-theory

https://www.nbs.net/articles/five-principles-of-a-sustainable-business-model

PowerPoint presentation – www.canva.com

Videos and additional reading:
Tourism and the SDGs, WTM 2016 - https://www.youtube.com/watch?v=9SZaer0-X34


https://www.youtube.com/watch?v=amDNovg9f0o

https://www.youtube.com/watch?v=yZYiDhbROZc

https://www.youtube.com/watch?v=yW32VXRTqF4