

Canon EOS 20D # 50.0 mm # F1.4 # 1/830 sec # ISO2000 # # EV

A black and white photograph showing two hands reaching out from the left and right sides towards a dark, textured tree trunk. The hands are positioned as if about to touch or hug the tree. The lighting is dramatic, highlighting the skin of the hands against the dark background of the wood.

The demand for responsible tourism: a growing market?

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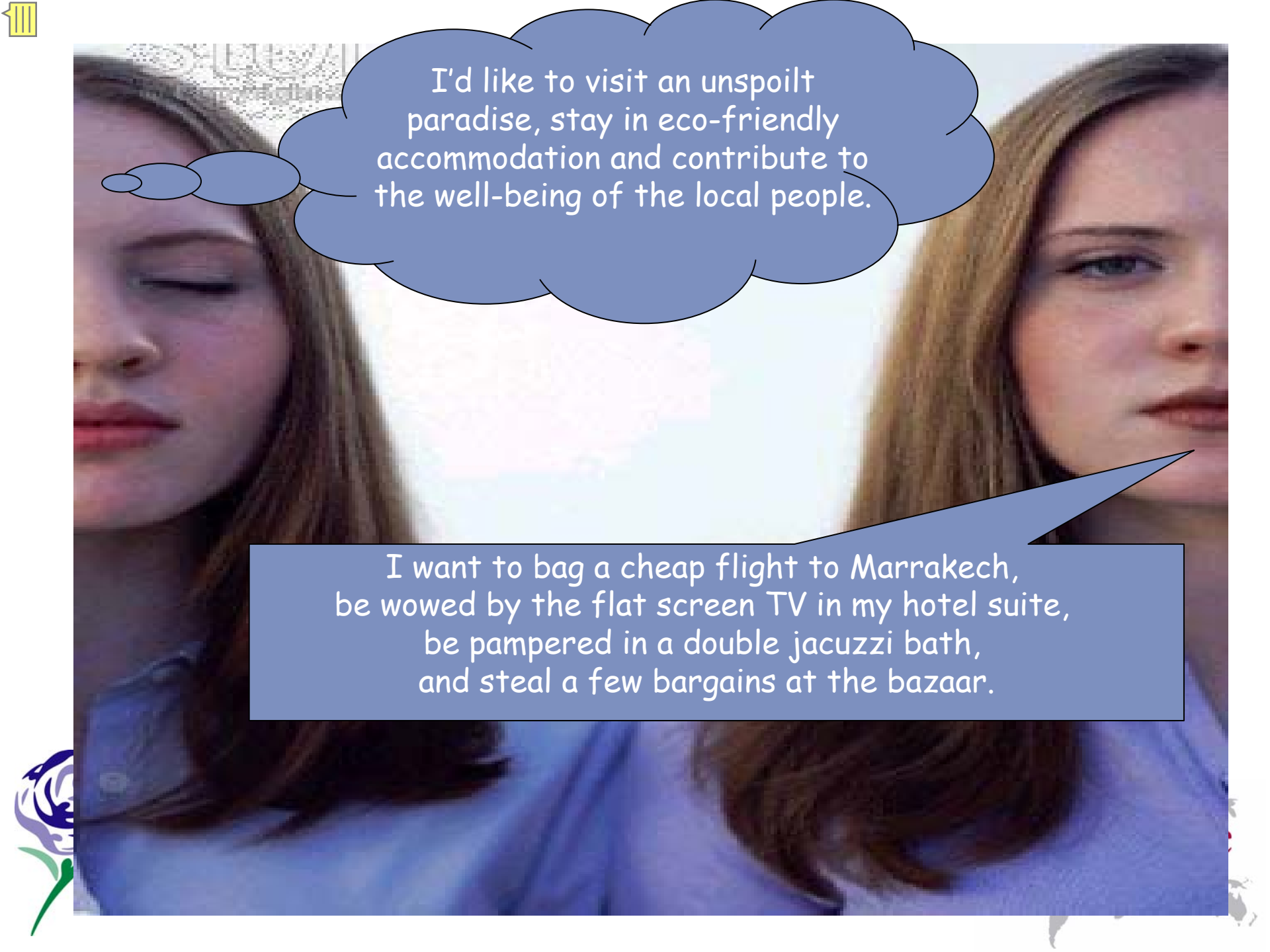
Structure

1. Who do I tell?
2. Why am I telling?
3. What do I say?
4. Where do I tell?
5. When do I tell?

Step 1.

Does the market want to know? Who do I tell?

We do not understand the impact that sustainability of products and responsible business practices do and can have on demand, because we are asking the wrong questions and myopic analysis



I'd like to visit an unspoilt paradise, stay in eco-friendly accommodation and contribute to the well-being of the local people.

I want to bag a cheap flight to Marrakech, be wowed by the flat screen TV in my hotel suite, be pampered in a double jacuzzi bath, and steal a few bargains at the bazaar.

Wanderlust survey (2007)

How far would you go for a weekend break?

- 15% 0 hours- I take the train
 - 47% 1-3 hours
 - 27% 3-5 hours
 - 11% >6 hours
- “If I’ve only got a few days I don’t want to be jet-lagged”
 - “I know flying five hours for a short break isn’t the most environmentally friendly thing to do. However, those extra couple of hours could be the difference between going to an ‘obvious’ short break destination and somewhere altogether more interesting”.

VisitBritain – “Sustainable Tourism – The Domestic Context” (2007)

- Not an issue most visitors actively consider when choosing
- Think of it first in terms of means of **travel** rather than tourism facilities
- Potential for poor practice to **deter is stronger** than good practice to attract
- Visitors **want tools** to help them make easier, informed decisions
- **Not prepared to pay** more to use tourism facilities that are taking action

2010 VisitEngland data on English consumers says:

- 58% would want to stay in accommodation with green awards/environmentally friendly practices
- 51% say that if two hotels were the same, they would choose the one with a green award
- 46% don't want to think about being green - they want to relax
- 33% believe sustainability claims are often ways to save money and/or reduce service
- 15% think a hotel run sustainably will be less comfortable than one without green credentials.

Be creative

- The Palace Hotel in Manchester interacts with its guests in many fun ways, encouraged by the leadership of its wildlife enthusiast General Manager, to create a good working relationship and better customer experience
- “Save a Lobster champion” campaign encourages guests to sponsor a lobster, prolonging its life and give it a name, which can be traced via the hatchery website.



Sustainability and marketing together make a better business

- Deepdale (Norfolk) is an eco friendly backpackers hostel, campsite, group hostel, tipis and yurts, visitor information centre, retail site and farm.
- Conservation weekends in March
- Scrap Heap Art Challenge to build art from our scrap and recycled waste.
- Earth Day event invite companies to exhibit environmentally friendly technologies
- Contents for social media marketing



Step 2. Why am I telling?

There are too many vague messages out there.

Be clear what response or change that you are hoping for from your customers

To make customers feel good

- Show them how they are “doing their bit” - by you doing it for them
- Customers feel good (or less guilty) facing easy choices. Charitable donations, public transport or recycling information... none of these get in the way of what the customer came for.
- Tell about your local suppliers, origin of produce...

To raise awareness and change behaviour

- Do you want your current customers to do things differently? Are you fed up of having all your good sustainability work undermined by customers that just don't get it?
- If you want change, give something in return.
- Be specific about what you ask them to do, vague messages frustrate
- Show how the action you are asking your customers to take has a direct positive impact, of what kind, and how it can be seen
- Explain who benefits from the change of behaviour - if it isn't the customer, think again how you tell why they should care.

Why charitable donations

- Bedruthan Steps Hotel (Cornwall) explains to customers at the point of booking that they encourage guest donations to responsible causes (while highlighting that the hotel also does their bit).
- £5 opt-out donation per booking:
 - Option 1: co2balance
 - Option 2: Surfers Against Sewage
 - Option 3: St Mawgan in Pydar Community Fund



To offer something extra

- Design sustainable packages for your low occupancy or usage periods, or think of services that can generate more money in high season. Look at ways the customers will stay longer, or will come back when your business is empty.

Ecotours of the hotel premises

- Battlesteads Country Inn (Northumberland) encourages customers to report interesting sightings in our guest log.
- Getting customers to engage makes nature more fun and reinforces our many sustainability actions.
- Ecotours for guests around the site showing hedgehog houses, badge boxes and much more means customers relate to us better.



To get more customers

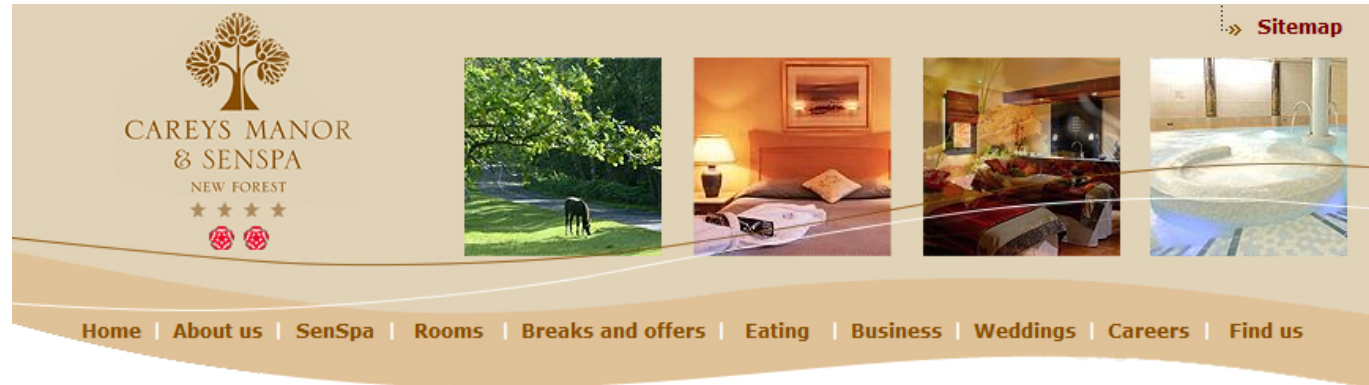
- Increased occupancy or higher prices?
- We all like a bargain...
- cafes giving a discount (and others putting 10p in a charity pot) for regulars that bring their own commuter mug - saving on disposable cups while gaining a loyal customer.

Feeling confident about what you are worth

- **Sandra Barnes-Keywood.** Old Chapel Forge 9 year old, 4 bed B&B
- For the first four years I was acting sustainably but scared to speak about it, until I got the courage to change my business model.
- I target business customers during the week, by having personally presented our green credentials to all the local corporations with green purchasing policies
- 90% occupancy all year (30% better than competitors)
- Price 20% above average.



Using incentives to increase occupancy



- **James Hiley-Jones.** At Carey's Manor and Senspa in Hampshire car-free visits get:
 - 10% off standard tariff rate
 - 2 for 1 tickets at Beaulieu
 - free steam train ride at Exbury Gardens
 - 10% off cycle hire at Cycle Experience in Brockenhurst.
- 10-15% of our leisure weekend customers and 30 to 40% of our mid week conference market now arrive car free.
- We've realised how corporate social responsibility has become a much bigger issue and we now provide a green travel plan for conference organisers.



Step 3. What do I say?

Be clear about the impression
you want to create –
with your sustainability policy,
photos, text...



1. Fun/participation

- What can I do?
- People want the option of being active
- People choose a hotel based on what they can do nearby (or in the hotel)
- Wheelbarrow picnic
- Pick your own lunch
- Learn to do something
- Children's quiz
- Town trail
- Books for walks
- Bike hire

The Twiggles say: be green

- BeWILDerwood is a family adventure park in Norfolk.
- 70 local jobs, 87% waste recycled from 160,000 annual visitors, planted >14,000 trees.
- Bright colours and child friendly signage make recycling, non smoking, and caring for your environment fun.
- There's none of the goodie-goodie speak here, it's about enjoying a day out



2. Cultural immersion

- Get to know the real, authentic side of your destination
- Reinforce the image of the person I want to be
- Enjoy the simple things in life
- A hotel for people with curiosity for the place they visit
- Your hostess is passionate about local flowers and birds, and will help you spotting those sites only locals know

3. Better service

- Make me feel special!
- You can see things nobody else does
- “We know the quiet and special places you’ll enjoy best, from beaches to restaurants”
- “We invite locals to dance in our hotel - but this is not a tacky show for tourists”
- Fresh, unadulterated, honest food that makes holidaying memorable- you are no longer in the rat race!

4. Empathy/ trust/risk

- We are people like you
- We think alike
- We have the same values
- That's why you'll enjoy your holiday here
- We are here for you
- We are a serious business
- Peace of mind
- You are not wasting your money and holiday time
- "We hire bikes- and also tell you about cycling etiquette and how to be safe"
- "we would like to share the beauty of our island/city with you in the knowledge you'll want to keep it that way"

Family Worldwide shows we share the same values...

- “Experience your world together” approach, in saying in his brochure’s first page
- “What I’m finding more and more as I travel and talk to parents, is the overwhelming number of you who are becoming desperate to help their children to engage with the real world and leave behind the screen of a computer, phone, Playstation, Nindendo DS, X-Box, Wii...”

Step 4. Where do I tell?

Integrate sustainability as part of quality through the channels you already use. Use certification and awards to get recognition, and the internet to spread the word

Certification

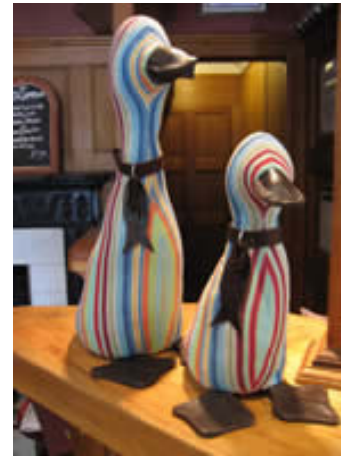
- Independent guarantee of your credentials.
- Confidence and credibility
- Not sufficient in itself, you have to communicate what it is and what it means you do better

Awards

- Only a few companies win awards. You could spend much time on it without any results, and you will need to show something unique and extraordinary.

Meet your public relations manager

- The Mill at Gordleton (Hampshire).
- Crispie the Duck, an orphan they adopted is now the hotel's mascot.
- Photo calendar, children's book and doorstops inspired on Crispie- with profits from the book, for example, going to a local children's cancer ward.



Press

- What makes you different, in a way that my customers will want to read about you?
- Links from your website to previous articles, quotes

The internet

- Your website's sustainability policy page is boring
- "minimise waste by evaluating operations and ensuring they are fit for purpose"
- get used to blogging, Twitter, Facebook and other social networks

Step 5. **When do I tell?**

You market your company
all the time.

Help customers make
informed decisions

Prior to booking/purchase

- Calories of tea compared to skinny lattes or full fat cappuccinos,
- public transport deals or the CO2 emissions of their journey.
- tell customers how to get there with low CO2, and importantly what to do there without a car.

Camden food co

100% Organic fairtrade coffee & teas!

calories		small	medium	large
2	Americano	£1.89	£2.09	£2.29
138	Cappuccino	£2.09	£2.39	£2.59
162	Caffè latte	£2.19	£2.49	£2.69
265	Caffè mocha	£2.39	£2.69	£2.89
29	Tea	£1.49	£1.79	£1.99
328	Hot chocolate	£1.99	£2.29	£2.49

After booking and confirmation

- How to prepare for their visit - what to bring, what is acceptable behaviour, dress code (if relevant), how to respect other users that will be there.
- Pre-booking of local food

On arrival

- There are no second chances to make a first impression
- Live your policy
- Tell your customers- specially self catering
- Accor's list of actions on display

During the stay/visit

- Now you communicate by making visible the things you do. Here you decide how much you want the communication to affect the customer experience, or just be in the background.

Use one thing to tell another...

- London Lancaster Hotel sustainability is behind the scenes
- Concierge info:
 - limo & taxi companies using hybrid vehicles (geo fuel)
 - display and promote cycle hire,
 - Jogging map
 - Green London attraction brochures
- This becomes a route to communicate our much wider and deeper policies and practices.



Communicate with your packaging

- The Venus Company thinks about their impact on the environment, but also the impact on customers' taste buds and eyes.
- They use food to tell a story - of where the food comes from and how it's good for you.
- They use over 40 organic products, source locally, and tell customers about it.
- Not tacky in your face way, but as part of reinforcing the message that you can enjoy being on holiday.
- They communicate "sustainability" everywhere - all their packaging talks about toxic free chemicals and hydrogenated fat amongst others



After the stay/visit

- Stay in touch with your customers. Speaking about sustainability will be more welcomed than a direct promotional message saying “book with us”.
- From trees to the staff family picture

Say it with flowers

- Families love pressing flowers with us at the end of the summer season at Malkin Tower Farm Holiday Cottages (Lancashire).
- We identify, collect and press flowers with families - much as we did with our own children. We keep them pressed in the cottage and once ready we post them as a memento of their holiday.
- Usually this contributes to that family reminiscing about their time with us and often leads to a further booking

