

Responsible destination management Dr Xavier Font



The argument

- Public sector is very slow to act and looks for easy solutions- regulation can only solve part of the problem
- Individual companies have already shown leadership- it can be done
- Industry associations must take the lead- we need sector wide standards



login | join now

CONTACT US 1.416.260.0999

SEARCH

HOME | OUR ADVENTURES | COMMUNITY | RESOURCES | SPECIALS | ABOUT US | SUSTAINABILITY | AGENTS

Find | **Plan**

Choose from one or more options below

All Continents/Regions
All Countries/Regions
All Activities
All Styles | All Service Levels
Earliest Date: yyyy-mm-dd | Latest Date: yyyy-mm-dd
All Durations
Enter Trip Code e.g. PHPT
Enter Keywords e.g. Lake Titicaca

FIND A TRIP GO GO

• Highest satisfaction on tours including charitable projects

Key to loyalty and word of mouth

10% off Voluntours!

Save 10% off all voluntours for the month of April!



NEW brochures...order today!



Welcome to Earth Month 2009!

We're getting back to basics here at G.A.P Adventures and Planeterra. For the entire month of April we're highlighting and celebrating our **voluntours** and **sustainable travel** initiatives around the globe. Check it out as we highlight how our basic elements - **water, air, fire, and earth** - influence how we live.



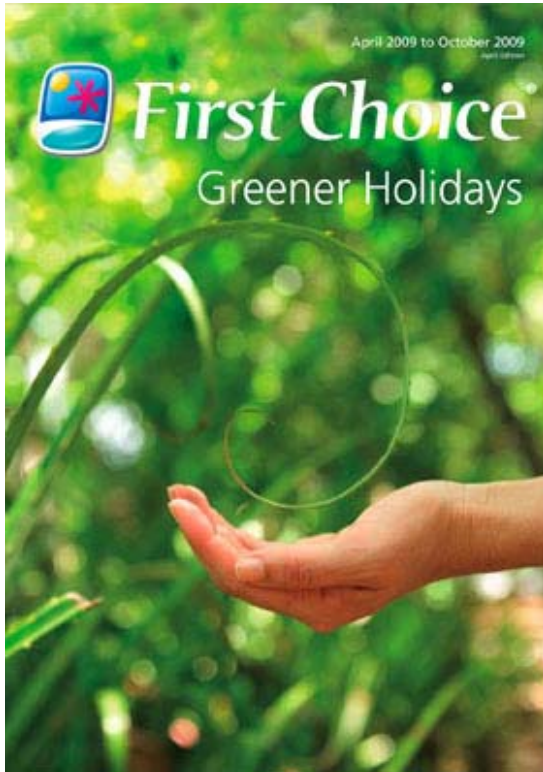
Catalonia Walking Adventure

ADVERTISEMENT

A dollar a day can make a difference.

FIND OUT HOW >

TUI UK and Ireland



- 9% higher customer satisfaction in green hotels
- TUI aims to certify its key 400 hotel suppliers, responsible for 50% of all holiday volume
- All major UK tour operators certifying key hotel suppliers

Green Tourism Business Scheme

- 5% more click throughs
- 6% higher occupancy levels



Hotel & Guest Accommodation

Whether you like hotels small and simple, or grand and luxurious, you'll find hundreds to choose from. Or why not try guest accommodation for that warm and personal feel.

[Hotel & Guest Accommodation](#)



Hostel & Campus

Hostels are ideal for all types of travellers looking for fun low-cost accommodation. Campus accommodation offers extensive facilities which are great value for money.

[Hostel & Campus](#)



Holiday Village & Campsites

Traditional British holiday villages offer fun and entertainment for everyone. Holiday, touring and camping parks are great family environments with plenty of fun outdoor activities on offer.

[Holiday Village & Campsites](#)



Self-catering

If you are looking for a place to live rather than just a place to sleep, self-catering accommodation is ideal. All the comforts of home in a holiday environment.

[Self-catering](#)



Serviced Apartment

Serviced Apartments offer the comfort, privacy and flexibility of a self-catering property, together with the added benefits of many hotel-type services

[Serviced Apartments](#)

Region within

When do you want to go?

Check-in date (dd/mm/yyyy)

Nights Rooms

Room 1 Adults Children

What type of accommodation?

Select type OR, enter name

All Holiday village & campsite

Hostel & campus Hotel & guest accommodation

Self-catering & serviced apartments

Which accommodation rating? (optional)

Any 1 Star

2 Star 3 Star

4 Star 5 Star

Only include businesses that are "Green"

Search

A bed is a bed is a bed

- What makes my bed more interesting than yours?
- In crowded markets, profile consumers, speak to your target market.

It's now a requirement to trade

- Sol Melia (8th chain in the world) is certifying all its hotels so they can remain suppliers to large corporations
- Every travel agent needs ISO14001 to be shortlisted in business travel agency tenders in the UK

The rankings

Source: Konsument, March 2011

		CORPORATE	LABOUR ISSUES	SOCIO ECONOMIC	ENVIRONMENTAL	CUSTOMER	TRANSPARENCY	Total (0-100)
1º	ACCOR	B	B	B	A	B	A	79
2º	SOL MELIA	C	B	B	B	C	A	66
3º	MARRIOTT	C	B	B	B	C	A	66
4º	CARLSON	C	B	B	B	C	B	65
5º	IHG	C	A	B	C	D	A	64
6º	STARWOOD	C	B	C	A	D	B	64
7º	BARCELO	C	C	C	C	C	A	52
8º	HILTON	C	D	D	C	D	B	41
9º	IBEROSTAR	E	E	D	D	D	B	31
10º	RIU	E	E	E	E	E	E	6



What is an ecolabel, and how many would you like?



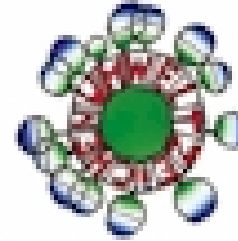
DENGRØNNENØGLE



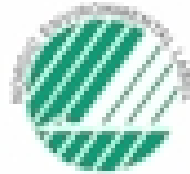
BRITISH AIRWAYS
Tourism for Tomorrow
Winner 2000



Ecolabel



TOUR OPERATORS INITIATIVE
FOR SUSTAINABLE TOURISM DEVELOPMENT

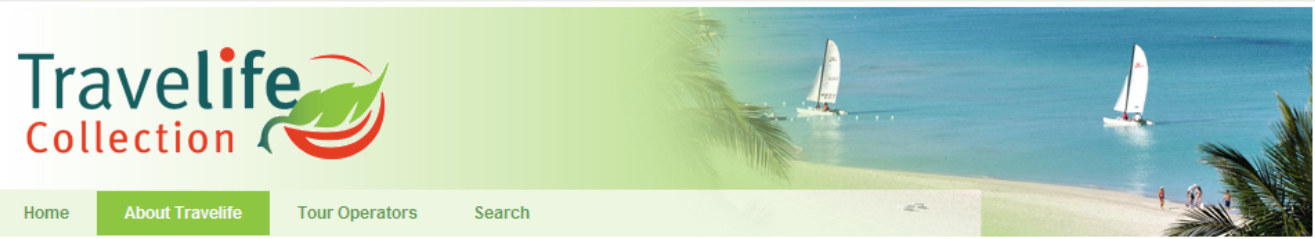


Landschaft des Jahres
Böhmerwald
Krajina roku
Šumava
1999-2000



THE HALLMARK OF ENVIRONMENTALLY SENSITIVE HOTELS





- Home
- About Travelife
- Tour Operators
- Search

Travelife Awards

Achieving a Travelife Award isn't easy and requires a good result from the Travelife Audit. This involves a visit from our auditor, who'll look at employment records and energy bills, interview staff, and inspect the property thoroughly to ensure excellent management of energy and water, chemical usage and community relations - to mention a few. There are three levels of award:

Bronze

Businesses that have policies and procedures in place which actively reduce their environmental impact and treat people in a fair and respectful way.



Silver

Going further than the Bronze, these businesses seek ways to provide extra benefit for the local community and environment.



Gold

These businesses display a very high commitment to sustainability. They encourage others to get involved, constantly seek new opportunities for improvement, and actively communicate their progress to others.



Not every business in the Travelife Collection has a Travelife Award. Those without an award are working with Travelife towards achieving one.

Search

Where would you like to go?

View All

Region

View All

Tour operator

View All

Accommodation type

View All

Search Now

Reasons to be responsible

- **Revenue growth.** Secure loyalty of current customers, increase market share, allow access to new markets.
- **Cost saving.** Reduce resource use, improve operating efficiency, lower waste output, avoid non-compliance fines.
- **Access to capital.** Lending risk assessments
- **Human capital.** Retain and attract skills and talent of employees
- **Brand value and reputation.** Be less vulnerable to short term market & economy changes
- **Improved service.** Staff morale, improved services and later, higher customer satisfaction. Safer & healthier facilities.
- **Risk management & license to operate.** Reduce legal liability by managing compliance and pre-empting relevant legislation
- **Pre-empt government regulations.** Be seen to be sustainable to be able to influence regulations

Corporate social responsibility for travel agents and tour operators

1. Product design and development
2. Internal management
3. Supply chain management
4. Cooperation
5. Marketing

(Source: United Nations Environment Programme, 2005, Integrating sustainability into business)

CSR process

- Audit your products
- Believable yet ambitious policies
- Motivate and engage staff
- Set targets, develop plans
- Allocate resources, operationalise
- Monitor, evaluate

Association level activities

1. Internal commitment and identification of responsibilities
2. Identifying stakeholders and prioritising targets
3. Setting criteria and targets
4. Increasing the awareness of UHPA members and their suppliers of sustainability issues
5. Provide technical support
6. Promoting sustainable members
7. Preferential benefits of sustainability approved UHPA members

Your choices in Croatia

- Niche market
- Press release opportunity
- Guilt outsourcing opportunity
- Business and destination resilience planning opportunity
- Integral part of quality

