



The Key to Sustainable & Responsible Tourism

China Responsible Tourism Forum

September 2013

*The planet deserves more than
half measures®*

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EARTHCHECK



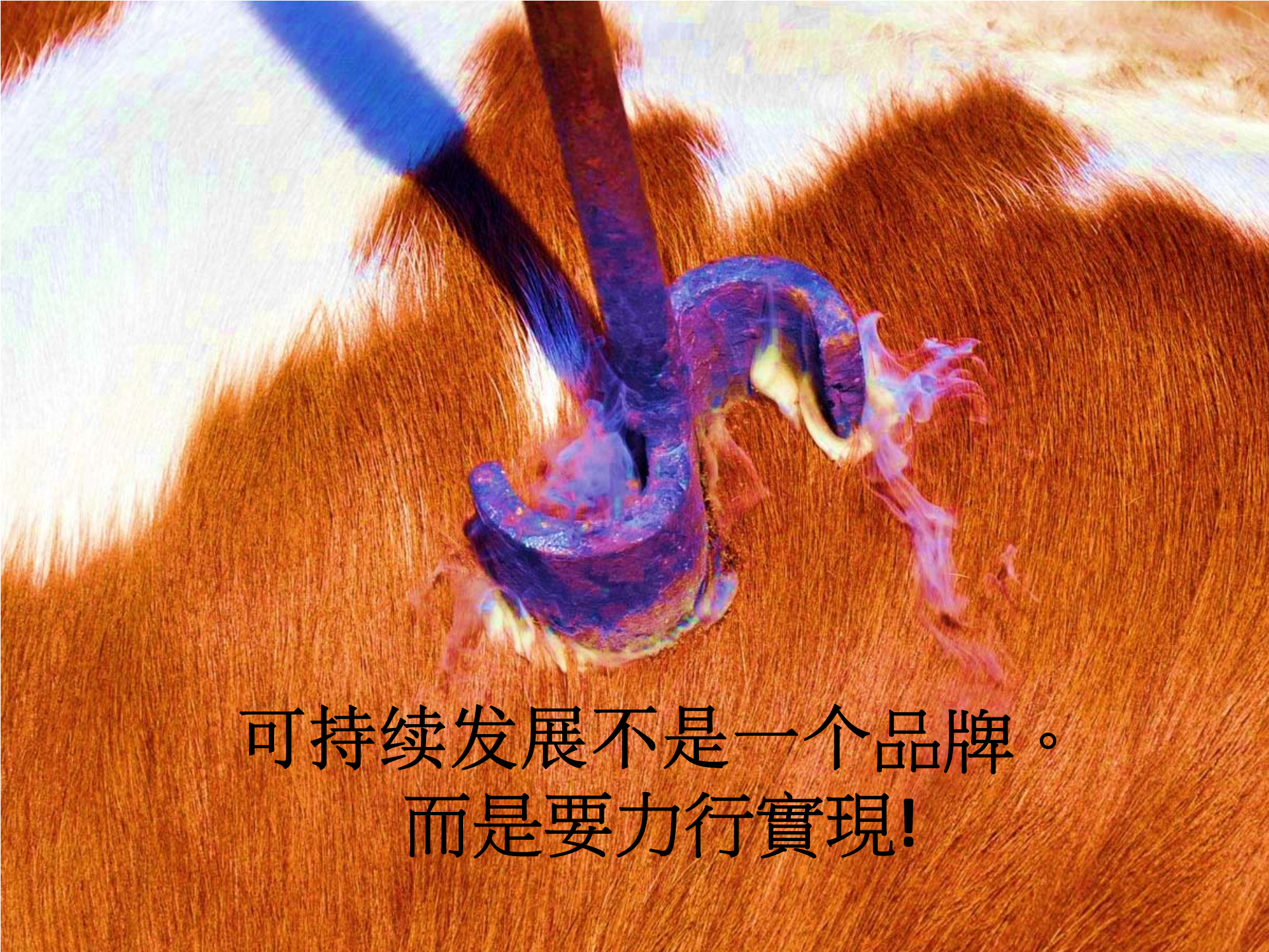
重点摘要

- 里约宣言和二十一世纪议程发表21年后
- 我们了解问题的所在
- 我们有解决的方法与工具
- 保持简单并可实现的目标
- 从水资源、垃圾、能源与社区开始
- 度量与注重结果
- 透过各项实践将景点地区串联起来



身为旅游业，我们想要达到的目标？

为社区和旅客推广干净，安全，
繁荣与健康旅游景点

A close-up photograph of a horse's hoof. The hoof is dark brown and appears to be in the process of being treated or prepared. A blue, cylindrical hoof cap is fitted over the hoof, and a yellow, textured hoof boot is being applied over it. The background shows the horse's coat, which is a mix of white and brown. The text is overlaid on the lower part of the image.

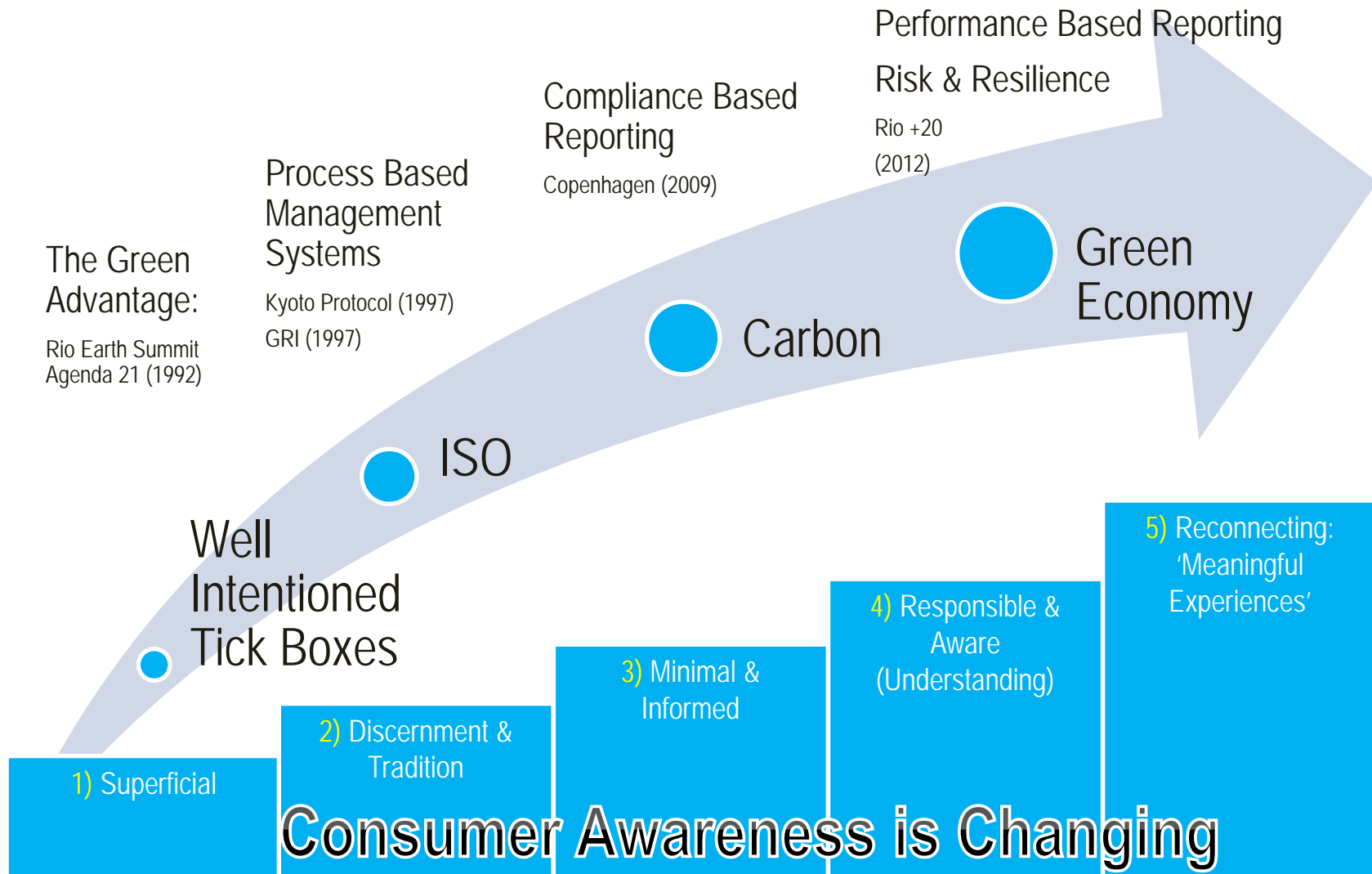
可持续发展不是一个品牌。
而是要力行實現！



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Sustainability Journey – where have we come from?





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Global Megatrends



A Megatrend is defined as:

A substantial shift in environmental, economic, social, technological or political conditions that has major supply-side, or demand side impact on tourism

Megatrends

- Climate Change
- Energy & Fuel
- Material Resource Security
- Water Scarcity
- Population growth
- Wealth Distribution
- Urbanisation
- Food Security
- Ecosystem Decline
- Deforestation







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China's 12th Fifth Year Plan

- 'China's 12th Five Year Plan marks a turning point.
- China's leaders are now prioritising strategies and measures to ensure long-term prosperity for the entire nation'





Boao Forum for Asia Annual Conference 2012
博鳌亚洲论坛2012年年会





中国第十二个五年规划



- 可持续发展
- 提升全面价值链
- 缩小贫富差距与减少贪污
- 科学发展
- 环境保护
- 节约能源
- 刺激在地消费

A black and white portrait of Sir Richard Branson, showing him from the chest up. He has long, wavy, light-colored hair and a goatee. He is looking directly at the camera with a neutral expression. The background is dark.

Business can be a force for good.

**Doing good
Is good business practice**

- Sir Richard Branson



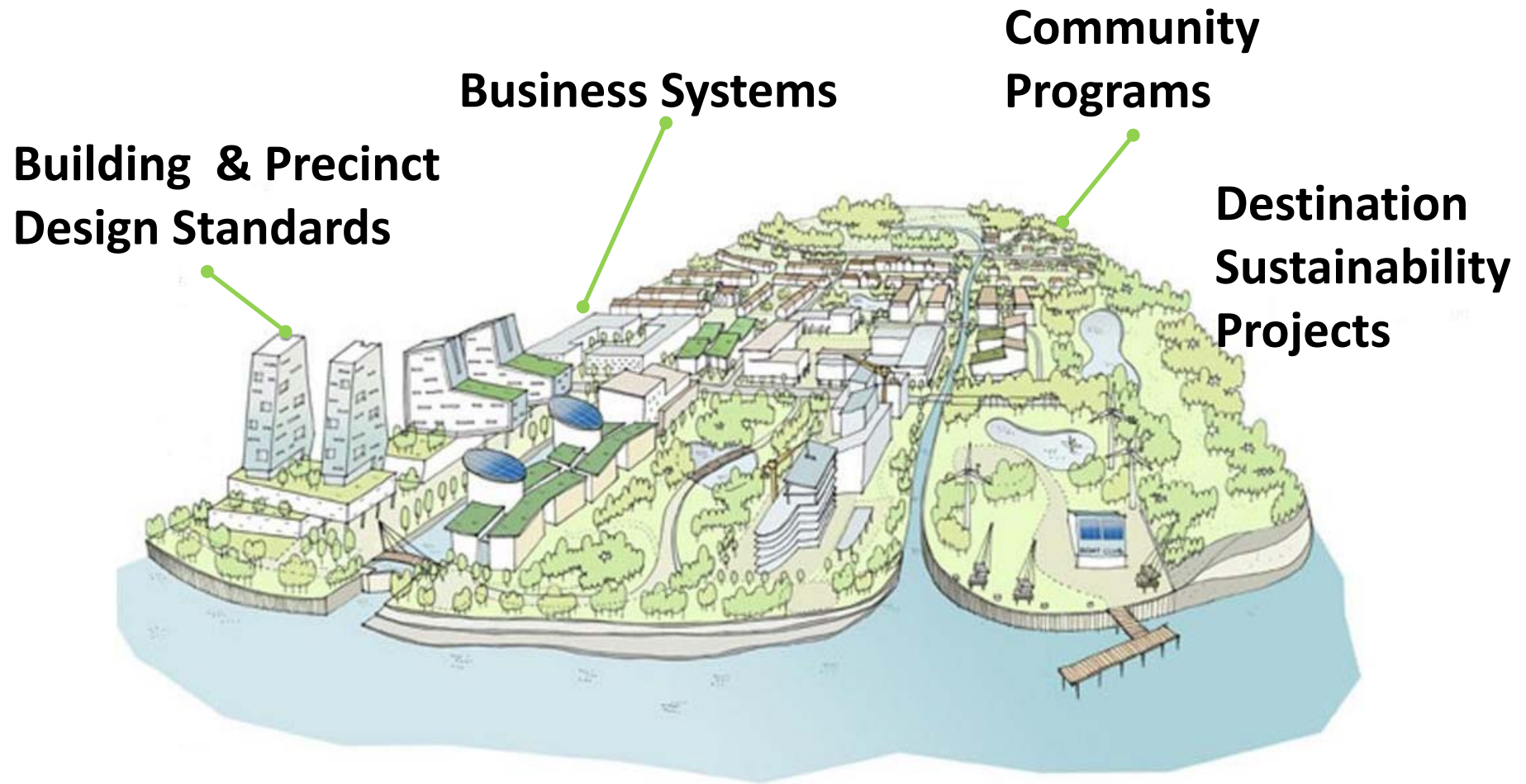
总需要有人来付出努力!

*"城市
是现今的新国度，
社区
是当下的新都市"*

Claus Sendlinger,
创办人
Design Hotels™



A whole-of-destination approach



An Integrated Approach to Corporate Social Responsibility





Changing Consumer Behaviour



- Visitors are seeking unique experiences
- They are more socially aware
- They will ask questions about your performance & sustainability





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Implications for Supply & Demand

73%的买主

避免

有不良社会与环境评价的
景点地区

Future Watch 2010

83%的消费者

信任

对社会与环境负责之
企业

USA Today

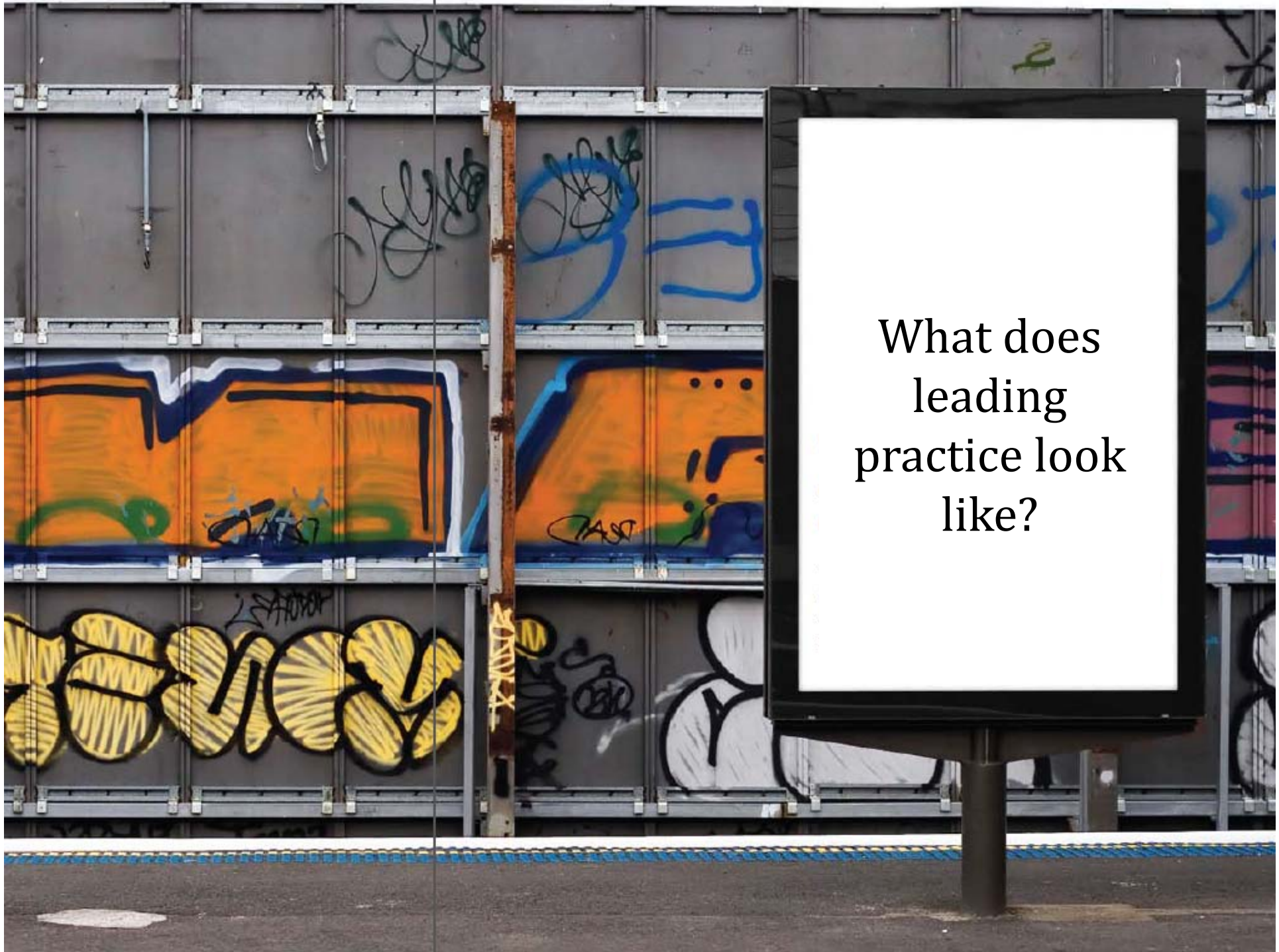


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Critical Success Factors

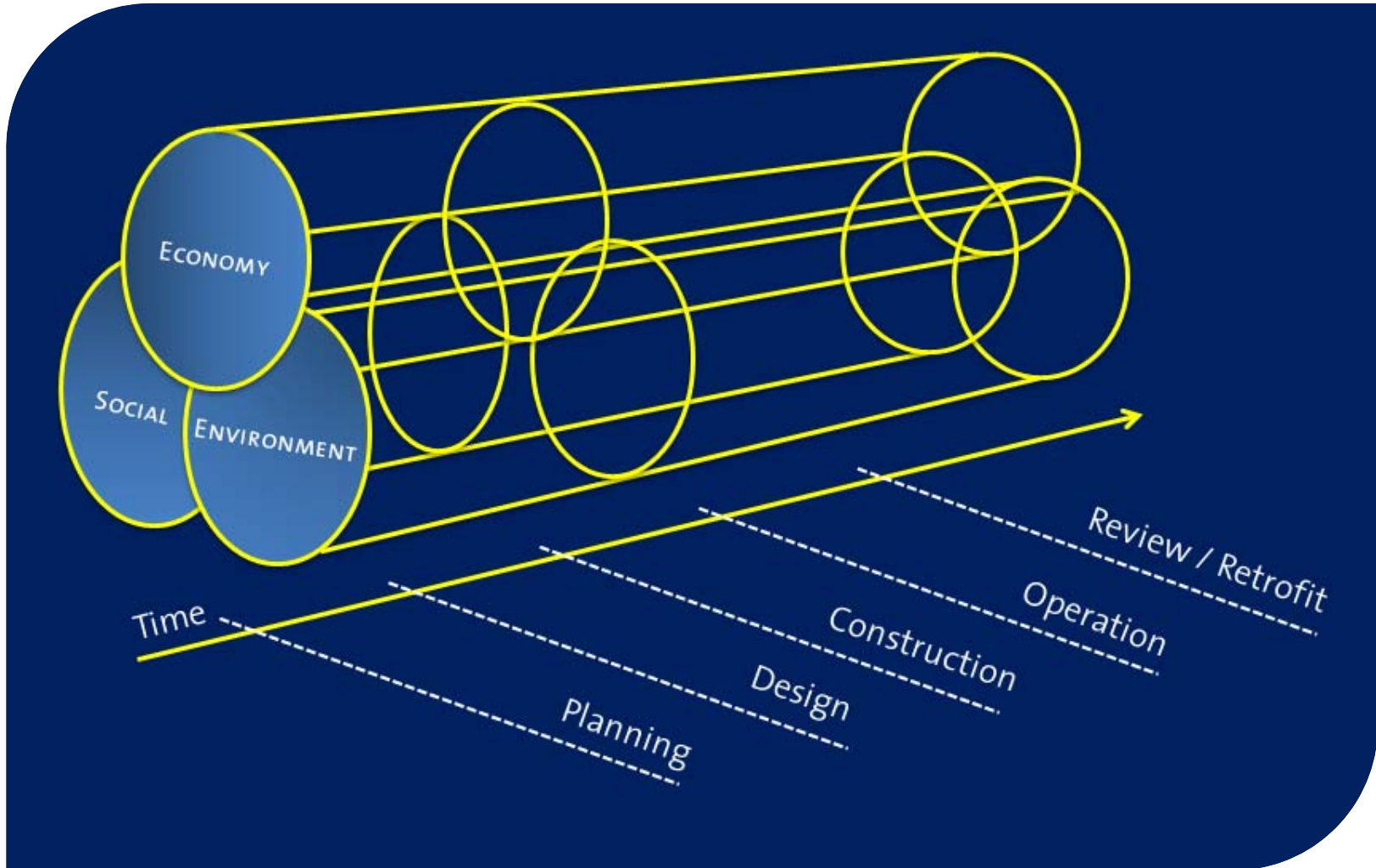
1. Vision and a mandate for action
2. Leadership (Bottom Up and Top Down) and a plan
3. Build partnerships (commercial, public, community)
4. A commitment to a measurable outcome/KPI and metric
5. Celebrate achievements and wins for destination, business and community
6. Leverage funding and brand development
7. Education and capacity building
8. Look for a competitive point of difference



What does
leading
practice look
like?



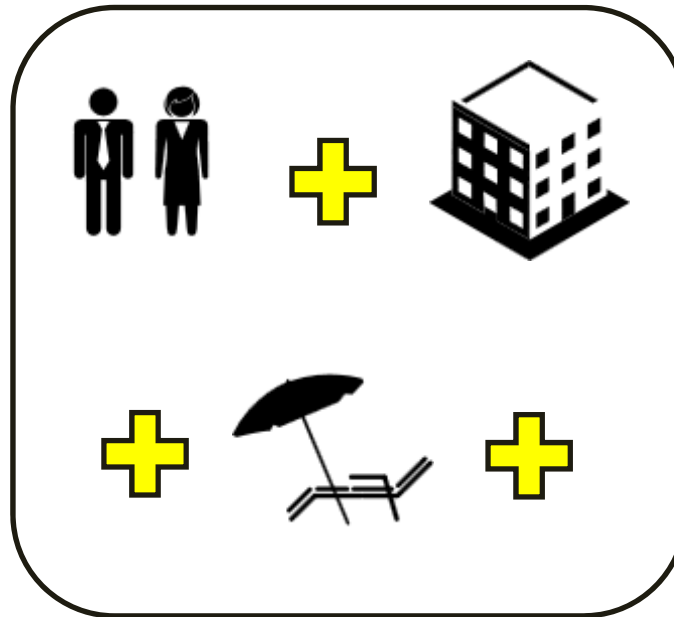
Holistic Outcomes



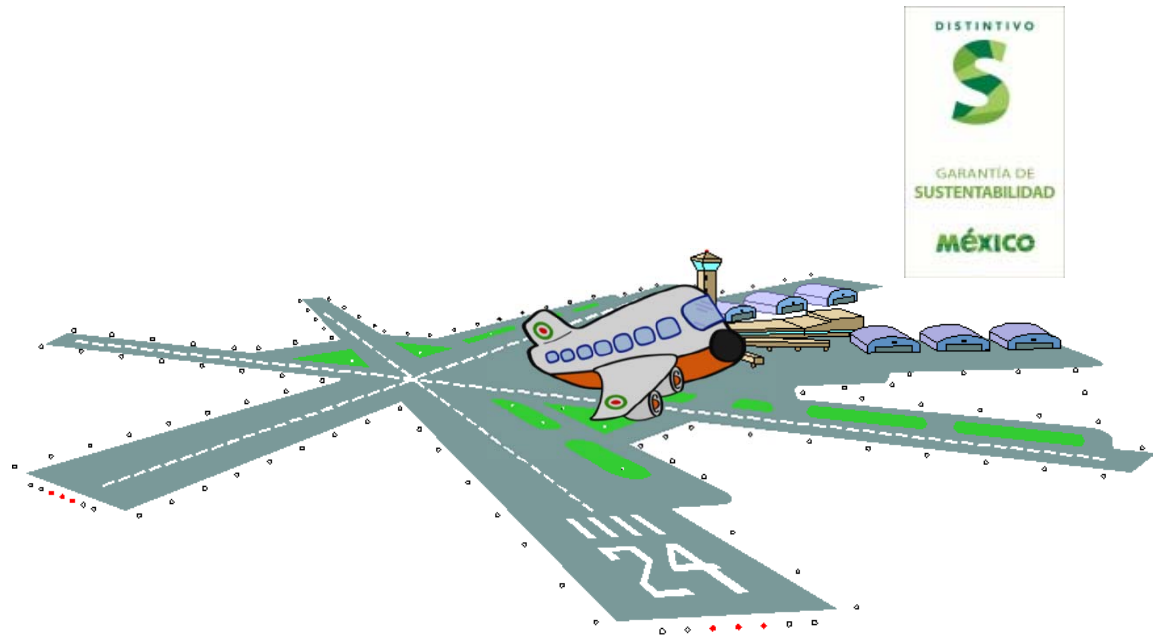
3rd Annual China Responsible Tourism Forum



Destination Experience



The Urban Trellis

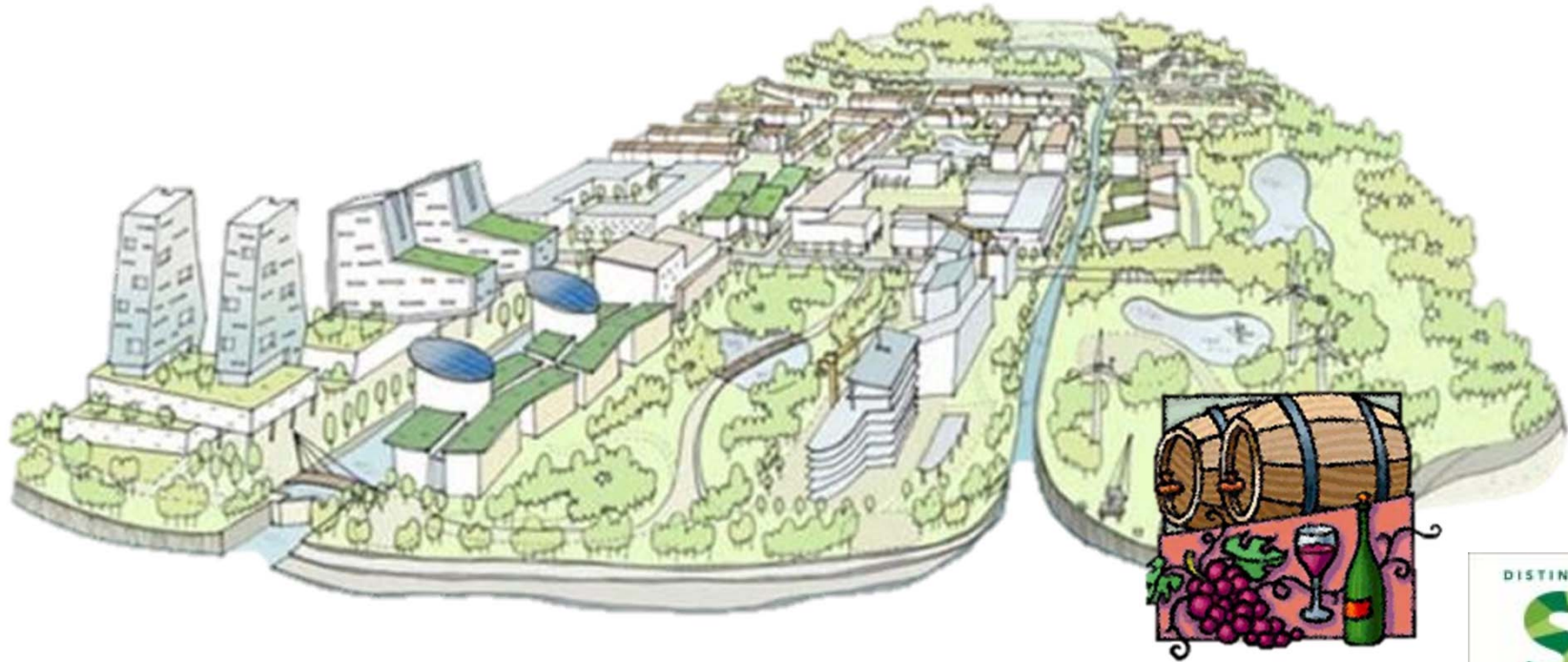
















描绘出前进的蓝图



采取行动!



Three Steps to Success

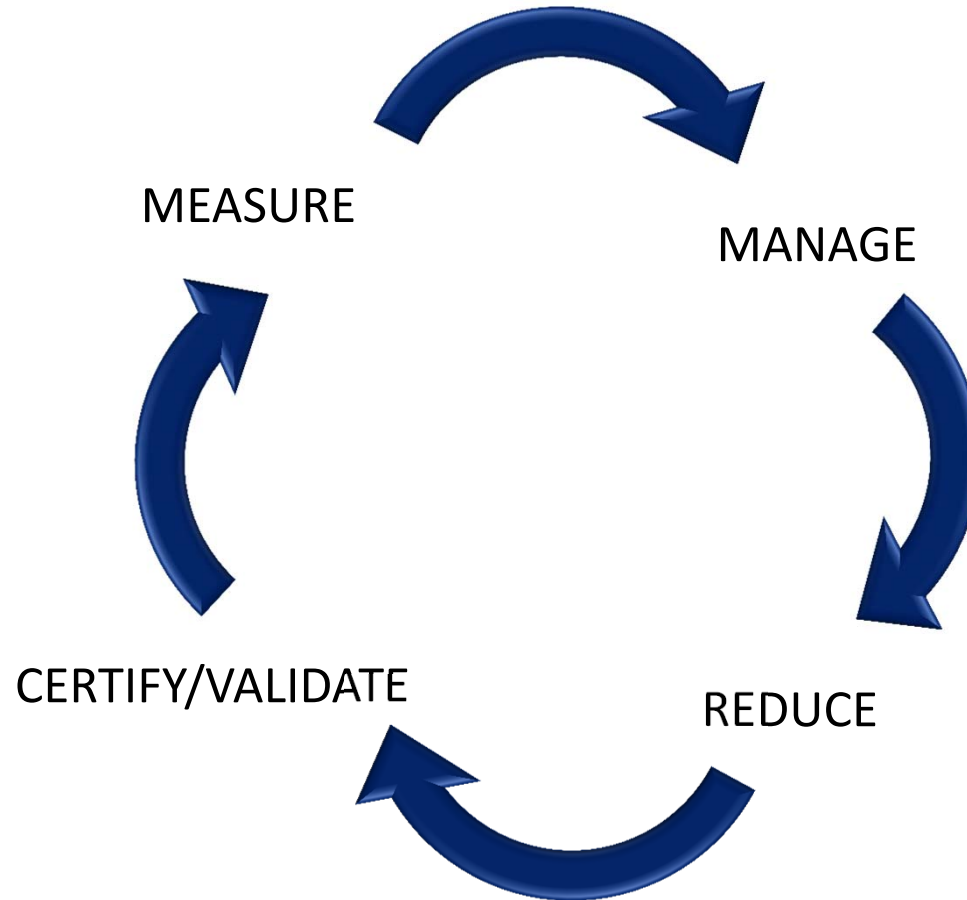


1. **Vision** (be Bold).
2. Establish a **reputation**.
(be able to stand by it)
3. Deliver **measurable** results





Take Simple Steps





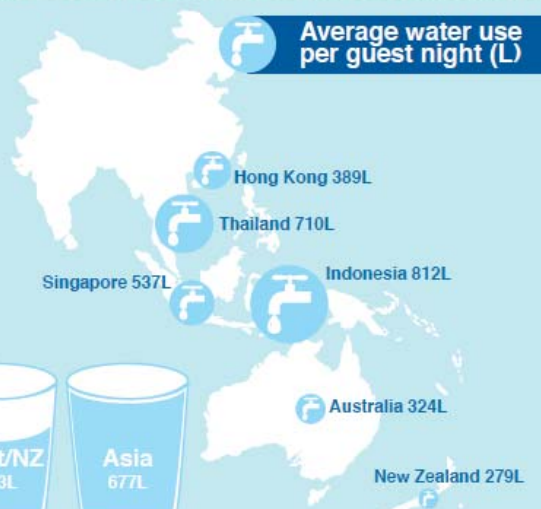
Cost = function of QUANTITY AND QUALITY

Cost				Availability				Quality			
NW & S India		Rest Of India		NW & S India		Rest Of India		NW & S India		Rest Of India	
Maldives		Critical		Maldives		Critical		Maldives		Critical	
Thailand		Moderate		Thailand		Alarm		Thailand		Alarm	
Indonesia		Moderate		Indonesia		Alarm		Indonesia		Critical	
Malaysia		Alarm		Malaysia		Alarm		Malaysia		Acceptable	
S China	N China	Moderate	Alarm	S China	N China	Acceptable	Critical	S China	N China	Alarm	Critical
Hong Kong		Alarm		Hong Kong		Alarm		Hong Kong		Acceptable	
Korea		Alarm		Korea		Alarm		Korea		Acceptable	
Japan		Critical		Japan		Critical		Japan		Acceptable	
Australia		Alarm		Australia		Alarm		Australia		Acceptable	

CRITICAL	ALARM	MODERATE	ACCEPTABLE
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TOURISM WATER FOOTPRINT

WATER CONSUMPTION IN ASIA-PACIFIC HOTELS
IMPLICATIONS FOR THE FUTURE



Australia/ New Zealand	Asia
Annual guest nights per hotel	
101,250	185,200
Number of hotel rooms per hotel	
230	340
Water savings rating	
78 out of 100 points*	72 out of 100 points*
Low/dual flush toilets	
83%	67%
Grey/recycled or rain water	
13%	43%



If a hotel has pool facilities

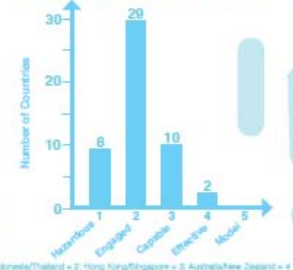


33%

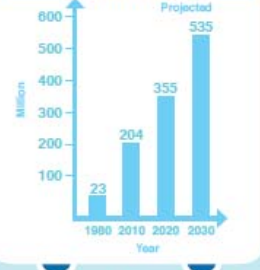


water use per guest night

Asia-Pacific national water security index



Asia-Pacific international tourist arrivals



If all hotel toilets low/dual flush

100%



22L

water use per guest night

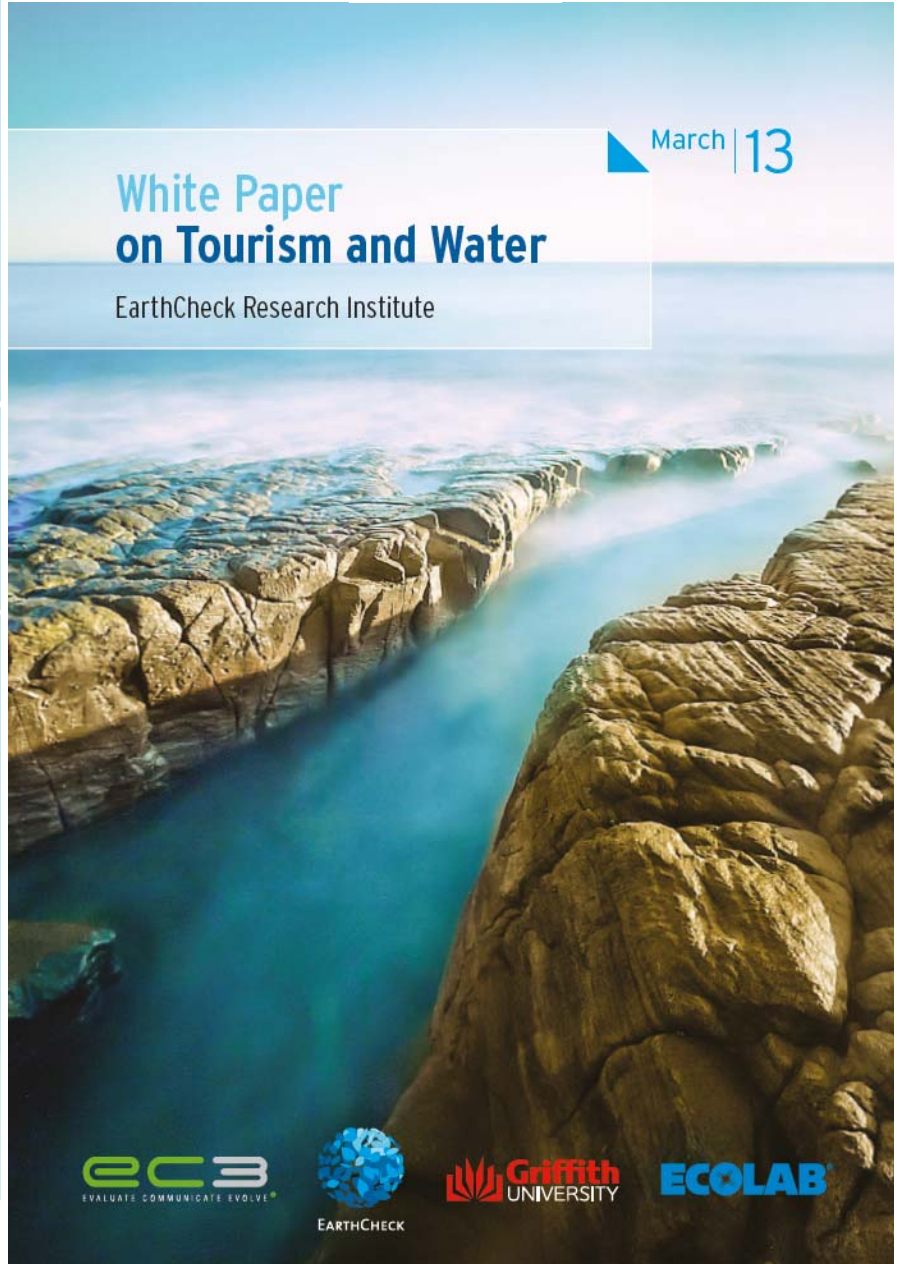
\$110,000
Average annual cost of water per hotel*
Based on \$1.55/ACL for Australian accommodation services
Australian Bureau of Statistics, 2013

Griffith University in partnership with EC3 Global analysed the water data of six countries from the EarthCheck database. Dr Char-lee McLennan, Professor Susanna Becker and Kim Stinson, Centre for Tourism, Sport and Services Research. Contact k.stinson@griffith.edu.au September 2013

March | 13

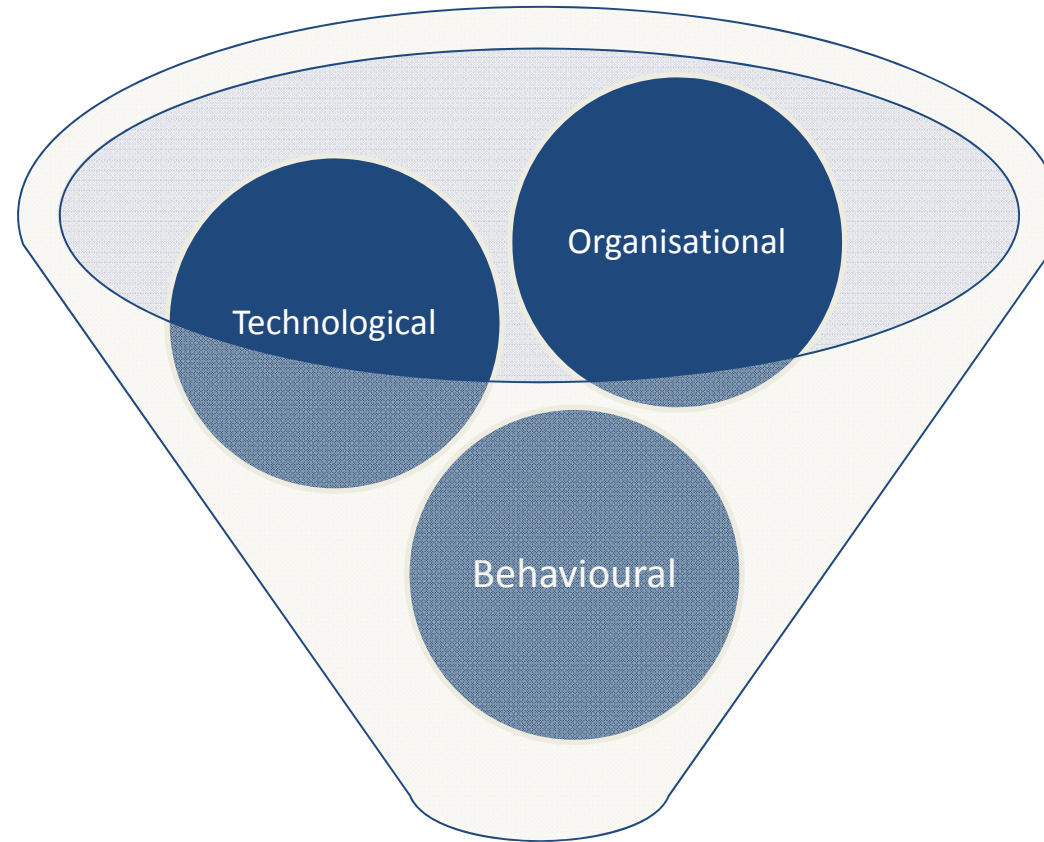
White Paper on Tourism and Water

EarthCheck Research Institute





Taking action



Reducing the water footprint



Key Messages Today

- 21 years after Rio and **Agenda 21**
 - We know what the problems are
 - We have the tools and solutions
- **Keep it Simple** and Achievable
 - Start with **water** , **waste**, **energy** and **people**
- Be **metric** and outcome focussed
- **Join the dots** at a destination level



谢谢！



the planet deserves more than half measures®

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CASE STUDY: Seedlings, Banyan Tree

HARNESSING CORE COMPETENCIES TO BUILD CAPACITIES OF YOUNG ADULTS



BANYAN TREE
GLOBAL FOUNDATION

Mentorship

- Resort associates mentor “at risk” youths

Scholarship

- Enabling students to continue their education

Internship

- Imparting valuable skills and experience once they enter the workforce

Bangkok	4 students	age 11-16
Bintan	9 students	age 12-15
China	2 students	age 14-15
Maldives	2 students	age 15
Seychelles	3 students	age 10-12
Phuket	3 students	age 13
India	3 students	age 17-20



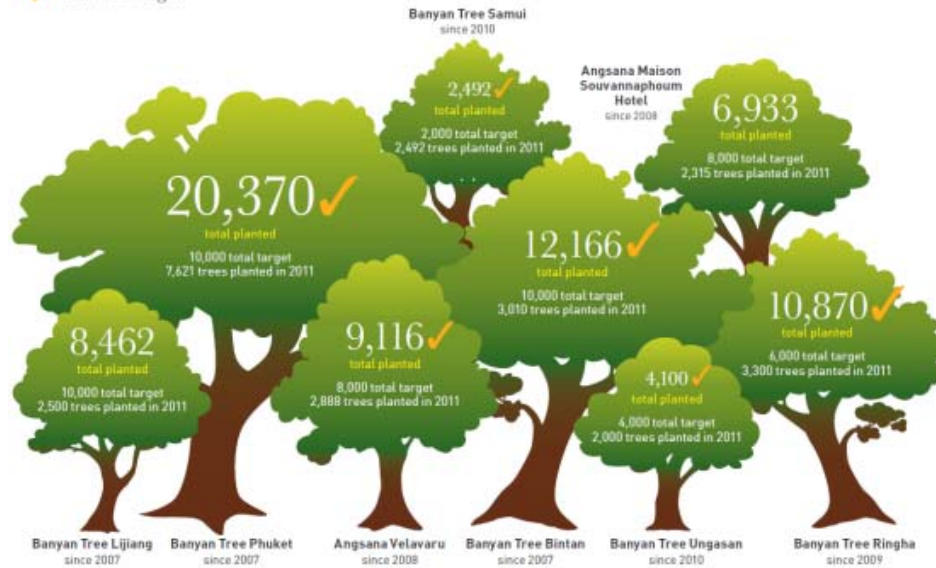


BANYAN TREE
GLOBAL FOUNDATION

147,111 ✓
Total Planted (2007–2011)

136,000
Total Target (2007–2011)

✓ = Above Target



1,565



Number of People Attending
Free Conservation Presentations

594



Turtles Released

128



Rural Chinese Women Trained
to Provide Postpartum, Neonatal,
and Elderly Care in Rural China

2



Doctors Up-skilled to Provide
Health Care in Rural China



SIEMBRE y CUIDE un ÁRBOL..

Ayude a la mitigación del
calentamiento global.

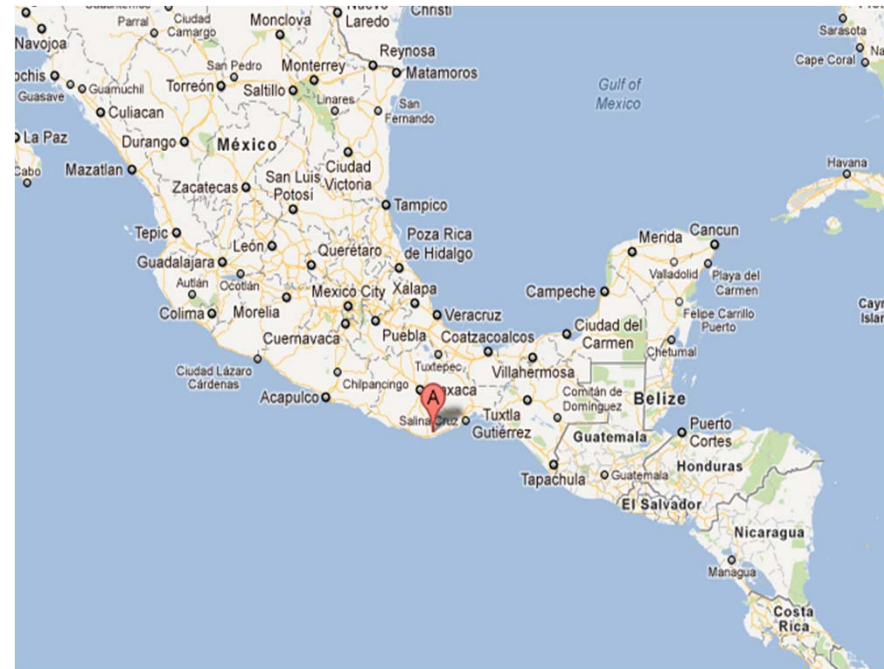
¡Gracias!





Huatulco - Mexico

- Located on the Pacific coast in the state of Oaxaca
- Huatulco has 9 bays and 35 kilometres of coastline
- Population is just over 23,000
- It used to be a coffee-growing area until resort development began in the 1980s
- Region has substantial environmental degradation.
- Now a UNESCO Biosphere reserve





Case study: Sandals Resorts - Caribbean

- Sandals Foundation is the philanthropic arm of Sandals Resorts
- “The Sandals Foundation seeks to help fulfil the promise of the Caribbean community through investment in sustainable projects in education, environment and community which improve people’s lives and preserve our natural surroundings”.
- Projects include:
 - *Community* – working with the community to tackle issues such as violence, poverty, disaffected youth, lack of healthcare access and employment training. Programs include skills training with certification, mentorship, animal shelters and toy drives;
 - *Education* – community scholarships, adopted schools, book drives, literacy programs, and support of new libraries and computer facilities;
 - *Environment* – preserving and nurturing unique surroundings through environment programs, for example, Climate Change Project, Environmental Awareness Programs and Reef Building and Monitoring.



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Millennium Development Goals



First Steps First

