





Sustainable Tourism

EU Trends and Developments

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Netherlands Trade association



- ❖ 200 tour operators
- ❖ 1500 travel agents





1. ANVR TO's and sustainability

- ❖ Reduction negative impact , increase positive impact
- ❖ ANVR DTO Policy = Sustainable Tourism Business
- ❖ Start with minimum requirements
- ❖ TO's trained sustainable tourism management: Travelife management System
www.travelife.eu
- ❖ Instrument sustainable suppliers: Travelife Sustainability System
www.travelife.org



1. Tour operators and sustainable management

Example Travelife obligatory requirements ANVR members

- Sustainable tourism co-ordinator
- Training / qualification
- Policy statement
- Obligatory actions
- Forbidden products and services
- Reporting



Why ANVR & Travelife Sustainability System

- ❖ Unique global supply chain management system for tour operators
- ❖ Ownership; industry owned, non-commercial
- ❖ Scope: environment + social
- ❖ Recognition and marketing: reach customers of tour operators and travel agencies
- ❖ Availability :Global destinations
- ❖ Support major European tour operators and association
- ❖ Data shared among tour operators; central database
- ❖ Active marketing



1. Tourism business and sustainability

Why is it relevant?

- ❖ Consumer expectation
- ❖ Revenue growth
- ❖ Cost savings
- ❖ Pressure from society (e.g. NGO's, Unions, consumer)
- ❖ Access to capital
- ❖ Human capital
- ❖ Preservation of destination
- ❖ Brand value and Reputation of company, Risk Management
- ❖ Quality +/- Improved service- perform better
- ❖ Pro-active attitude government regulations



1. Travel trade trends

European Tour operator associations expect their members to work towards sustainability

- **ANVR, Netherlands**
- **FTO / ABTA, UK**
- **ABTO, Belgium**
- **ASR, Germany**
- **ASTOI, Italy**

1. Travel trade and sustainability

- ❖ Travel agencies to be trained
- ❖ MICE Sector- increase demand for green events
- ❖ Increase of sustainable tourism destinations – branding, reputation, conservation
- ❖ Government travel: sustainable purchasing policies
- ❖ Certification and sustainability actions: b2b tool



2. Consumer Trends

- ❖ Enoughism: alarm health planet, influence materialism, reconnect, simple pleasure of life
- ❖ Global warming is mega issue
 - ❖ Implication: rise in expectations sustainable accommodations, effective carbon offset programs
- ❖ Authentic , conscious, fair and sustainable
- ❖ Rise in sustainable type of tourism, voluntourism, family vacations , experiential tourism (e.g., a culinary school at a country tavern)



2. Consumer Trends

- ❖ Business as unusual (transparency and openness, a dialogue with consumer, innovations and sustainability)
- ❖ Real-time reviews, huge implications on travel industry (positive and negative) → be pro-active; high performance and involve customers in the service process (co-creation) Negative feedback → quick and honest answer
- ❖ F(luxury): new meaning (special, unique, personal attention, time with family and friends, special workshops, quiet and relaxing.
Demand for limited editions



2. Consumer Trends

- ❖ Eco-easy: consumer expect business to offer more green and sustainable products and services (Destinations, accommodations, activities, transport)
- ❖ Embedded generosity:
Airline ticket including a donation
green initiative



2. Consumer Trends

- ❖ Experience-→ creative experience as a way to keep uniqueness of the individual
- ❖ Involvement with locals (couchsurfing, guided-by-a-local, Spotted by a local)



2. CONSUMERS RESEARCH

Are consumers looking for sustainability?

- ❖ They are expecting it from tourism businesses



2. Consumer research

- ❖ Expectation holiday companies –preserving natural habitat, saving resources, fair working conditions, ethical behaviour
- ❖ Need for information- difficulty finding information on sustainability
- ❖ e..g. 50% Dutch = sensitive sustainable holiday





2. Consumer research

Environment

- ❖ **87 %** of the British find it very or fairly important that holiday does not damage the environment.

Local communities

- ❖ **71 %** of British consumers would like to benefit local communities



2. Consumer research

Accommodations

- ❖ **46 %** of the German's think 'it is an added value to stay in an environmentally friendly accommodation'
- ❖ The majority of German (**74 %**) travellers favour hotels who employ local staff and guarantee good wages and working conditions



2. Consumer research

Willingness to pay for environment and community well-being

❖ **61 %** are willing to pay **5-10 %** more (UK).

→ *Explain clearly how the extra bonus is used (preservation local environment, working conditions, local charity)*

Need for information

❖ **80 %** of the Dutch want information on ethical issues in their travel information.

2. Consumer research

Expectations from tourism operators

- ❖ Ethical standing of company is an important selection criteria for **45 %** of the British consumers.



3. Future

- ❖ Rising expectations tourism business
- ❖ Being and acting green takes time
- ❖ Rising awareness and pressure
- ❖ Sustainability criteria in more contracts
- ❖ Integral part of decision making
- ❖ For b2b: Sustainability = Quality +
- ❖ Transparency of companies!!!
- ❖ Credibility and trust!
- ❖ Sustainable tourism = tourism in 20..?



3. Next steps in Tanzania

- ❖ Co-operation mandatory criteria Tanzanian and travelife standard
- ❖ Co-operation in auditor training
- ❖ Co-operation in hotels training
- ❖ Co-operation with incoming touroperators
- ❖ Moving to a next sustainability level!!!!



Thank you for your attention

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Questions

