



Developments in Making Tourism a Responsible Industry

World Tourism Forum, Lucerne

14th April 2011

Tourism Growth Forecasts



What does the future really look like?

- **Economic shift from west to east**
- **Growing gap between rich and poor**
- **Increasing pace of change**
- **Growing population, growing consumption**
- **Resource scarcity**
- **Massive gains in efficiency required**
- **“A revolution of innovation”**

So what are the real issues of responsibility for the tourism industry?

- **Environmental impact**
 - Carbon footprint
 - Energy consumption
 - Water consumption
 - Waste production
- **Destination stewardship**
 - Impact on local communities
 - Impact on local habitats
- **Social impact**
 - Inclusive growth
 - Human rights

And this is about business success

- Sustainability a defining issue for this decade?
- Accenture survey on sustainability
- 93% of CEOs say that sustainability is “critical for their business’s success”

And it is happening already

- **M and S: now generating 10% of profits from their Plan A**
- **B&Q: “maximum wellbeing for minimal planetary input”**
- **Unilever: doubling sales and halving environmental impact over 10 years**
- **Interbrand research: corporate citizenship accounts for 13% to 20% of brand “favourability”**
- **Investment in clean energy up 30% in 2010**

Destinations



Transport

- **High Speed Rail**
- **Aviation**
- **Modal shift?**

Modal shift?



UNIQUE ALL BUSINESS AIRLINE Booking 1 866 581 3596
Open from 9.00am to 9.00pm EST daily
Ticket will cost \$50 more if purchased over phone

CITY GUIDE | LOYALTY PROGRAMS | VIRTUAL TOUR | ABOUT OPENSKIES

**Fly to Paris,
Get France Free*!**

**Introducing FREE
First Class train connection
service to 14 cities
throughout France**

BOOK NOW

* Roundtrip flight purchase required.
See terms & conditions

tgvair

Hotels: measurement

- **IHG:**

- Green Engage
- potential for 15-25% in energy savings

- **NH:**

- targeting 20% reduction in water, waste and energy by 2012 over 2007
- publishes half-yearly results for water / energy / CO2

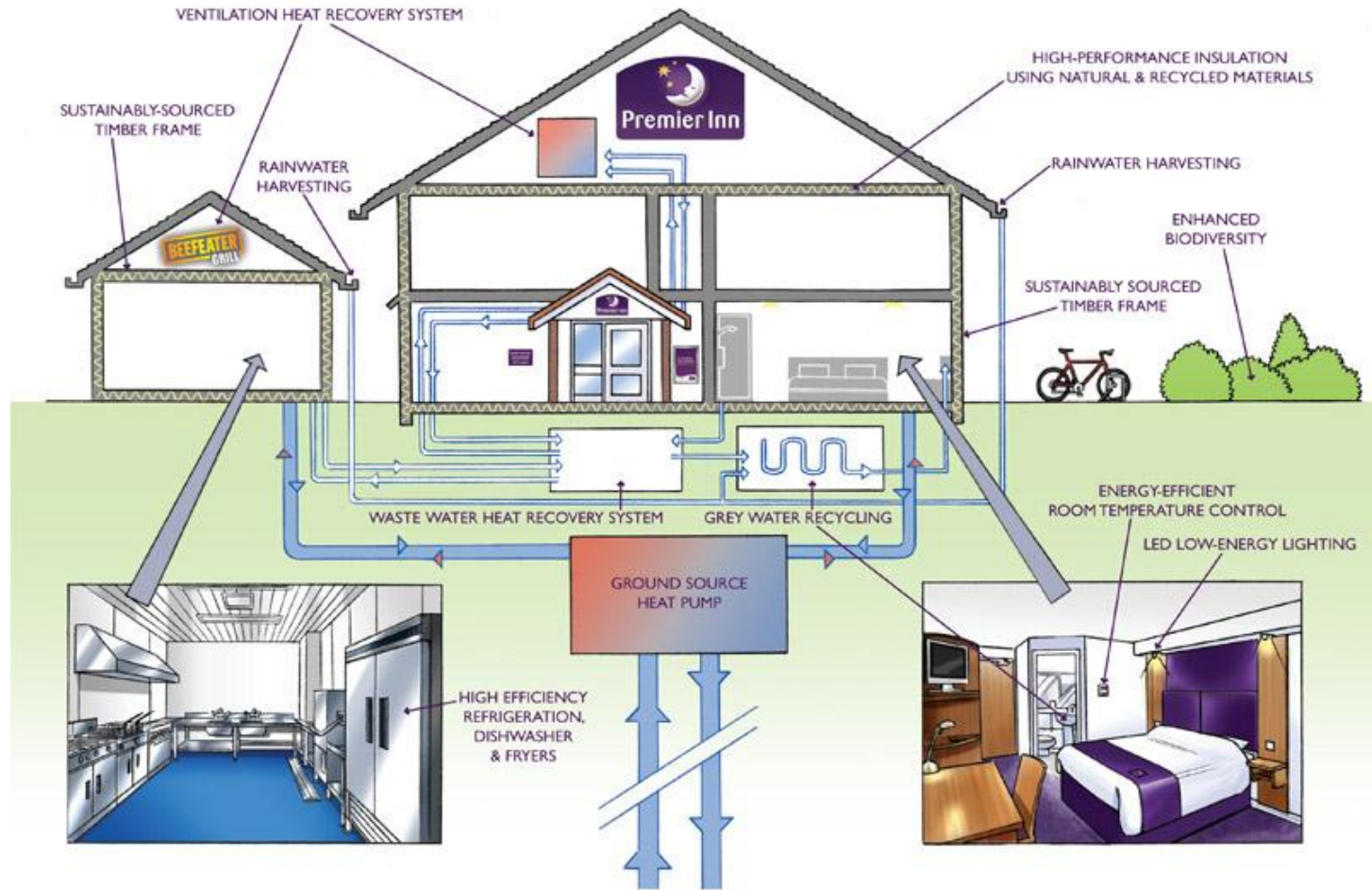
- **Hilton:**

- LightStay
- target to reduce energy, waste and CO2 by 20% over 2008 levels by 2014 (and water by 10%)

- **Marriott:**

- reducing its carbon footprint by 25% by 2017
- global water consumption reduced by 15% over the past 5 years

Hotels: design



Hotels: solar



Hotels: partnership



Preserve
The Amazon Rainforest

Questions about this initiative?
Contact us at 1-866-202-9015

[Back to Juma](#)

Make Your Donation

Donation Amount (\$10 minimum)

(USD)

Credit Card Type

Visa

Credit Card Number

CVN [What's this?](#)

Expiration Date

-- --

Cardholder First Name

Cardholder Last Name

Cardholder Email Address

Cardholder Address

Cardholder City

Cardholder State (USA only)

-- Choose a State --

Cardholder Country

-- Choose a Country --

Cardholder ZIP/Postal Code

Canadian Cardholder Province

-- Choose a Province --

[Review](#)

Prefer to mail your donation?

Marriott Fund for Amazonas
c/o CFNCR (Community Foundation for the National Capital Region)
1201 15th St., NW
Washington, DC 20005

Please make checks payable to:
CFNCR for the Marriott Fund for Amazonas

[JustGive Terms and Conditions](#) | [Privacy Policy](#)



© 1996 - 2009 Marriott International, Inc. All rights reserved. Marriott proprietary information.

[Terms of Use](#) | [Internet Privacy Statement](#)

The marketplace

green hotelier Practical solutions for responsible tourism

REGISTER OR SIGN IN

Home Features Destinations Know-How News CEO Profiles Events

FEATURE: FINANCIALS OF SUSTAINABILITY

24.73 +0.87 ▲ 12.36 +1.57 ▲ 27.87 +1.42 ▲ 12.34 +4.52 ▲ 8.95 +0.92 ▲ +0.50 ▲ +0.04 ▲

READ THE FULL ARTICLE ▶

SEARCH THIS SITE

TYPE KEYWORD

POLL

Do you think companies should be required to measure their environmental performance?

Yes

No

VOTE

VIEW ALL POLLS

WELCOME TO GREEN HOTELIER

Carbon on Booking Engines

Carbon Friendly Flight Finder Find the cheapest & greenest flight

powered by carbon offset guide

Depart: **London [LON], United Kingdom**
Destination: **Madrid Barajas [MAD], Spain**

Depart date: **Wed, 23 Sep 2009**
Return date: **Tue, 29 Sep 2009**

Passengers: **1**

Carbon Rating Explained Each airline fleet analysis achieves a numeric value. These are sorted to achieve rankings as shown. **1** = Best to **10** = Worst **N/A** is not available. All rankings are based upon a comparative analysis of all results from the airlines in the database.

Environmental impact:
Distance travelled: 2492.67 km
Tonnes of CO2: 0.27 per person [info](#)

Direct Flights - For the most carbon friendly option always fly direct.
[Click here For more information](#)

1 2 3 4 5 6 7 8 9 10
Good Bad

All prices in

Airlines	Carbon Rating	Airline Direct											
	5	-	-	139 ?	-	-	-	-	-	139 ?	-	-	-
	5	-	108 ?	98 ?	112 ?	104 ?	-	101	99 ?	93 ?	107 ?	117 ?	87 ?
	3	-	106 ?	99 ?	123 ?	105 ?	-	106	104 ?	94 ?	112 ?	-	cheapest & 59 greenest
	3	177 ?	-	-	-	-	-	-	-	181 ?	-	202 ?	-
	5	-	-	149 ?	-	182 ?	-	-	-	153 ?	-	158 ?	-
	N/A	-	-	126 ?	-	-	-	133	-	131 ?	-	150 ?	-
	3	-	109 ?	99 ?	121 ?	105 ?	-	-	104 ?	94 ?	101 ?	111 ?	89 ?
	N/A	-	-	-	-	-	-	-	-	-	-	-	cheapest 42 price ?
	5	-	-	-	-	-	-	-	-	204 ?	-	223 ?	-
	N/A	-	-	-	-	-	-	-	-	167 ?	-	178 ?	-
	N/A	-	-	-	-	-	-	-	-	203 ?	-	-	-

Inclusive growth and community impact



Final thought

“In the end it’s not the fastest or the strongest who will survive, it’s those who are most able to adapt.”

