

Green Tourism Workshop

'Towards a South Pacific Action Strategy for Green Tourism'

South-pacific.travel

TRIP Consultants

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www.tripconsultants.net

Workshop Program

- Introduction
- Background
- Tourism and Climate Change
- Market Trends – “Green Tourism”
- Implications for South Pacific Tourism Sector
- Strategies and Actions
 - Presentation of Draft Strategies and Actions
 - Response from Participants
- Conclusions

Background and Work Undertaken

- ProInvest have supported South-pacific.travel to develop a Strategic Action Plan for South Pacific Green Tourism
- Focus of study is on Climate Change and formulating a 'market led' response from the Tourism Sector
- Work Undertaken:
 - Literature review
 - Country consultations (Fiji, Samoa, Vanuatu, Papua New Guinea, Tonga)
 - Industry surveys and country (Email and PATAMART)
- Findings and emerging Strategy and Actions will be discussed and comments included into Final document

Background (continued)

- Tourism accounts for approx 1.7 bn US\$ in direct expenditure in the South Pacific
- Tourism is the region's largest export earner and a significant source of poverty alleviation and environmental protection
- Favourable climate provides the region with competitive advantage (generally)
- Land and sea based natural attractions form the basis of the South Pacific tourism products
- Tourism in the region depends on a healthy environment but is also highly dependent upon (air) transport – a balanced approach is required to development

“Green Tourism”

*Environmentally
sustainable travel to
destinations where the
flora, fauna and cultural
heritage are the primary
attractions and where
climate impacts are
minimised*



Tourism and Climate Change

APRIL 9, 2007 DOUBLE ISSUE \$6.95 (INCL. GST)



Enemies in the Hinterland
The battle beyond Baghdad

Who Killed Pakistan Coach Bob Woolmer?

Paradise Lost: The Tragedy of Fiji's Squatters



TIME

SPECIAL DOUBLE ISSUE



The Global Warming Survival Guide

51 Things You Can Do to Make a Difference



9 770818 062996

“The warming of the climate system is unequivocal”

UNWTO, 2007: Climate Change and Tourism: Responding to Global Challenges. Davos.

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Three Dimensions

1. Climate change will impact on tourism in various ways
2. Tourism is (increasingly) carbon-intensive
3. Consumers become (increasingly) aware of their carbon footprint



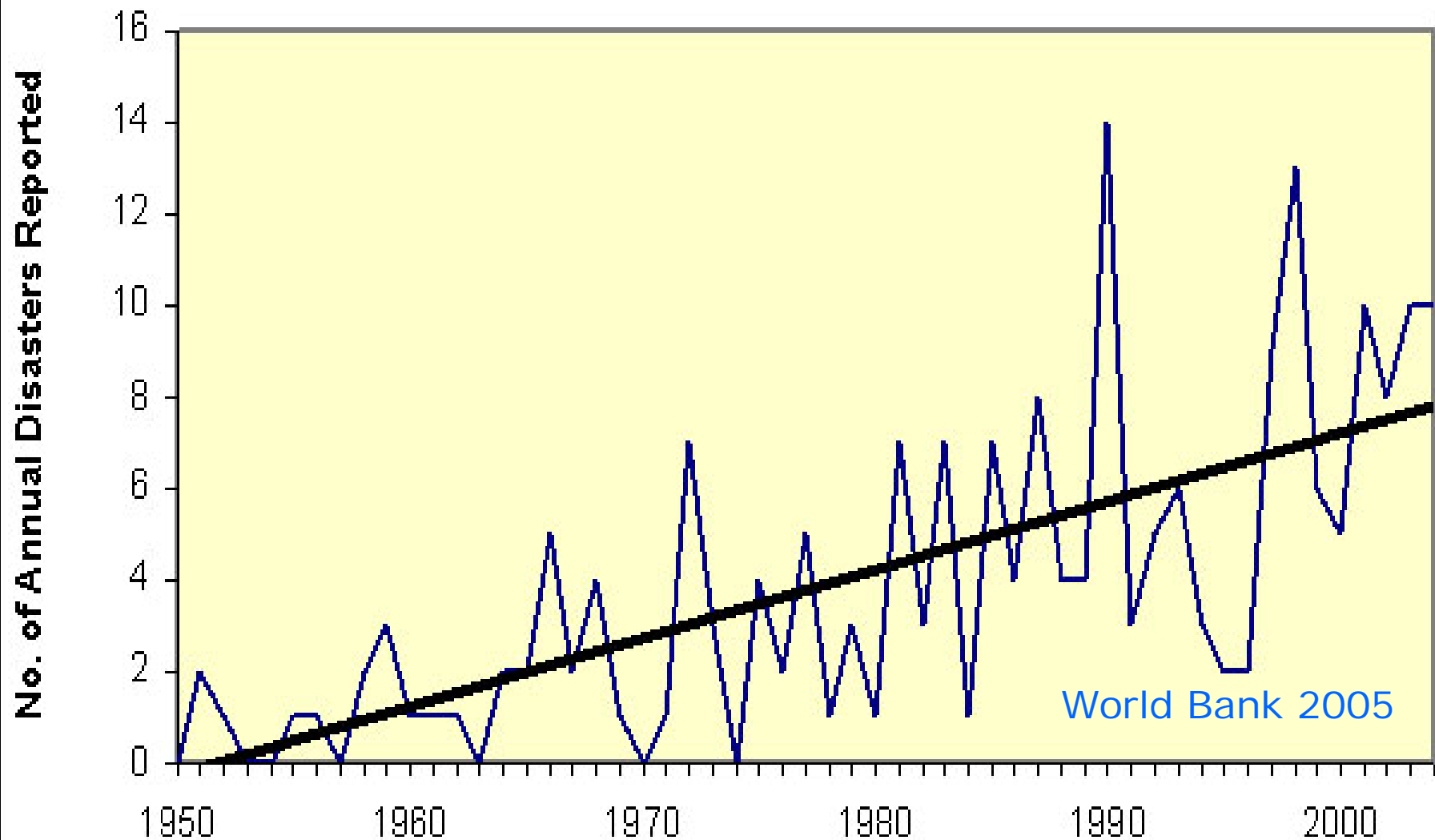
Key climate change impacts in islands

- Extreme events: cyclones, storm surges
- Sea level rise
- Shoreline erosion
- Water availability
- Others: coral bleaching, food supply, health



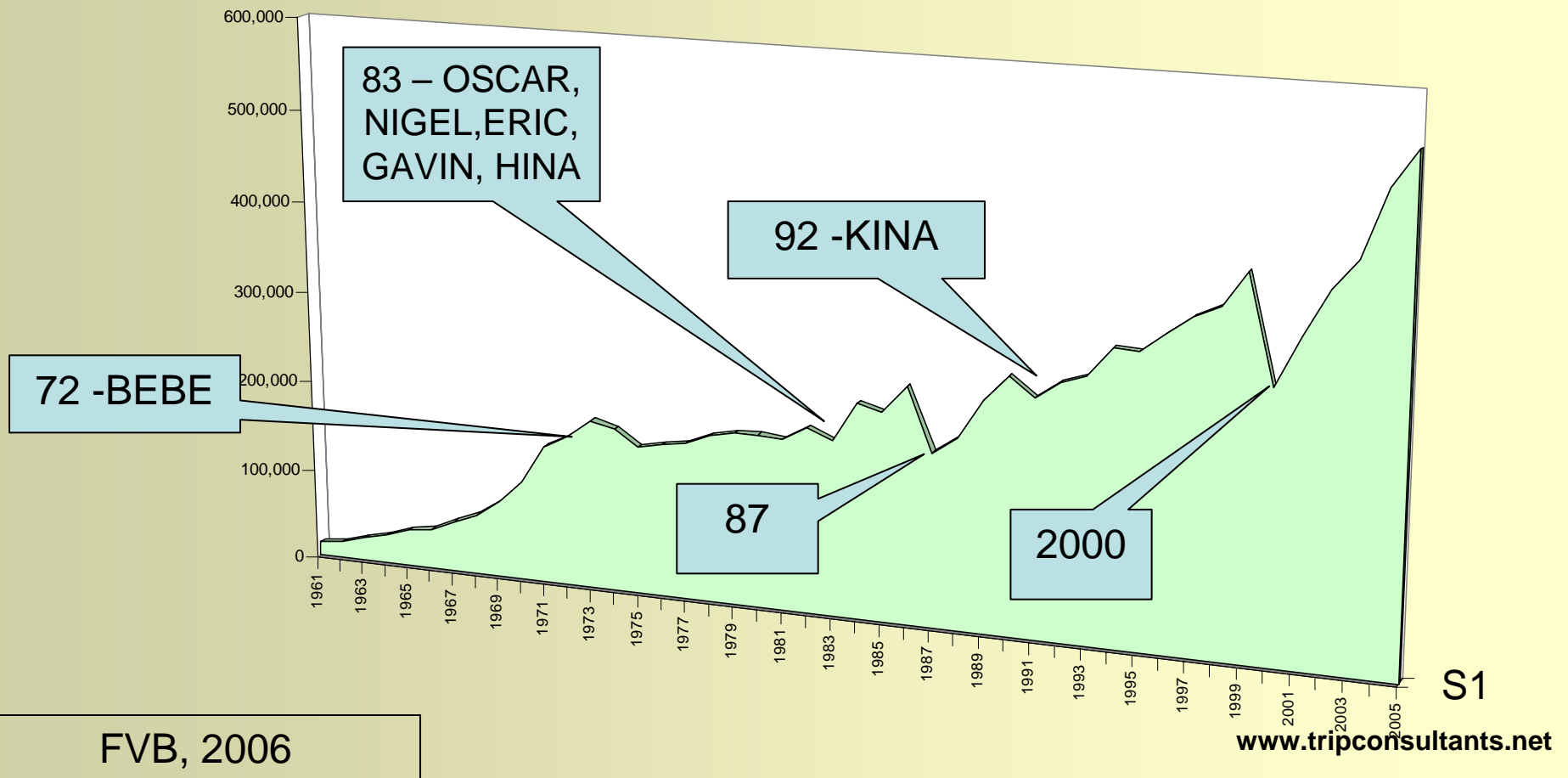
Disasters in Pacific Region

Trends in No. of Disasters Reported in the Pacific Island Region, 1950-2004



How Crisis Affects Tourism

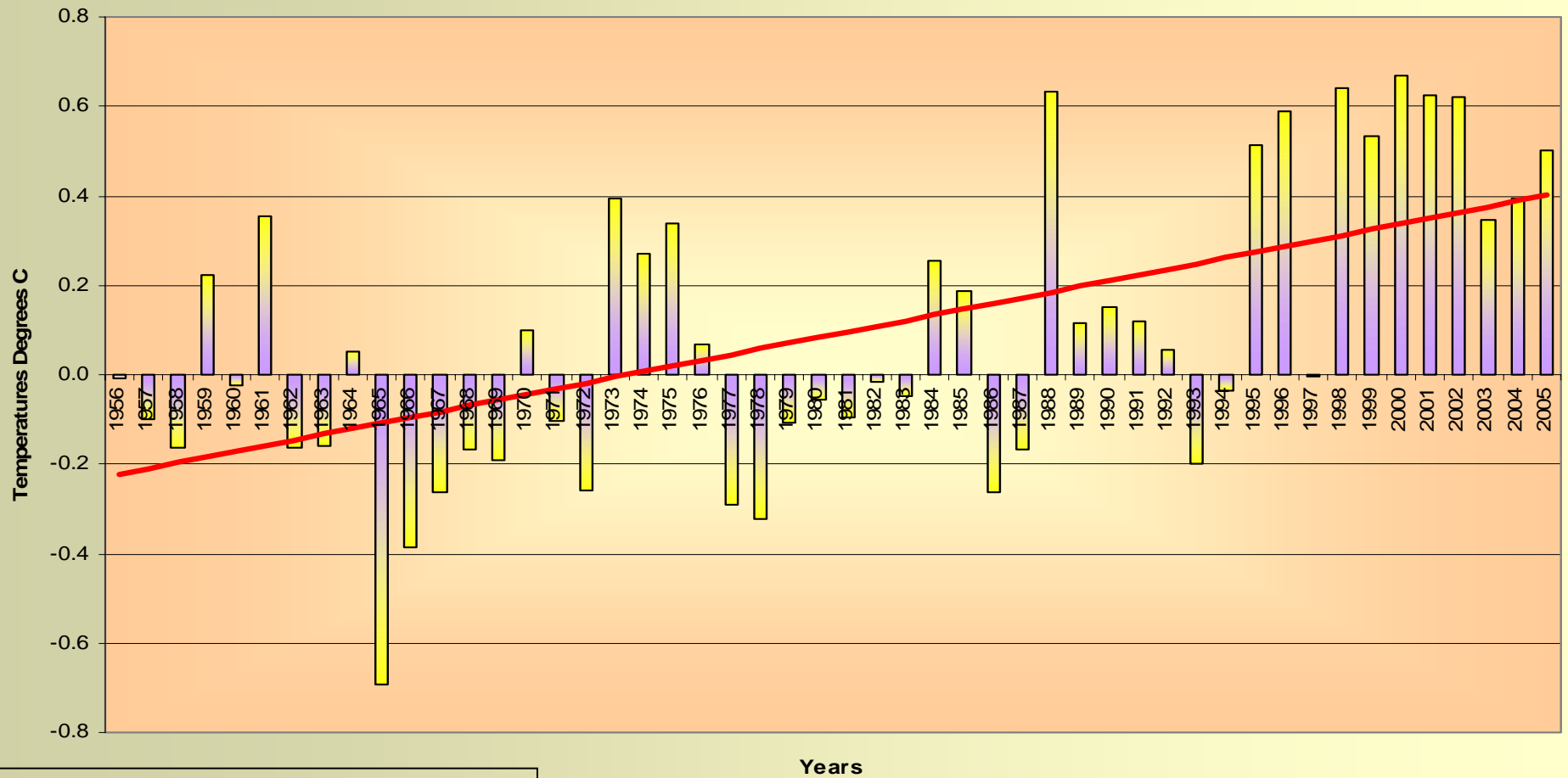
- VISITOR ARRIVALS/EARNINGS



Climate Data

Long Term Mean Temperature - Fiji

Annual Mean Temperature Anomalies for Fiji
1956 - 2005

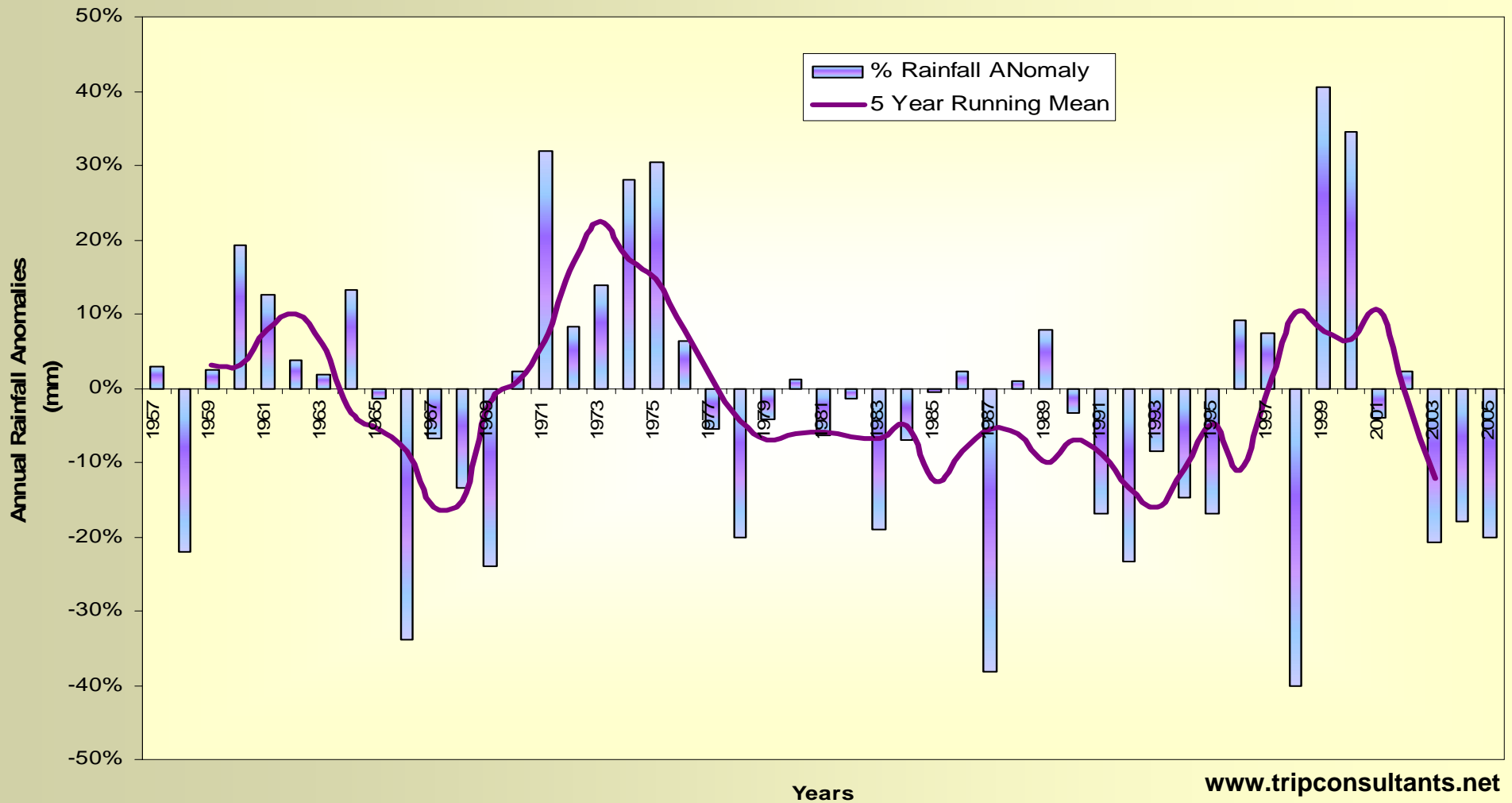


Fiji Meteorological Service, 2006

Mean Anomaly Linear (Mean Anomaly)

www.tripconsultants.net

Annual Rainfall Variability - Fiji



Observed tourism impacts

Climate related impacts previously experienced by
25 interviewed businesses in Fiji

	<i>Frequency</i>	<i>Comments by respondents</i>
Shoreline/beach erosion	9	Banks on edge of property/beach give way
Reduced water availability	9	In recent drought
Interrupted supply chain (e.g. food, energy)	8	Power cuts
Coral bleaching	8	Noticed by tourists, snorkelling affected
Damage to your property	5	From sea surge
Sea level rise	3	-
Increased storm frequency and intensity	3	Maintenance of gardens

Becken, 2004



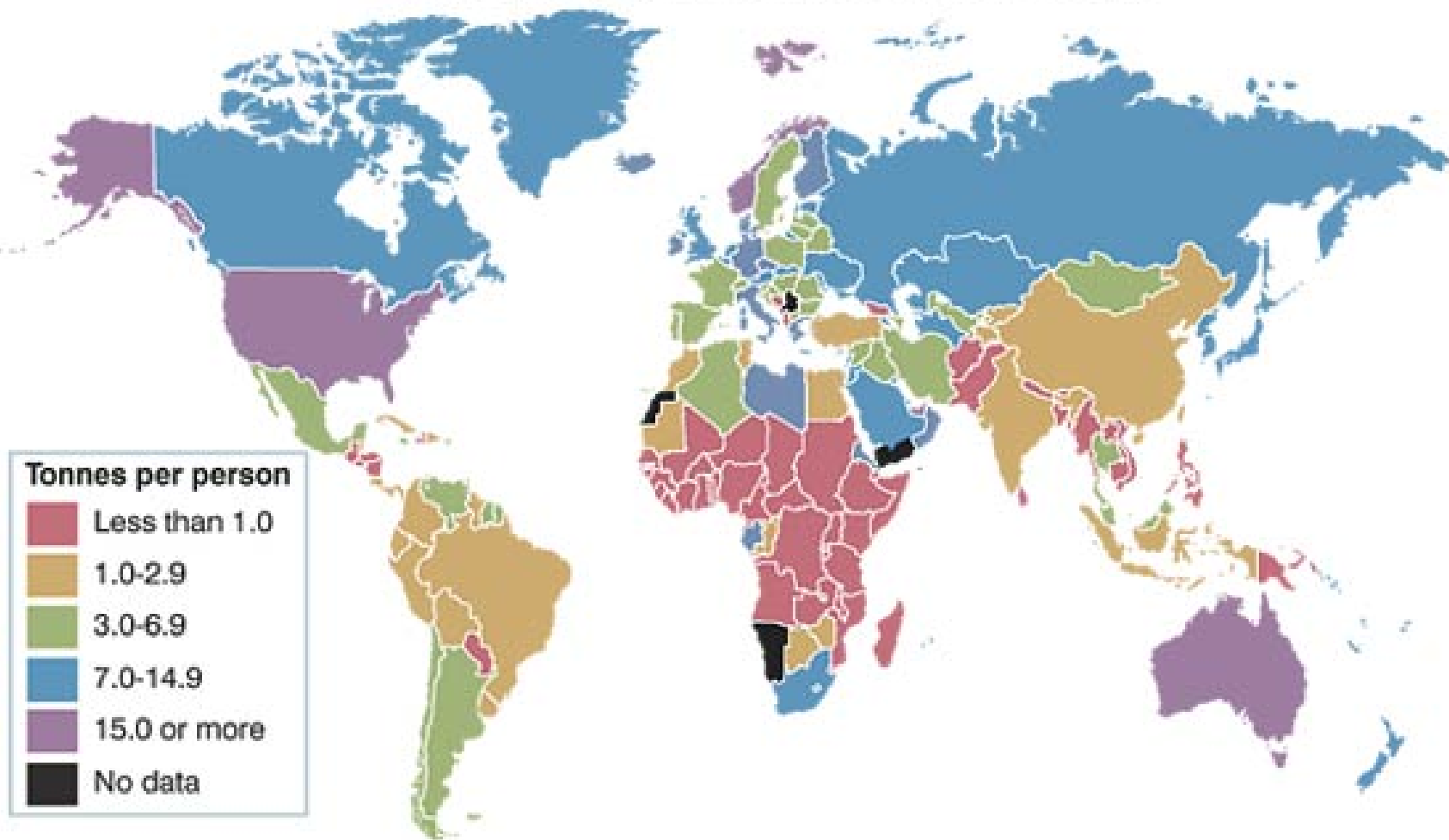
GHG Emissions and Mitigation

- Transport TO the destination (~90% of energy use for long haul destinations)
 - Transport at the destination
 - Accommodation, attractions, hospitality
- => Varies significantly between different types of tourists and tourism, and markets

Who emits most globally?



Who pumps out the most CO₂?



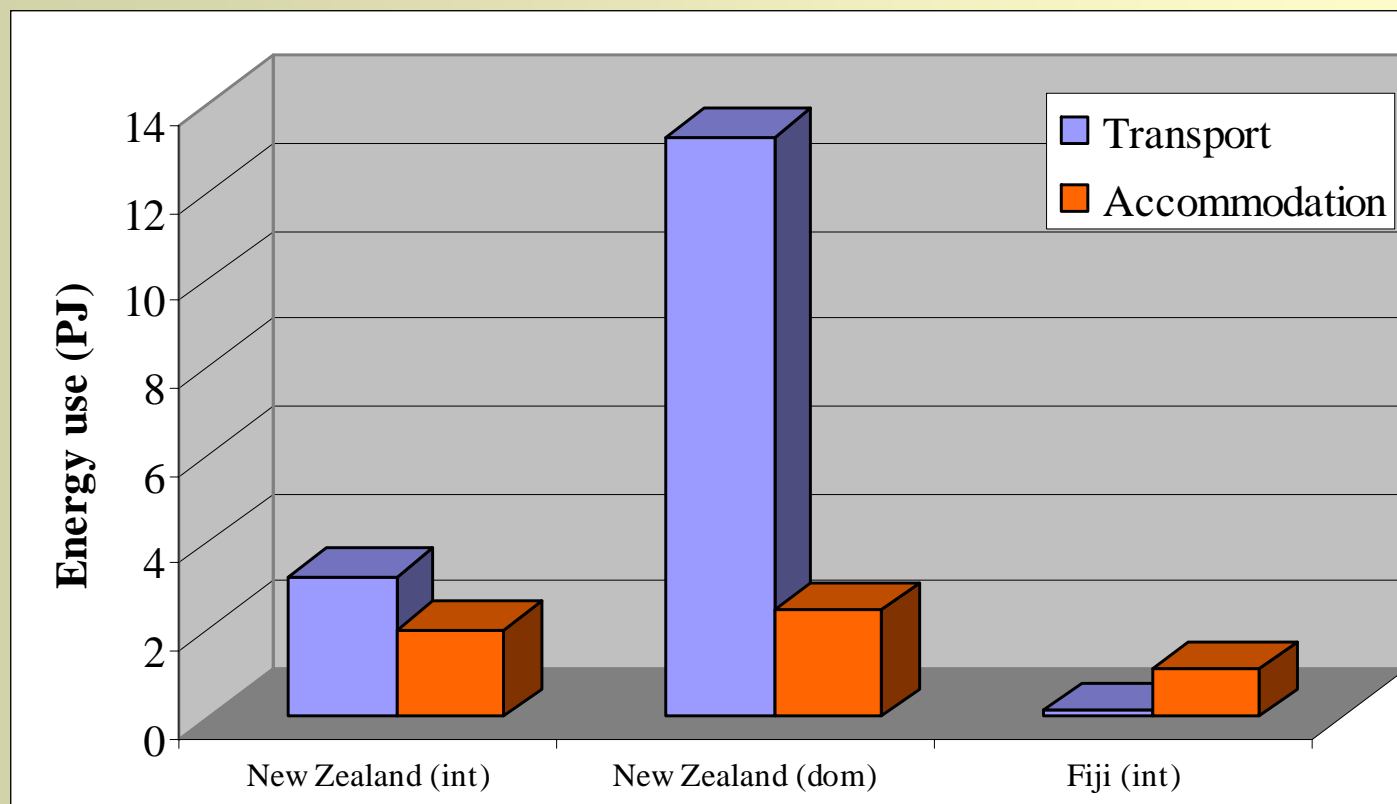
Tourism - globally

	CO₂ (million tonnes) (2005)
Air transport	517
Other transport	468
Accommodation	274
Activities	45
TOTAL	1,307
Total world	26,400
Share (%)	4.95

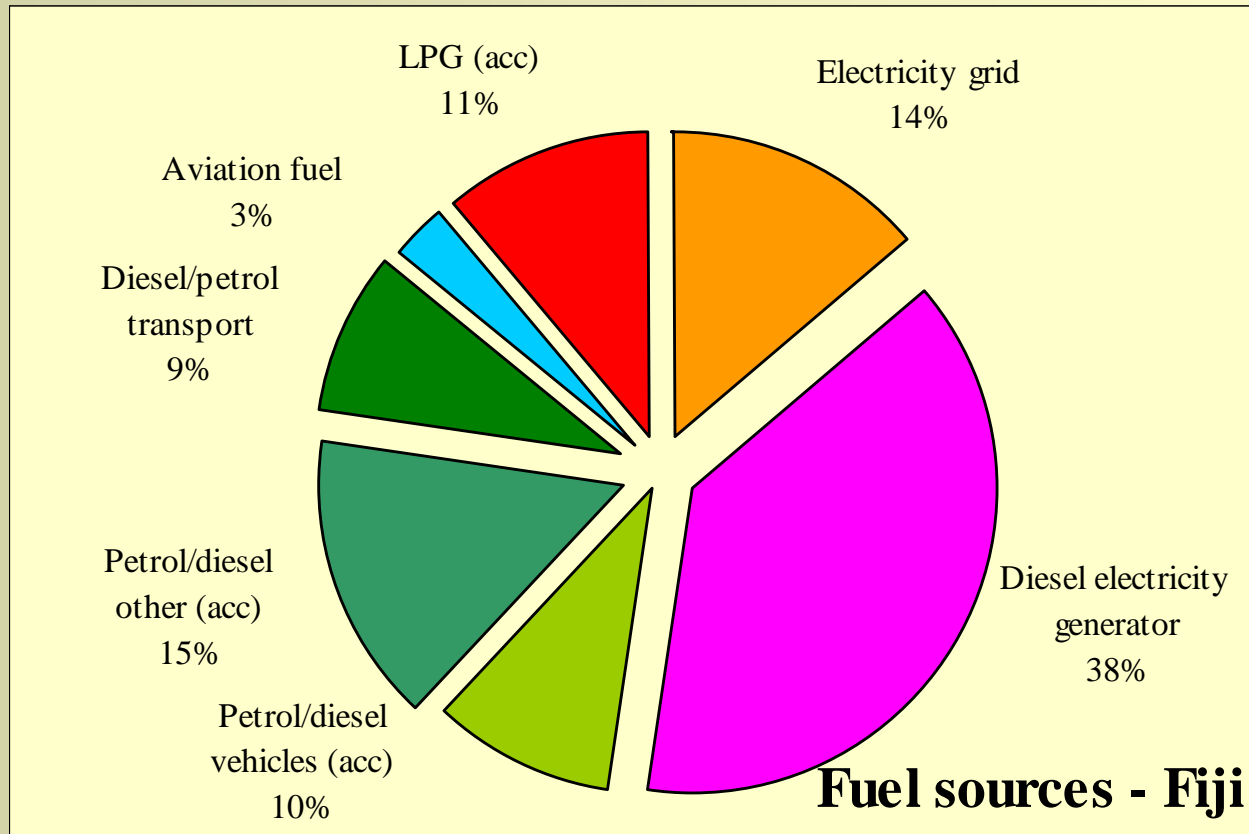
75% due to
transport; 40%
due to aviation

Energy consumption by tourism

- NZ: 16.5 PJ in 2001; Fiji: 0.143 PJ in 2002
- Per international tourist: 1900 MJ in NZ; 360 MJ in Fiji



Fuel sources



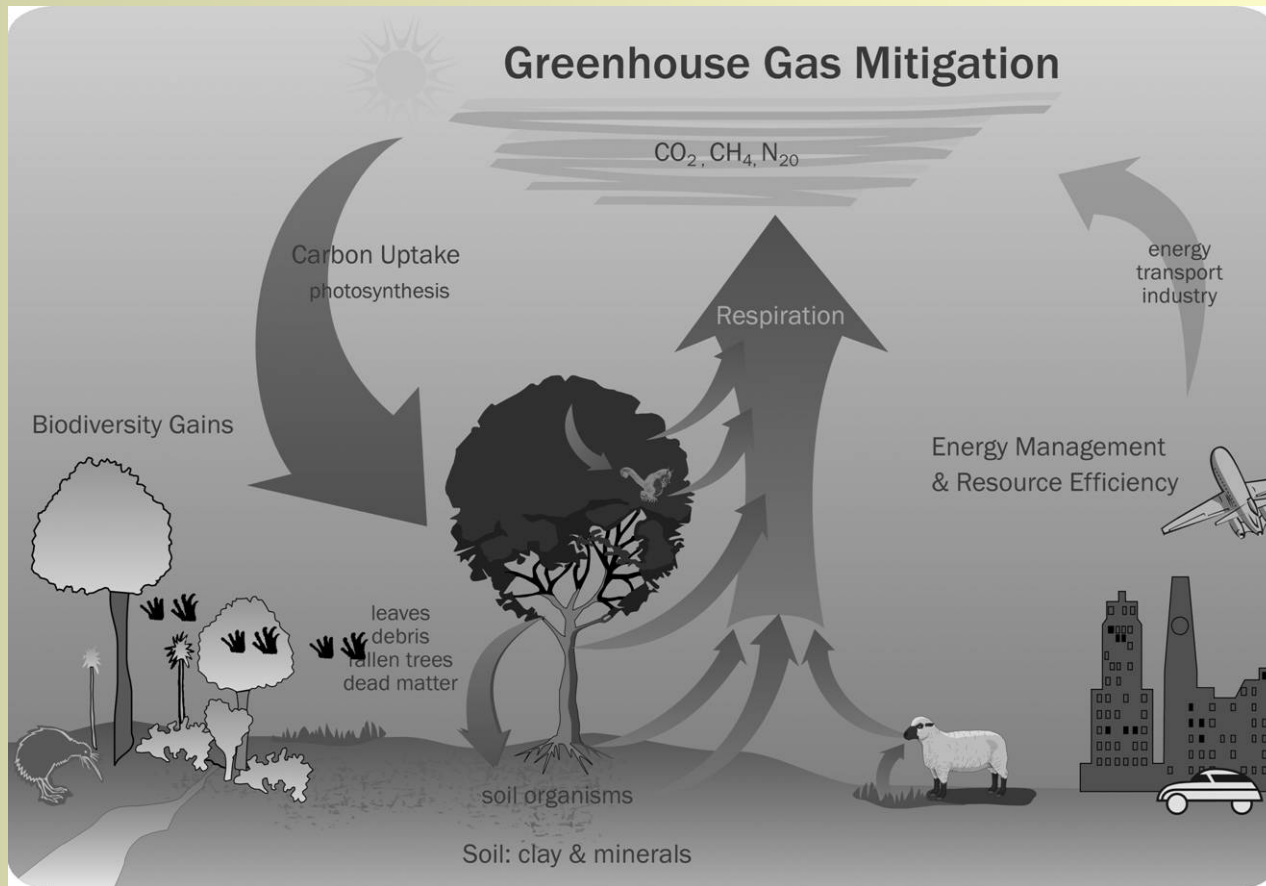
Reducing GHG emissions

- Airlines: Technology, air traffic management, partnerships, offsetting
- Destination transport: vehicle efficiency, driver training, partnerships, biofuel?
- Tourism establishments: energy efficiency, support of renewable energy sources, better energy management,
- Destination level: marketing, tourism product, policy making



What is 'offsetting'?

Invest in projects that reduce the carbon dioxide concentration in the atmosphere



Initiatives already happening

UNWTO

- Davos Climate Summit, October 2007; Ministerial meeting in London on the 13th of November
- Climate change must be seen in a broader context of international sustainable development and poverty reduction
- Changes in the global climate will affect tourism in many ways
- Long-haul tourism is more at risk to these changes than short-haul tourism
- Developing countries are the most vulnerable



PATA

CEO

Challenge 2008

CONFRONTING CLIMATE CHANGE

Pacific Asia Travel Association

Bangkok, Thailand

April 29-30, 2008

- PATA is running a lobbying campaign on behalf of the travel sector highlighting:
 - Consumer Response - switch to environmentally friendly travel products
 - Aviation Response - technological improvements, fuel efficiency will rise 25 percent by 2020, liberalizing air service agreements for more direct flights, improved air traffic control systems
 - Industry Response - technology, carbon offsetting

The PATA CEO Challenge Initiative April 2008 -
Confronting Climate Change -
Global Think Tank

Regional Climate Change Initiatives

- SPREP: Project on reducing greenhouse gas emissions
- SOPAC: Disaster and risk management, community programmes
- WWF South Pacific: awareness raising and coral monitoring
- Country initiatives

Green Globe 21

- International certification scheme to improve environmental management in tourism businesses
- Based on benchmarking and certification for businesses for annual fee
- Includes analysis of greenhouse gas air quality and eco-system management
- Low take up in Pacific - 1 certified, 13 benchmarked and 2 affiliates



SP Country Tourism Standards

- Six countries in the region have industry standards or accreditation schemes ie Cook islands Accreditation Scheme, Fiji AAA Australia
- Mainly accommodation (facility) based
- Some include environmental components but mainly rely on basic health and safety regulations
- Little inclusion of greenhouse gas impacts

Market Trends – “Green Tourism”

Positive Proof



On Everyone's Agenda



Highlighting Travel and Emissions

- *“What is the real price of cheap air travel?”* The Observer, January 29 2006
- *“It's a sin to fly, ' says church”* The Sunday Times, 23 July 2006
- *“Flight or fright?”* The Listener, March 3-9 2007
- *“Climate conscious may ditch air travel.”* New Zealand TV One, 9 April, 2007
- *“Fly less – stay longer”* Tony Wheeler – Lonely Planet

The current response is carbon offsetting...

What Key Industry People Think

- *'Global warming is the biggest challenge facing mankind today and we must all do everything possible to reach a consensus on how to meet it'* – **Sir Richard Branson**
- *'We have to accept that global warming is a major threat to the travel and tourism industry of today'* – **David Brent – Amadeus President**
- *'Airlines represent 2 percent of global carbon emissions. The challenge is to work with our partners across the industry to make this small number even smaller; to achieve our vision of carbon neutral growth and eventually zero carbon emissions'* **Mr Giocanni Basignani – CEO IATA**
- *'This is a critical issue for the aviation and tourism industries to confront together'*- **Geoff Dixon – CEO Qantas**

Hard Hitting Campaigns

**Protect Your
Children's
Planet.
Cut Down
On Flying.**

www.flyingsthenewsmoking.com

**Flying Causes
Fatal Climate
Damage**

www.flyingsthenewsmoking.com

Consumer Demand Increasing

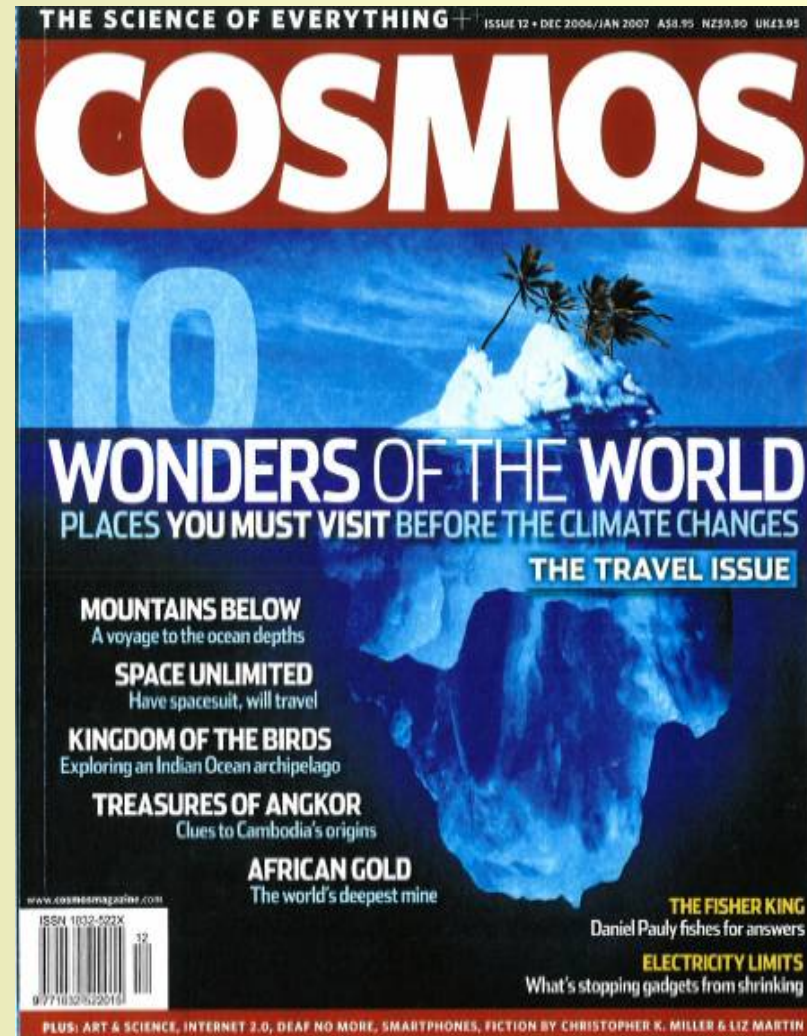
- Wide spread media coverage on sustainable tourism and climate impacts including 'An Inconvenient Truth', UNWTO, Lonely Planet, National Geographic etc etc
- 20 percent of all international tourism is Green (nature) based tourism and it is the fastest growing segment (up from 2 percent in late 80s)
- Demand for Green Tourism activities in the South Pacific is increasing and offers the region competitive advantage because of our unspoilt environment

2007 Lonely Planet Survey

- 24,500 respondents globally
- 84 percent would consider carbon offsetting of travel emissions
- 31 percent had already done so
- Similar responses Asia and rest of World
- Only 7 percent did not think carbon emission were a concern
- 93 percent would/might participate in environmentally friendly travel in future

Green Market Gap

- Tourists are concerned and aware
- Tourists indicating they will pay for offsetting
- At present, tourists are changing travel behaviour but not travel patterns (destinations)

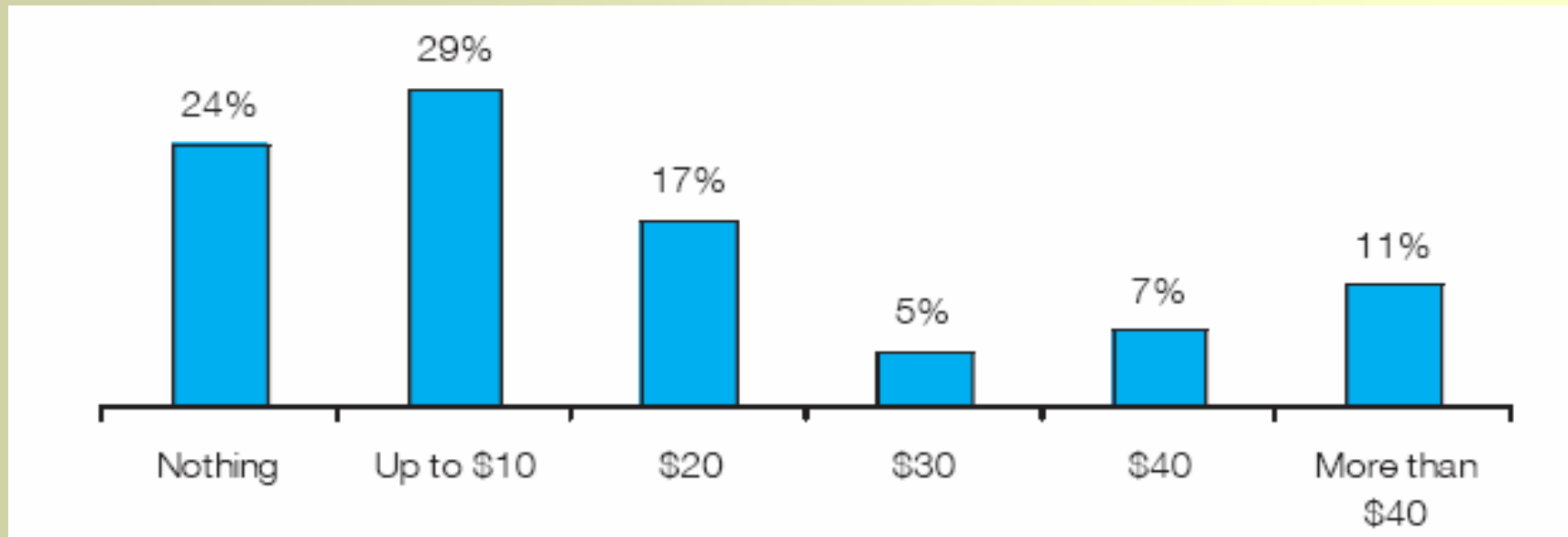


Awareness Leads to Action

- When market conditions are positive and governments respond change can be rapid
- Examples include recycling of waste (from less than 20 percent to over 80 percent in 10 years and Fair Trade Food in UK (market doubled in 12 months to 24 million pounds)



Willingness to pay



Amount Canadians Are Willing to Pay to Offset Carbon Emissions
(Source: Canadian Tourism Commission, 2007)

Example Virgin

The screenshot shows a web browser window titled "Carbon Offset - A Virgin Blue Initiative - Microsoft Internet Explorer". The address bar shows the URL "http://www.polynesianblue.com/carbonoffset/". The website has a green header with the Virgin Blue logo and the text "FLY CARBON NEUTRAL" next to a red Virgin Blue airplane. A central white box contains a globe icon and the text "Make your flight carbon neutral with Virgin Blue". Below this is a message: "Can't see this content? To view this content, JavaScript must be enabled, and you need the latest version of the Adobe Flash Player. Download the free Flash Player 9 now!" with a "Get macromedia FLASH PLAYER" button. To the right of the central box is a graphic of a tree growing from a globe with the text "Offset Flight Here" and a button. Below the central box is the heading "Help us reduce greenhouse gas emissions!" followed by text about Virgin Blue's commitment to environmental management and an offer to offset emissions. At the bottom right, there is a logo for "GREENHOUSE FRIENDLY" and a logo for "GREEN CROSS Australia" with the text "Virgin Blue proudly supports". A red button at the bottom right says "Back to Virgin Blue". The footer contains copyright information: "© 2000-2006 Virgin Blue Airlines Pty Ltd ABN 36 090 670 965" and "© 2004-2006 Blue Airlines (Aust) Pty Ltd ABN 79 097 892 389". The browser's taskbar at the bottom shows several open applications and the system clock at 3:58 p.m.

Promoting Domestic Tourism



Re: cycling

Greenhouse Gas

Green Peace

Eastbourne ■ ■ ■ **Change your view**

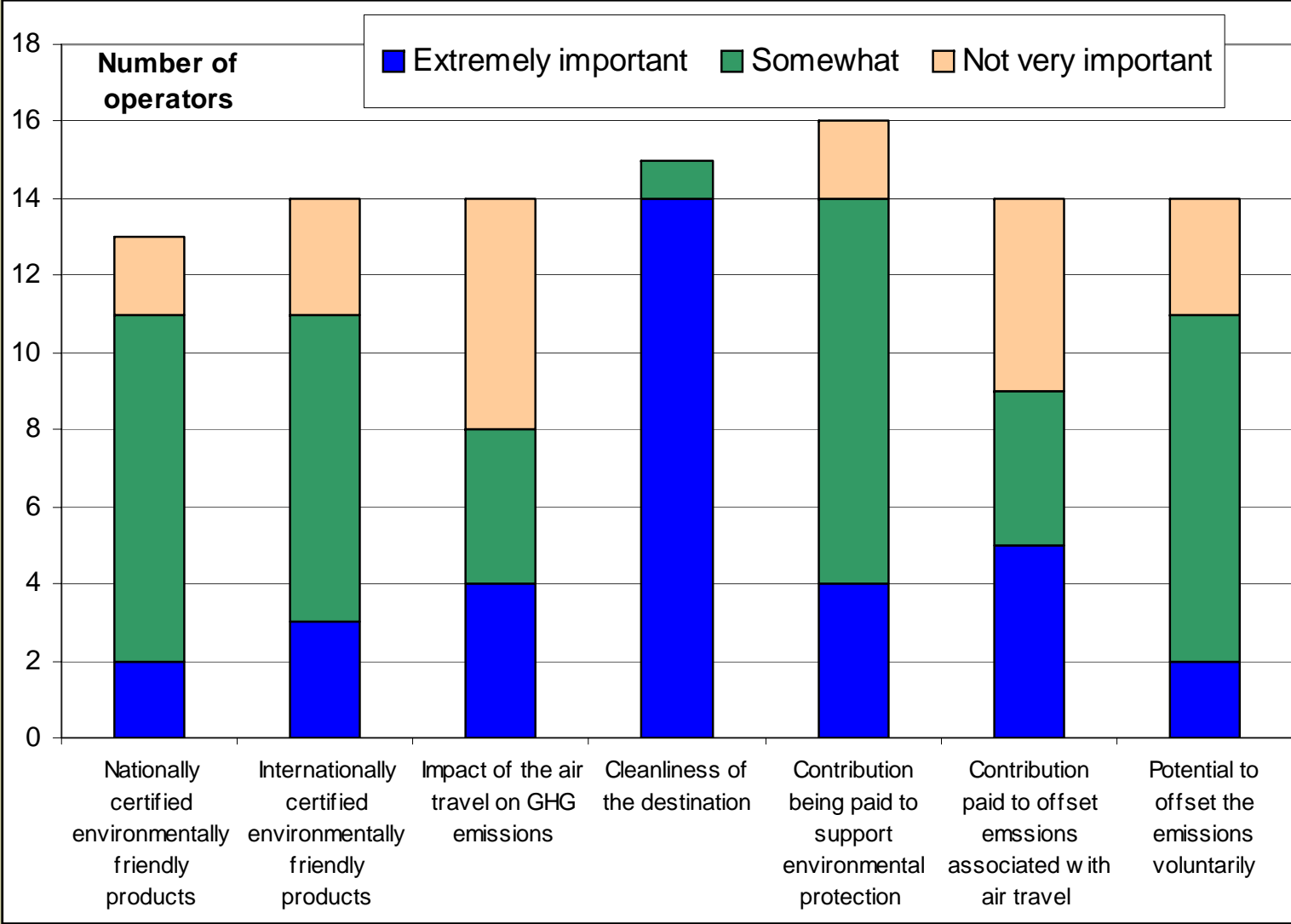
www.visiteastbourne.com

What does it mean for the South Pacific?

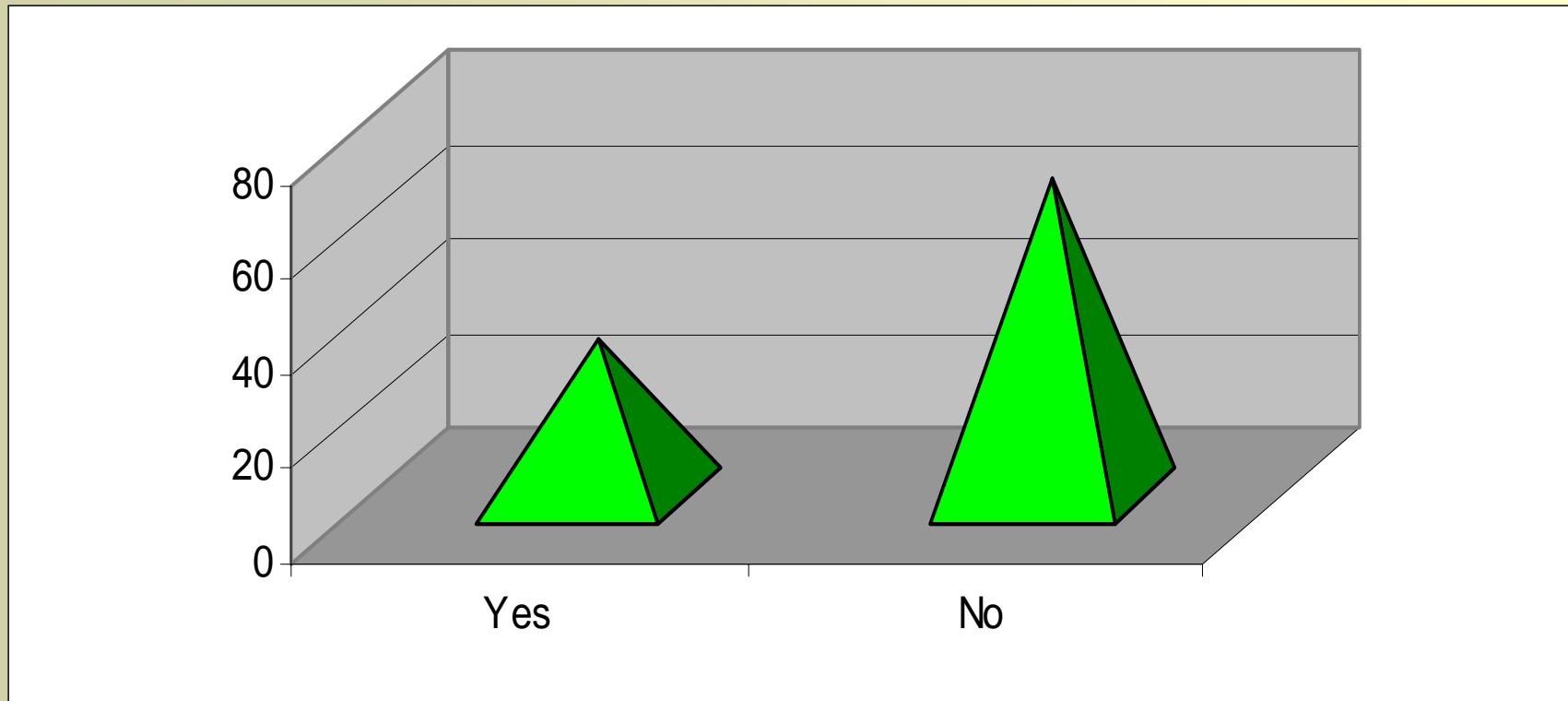
Wholesaler Survey

- Total surveys distributed was 397; 15 responses received
- Additional information from flyers distributed at PATAMART 2007
- Responses consistent with literature

Importance of environmental issues in influencing consumer decisions for holidays to the South Pacific



Formal Recognition of Standards/Accreditation Schemes by Wholesalers (e.g. Green Globe International or AAA)



Changing behaviour due to climate change?

- 73% believe that behaviour will change, namely:

Change in Consumer Behaviour	Very Likely	Somewhat Likely	Not very Likely
People want more information on the environmental impact of their travel	7	4	0
People will travel on holiday less frequently	1	4	5
People will travel to long haul holiday destinations less frequently	2	3	5
People will pay to offset their carbon emissions associated with their travel	3	7	
People will stay longer	3	2	5
People want to be involved in local environmental projects	4	6	1

What future initiatives?

Useful Measures	Very Useful	Somewhat At Useful	Not Useful at All
Development of regional carbon Offsetting Scheme or promotion of carbon offsetting schemes in conjunction with South Pacific	38	54	8
Promotion of the economic and environmental benefits of tourism to the South Pacific	54	46	0
Higher take up by the industry of the international or national environmental accreditation programs	64	29	7
Better waste and energy management within the South Pacific countries to make them cleaner	85	15	0
Other carbon offsetting initiatives such as reforestation in conjunction with tourism	69	31	0
Developing a mechanism where tourists can contribute financially to local environmental projects (e.g. renewable energy sources)	31	69	0

EU Response

- Action for More Sustainable Tourism Group suggests
 - Consumers actively participate in carbon offsetting schemes
 - Consumers take fewer and longer holidays
 - Government and industry adjust pricing and taxation to reflect environmental costs
 - Destinations seek to promote more to short haul and build facilities closer to infrastructure

Green Tourism – Key Issues

- Growing consumer demand for environmentally based products and clean and green destinations
- The ‘Green Market Gap’ is closing, particularly in long haul markets – awareness is increasing significantly and behavior is starting to change but the precise trend is not entirely clear
- Market conditions are being influenced by source market governments ie aviation taxation
- Impact will vary by market but will be most felt in long haul (South Pacific is 45 percent long haul .incl Asia)

Green Tourism –Key Issues

- Market impacts could include:
 - Higher cost – loss of competitive position
 - Traveling less frequently
 - Staying longer – opportunity!
- Product impacts could include
 - Loss of attractions (ie reef damaged through bleaching)
 - Damage to coastal areas from rising sea levels and storm surges
 - Reduction in regional biodiversity
 - Need for environmental management
- Some operators are responding but awareness and take up of ‘Green Programs’ and initiatives are generally low

Strategies and Action Points

Strategies

- Three strategies are proposed for the region's tourism sector to follow:
 - Communication
 - Mitigation
 - Adaptation

Communication Strategy

South-pacific.travel has endorsed the development and communications of a regional position on climate change and tourism.

Because:

- The South Pacific seek to influence regional and global players (ie PATA, UNWTO) and leverage off their efforts
- The South Pacific needs a position which recognises the important and unique position of the tourism sector ie wider economic and environmental benefits

Communications Strategy – Key Points For Inclusion

1. Tourism is the major export of the South Pacific and a major source of income generation and environmental protection in the region
2. The South Pacific is a low generator of carbon emissions but potentially the impacts of climate change are significant;
3. Any measures taken to reduce climate change should be proportionate to industries and countries contribution to climate change; tourism should not be singled out;

Communications Strategy – Key Points For Inclusion

1. South-pacific.travel is taking proactive approach to the issue of climate change; a Green Tourism Action Plan has been developed to facilitate mitigation, adaptation and communication on the issue of tourism and climate change
2. The region's tourism sector is adopting a partnership approach to the issue of climate change and tourism by working internationally with UNWTO, PATA and the Pacific regional partners such as Australia and New Zealand and regionally with organisations such as SOPAC, SPC and SPREP;

Mitigation Strategic Options

Mitigation initiatives reduce GHG emissions which brings climate benefits in the longer term

1. Reducing Energy Usage
2. Improving Energy Efficiency
3. Increasing the use of renewable or carbon neutral energy
4. Sequestering CO₂ through carbon sinks

Adaptation

Adaptation initiatives deal with the consequence component of climate change. It is about managing the risks.

- Climate change has consequences for various components of tourism: appeal of a destination, transport infrastructure and operations, the resource base, tourist satisfaction and safety, and the viability of tourist facilities.
- Adaptation should be “mainstreamed” and implemented as an integral part of national and tourism development planning, environmental management and disaster management.
- Adaptation measures can be technological, managerial, behavioural or policy related

Examples of concrete industry initiatives

- Tourism transport measures include the use of
 - Improved vehicle maintenance and driver training
 - Encourage more economical vehicles and efficient aircraft
 - Biofuel (e.g. based on coconut oil)
 - Smart use of transport options
- Accommodation
 - Discouraging and controlling AC usage, including maintenance and positioning of air conditioning units
 - Adjusting water temp to 55 deg max
 - Staff training (e.g. switching off!)
 - Buy energy efficient equipment (ie laundry)
 - Use energy efficient light bulbs
 - Invest in renewable energy equipment – solar, wind and hydro
 - Design to make use of natural light and breezes
 - Support for Green labelling and energy management systems

Action Points (1)

Tourism Marketing

- Adopt the regional position on tourism and climate change
 - Encourage people to stay longer
 - Encourage people to travel to more than one destination in the region
 - Encourage low impact travelers
 - Short haul
 - Backpacker
- Further develop south-pacific.travel web portal as a tool to support Green Tourism and climate change mitigation and adaptation

Action Points (2)

Regional / Country Level Planning

- Incorporate mitigation and adaptation measures into National and Local Tourism Plans
- Support the incorporation of mitigation and adaptation measures into country level Environmental Planning Legislation (ie EIAs) and Design Standards
- Create awareness of other regional initiatives (ie SPREP, SOPAC, SPC) on climate change, waste management, pollution control etc

Action Points (3)

Regional and Country Tourism Policies

- Incorporate climate change mitigation and adaptation measures into country level tourism standards and accreditation programs
- Encourage country level take up of International Green Tourism Schemes (e.g. Green Globe 21) through information dissemination and training
- Provide links through regional website and country websites to carbon calculator/offsetting program
- Support country level educational programs on climate change adaptation and mitigation
- Incorporate Green Tourism issues into country level business training

Action Point (4)

- Industry Initiatives
 - Recognising the importance of Green Consumers in marketing and communication
 - Consider risk management in your business planning
 - Adopting sustainable and climate friendly practice for design and business operation
 - Strategic partnerships (e.g. Meteorological Service, other “green businesses)

Group Work

1. Review (refine and add to) the key statements for the Communications Strategy.
2. Review (refine and add to) the Regional/country and Industry Action Points in relation to Mitigation/Adaptation and Marketing
3. Record and report back on the revisions/additions to the rest of the group

Implementation of Action Points?

- Implementation requires commitment and funding
- Who will implement and take leadership?
- Country-level action by public and private sectors is key
- Add value to existing initiatives (international, regional, country)
- Increase the voice of tourism

Conclusions

- Feedback from this workshop will be incorporated into the Draft Report.
- The GTSAP will focus on:
 - Communicating the regional position
 - Partnerships with others ie UNWTO and PATA
 - Encouraging Mitigation and Adaptation Measures
 - Increasing stakeholder awareness and support
 - Building regional competitive advantage through Green Tourism

THANK YOU !