

# Tourism for Good

A roadmap for rebuilding travel and tourism



"This is an opportunity to purposefully build back better for a responsible and resilient tourism industry, fit for the challenges we face and a contributor to the global good."

Mark Tanzer, Chief Executive

## TOURISM FOR GOOD: A roadmap for rebuilding travel and tourism

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**Mark Tanzer,**  
Chief Executive



## Foreword

At ABTA we believe that travel and tourism is a powerful force for good: creating economic and social value, sustaining jobs, supporting businesses and boosting inward investment not only for destinations where many livelihoods depend on tourism, but also here in the UK, where it makes a significant contribution. Tourism will also increasingly play a unique and strategically important role in our global trade and diplomatic relationships.

As a sector we also face challenges, including the need to accelerate decarbonisation and to ensure that tourism generates greater benefits for the UK, destinations and local communities. We believe that the best way to make progress, and to maximise tourism's benefits, is to do so together.

This report recognises the devastating impact of COVID-19 – the travel industry's biggest ever disruptor. The immediate focus is naturally on business survival and recovery. However, we must not lose sight of the urgent challenges that we faced before the pandemic and will continue to face.

The universal and global nature of the crisis has reminded us of how we and our world are interconnected, necessitating a concerted worldwide response and a willingness to share and learn from others. This experience should now shape how, as an industry, we approach the other common challenges we face.

Tourism's unexpected standstill has given us a unique chance to reflect on the type of industry we want to rebuild. Future prosperity depends on putting sustainability at the heart of tourism's recovery. This can only be achieved by operators, governments, destination managers, partners and communities working together. This is an opportunity to purposefully build back better for a responsible and resilient tourism industry, fit for the challenges we face and a contributor to the global good.

Building on ABTA's long-standing work on sustainability, this report therefore provides a framework to guide ABTA's activities to support its commitment to continue to champion sustainability with its Members, the wider travel industry, destinations and customers, as well as ways in which this can be supported by policies and action by the UK Government.

*Mark Tanzer*



**ABTA has been a trusted travel brand for 70 years. Our purpose is to help our Members to grow their businesses successfully and sustainably, and to help their customers travel with confidence.**

The ABTA brand stands for support, protection and expertise. This means consumers have confidence in ABTA and a strong trust in ABTA Members. These qualities are core to us as they ensure that holidaymakers remain confident in the holiday products that they buy from our Members.

We help our Members and their customers navigate through today's changing travel landscape by raising standards in the industry; offering schemes of financial protection; providing an independent complaints resolution service should something go wrong; giving guidance on issues from sustainability to health and safety; and presenting a united voice to government to ensure the industry and the public get a fair deal.

ABTA has more than 4,300 travel brands in Membership, providing a wide range of leisure and business travel services, with a combined annual UK turnover of £39 billion.

ABTA is committed to working in partnership with its Members and others to create a sustainable UK outbound travel industry that intentionally maximises its collective positive contribution to building *'better places to live in and better places to visit'*<sup>1</sup>.



# TOURISM FOR GOOD: A roadmap for rebuilding travel and tourism

## VALUE OF UK OUTBOUND TOURISM

### FOR HOLIDAYMAKERS

Physical & mental health and wellbeing



### FOR THE UK ECONOMY

**£37 billion** of aggregate impact:  
**1.8% of GDP, 526,000**  
full-time equivalent jobs



### FOR DESTINATIONS

Jobs and livelihoods: aggregate GVA  
**\$81.4 billion**, supporting  
**2.7 million jobs**

Social value and quality of life

Conservation and protection of cultural and natural assets



## TAKING ACTION – ADDRESSING CHALLENGES

### MANAGING ENVIRONMENTAL IMPACTS

- Climate change and greenhouse gas emissions
- Resource use and waste management
- Water



### DESTINATION MANAGEMENT AND LOCAL IMPACTS

- Ensuring local people benefit
- Tourism infrastructure planning and management
- Safeguarding local culture and the natural environment



### RESPECTING HUMAN RIGHTS

- Labour rights
- Addressing modern slavery and human trafficking
- Safeguarding children
- Promoting diversity and inclusion



### MANAGING ANIMAL WELFARE



The square icons above refer to the relevant UN Sustainable Development Goals

**SUSTAINABLE DEVELOPMENT GOALS**

## A ROADMAP FOR THE FUTURE



### Core principles

- 1 Tourism needs to be sustainable and resilient, able to withstand future shocks and challenges.
- 2 The outbound industry's contribution to the UK through business support, job provision and tax revenue generation should be recognised and supported.
- 3 Global and local tourism policies and actions need to be designed in alignment with the Sustainable Development Goals.
- 4 Collaboration between all stakeholders, including industry, communities, national and local authorities and the third sector is essential to sustainable tourism development.
- 5 There is an urgent need to accelerate decarbonisation of all elements of the global tourism industry.
- 6 The global tourism model should deliver value and net benefits for destinations and local communities.
- 7 Tourism development must protect and enhance the natural and cultural heritage assets on which it is built and depends.
- 8 Tourism businesses have a duty to respect human rights throughout the value chain.
- 9 Measurement and reporting of progress is essential to ensure industry-wide ambition and improvement.

### ABTA commits to working with:

- our Members
- destinations
- customers
- the wider travel & tourism industry

### ABTA calls on the UK Government to:

1. Support the role of tourism as a force for good in terms of economic development and employment
2. Deliver the policy support necessary to support the transition of transport providers to greener technologies
3. Support the UK consumer in their transition to low-carbon transport



## SECTION 1: Tourism and the global sustainable development agenda





## SECTION 1: Tourism and the global sustainable development agenda

“Tourism can be a platform for overcoming the pandemic. By bringing people together, tourism can promote solidarity and trust: crucial ingredients in advancing the global cooperation that is so urgently needed at this time ... I encourage all those involved in the tourism sector to explore how we can recover better ... advance sustainability and build resilience.”

UN Secretary-General António Guterres, 9 June 2020<sup>2</sup>.

The 17 Sustainable Development Goals (SDGs) were adopted by the UN Member States in 2015 as part of the 2030 Agenda for Sustainable Development and as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030<sup>3</sup>. The goals are integrated, in that action in one area influences outcomes in others.

### TOURISM IS MENTIONED SPECIFICALLY IN THREE OF THE SDGS:

- Target 8.9 envisages 'policies to promote sustainable tourism that creates jobs and promotes local culture and products';
- Target 12b requires tools to 'monitor sustainable development impacts for sustainable tourism which creates jobs, promotes local culture and products';
- Target 14.7 identifies tourism as one of the tools to 'increase [by 2030] the economic benefits to Small Island developing States and least developed countries'.

However, as a global and cross-cutting sector, ABTA believes the tourism industry can and must play a significant role by contributing directly or indirectly to all 17 goals<sup>4</sup>.



A number of ABTA Members map their sustainability approach to the Sustainable Development Goals, focusing on those to which they consider they can contribute best. For example, Club Med maps its policy areas to 13 goals (above); seven in the case of TUI<sup>6</sup>, 14 for Royal Caribbean<sup>7</sup>, 11 for The Travel Corporation's strategy 'How We Tread Right'<sup>169</sup> and nine for Intrepid, categorised under themes known as the '5P's': People, Planet, Prosperity, Peace and Partnerships<sup>8</sup>.



## SECTION 2: Consumer demand for sustainable tourism

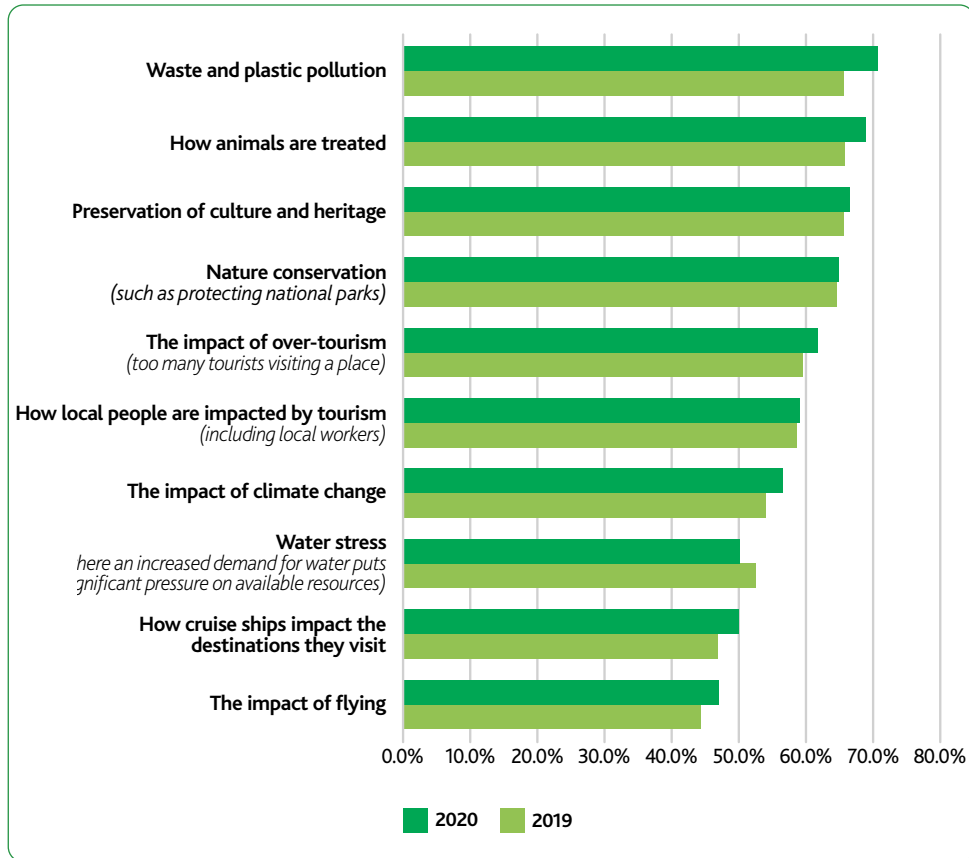




## SECTION 2: Consumer demand for sustainable tourism

Increasingly, holidaymakers are keen to know that their trip benefits the people and places they visit. Every year ABTA measures consumer attitudes towards sustainability as part of its consumer trends survey, Holiday Habits<sup>9</sup>. The 2020 Holiday Habits research revealed that half of customers consider sustainability credentials to be important or essential when choosing a company to book their holiday with. This has been steadily rising, from only a fifth back in 2011.

When asked about specific issues within sustainable tourism, importance to consumers has increased from 2019 to 2020 in almost all areas:



COVID-19 is also shaping how people want to travel, for example, through holidaying closer to home, or spending time in nature, which will have implications for sustainability.





## SECTION 3: The value and contribution of UK outbound tourism





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### FOR HOLIDAYMAKERS

Various studies indicate a connection between taking a holiday and wellbeing; this begins with the anticipation of planning a trip, as well as the break itself<sup>11</sup>. Taking a holiday is physically and emotionally restorative: research by the Family Holiday Association<sup>12</sup> found that holidays and short breaks have a notable positive effect on mental wellbeing, strengthen family and community relationships and create shared memories, and provide new social and cultural experiences and educational opportunities<sup>13</sup>. Other studies in the USA have also found a correlation between travelling and benefits to physical and mental health, reduced stress and increased productivity on return<sup>14</sup>.

In addition, when tourism manages sustainability, holidaymakers benefit even more. Analysis by TUI of its hotels found that those with sustainability certifications received higher customer satisfaction scores<sup>15</sup>.

#### GIVE THEM A BREAK<sup>16</sup>

The recuperative value of a holiday is emphasised by the recent initiative Give Them a Break. Set up by a group of volunteers from across the travel industry, Give Them a Break emphasises the important role holidays can play in recovery from the COVID crisis. Partnering with registered charity, the Family Holiday Association, the campaign is raising funds to provide much-needed UK holidays for low-income key workers, while also working with British travel brands to offer a wide range of deals and offers to reward all key workers with discounted breaks.

#### RESPONSIBLE TRAVEL'S TRIP FOR A TRIP SCHEME<sup>17</sup>

Every time a customer books a holiday and opts in, Responsible Travel organises a day trip for a disadvantaged child or young person (either in the UK or in an overseas destination), enabling them to visit a local tourist site – very often for the first time. 1% of sales revenue is used to fund the scheme, which works with the Family Holiday Association in the UK and local partners in destinations. Recent trips have included days out at Brighton Pier and Bournemouth Beach, as well as to historic sites in Cambodia and India and a wildlife sanctuary and cultural village in Swaziland.

### FOR THE UK ECONOMY

#### OUTBOUND TOURISM<sup>185</sup>:

- Creates direct economic impact in the UK (revenue generated from travel services such as flights and package holidays) of £16 billion (0.8% of GDP) / with aggregated impacts just over £37 billion, (1.8% of GDP): this contribution exceeds both postal and courier services (including the Royal Mail) and the entire accommodation services industry;
- Generates £6.4 billion (1.1%) in tax revenue to HMRC;
- Leads to spend by outbound tourists of around £46 billion in the UK (i.e. on products and services purchased before their holiday) – a 28% increase in three years;
- Creates 221,000 full-time equivalent (FTE) jobs throughout the UK<sup>18</sup> (0.82% of total UK employment) – 526,000 if we include jobs in connected industries: a higher employment figure than provided by the entire wholesale and retail distribution of motor vehicles and motorcycles, and also more jobs than the UK's iron and steel or electrical equipment manufacturing industries;
- Pays £9.4 billion in wages, salaries and other employee benefits;
- Is a key employer of young people, employs more women than men and commonly offers flexible working patterns.

#### BARRHEAD TRAVEL

Barrhead Travel is a member of The 5% Club, a campaign focused on creating momentum behind the recruitment of apprentices and graduates into the UK workforce. By joining the club, it has committed to the aim of ensuring that 5% of its UK workforce are apprentices, graduates or sponsored students on structured programmes within the next five years.





## FOR COMMUNITIES AND DESTINATIONS

## JOBS AND LIVELIHOODS

- Since ABTA was established in 1950, international travel has grown by 5,500%.<sup>19</sup>
- Prior to the pandemic, the worldwide travel and tourism economy contributed 10.3% of global GDP (US\$8.9 trillion).<sup>20</sup>
- The sector supports an estimated one in every ten worldwide jobs (a total of 330 million when taking account of direct, indirect and induced impacts).<sup>21</sup>
- Over the last five years, one in four net new jobs created have been in the sector.<sup>22</sup>
- Tourism's impact extends indirectly to other sectors such as agriculture, transport, food and beverage provision, handicrafts, retail, manufacturing, construction, financial services and ICT and the cultural and creative industries.<sup>23</sup>
- One job in the core tourism sector creates an estimated 1.5 indirect jobs in the tourism-related economy.<sup>24</sup>

## BUSINESS TRAVEL

Business travel accounted for 21.4% of global travel and tourism expenditure in 2019<sup>25</sup> – worth an estimated \$1.4 trillion a year<sup>26</sup>. Research at Harvard's Growth Lab<sup>27</sup> has shown face-to-face business travel is directly tied to economic growth. Without business travel, the researchers found, countries share less know-how and as a result, grow and diversify their economies less. For example, they estimated a loss in global GDP of 0.98% if the UK stopped sending business travellers abroad.

## THE IMPACT OF COVID-19

Prior to the COVID-19 pandemic, predictions were that international tourism would continue its growth trajectory to reach 11.3% of global GDP, 1.8 billion arrivals and support 425 million jobs worldwide by 2030<sup>28</sup>. However, between January and June 2020, international tourist arrivals declined by 440 million or 65% compared with the same period in 2019, translating into a loss of about US\$460 billion in international tourism receipts<sup>29</sup>. Based on various potential recovery scenarios, there could be a fall in international tourist arrivals of between 58% and 78% (1.1 billion passengers) in 2020, with a loss in export revenues from tourism of up to US\$1.2 trillion<sup>30</sup>. The World Travel and Tourism Council estimates<sup>31</sup> that the global economic impact of COVID-19 on the travel and tourism industry is likely to be five times greater than that of the 2008 global financial crisis. In a worst-case scenario more than 197 million jobs could be lost<sup>32</sup>.

UK outbound travellers act as economic catalysts, with their spending adding significant net value to the economy of their host country (direct Gross Value Added (GVA)). However, spending by travellers also spurs wider economic benefits through supply chains and associated industries (aggregate GVA).

These indicators provide a clearer picture of the overall benefits that travel and tourism bring to destination countries. Each country will experience the broader benefits of travel in a unique way, dependent on the characteristics of their economy, such as labour intensity, and the number of industries that travel supports.

- Together, 50 destinations around the world accounted for 88% of all British tourism spend, 86% of nights abroad and 93% of all visits in 2018<sup>186,187</sup>.
- **In 2018, UK outbound travellers spent £46 billion in total across all destination economies. Overall, direct global GVA from UK outbound tourism is estimated at \$28.8 billion, which directly supports 1.1 million jobs around the world**<sup>186,187</sup>.
- When expenditure in the supply chains linked to tourism is taken into account, **UK outbound tourists supported an aggregate GVA of \$81.4 billion and 2.7 million jobs throughout the world**<sup>186,187</sup>.

For developing economies, sustainable tourism can offer potential advantages over other industrial sectors: it can be built on natural and cultural heritage assets. Tourism can drive socio-economic development and create opportunities for entrepreneurship<sup>48</sup> and employment at all levels<sup>49</sup>, including for marginalised and vulnerable groups<sup>50</sup>.

Tourism's positive value has been noticeable by its absence during the COVID-19 pandemic, for the many destinations and communities that rely on the sector and which have been hit hard by the sudden loss of income, revenue and employment. Livelihood impacts are felt not only by those working for large travel corporations and airlines, but by the millions of individuals and micro, small and medium enterprises that are the lifeblood of the industry, forming 80% of the sector worldwide<sup>51</sup> and who depend on tourism for their own living and that of their staff and families, often for the basic necessities of life.

"If done right, travel can be the world's most successful form of wealth redistribution"

Bruce Poon Tip, CEO, G Adventures<sup>47</sup>.

Photo: Exodus Travels





## TEN COUNTRIES WITH THE GREATEST AGGREGATE GVA FROM UK OUTBOUND TOURISM

01	Spain 17.4*
02	USA 10.4*
03	France 8.9*
04	Italy 4.5*
05	Greece 2.7*
06	Portugal 2.1*
07	Germany 2.0*
08	Turkey 1.7*
09	Netherlands 1.4*
10	Ireland 1.3*



\* Aggregate GVA (\$bn)

## TEN COUNTRIES WITH MOST JOBS GENERATED BY UK TRAVEL

In addition to the significant employment that the outbound travel industry generates in the UK, the sector also directly employs around 875,000 people and supports more than 1.3 million jobs in associated industries across the world, accounting for more than 2.2 million jobs in total. The industry supports a wide variety of jobs, from the bartenders and waiters in resort, to supply chain roles such as taxi drivers and catering suppliers. The wider economy supports roles such as produce supplier and delivery driver.

Due to the differences in labour intensity, we see the top ten countries for aggregate employment are notably different to the list for GVA.



01	India 300,316*
02	Spain 276,124*
03	Indonesia 132,944*
04	Vietnam 123,226*
05	USA 106,382*
06	France 106,158*
07	Thailand 97,449*
08	Jamaica 76,844*
09	Romania 75,782*
10	Portugal 68,705*

\* Aggregate employment

COUNTRY PROFILES<sup>186,187</sup>

In this section of the report, we have taken a closer look at domestic tourism in the UK and countries where the aggregate GVA is estimated to make up more than 1% of the national GDP.

## UK (DOMESTIC TOURISM – NOT INCLUDING DAY VISITORS)

Domestic tourism in the UK is also a significant contributor to its economy. International travel during the COVID-19 pandemic was replaced by some domestic trips, but overall the domestic tourism market has fallen in 2020, impacting many small accommodation and other tourism providers<sup>33</sup>.

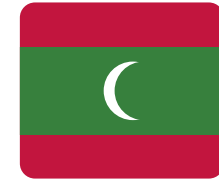
- Domestic tourism: **118.6m** visitors
- **£24.3bn** visitor spend
- **£19.3bn** value of UK domestic tourism (GVA)
- A new job is created in the UK economy for every **£58,000** spent by tourists<sup>34</sup>



## THE MALDIVES

With 1,100 coral islands, The Maldives is famed for its beaches, turquoise lagoons and vast, colourful reefs. Tourism has helped lift The Maldives out of poverty but tourist arrivals have fallen to almost zero following the lockdown. Workers have been laid off or placed on leave with little or no pay, while SMEs have lost much of their income<sup>35</sup>. Whilst the government and donors have provided some short-term livelihood support, there is *“relief and excitement as the country welcomes back tourists”*<sup>36</sup>, having lifted travel restrictions for international travel purposes;<sup>37</sup> and the UK is an important market. In May 2020 there were 74,000 searches for ‘Maldives holidays’ in the UK – more than for any other destination<sup>37</sup>.

- Number of visits **114,602**<sup>171</sup>
- Direct GVA **\$97.9m**; aggregate GVA **\$176.3m**
- Direct employment **9,613**; aggregate employment **14,943**
- **59 jobs** were supported for every **£1 million** of UK tourism spending
- In terms of GVA, **5.3%** of the Maldives’ value added is supported by UK outbound tourism
- **6.5%** of total employment is provided by UK outbound tourism





## JAMAICA

Jamaica is a popular destination for UK holidaymakers, famed for its reggae, rum and coffee; offering visitors white sand beaches and waterfalls as well as rural community tourism experiences. Government measures following the COVID-19 crisis have provided training and support for local businesses, to help welcome visitors back<sup>38</sup>. Longer term, establishment of the Tourism Recovery Taskforce recognises that “[t]he pandemic has given us a unique opportunity to look at tourism through a different lens. As we rethink – re-imagine – tourism for the post-COVID-19 world, we must ensure that it is rebuilt on a safer, more resilient and equitable framework”<sup>39</sup>.

- Number of visits **269,000**<sup>172</sup>
- Direct GVA **\$193.3m**; aggregate GVA **\$606m**
- Direct employment **26,533**; aggregate employment **76,844**
- **89 jobs** were supported for every **£1 million** of UK tourism spending
- In terms of GVA, **5.2%** of Jamaica’s value added is supported by UK outbound tourism
- **6.3%** of total employment is provided by UK outbound tourism



## CYPRUS

Sun-soaked Cyprus offers hospitality, complex history, awe-inspiring vistas and varied cuisine, with its Turkish, Greek and Middle Eastern influences. The UK is a key market, attracted by its year-round warm climate, beaches and lively resorts. Booking cancellations and the increased costs of meeting COVID-19 secure requirements have hit businesses such as small and family-run hotels and restaurants hard<sup>40</sup>.

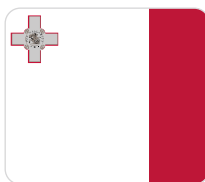
- Number of visits **1.3m**<sup>173</sup>
- Direct GVA **\$254.4m**; aggregate GVA **\$622.2m**
- Direct employment **6,793**; aggregate employment **16,392**
- Aggregate GVA supported by UK outbound tourism represents **4.0%** of GDP for Cyprus
- This equivalent figure for employment rises to **4.6%**



## MALTA

Malta's attractions range from the UNESCO world heritage site of Valetta to some of the best diving sites in the world. The island has strong connections with the UK and attracts sun-seeking holidaymakers for much of the year. During the COVID-19 pandemic, Malta Hotels and Restaurants Association has been working closely with its partners and the government on measures to safeguard tourism and hospitality jobs, which are at the heart of the country's economy<sup>41</sup>.

- Number of visits **600,000**<sup>174</sup>
- Direct GVA **\$136.3m**; aggregate GVA **\$285.9m**
- Direct employment **7,885**; aggregate employment **18,174**
- Aggregate GVA supported by UK outbound tourism represents **3.6%** of GDP for Malta
- This equivalent figure for employment rises to **4.6%**



## MAURITIUS

Mauritius is an idyllic Indian Ocean paradise, home to stunning beaches and landscapes, as well as a range of beyond-the-beach activities from skydiving to hiking or soaking up the culture. An island nation heavily dependent on tourism, the halt in visitor arrivals, followed by an oil spill in its waters, has badly affected all businesses, from resort hotels to local guides and fishermen who earn a living from taking guests on diving, snorkelling, wake-boarding or dolphin-watching trips<sup>42</sup>.

- Number of visits **148,671**<sup>175</sup>
- Direct GVA **\$111.4m**; aggregate GVA **\$206.7m**
- Direct employment **971**; aggregate employment **1,939**
- In terms of GVA, **1.9%** of Mauritius's value added is supported by UK outbound tourism
- Nearly **1%** of total employment is provided by UK outbound tourism





## GREECE

Greece offers holidaymakers a wide choice of experiences: ancient cultural sites, buzzy modern cities, fresh healthy food, white-washed villages, hundreds of islands and legendary hospitality. Cancelled flights and hotel bookings during the COVID-19 crisis have had a significant impact on the Greek tourism industry, especially on its islands, which are heavily dependent on the visitor economy. Alongside a focus on encouraging domestic tourism<sup>43</sup>, the Greek prime minister has acknowledged the need to *“change our tourism model and focus on sustainability. For us, sustainability in the broadest sense is the way forward, making Greece a pioneer”*<sup>44</sup>.

- Number of visits **2.9m**
- Direct GVA **\$1bn**; aggregate GVA **\$2.3bn**
- Direct employment **30,466**; aggregate employment **63,780**
- The aggregate impacts of UK outbound tourism spending in Greece supports **1.5%** of the country's GDP



## SPAIN

Spain is by some distance the number one destination for UK travellers, appealing to a broad range of markets, from island-based family resorts to the sophistication and cultural attractions of its major cities. The tourism industry has been severely impacted by COVID-19, in particular in regions such as the Balearic Islands, which are heavily dependent on tourism revenue. The Ministry of Tourism has introduced a Safe Tourism (turismo seguro) quality seal aimed at reassuring holidaymakers. For example, under this umbrella the Castilla-La Mancha region is promoting experiences such as wine and gastronomy routes, hikes and open-air events<sup>45</sup>.

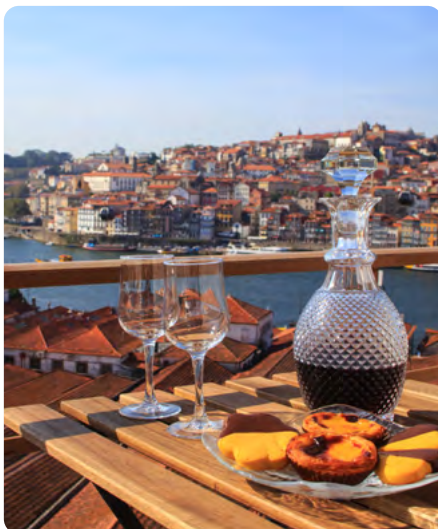
- Number of visits **18.5m**
- Direct GVA **\$4.85bn**; aggregate GVA **\$14.8bn**
- Direct employment **97,292**; aggregate employment **276,124**
- The aggregate impacts of UK outbound tourism spending in Spain supports **1.5%** of the country's GDP



## PORTUGAL

Portugal has been growing significantly in popularity in recent years, with UK holidaymakers flocking to the beaches of the Algarve and the laid-back charms of cities such as Lisbon and Oporto. However, its tourism economy stands to be one of the hardest hit by lockdowns, flight cancellations and border closures prompted by the COVID-19 pandemic<sup>46</sup>.

- Number of visits **2.8m**<sup>176</sup>
- Direct GVA **\$546.8m**; aggregate GVA **\$1.8bn**
- Direct employment **24,211**; aggregate employment **68,705**
- The aggregate impacts of UK outbound tourism spending in Portugal supports **1.1%** of the country's GDP



### SUSTAINABLE TOURISM AND COVID-19

**Travelife for Accommodation**<sup>52</sup> has produced a COVID-19 Operational Guidance Kit available to all accommodation providers, not just its members. It includes information to help hoteliers make decisions about how to ensure they are putting health and safety first, whilst minimising environmental impacts from implementing coronavirus transmission prevention measures, continuing their important community support work and caring for their staff. There is also a guide to communicating with guests and a guide for travellers on how to travel responsibly to support the industry's recovery.

Several Members have also supported their suppliers and destination communities in different ways during the COVID-19 pandemic. For example:

**Intrepid Travel** has introduced a new range of 'closer to home' tours, designed to empower and support local communities striving to recover from the economic impact of COVID-19 and in response to customer feedback about their travel preferences. Intrepid Retreats, mainly in the UK and Europe, range from three to five days, are 100% carbon offset and designed to have a low environmental footprint, with experiences ranging from hikes to wineries to fishing, cooking, cycling and stargazing.

**TUI Care Foundation** has launched a Corona relief programme to support local communities in holiday destinations during the emergency situation, with the support of TUI holidaymakers and committed TUI employees around the world. Its first stage is the 100 Helping Hands initiative, which will respond directly to the needs of communities by supporting local aid organisations with hygiene training, home schooling and childcare as well as the distribution of emergency food parcels and healthcare items, such as masks, for disadvantaged families.

**Exodus Travels Foundation** is working with partners across its destinations to adapt and expand its programmes to best support communities most negatively impacted by the COVID-19 crisis and the resulting halt in tourism. Projects include working with Kilimanjaro (Tanzania) porters to provide health advice, money management training and training on alternative income generating activities such as farming to enable families to be self-sustaining during the crisis; continuing support for the Baraka Community Partnerships in the northern province of Luang Prabang (Laos), to help address the imbalance of basic necessities such as healthcare, clean water and sanitation; and in Kathmandu (Nepal), supporting one of the Exodus team who owns a small bakery and who is baking surplus to give away to those who need it, by employing its local tour leaders to distribute packed meals to the needy and vulnerable across the city.

In response to travellers asking how they could help those in destinations affected by the pandemic, **G Adventures** has set up two funds: a CEO Wellbeing Fund to support its Chief Experience Officers (tour leaders) if they find themselves and their families in need of support following an accident, natural disaster or other difficult circumstances; and a Porters' Support Fund to provide assistance to Inca Trail porters, cooks and support staff in Peru who are currently unable to work. To support the local communities across the 85 projects it supports, G Adventures' non-profit partner, Planeterra, has also launched the Planeterra Impact Fund, to provide much-needed support to communities that normally rely on tourism.



## SOCIAL VALUE AND QUALITY OF LIFE

Tourism development can create positive social value for local communities. Revenue from tourism at destination level may be used to fund community development activities, local services and infrastructure such as roads, transport systems, public spaces, medical and educational services, cultural and other amenities, contributing to local residents' quality of life and the facilities available to them<sup>53</sup>. Rural populations can be strengthened by creating appealing livelihood opportunities for young people and thereby reducing urban migration, as well as generating pride and boosting a sense of place through the value tourism places on local traditions, heritage and culture, handicrafts, music, art and food and drink. Responsible tourism promotes understanding between hosts and guests, and creates meaningful exchanges between the two.

### RESIDENT SATISFACTION

Destinations are increasingly focusing on resident satisfaction with, and support for, tourism as a measure of success. For example:

- One of the goals of **Portugal's** 2027 tourism strategy is to improve residents' satisfaction with the process of tourism development, with a target to increase the number of local people recognising the positive impacts of tourism by 90% in 2027<sup>54</sup>.
- In **Malta**, a 2018 study by the Malta Tourism Authority on Local Resident Perceptions and Attitudes towards tourism development found resident support for tourism to be very high, with positive impacts perceived to outnumber negative impacts<sup>55</sup>.
- **Costa Rica's** Social Progress Index assesses the social impact of the tourism industry to local communities. Indicators are used to assess current performance and track progress in relation to basic human needs, social wellbeing and level of opportunity. Overall, tourism destinations score higher than their wider municipalities<sup>56</sup>. In 2019, tourism had reduced poverty in tourism areas by 10% and increased GDP by 1.5%.

### DRINKING AND WASTEWATER INFRASTRUCTURE IMPROVEMENTS IN MENORCA

Work in Menorca<sup>57</sup> has improved the quality, capacity and availability of drinking water and wastewater treatment infrastructure – essential for public health and quality of life. The total cost of these projects, €924,923, has been met using funds from tourism through the Balearic Islands Sustainable Tourism Tax.

### TRAVEL COMPANY FOUNDATIONS

Most ABTA Members partner with and / or provide support to international, national and local charities, and several have set up their own charitable trusts or foundations to channel funds to development projects in destinations. These contribute to a broad range of objectives including improved healthcare, education, sanitation, conservation, heritage restoration, income generation and local capacity building and collectively amount to a significant contribution to these purposes in destinations around the world. For example, from 2017-2018, five of the largest travel company foundations<sup>58</sup> provided an estimated average of more than £5 million each year to such initiatives.

## CONSERVATION AND PROTECTION OF CULTURAL AND NATURAL ASSETS

Destinations' cultural and natural assets form an important part of their appeal to tourists, particularly those seeking authentic, memorable experiences on their holiday. When local people are consulted and involved in how these assets are used for tourism, and when the assets are managed responsibly, tourism can contribute to increased pride in local culture and traditions, demonstrate their economic value, and provide a source of revenue for their conservation, alongside income and livelihoods for local communities<sup>59</sup>. The direct global value of culture and heritage tourism has been estimated to be well over \$1 billion<sup>60</sup>.

### HERITAGE MALTA

With 7,000 years of history, the Maltese islands are steeped in culture and heritage, and income from tourism is essential to their maintenance and upkeep.

In 2018, Heritage Malta, the national agency for museums, conservation practice and cultural heritage saw 1.9 million visitors across 28 sites and museums and revenue generation of €8.83 million from ticket sales as well as €858,823 in income from gift shops.

Heritage Malta has used this revenue to fund conservation and restoration works at several important historic and cultural sites. These include its largest piece of work, contributing to the restoration of the Grand Master's Palace, which was constructed at the heart of the city of Valletta soon after the victory of the Great Siege of 1565.

### PACHACAMAC, PERU

At World Heritage Site Pachacamac, 24 women from the surrounding area were provided with a year-long training programme in business management, accounting, production and marketing, to help them establish a community business to produce craft products related to the site's cultural history. In their first four years of operation, the women sold \$75,000 of handmade items to tourists, substantially increasing sales each year. Local children come to the site to learn about archaeological preservation and native plants. These activities have encouraged local people to value and protect the site: for example, the police no longer have to be called to intervene against threats to the site from human activity<sup>61</sup>.



Similarly, demand for nature or wildlife-based experiences, and the revenue tourism based on these products, often play a critical part in their survival. In 2018, wildlife tourism supported 21.8 million jobs and generated over five times more revenue than illegal trade in wildlife (a total economic contribution of \$343.6 billion), as well as contributing to poverty alleviation in rural communities<sup>62</sup>. For example, three quarters of the 2 million overseas visitors to Kenya in 2019 were attracted by its wildlife<sup>63</sup>. The absence of this income during the COVID-19 pandemic saw a rise in poaching for meat and ivory in destinations such as Botswana<sup>64</sup>, Cambodia, Kenya<sup>65</sup> and The Democratic Republic of Congo<sup>66</sup>, demonstrating its value.

#### TOURISM'S ROLE IN THE PROTECTION OF MOUNTAIN GORILLAS AND THEIR HABITAT, AND ITS SUPPORT FOR LOCAL PEOPLE IN UGANDA AND RWANDA<sup>67</sup>

In 2010, the population of mountain gorillas in Virunga National Park numbered 480. By 2018 numbers had increased to 604, contributing to the global downlisting of the species from 'critically endangered' to 'endangered' by the IUCN Red List of Threatened Species. This success story is in part thanks to tourism – including trips operated by several ABTA Members. Income from viewing permits has contributed to the protection of the gorillas' natural habitat as well as monitoring by rangers who protect the apes against human threats. Careful controls are in place to minimise the gorillas' exposure to visitors.

Tourism improves local infrastructure and provides 50-60 local jobs. 30% of tourism income is returned to local communities, who decide together with the park how it will be spent – such as on a clean drinking water project. Tourism is also contributing to post-conflict rebuilding in the wider area.

#### CONSERVATION SUPPORT DURING COVID-19

More widely across Africa, the travel industry has established various fundraising initiatives to support rangers during the COVID-19 pandemic – including **Ride4Rangers**, a cumulative 30,000km bike ride and The Wildlife Ranger Challenge where participants walk or run 5, 10 or 21km virtually with more than 200 African Wildlife Rangers.

**Gamewatchers Safaris** and **Porini Camps**' mission is to use small-scale tourism in Kenyan conservancies to protect habitats, in partnership with local people. This secures the land for Maasai communities and supports employment and livelihoods.

During the COVID-19 crisis, an Adopt an Acre programme has been set up, enabling people to adopt an acre of land in the conservancies. The revenue will fund staff wages and land leases so that local Maasai families continue receiving their income and conservancies and wildlife habitats can continue to exist. To adopt one acre for a year requires a donation of US\$35, of which US\$15 goes to conservancy and camp staff wages and US\$20 goes to the families. People who adopt more than 30 acres receive the amount of their donation as a full credit towards a 2021/2022 safari. So far over 7,000 acres of land has been adopted.<sup>177</sup>

#### KEY POINTS FROM THIS SECTION

##### Value for holidaymakers

- There is a connection between taking a holiday and physical and mental health and wellbeing.

##### Value for the UK economy

- Outbound tourism generates £16 billion (0.8% of GDP) for the UK economy in direct economic impact (£37 billion or 1.8% of GDP with induced impacts); £6.4 billion in tax revenue and providing 221,000 full-time equivalent jobs (0.82% of total UK employment) or 526,000 including jobs in connected industries and pays £9.4 billion in wages and benefits.
- Outbound tourists spend around £46 billion in the UK before their holiday.

##### Value for destinations and communities

- Jobs and livelihoods
  - The worldwide travel and tourism economy contributes over 10% of global GDP and supports an estimated one in every ten worldwide jobs.
  - However, due to COVID-19 international tourist arrivals declined by 65% between January and June 2020 compared with the same period in 2019. On a worst-case scenario more than 197 million jobs could be lost.
  - In 2018, UK outbound travellers spent £46 billion in total across all destination economies.
  - Direct global GVA from UK outbound tourism is estimated at \$28.8 billion (aggregate GVA of \$81.4 billion), directly supporting 1.1 million jobs throughout the world (2.7 million jobs indirectly).
  - UK outbound tourism contributes significantly to destination economies – for example, the percentage contribution of UK tourism to GDP is greater than 1% for The Maldives, Jamaica, Cyprus, Malta, Mauritius, Greece, Spain and Portugal.
- Tourism can create social value, contributing to residents' quality of life and funding community development activities, local services and infrastructure.
- Tourism contributes to cultural preservation and natural conservation and an appreciation and value of destination assets.

##### The COVID-19 pandemic

- The COVID-19 pandemic has had a devastating impact on the tourism industry. Travel companies are playing their part in supporting destinations and communities to recover.



## SECTION 4: Taking action





## SECTION 4: Taking action

### ADDRESSING ENVIRONMENTAL ISSUES

#### CLIMATE CHANGE AND GREENHOUSE GAS EMISSIONS

Due to the growing concentration of greenhouse gases in the earth's atmosphere caused largely by human activity, the global mean temperature has risen by 1°C<sup>68</sup> since the Industrial Revolution. Signatories to the 2015 Paris Agreement<sup>69</sup> agreed to take action to collectively limit this increase to well below 2°C above pre-industrial levels, and to pursue efforts to limit it to 1.5°C. In practical terms, this now means cutting worldwide CO<sub>2</sub> emissions by 7.6% a year until 2030<sup>70</sup> and reaching 'net zero' by 2050 (i.e. where emissions produced and those taken out of the atmosphere are equal). The UK has passed legislation<sup>71</sup> committing to a net-zero greenhouse gas emissions target by 2050.

The effects of climate change pose a threat to the destinations on which tourism depends, especially in coastal regions and small island nations.

The global tourism industry is responsible for an estimated 8% of greenhouse gas emissions<sup>72</sup> - compared with 23% for agriculture, forestry and other land use<sup>73</sup>, 12% for manufacturing and construction<sup>74</sup> and 2% for data storage centres<sup>75</sup>. Aviation and shipping, on which the tourism industry depends, are carbon-intensive industries, and therefore have a critical role to play in achieving the UK's climate change objectives. Alongside initiatives to lower emissions in these sectors, carbon reduction is also taking place across all other elements of travel and tourism, such as accommodation, transfers and excursions.

In 2019, alongside government commitments, we saw increased consumer and media attention on climate change, for example with campaigner Greta Thunberg and the climate strikes. There has been widespread media coverage of the short-term environmental impacts of COVID-19, such as reduced emissions<sup>76</sup>, cleaner rivers, canals<sup>77</sup> and oceans and a resurgence in wildlife in less-crowded areas<sup>78</sup>. It remains to be seen what the longer-term environmental impacts will be and how COVID-19 will shape consumer attitudes to environment and travel.

Taking action to reduce carbon emissions frequently boosts efficiency and creates cost savings, which will be particularly important for companies as they recover from the impacts of the COVID-19 crisis. For example, in 2018, TUI Group identified some €6 million of cost savings as a result of carbon-related efficiencies across its business, including airlines, cruise operations, retail estate, major premises and its owned hotel portfolio<sup>79</sup>.

#### AVIATION

Aviation is responsible for approximately 40% of global tourism's CO<sub>2</sub> emissions<sup>81</sup>. More than 80% of British holidaymakers depart the UK by plane, and aviation contributes 7% of the UK's total CO<sub>2</sub> emissions<sup>83</sup>.

The International Air Transport Association (IATA) has set a target<sup>84</sup> for the international aviation sector to cap its net aviation CO<sub>2</sub> emissions from 2020 (carbon-neutral growth) and to reduce net aviation CO<sub>2</sub> emissions by 50% by 2050, relative to 2005 levels.

Complementing the sector's emission reduction initiatives in the short to medium term is the Carbon Offsetting and Reduction Scheme for International Aviation (CORSIA), established by the International Civil Aviation Organisation (ICAO). The scheme requires airlines operating international flights to monitor their fuel consumption emissions and report them to their national authorities from 1 January 2019 onwards; and to purchase carbon offsets to compensate for any growth in CO<sub>2</sub> emissions post-2021. It is forecast that CORSIA will mitigate approximately 2.5 billion tonnes of CO<sub>2</sub> up to 2035<sup>85</sup>.

The UK aviation sector has already begun to make progress on the decoupling of passenger growth from emissions increases; for example, between 2010 and 2016, passenger numbers rose by over 25% whereas total emissions increased by less than 5%<sup>86</sup>.



“We believe climate action is a collective commitment to the sustainability of the entire travel industry, and the world we so love to explore”

James Thornton, CEO, Intrepid Travel<sup>80</sup>.



### AVIATION EMISSION REDUCTION INITIATIVES

- **TUI Airways, TUI Fly and Jet2** were respectively ranked the, fourth and eleventh most carbon efficient airlines globally (of the 200 largest airlines) in the 2018 atmosfair Airline Index.
- **TUI Airlines'** carbon intensity has reduced over the past decade by nearly 12%. Emissions of 65.2g per revenue passenger kilometre in 2019 represent a 3.6% reduction since the baseline year of 2014.
- Since 2000, **easyJet** has steadily improved its carbon emissions per passenger kilometre ( $\text{CO}_2$  / pax km) as the business has focused on operational efficiency. This efficiency metric started at 116.2g  $\text{CO}_2$  / pax km in 2000, dropping to 84.04g  $\text{CO}_2$  / pax km in 2010 and the latest figure further improved to 77.07g – for the 2019 financial year. Since easyJet started publishing this KPI, its carbon efficiency per passenger km has improved by more than one third to 33.7% at the end of the 2019 financial year.
- **Jet2.com's** 'efficient flying' programme resulted in a marginal increase in efficiency per passenger kilometre as  $\text{CO}_2$  emissions per passenger kilometre reduced from 67.03g to 66.95g, despite considerable disruption to the flying programme towards the end of the financial year. Emissions reductions of over 30,000 tonnes  $\text{CO}_2$  this year have been achieved through technical and operational actions such as single engine taxi operations, fuel planning, performance-based navigation approaches, reduced contingency fuel, reduced thrust take-offs and continuous descent approaches, electric ramp vehicles, using fixed electrical ground power and pre-conditioned air where available, aircraft carbon brakes, lightweight seats, lighter catering carts and the removal of paper manuals<sup>87</sup>.
- **Virgin Atlantic** (whose flights are used on the majority of Virgin Holidays) reduced  $\text{CO}_2$  per revenue tonne kilometre by 18% between 2007 and 2019<sup>88</sup>, and total aircraft emissions by 20% over the same period.
- **IAG** and the **One World Alliance** have made a commitment to net-zero emissions by 2050 for all its airlines<sup>178</sup>.

### SUSTAINABLE FUELS

- **Virgin Atlantic's** partnership with LanzaTech resulted in the world's first commercial flight in 2018, using fuel made from recycled carbon from industrial waste gases and other unavoidable waste streams. The fuel offers a saving of at least 70% across its carbon life cycle compared with fossil jet fuel<sup>89</sup>. With the right government incentives, volumes could be available in the mid-2020s at a comparable price to fossil fuel, which would enable the purchase of significant volume and thus considerable carbon savings.
- **Altalto Immingham Limited**, a collaboration between Velocys, **British Airways** and Shell, is establishing a sustainable fuel plant in Humberside. This will convert hundreds of thousands of tonnes of non-recyclable household and commercial solid waste into clean burning sustainable aviation fuel, reducing net greenhouse gases by 70% compared with the fossil fuel equivalent.<sup>179</sup>

### ELECTRIFICATION OF GROUND OPERATIONS

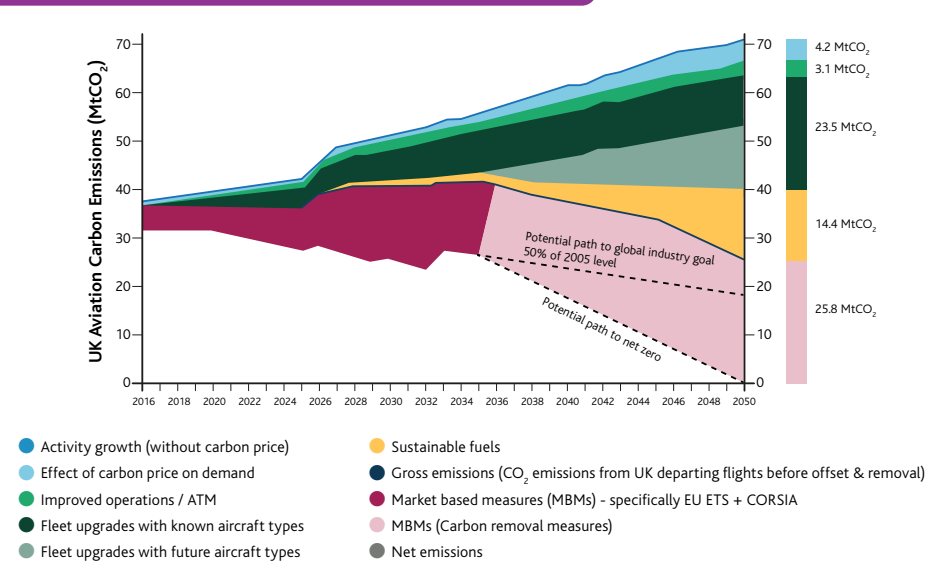
- In December 2019, **dnata**<sup>90</sup> completed a 'green turnaround' of a flydubai Next-Generation Boeing 737-800 aircraft at Dubai International Airport using only zero-emission ramp ground support equipment. Its team transported baggage to the plane using electric baggage tractors and electric conveyor belts to offload and load baggage and cargo. Passengers were disembarked and boarded through towable passenger stairs. After completing boarding, ground handling staff pushed the aircraft back from the gate with an electric towbarless pushback tractor, positioning it ready for taxi and departure. Throughout the turn, ground power was provided by Dubai International's Fixed Electrical Ground Power.

### SUSTAINABLE AVIATION

ABTA is a member of **Sustainable Aviation**, an alliance of UK airlines, airports, manufacturers and air navigation service providers, working to achieve a sustainable future for the UK aviation sector. In February 2020, the coalition made a commitment to achieve net-zero emissions by 2050, whilst allowing for a forecast 70% growth in passengers. Its Decarbonisation Road-map<sup>91</sup> sets out actions in five areas:

1. Aircraft and engine efficiency improvements, such as more efficient gas-turbine engines, hybrid electric and fully electric aircraft, which should save up to 23.5 million tonnes of  $\text{CO}_2$  annually;
2. Sustainable aviation fuels, with the potential to reduce UK emissions in 2050 by at least 30% – a carbon saving of 14.4 million tonnes of  $\text{CO}_2$  a year;
3. More efficient operations and airspace modernisation, which it is estimated could deliver an annual saving of 3.1 million tonnes of  $\text{CO}_2$ <sup>92</sup> and a 10% carbon saving by 2050<sup>93</sup>;
4. Effective global market-based policy measures (e.g. CORSIA), saving 25.8 million tonnes of  $\text{CO}_2$  a year; and
5. Carbon pricing impact on demand – producing an annual  $\text{CO}_2$  saving of 4.3 million tonnes.

### DECARBONISATION ROADMAP FOR UK AVIATION



In June 2020, the UK Government set up its Jet Zero Council<sup>94</sup>, a coalition of ministers, businesses and environmental groups working collaboratively to decarbonise the aviation sector and align it with the UK's 2050 net-zero target. Announcing the council's creation, the transport secretary recognised the "*real determination within the [aviation] industry to have a greener restart*" after the COVID-19 crisis. The Government has urged the coalition's members to work to enable zero-carbon transatlantic flights "*within a generation*".

## CRUISE

Emissions from cruise ships comprise an estimated 0.2% of global CO<sub>2</sub> emissions, for example<sup>95</sup>, or 1-2% of global tourism emissions<sup>96</sup>. The cruise industry is reportedly growing at an annual rate of 6.6%<sup>97</sup>. The global cruise industry has committed to reduce the rate of carbon emissions across the industry fleet by 40% by 2030, compared with a 2008 baseline, by adopting efficiency adaptations and operational improvements; investing in modern, more fuel-efficient, fleet; investing in alternative fuels; and reducing waste. Examples of new technologies include emission cleaning systems and propulsion methods.

### CRUISE EMISSION REDUCTION INITIATIVES

- **TUI Group** is improving the environmental performance of its cruise operations by investing in new, more fuel-efficient ships; achieving a further 2.1% carbon efficiency improvement in 2019, representing an overall 13% reduction in CO<sub>2</sub> emissions per passenger night compared to its 2015 baseline.
- In 2017, **Carnival**<sup>98</sup> achieved and surpassed its sustainability goal to reduce the intensity of carbon emissions from its operations by 25% by 2020, and made further progress in 2019 by delivering a 29.1% reduction relative to its 2005 baseline. Costa Smeralda and Iona became the second and third cruise ships in the world powered by LNG.
- **Virgin Voyages** has partnered with Climeon, a Sweden-based company dedicated to converting ship engine heat to electricity, thereby decreasing fuel needs. Its cruise ships are among the first to use this technology<sup>99</sup>. Virgin Voyages is the first cruise line to commit to being carbon neutral from its first day of commercial operation<sup>100</sup>.
- In 2019, **Royal Caribbean** achieved a 35% reduction in emissions from a 2005 baseline and in 2020 introduced a new target to reduce its emissions by an additional 25% by 2025<sup>101</sup>.

“There is nothing more important in this world than our oceans, and we’re on a mission to protect them and set an example. Success needn’t compromise sustainability.”

Richard Branson<sup>184</sup>

## OTHER TRANSPORT

Emissions from cars have been estimated to contribute a further 32% of tourism’s global total<sup>102</sup>; other transport such as coach and rail 3% and excursions 4%<sup>103</sup>.

### SUSTAINABLE TRANSPORT

Other safari operators are now following the example of Chobe Game Lodge in Botswana, which launched the first electric game drive vehicle and electric-powered safari boat in Africa in 2014. It now has four electric vehicles and four boats (three of which are fully solar powered) and estimates that since 2014, it has saved approximately 36,000 kg of CO<sub>2</sub> emissions<sup>104</sup>.

French ski destination Val Thorens<sup>105</sup> has introduced the world’s first autonomous 100% electric shuttle to be operated in a winter resort. Carrying 15 passengers, the service will be provided as part of the transport element of the Trois Vallées package, and is likely to be extended for summer walking tours. The vehicles are equipped with safety features including cameras and sensors, as well as snow and studded tyres for icy conditions.

In 2017, **Virgin Atlantic**<sup>106</sup> started changing its 100 or so small vehicles (made up of pool cars, sales cars and airport cars) to a fully hybrid and electric car fleet. They are also making it easier for staff to choose lower carbon transport options by providing electric charging points.

UK airports are beginning to introduce electric buses for parking and other transfers; they include **Birmingham Airport**<sup>107</sup>, which launched its new fully electric bus fleet in 2019. The vehicles consume 80% less energy than the diesel vehicles they replaced and use a pantograph charging type, allowing them to be recharged en route – a first for a UK airport. The new fleet is part of the airport’s plans to become a net-zero carbon airport by 2033.

## ACCOMMODATION

Accommodation emissions make up a further 21% of tourism’s greenhouse gas emissions<sup>108</sup>, produced by, for example, air conditioning, heating, restaurants and swimming pools. In order to play its part in meeting the 2°C Paris cap, the hotel sector needs to reduce its absolute emissions by 66% by 2030 and 90% by 2050, against a 2010 baseline<sup>109</sup>. A holidaymaker’s ‘foodprint’ can be significant; in some cases the carbon emissions of food consumed on holiday (taking into account those produced by agriculture, packaging, transport, food miles and wastage) can be even greater than those of the transport and accommodation elements<sup>110</sup>.



### TRAVELIFE FOR ACCOMMODATION

Travelife is an internationally recognised sustainability certification programme that helps its accommodation members improve their social, environmental and economic impacts. It is currently working on developing a new emissions calculator and reporting system for accommodation, and has already issued new guidance for hotels on how to benchmark, measure and reduce their greenhouse gas emissions.

Travelife for Accommodation certified hotel group, Valamar Riviera, reduced their carbon emissions per overnight stay by more than 70% between 2015 and 2016, and have continued to achieve further reductions. Initiatives include all electrical energy from renewables, replacement of heating oil boilers with heat pumps and investment in electric vehicles, scooters and carts<sup>111</sup>.

### OTHER EMISSIONS

Other sources of tourism-related greenhouse gas emissions include activities such as museums, theme parks, events or shopping. UK operations (tour operator offices, shops, staff and product transport and so on) also produce emissions, which are subject to national reporting and reduction requirements and on which many operators are already taking action.

### THE ROLE OF OFFSETTING

Reduction of emissions is preferable to offsetting, but offsetting can, for example, introduce an additional financial incentive to reduce emissions for businesses involved in carbon intensive sectors. Any carbon offsets must have strong environmental integrity and represent real, additional, verifiable and permanent emission reductions.

### INTREPID TRAVEL

Intrepid Travel's approach is based on Measure – Reduce – Offset carbon management principles<sup>113</sup>. This means that only those emissions that cannot be avoided through other actions are offset, through a range of renewable energy projects that bring additional economic, social, and environmental benefits, including habitat and biodiversity protection. The company has been carbon neutral since 2010.



“We must decouple economic development from environmental degradation while ensuring that the transition to green economies creates opportunities and promotes well-being for all.”

UN Environment Programme<sup>112</sup>



## VALENCIA

**Valencia's** Sustainable Tourism Strategy 2030<sup>114</sup> recognises the challenges of the climate emergency as well as the need to recover sustainably after the COVID-19 pandemic. Its focus is therefore on a holistic model that is *“more inclusive and integrated, more ethical and collaborative, more visitor-friendly and fair, but above all, responsible”*.

The city has measured and certified the sources of carbon emissions produced by tourism activity in ten different areas, including public and private infrastructure; water management; solid waste; transport to and within the city; tourists, day visitors and cruise passengers; and accommodation. All tourism activity produced 1.3 million tonnes of CO<sub>2</sub> in 2019, of which 81% related to tourists' transport to the city but only 0.92% to the use of transport within the city. Emissions from all tourist activity are equivalent to one third of the carbon footprint generated by residents' food consumption. Just 0.01% of the tourism footprint comes from water consumption (Valencia is the city with the highest water efficiency in Europe), and 0.41% from solid waste collection and treatment. This information will inform strategies and actions to contribute to the Visit Valencia Foundation's commitment to becoming a carbon-neutral destination by 2025.

## RESOURCE USE AND WASTE MANAGEMENT

Just as people use resources and create waste in their everyday lives, they also do so on holiday. Many destinations have no, or limited, recycling facilities and waste management infrastructure, such as landfill sites and sewage plants. Poorly managed waste can negatively impact on destination attractiveness and the visitor experience and threaten both the health and wellbeing of local residents and biodiversity.

Plastic waste is a particular challenge. Only 14-18% is recycled globally<sup>115</sup> and of the 'top ten' waste items found on beaches worldwide, almost all are made from or contain plastic: cigarette butts, plastic beverage bottles and caps, food wrappers, plastic bags, plastic lids, straws and stirrers and foam takeaway containers<sup>116</sup>. Food waste is another challenge, the most prominent form of hospitality waste<sup>117</sup>, as well as contributing to greenhouse gas emissions.

In recent years, the industry has made progress in tackling waste, especially single-use plastic with a range of commitments and changed practices. As the industry reviews its operational procedures in light of COVID-19, ABTA is committed to supporting our Members to do so in a way that is mindful of the resource use and waste challenges we face.



## MAKE HOLIDAYS GREENER – 2019 REDUCE, REUSE, RECYCLE

Make Holidays Greener is ABTA's annual campaign, in partnership with Travelife for Accommodation, to encourage holidaymakers and the industry to create better places to live in, and better places to visit. Its 2019 campaign focused on resources by encouraging holidaymakers and travel companies to Reduce, Reuse and Recycle – which followed on from 2018's theme Say no to plastic.

A total of 120 travel businesses, including ABTA Members and Travelife hotels, participated in the campaign in 2019, up from 75 in 2018 – running projects such as reducing food waste in hotels, setting up a holiday clothes swap and providing people with water bottles that filter as they re-fill to avoid using single-use plastic bottles. An estimated 3,834 tonnes of waste, including food and plastic, was reduced, reused, recycled or removed from the environment as a result of the 2019 campaign.

## TRAVELIFE FOR ACCOMMODATION

The GSTC-recognised Standards provided in the Travelife for Accommodation sustainability certification programme<sup>118</sup> include detailed criteria for waste management, including:

- the separation of waste, including recyclable waste, and the provision of staff training and information for guests;
- reduction and avoidance of waste including food waste;
- record-keeping on:
  - types of waste produced and how it is reduced / reused / recycled / disposed of;
  - collection, storage and removal of hazardous waste;
  - treatment, reuse or safe disposal of waste water, including the avoidance of pollution and compliance with local and national regulations.

## TRAVELIFE WASTE CHALLENGE

This annual competition asks Travelife member accommodation providers to make significant reductions in plastic and / or food waste between June and September and to involve their guests, community or staff in the challenge. There are various categories that hotels can win, such as biggest plastic waste reduction or most innovative programme. The 2019 winner, TUI Sensimar Blue Lagoon Palace, reduced their plastic waste by 28%.





### DER TOURISTIK HOTELS AND RESORTS, GERMANY – FOOD WASTE<sup>119</sup>

In a typical hotel, approximately 200,000 tonnes of food waste is produced every year. DER Touristik Hotels and Resorts' affiliate Iti Asterias Beach Resort in Rhodes has joined a project spearheaded by sustainability initiative Futouris e.V. to help hotels reduce up to 400kg of food waste per week. Food waste reduction schemes including a pre-order system for the à-la-carte restaurant, live cooking to complement buffets and educating guests about having a more conscious approach towards food contributed to an 18% reduction in food waste. The concept is now being rolled out across other hotels in the group.

### THE GLOBAL TOURISM PLASTICS INITIATIVE

ABTA is a signatory to the Global Tourism Plastics Initiative, which unites more than 450 tourism businesses, governments and others behind a clear vision of a circular economy for plastics to address the root causes of plastic pollution. The initiative requires tourism organisations to make actionable commitments by 2025, to:

- eliminate problematic or unnecessary plastic packaging and items;
- take action to move from single-use to reuse models or reusable alternatives;
- engage the value chain to move towards 100% of plastic packaging to be reusable, recyclable, or compostable;
- take action to increase the amount of recycled content across all plastic packaging and items used;
- commit to collaborate and invest to increase the recycling and composting rates for plastics;
- report publicly and annually on progress made towards these targets.

The initiative has launched guidelines on how to meet health and safety requirements of dealing with COVID-19, whilst still managing plastic use.

*"The COVID-19 crisis has raised awareness of the importance of local supply chains and the need to rethink how goods and services are produced and consumed, both key elements of a circular economy. Integrating circularity and further advancing resource efficiency in the tourism value chain represent an opportunity for the tourism sector to embrace a sustainable and resilient growth pathway."*

One Planet Sustainable Tourism Programme (2020) –  
One Planet Vision for a Responsible Recovery of the Tourism Sector<sup>120</sup>

### SINGLE-USE PLASTIC

Various destinations have taken action on single-use plastic in recent years. For example, legislation has been passed that will ban single-use plastic cutlery, plates, cotton buds, straws, stirrers and expanded polystyrene cups across the member states of **The European Union**<sup>121</sup> by 2021. Other destinations that have banned items such as plastic shopping bags, polystyrene food containers, straws, plates and cutlery include **Antigua and Barbuda**<sup>122</sup>, **Vanuatu**<sup>123</sup>, **The Seychelles**<sup>124</sup>, **Morocco**<sup>125</sup> and **Kenya**<sup>126</sup>.

### WATER

Tourism development creates an increased demand for water in destinations, used for guest sanitation and comfort, drinking water supplies, laundry, swimming pools, fountains, garden irrigation, water parks and golf courses. In many popular destinations (for example, island nations), water is a scarce resource and tourism occurs in the driest months. Tourist water use can be much higher than that of local people, which can adversely affect local communities' access to essential water supplies for drinking, sanitation and agriculture.

### WATER MANAGEMENT IN RIU HOTELS<sup>127</sup>

Water-saving measures implemented in RIU hotels include dual toilet flush buttons, efficient showers and taps with flow reducers and timers, installing showers instead of bathtubs in all refurbished and new hotels, drip and sprinkler irrigation and regular inspection and maintenance to prevent leaks and water wastage.



## DESTINATION MANAGEMENT AND LOCAL IMPACTS

In recent years, prior to the COVID-19 pandemic, an increasingly urgent pressure for many popular and landmark destinations around the world has been to manage their success in attracting ever-growing numbers of tourists and day visitors. 'Overtourism' in a destination or site is said to occur when, in the opinion of local people or visitors, the quality of life and / or of the visitor experience is threatened by the volume of tourism taking place<sup>128</sup>. This tipping point will vary from place to place – as evidenced by the recent experience of cities including Barcelona, Venice, Palma and Dubrovnik, as well as Santorini<sup>129</sup>, Skye, Iceland<sup>130</sup> and even Mount Everest<sup>131</sup>. Destination authorities are adopting various tourism management and marketing methods in order to sustainably balance the benefits of tourism with protecting natural and cultural assets, safeguarding local traditions and ways of life and delivering visitor satisfaction.

### DUBROVNIK

The Mayor of Dubrovnik and the Cruise Lines International Association (CLIA) have formally agreed to work together to address the impacts of tourism in the city, through a destination stewardship roadmap. The roadmap is designed to “*preserve and protect the [city’s] cultural heritage*” whilst focusing on ‘investment, collaboration and best practices for long-term destination management to the benefit [of] residents and visitors alike’<sup>132</sup>. They will be supported by a working group of community and international organisations. The collaboration builds on a previous agreement to spread out cruise ship arrivals and will also include implementation of a new berthing policy and a ‘respect the city’ education campaign for visitors. A bespoke system logs visitor arrivals in order to ensure maximum numbers in the historic centre are not exceeded, and to help residents and businesses plan their activities.

### FACTORING SUSTAINABILITY INTO RECOVERY PLANNING

Some destinations, such as **Jamaica** and **Greece** highlighted in the country profiles in Section 3, are beginning to factor sustainability into their planning for recovery following the COVID-19 pandemic. Likewise **New Zealand**, whose tourism minister has recognised the crisis as “*an opportunity to rethink the entire way we approach tourism to ensure that it will make New Zealand a more sustainable place*”<sup>133</sup>. At local level, destinations have taken the pause to redesign their infrastructure for a more sustainable future, such as **Milan**, which has created new cycle paths in the city; and **Paris**, where the pandemic has accelerated its cycle-friendly Plan Vélo scheme. **Austrian** ski resort **Ischgl** has announced plans to move away from its party reputation and focus on other markets<sup>134</sup>. In the longer term, ongoing requirements such as social distancing are likely to mean that destinations will need to adopt new measures to manage visitor numbers and avoid overcrowding.

### SLOVENIA

Slovenia’s Strategy for the Sustainable Growth of Slovenian Tourism 2017-2021<sup>180</sup> establishes green sustainable and responsible development as a pillar of the industry. Whilst its target is to increase tourism receipts, this is based on the accelerated sustainable development of Slovenian tourism and on actions to boost and lengthen overnight stays, raise average visitor spend, improve the quality of tourism infrastructure and product, address seasonality and increase full-time employment in the sector. The capital city Ljubljana is an example of this approach in practice. For example, since 2007 there has been a 620% increase in pedestrian areas in the city centre, making it possible to walk and enjoy peace and natural spaces there<sup>181</sup>.

Its Green Scheme of Slovenian Tourism<sup>182</sup> is both a tool and sustainability programme, helping destinations across Slovenia, as well as service providers, to evaluate and improve their sustainability activities and promote these through the Green Slovenia brand.

During the COVID-19 pandemic, Slovenia developed a Green and Safe label<sup>183</sup>. This sets out health and hygiene protocols designed to build visitors’ trust in Slovenia as a destination based on its long “*commitment to sustainability, natural and cultural sights that do not attract masses, clean and preserved nature, and ... care for the well-being of local inhabitants and visitors*”.





## ENSURING LOCAL PEOPLE BENEFIT

Responsible tourism is about creating great places to live as well as to visit. This involves ensuring that tourism is a positive experience for local people, by creating meaningful, equal, respectful and positive interaction between local people as hosts and tourists as guests; ensuring that local communities play an active part in the planning, development and management of tourism; that the authenticity and integrity of cultural traditions are not compromised; and that local people are able to derive benefit from visitors to the places in which they live, by strengthening local supply chains so that they have more opportunities to participate in it.

Whilst tourism can generate significant revenue flows at national and local destination level, challenges relate to ensuring that the communities where tourism activity takes place are also able to benefit from it. For example, economic leakage (the amount spent on imported goods and services to meet tourists' requirements<sup>135</sup>) can be significant, meaning that only a fraction of the income from tourism stays in and benefits the locality, region or country where tourism activity takes place. Strengthening the local tourism value chain and assisting local businesses and entrepreneurs (in particular micro, small and medium enterprises), to access it, is a way to boost local economic linkages through, for example, participation in excursion itineraries, homestays, farm visits, culinary tours, outdoor and nature-based activities, cultural experiences and guided walks<sup>136</sup>, as well as creating links between tourism and other sectors such as agriculture, handicrafts and arts and culture.

Many ABTA Members have developed practices to boost the local economic impact of their operations, including local sourcing policies, using local and family-owned accommodation, incorporating stops at local restaurants, markets, food stalls and handicraft producers into their tours and excursions, supporting community-based and social enterprises, partnering with local ground agents and operators and employing local staff such as guides and drivers.

### G ADVENTURES – RIPPLE SCORE

The Ripple Score was introduced in 2018 by **G Adventures** as a means to transparently show how much of travellers' money was staying in the local economy. Looking at all in-destination expenditure, including accommodation, transport, guiding and restaurants, over 640 trips were audited and given a score out of 100, representing the percentage of money spent in destination that is spent with a locally-owned business. The higher the Ripple Score, the greater the benefit to the local community. Across these tours, G Adventures has an average Ripple Score of 93, meaning that 93% of the money G Adventures spends in destination to operate tours goes to local businesses and services.

### ROYAL CARIBBEAN GROUP

**Royal Caribbean Group** offers nearly 2,000 sustainable tours across the world for guests to book. These tours are offered by tour operators certified to the Global Sustainable Tourism Council's (GSTC) standard.

### FLAVOURS FROM THE FIELDS, TURKEY

The objective of the project, a TUI Care Foundation initiative delivered by the Travel Foundation, is to help rural, small-scale producers in south-west Turkey to benefit from tourism. The aim is to create more secure and sustainable livelihoods for farmers and small-scale producers in the Muğla region, by facilitating the local supply of traditional ingredients and delicacies to hotels, restaurants and gift shops. Tourism is booming in coastal areas, and this project is helping to spread the benefits to rural inland areas, enabling small businesses to tap into the tourism supply chain and customers to enjoy locally made artisanal foods.

The COVID-19 shutdown has highlighted the vulnerability of destinations and communities whose economy is particularly dependent on tourism – for example, 90% of the economies of some Greek islands come from tourism<sup>138</sup> and in Antigua and Barbuda 91% of employment is in the sector<sup>139</sup>. Over-dependence can be an issue where tourism has replaced other traditional livelihood activities such as agriculture or fishing, which cannot be quickly or easily revived; where – as in many destinations – it is a seasonal activity. Tourism recovery activities will need to focus on increasing resilience and diversification, to equip destinations to withstand future challenges. Product diversification, extending market appeal and developing tourism as one sector in a broad-based economy will be key to this.

### OL PEJETA

Ol Pejeta, a conservancy in Kenya<sup>140</sup>, works to conserve wildlife, provide a sanctuary for great apes and to generate income through wildlife tourism and complementary enterprises for re-investment in conservation and communities. They recognise the importance of diversification and avoiding over-reliance on tourism: *"Tourism is a fickle business – we could lose tourism overnight – so we have to build in a strategy to manage that risk. And we've done that by introducing and managing other businesses within the conservation space. For example, livestock keeping further supplements and expands our revenue base, meaning that we always have the ability to pay for the fixed costs of conservation irrespective of what happens to tourism."*



Photo: Intrepid Travel

### POKKALI RICE IN KERALA, INDIA<sup>141</sup>

Keralan travel company, The Blue Yonder, worked together with local farmers to grow Pokkali, an indigenous rice that grows in salt water, making it resilient to climate-related weather changes. An agricultural activity was repurposed into a responsible tourism initiative, with the farmers given training in paddling kayaks to navigate the paddy fields as well as in tourist guiding, so that they could diversify their income by offering visitors the experience of exploring the backwaters around Cochin. Local tourist restaurants agreed to buy the rice, providing a market as well as a link to visitors. The Blue Yonder also taught the farmers first aid, so that they were able to act as first responders, especially during floods in the area in 2018 when the team was able to rescue more than 2,400 stranded people in 24 hours.

## TOURISM INFRASTRUCTURE PLANNING AND MANAGEMENT

Large numbers of holidaymakers can place pressure on local services and infrastructure including transport, road networks, waste management systems, energy and water supplies, sewage and wastewater services, health services, retail and food providers, land and housing, public facilities, spaces and amenities. Tourism planning, development and management needs to take account of any such pressure and associated costs.

### ICELAND

Visitor numbers to Iceland grew significantly between 2010 and 2017, resulting in additional pressure on resources and infrastructure. In response, the country's Tourism Task Force devised a Tourism Impact Assessment framework: intended as a first step in developing a holistic tourism management system to optimise tourism's economic and social contribution, while taking account of the carrying capacity of the resources on which tourism is built. This is delivered through analysis of over 60 indicators relating to the economy, infrastructure, support services and society, to establish thresholds to determine whether tolerance limits have been reached or are likely to be reached in the foreseeable future, based on 2% and 5% growth scenarios until 2030. Data is also fed into these assessments from a new Environmental Assessment tool, assessing the status of protected areas and natural attractions.

These outcomes are guiding work on a new action-oriented tourism strategy, as part of a Tourism Policy Framework 2020-30 with a strong emphasis on sustainability. Alongside these measures, the National Infrastructure Plan and the Tourist Site Protection Fund together focus on improving infrastructure at natural and cultural tourist sites<sup>142</sup>.

## SAFEGUARDING LOCAL CULTURE AND THE NATURAL ENVIRONMENT

Destinations' natural and cultural heritage assets are special and valuable to local people, as well as providing a reason for tourists to visit – and therefore need to be protected. This involves, for example, ensuring environmentally sensitive design and construction of resorts and tourism infrastructure to ensure that fragile habitats and biodiversity are conserved; planning excursions and activities so that they do not cause erosion or damage; managing visitor numbers and flows; and working with customers to help them behave responsibly on their visits.

### TRAVELIFE FOR ACCOMMODATION

The Travelife for Accommodation programme incorporates criteria relating to:

- Consulting and working with local and indigenous people; respect for their culture, traditions and intellectual property rights; and their fair and equal treatment as individuals, communities or employees;
- Providing information to local people on company activities and policies and providing an opportunity for them to be involved in discussions and to speak with the company about important issues that affect them;
- Speaking and listening to employees, local communities, local businesses, local authorities and people who live nearby when planning new developments or new activities;
- Ensuring that no access is blocked to water and other services required by local people;
- Providing information to guests about the local culture, customs and traditions, cultural and natural heritage and how to respect local people and culture;
- Providing information to guests and employees about how they can help to protect local historical, archaeological, culturally and spiritually important buildings and places.

### PROJETO BIODIVERSIDADE, CABO VERDE

Projeto Biodiversidade, Cabo Verde<sup>143</sup> is a Cabo Verdean non-profit organisation. One of its key projects is the protection and conservation of the endangered loggerhead sea turtles, which nest on the island of Sal between June and October. Their welfare is threatened by poaching as well as other human activity. Projeto Biodiversidade works with local and inbound operators, hotels and excursion providers, providing guidelines for sustainable practices and responsible visitor behaviour and beach use, in order to protect the turtles and their habitat. TUI Care Foundation has partnered with Projeto Biodiversidade to support its work, which also includes early morning and night patrols, relocating damaged nests into hatcheries, rehabilitation of sick or injured turtles, and school environmental educational programmes.

Cultural heritage sites are also often fragile, and require careful visitor management to ensure protection from any damage, as well as careful tourism development to ensure it is sensitive and appropriate to the site and its surroundings. This contributes not only to sites' physical conservation but also to that of their distinctive sense of place, the special experience they offer visitors and their unique value for local people.



### PETRA, JORDAN

Petra, Jordan is one of the richest, largest and most famous archaeological sites in the world. Over one million people visited in 2019<sup>144</sup>; 80-90% of visitors to the site are overseas tourists. Whilst tourism generates significant revenue for Jordan (\$5 billion in 2018<sup>145</sup>), high visitor numbers also place pressure on the site including congestion at key entrance points, as well as on its facilities and infrastructure<sup>146</sup>. The site is fragile and complex, prone to flash flooding and any erosion of the sandstone carvings is irreversible<sup>147</sup>.

An Integrated Management Plan<sup>148</sup> was produced for the site in 2019. Developed within the context of the 2030 Agenda for Sustainable Development, it aims to establish an appropriate balance between the needs of cultural and natural resources, conservation, tourism, access, sustainable economic development and the interests of the local community, whilst strengthening measures for the protection of the site and managing site users in a way that protects it for future generations.

## RESPECTING HUMAN RIGHTS

Like any industry, tourism has a responsibility to respect human rights, in line with the UN Guiding Principles on business and human rights. Relevant human rights in tourism include labour rights, child rights and anti-discrimination.

### ROUNDTABLE ON HUMAN RIGHTS IN TOURISM

ABTA is a member of the Roundtable on Human Rights in Tourism<sup>149</sup>, which supports companies to implement a strategy for human rights due diligence, including working with destinations. Its free Get Started tool helps travel organisations identify business-related human rights risks.

### DER TOURISTIK GROUP

DER Touristik Group aligns its business policies and practices with internationally valid standards and guidelines: the UN Universal Declaration of Human Rights; conventions and recommendations of the International Labour Organization on labour and social standards; principles of the UN Global Compact; UN Conventions on the Rights of the Child and the Elimination of All Forms of Discrimination against Women; and the guidelines of the Organisation for Economic Co-operation and Development for multinational companies. DER Touristik Group uses specially created risk and hotspot analyses to continually check where its business operations are at particular risk of human rights violations; and works with external expert advisors to review the impact of its business activities.

## LABOUR RIGHTS

As a significant contributor to worldwide employment, tourism can contribute to providing secure and regular jobs; ensure that supply chains involve no forced or child labour; and that working conditions are safe and staff are well cared for, working reasonable hours for at least the minimum wage. Employees should have freedom of association and be free from discrimination.

### TRAVEL COMPANIES' POLICIES AND CODES OF CONDUCT

**Kuoni's** Supplier Code of Conduct<sup>150</sup> sets out minimum requirements that its suppliers are required to adhere to, relating to human and labour rights, compliance with local law and environmental standards, local sourcing and benefiting communities, non-discrimination, workplace safety and hygiene, and child protection. Suppliers must report compliance and progress and may have their contracts terminated if they breach the code.

**Virgin Holidays** ask their suppliers to comply with their Responsible Supplier Policy<sup>151</sup> and practices, which includes meeting international standards on basic human rights as well as addressing key environmental and animal welfare challenges. The policy includes a minimum requirements section that they expect all their suppliers to meet, as well as listing identified priorities they would like their suppliers to address in support of doing ongoing business together.

**Evaneos** has put in place a Code of Conduct to ensure that each supplier:

- is an honest company (operating legally and working against corruption) that offers fair work with a wage in line with or higher than the legal minimum, avoiding activities where vulnerable people depend solely on tips and begging for income, and working to eliminate all forced and compulsory labour and discrimination;
- treats people ethically (supporting international human rights standards) and protects children and vulnerable groups including ensuring any activities or planned interactions with local people are respectful and coordinated with their full consent;
- supports local communities including giving preference to venues and suppliers who provide a tangible benefit to the local community; and protects the environment.

**InsideJapan Tours**<sup>152</sup> offers extensive training and an annual capacity building programme to all of its staff working on the ground to coordinate and facilitate its trips. This allows them to develop skills needed for their jobs, and improve their personal development. They are all paid above the local standards, providing them with greater opportunities, encouraging them to stay with the company and enhance the customer experience.

## ADDRESSING MODERN SLAVERY AND HUMAN TRAFFICKING

Across the world, over 40 million people are in modern slavery<sup>153</sup>: a broad term used to encompass the offences of slavery, servitude and forced or compulsory labour (including exploitative practices such as debt bondage) and human trafficking<sup>154</sup>.

Supply chains in the sector can be global, long and complex and subcontracting and outsourcing arrangements can be common in construction, housekeeping, catering, restaurants, transport provision, entertainment and excursion programmes. This means tourism operators may not have clear sight of their workers' ultimate pay and conditions. The infrastructure of the travel and tourism itself – aviation and other transport networks, and accommodation, can also be used to facilitate trafficking and other modern slavery offences.

In the UK, the Modern Slavery Act 2015 requires any business with a yearly turnover of over £36 million to publish an annual statement, setting out the steps it has taken that year to ensure that no slavery and human trafficking is taking place in its business or supply chains.

### ABTA'S MODERN SLAVERY GUIDELINES

In partnership with Stronger Together, ABTA has produced Modern Slavery Guidelines for travel industry staff – travel agents, tour operators, accommodation and transport providers and others. The guidance is designed to help them understand what modern slavery is, to spot the signs and develop robust policies and practices to tackle modern slavery in their business and supply chains. Government advice on the UK Modern Slavery Act recommends that businesses train their staff on modern slavery issues. ABTA has therefore also developed an e-learning course for travel industry staff on tackling modern slavery, to enable them recognise and report it.

The World Travel & Tourism Council has formed a global taskforce comprising organisations across hotels, retail, airlines, cruise, technology, finance and destination management to help prevent and combat human trafficking in the travel and tourism sector.

The **Travelife** auditing process has successfully identified and helped hotels to address various issues around labour conditions.



## SAFEGUARDING CHILDREN

Children everywhere, no matter where they are in the world, have the right to live a life safe from harm. With training, travel industry staff can be aware of and respond to the wide-ranging safeguarding risks in relation to children and young people either travelling on holiday or living in destinations – which include neglect, physical, emotional or sexual abuse, exploitation, child labour, trafficking and online abuse.

### ABTA STATEMENT ON CHILD SAFEGUARDING

*"Child abuse is totally unacceptable and must be opposed and actively discouraged. The travel industry has a significant role to play in combating all forms of child abuse. Child safeguarding is an essential part of providing a positive travel experience and the industry must ensure that children are safeguarded, raise awareness about child safeguarding, and make it easy for the industry to identify and react effectively when issues of child safety arise. [ABTA's] training courses will help individuals and organisations identify the part they can play in safeguarding children."*

Mark Tanzer, Chief Executive ABTA

As the leading travel industry body, we fully recognise that:

- any forms of tourism that are illegal or abusive must be opposed and actively discouraged;
- the safeguarding of children is everyone's responsibility and the travel industry must play their part;
- our role in supporting the industry in providing quality tourism experiences to customers goes hand in hand with helping keep children safe;
- we must raise awareness about safeguarding children and make it easy for the industry to identify and react promptly and effectively when issues of child safety arise;
- we must help the industry and our members ensure that people working in the industry are well informed, appropriately trained, and armed with the skills to ensure children are safeguarded.





### ABTA'S ONLINE E-LEARNING

In partnership with ECPAT UK, ABTA has developed online e-learning, Every Child, Everywhere to help staff working in the travel industry to safeguard children visiting and living in destinations. The online tool covers all child-safeguarding issues relevant to the travel industry, including encouraging staff to identify risks and report potential cases of child abuse, offering specific advice to staff responsible for managing the contracting and subcontracting supply chain, and developing and implementing robust and effective policies and procedures.

ABTA also worked with the NSPCC to produce a training pack for travel providers who work with hoteliers to enable them to provide face-to-face training in the principles of safeguarding children.

Other guidance produced by ABTA for its Members also incorporates child safeguarding considerations when appropriate – for example, in its guidelines for excursion suppliers.

### ORPHANAGE TOURISM

Short-term volunteering in orphanages perpetuates a harmful cycle of attachment and abandonment<sup>155</sup>. There are also numerous documented instances of fake orphanages being established, including in popular tourist destinations, to which children are trafficked, are vulnerable to abuse and exploitation and made to interact with tourists to elicit donations<sup>156</sup>.

Together with Hope and Homes for Children, ABTA has convened an Orphanage Tourism Taskforce, alongside founding members TUI, Intrepid, Exodus and Projects Abroad. The taskforce will focus on practical action to help the industry move away from offering volunteering in, visits to, or donations towards orphanages or other childcare institutions. The new taskforce represents an opportunity to harness the leadership that organisations from across the travel industry have already shown by increasing traveller awareness of the issue, providing evidence to the UK government to inform travel advice, working with tourist boards and local suppliers to transition away from orphanage visits, and engaging the travel media in raising awareness.



### PROMOTING DIVERSITY AND INCLUSION

In the UK, the Equality Act 2010 prohibits discrimination on the grounds of any 'protected characteristic': age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation. **Diversity** means that 'everyone is respected as individuals and valued for the different perspectives they bring'; **Inclusion** means that 'everyone has an equal opportunity to contribute to business success and fulfil their potential'<sup>157</sup>. As the recent Black Lives Matter movement has highlighted, a passive or reactive stance is not enough. Instead, a proactive mindset, policy and action changes are needed in relation to staff as well as customers. This approach should be business-wide – from recruitment, training and procurement, to marketing and information provision. It should encompass support for and consultation with communities in destinations; and ensure the opportunity to travel is an equal one for all<sup>158</sup>. Below are some examples of how the industry is addressing this challenge in different areas:

### MAKING TOURISM ACCESSIBLE FOR ALL

19% of working age adults in the UK have a disability, rising to 44% for those of state pension age<sup>159</sup>. The Package Travel Regulations 2018 require that travel and cruise companies provide full information on the accessibility of their products. A broad range of customers will have access requirements at some point in their lives: these may be permanent or the result of temporary illness or the result of an accident, visible or invisible, include physical, sensory or developmental disabilities, the elderly or families with young children.

ABTA offers practical support and guidance to its Members to help them develop an in-depth understanding of the issues that need to be addressed, including the importance of training, working with suppliers, understanding legal requirements, inclusive design and accessible information as well as physical adaptations.

**Royal Caribbean**<sup>160</sup> has developed an autism-friendly initiative offering special procedures for check-in, boarding and departure, sensory-friendly films and toys, dietary options, flexible childcare policies and overall autism-friendly training for Adventure Ocean staff. Complementary access to the Autism Channel is provided on most ships, as well as autism-friendly film screenings on certain sailings and an autism-friendly toy lending scheme. Specific support is also provided for teens and adults with autism. Specialist Autism on the Seas staffed cruises provide extra professionally trained staff in caring for individuals with developmental disabilities, special assistance, respite sessions and private activities and sessions.

### PROMOTING GENDER EQUALITY

Although over half (54%) of the global tourism workforce is female<sup>161</sup> and the sector performs better than average across the global economy, the pay and opportunity gap is still strongly evident. Women in travel and tourism earn 14.7% less than men, are far more likely to be found in lower-paid, unskilled jobs and far less likely to occupy management roles. The fact that in many destinations women tend to work exclusively with women affects their pay, access to training and, hence, to better paid work; much of women's tourism work is precarious and / or unpaid, being involved in family businesses<sup>162</sup>.

**Intrepid** achieved its goal of doubling its number of female leaders by 2020 – who now make up 30% of all its leaders. They include the first woman to be employed as a truck driver in East Africa, who is now inspiring others to follow suit<sup>163</sup>.

**The Exodus Travels Foundation's** new Mountain Lioness Scholarship<sup>164</sup> will sponsor 30 women over the next three years to be trained in Mountain Ecology, First Aid Emergency Care and Wilderness Rescue. The training will enable them to be fully certified and gain their guide license, so they can become a guide in Mount Kilimanjaro National Park. Women currently make up 18% of the workforce on the mountain but there are only a very few female guides. Working as a mountain guide will offer the women a stable income so they can help support their families and pay for their children's education in the communities surrounding Kilimanjaro.

**Cosmos**<sup>165</sup> has established a partnership with Landmine Design, a social enterprise committed to providing education and jobs for women living in poverty in Cambodia. Dozens of women are able to work from home alongside their children, crafting jewellery from paper beads and avoiding the dangers of travelling to neighbouring cities for work.

### PROMOTING DIVERSITY AND INCLUSION IN DESTINATION

**Virgin Holidays**<sup>166</sup> has worked with the Caribbean Hotel and Tourism Association to provide diversity and inclusion training for hotel partners in the Caribbean. Hotel staff and hospitality students have been trained on how to give the best guest care, focusing on a range of areas including gender, LGBT+, race, disability, and religion. After the training, participants have been more aware and open minded towards guests with different needs and perspectives.

**Flight Centre Travel Groups**<sup>167</sup> South African subsidiary FCM Travel Solutions has achieved the Level 1 Broad-Based Black Economic Empowerment (BBBEE) Contributor status – the highest possible rating. This milestone has been achieved through a focus on empowerment in all its different facets. The creation of FCTG's Black Women Employee Share Trust has changed the culture of the business. Through the trust, beneficiaries are entitled to an interest of 30% of FCM. Each year, company dividends are shared with women of colour employed in the business and who have worked with the company for a set number of years.

### MANAGING ANIMAL WELFARE

Tourism experiences involving viewing or interacting with animals are extremely popular. They can be enjoyable, educational, provide valuable revenue for conservation and income for local communities. However, certain activities need to be carefully managed to ensure they do not jeopardise animal welfare, and others should be avoided altogether. Two-thirds (66%) of holidaymakers in recent research by ABTA<sup>168</sup> said that they have concerns about the wider impacts of tourism and how animals are treated; a 2017 ComRes survey found that 71% of respondents would be more likely to buy from a travel company that cares for animals.

#### ABTA'S ANIMAL WELFARE GUIDELINES

ABTA worked with industry experts, scientists, zoological organisations, associations and non-governmental organisations (NGOs) from around the world to develop a comprehensive series of Animal Welfare Guidelines. The guidelines provide a tool for travel providers to issue to their suppliers, for tourist boards in destinations, for destination governments and most importantly, for animal attraction and experience suppliers: to enable them to manage animal welfare issues.

The guidelines provide clear and practical advice on basic welfare requirements for specific activity types (relating to the five domains of animal welfare: an animal's environment, nutrition, health, natural behaviours and mental state). They also list approximately 30 practices that are unacceptable – and therefore to be avoided or removed from a company's product offer – because experts advise they pose a significant risk to animal welfare. These include tourist contact or feeding of great apes, bears, crocodiles or alligators, elephants without a barrier (e.g. riding or bathing), orca, sloths as well as contact, feeding and walking with wild cats.

#### KEY POINTS FROM THIS SECTION

The travel industry is taking action by:

- decarbonising, for example through technological innovation, behaviour change and operational efficiencies;
- cutting energy and water consumption and improving waste management and reduction;
- ensuring that local people benefit from tourism, addressing leakage and over-dependence on tourism, managing pressure on infrastructure and safeguarding local culture and the natural environment;
- respecting human rights, including protecting labour rights, responding to the threat of modern slavery and human trafficking, ensuring children are safeguarded and promoting diversity and inclusion;
- managing the welfare of animals and wildlife involved in tourism experiences.



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## SECTION 5: A roadmap for the future

## SECTION 5: A roadmap for the future



The UK outbound tourism industry generates substantial value not only for the UK economy but for destinations too: creating jobs, livelihood opportunities, social benefits for local communities, support and funding for nature and wildlife conservation and cultural heritage protection. Significant progress has also been made to address the challenges we face as a sector. We believe that collaboration based on a common vision for an increasingly responsible tourism industry is central to success. Here we set out our aspirations for the future in the form of a roadmap based on a set of core principles:

**CORE PRINCIPLE 1:** Tourism needs to be sustainable and resilient, able to withstand future shocks and challenges.

**CORE PRINCIPLE 2:** The outbound industry's contribution to the UK through business support, job provision and tax revenue generation should be recognised and supported.

**CORE PRINCIPLE 3:** Global and local tourism policies and actions need to be designed in alignment with the Sustainable Development Goals.

**CORE PRINCIPLE 4:** Collaboration between all stakeholders, including industry, communities, national and local authorities and the third sector is essential to sustainable tourism development.

**CORE PRINCIPLE 5:** There is an urgent need to accelerate decarbonisation of all elements of the global tourism industry.

**CORE PRINCIPLE 6:** The global tourism model should deliver value and net benefits for destinations and local communities.

**CORE PRINCIPLE 7:** Tourism development must protect and enhance the natural and cultural heritage assets on which it is built and depends.

**CORE PRINCIPLE 8:** Tourism businesses have a duty to respect human rights throughout the value chain.

**CORE PRINCIPLE 9:** Measurement and reporting of progress is essential to ensure industry-wide ambition and improvement.



### In support of these core principles, ABTA commits to:

- Working with our Members, their suppliers, destination authorities, travellers, the wider industry, and the UK Government to build a more sustainable industry so tourism is a benefit to everyone
- Managing sustainability impacts internally, to act as an exemplar to our Members.





## WITH OUR MEMBERS

ABTA commits to:

- collecting data to establish an understanding of and baseline for sustainability performance across our Membership and report on progress;
- continuing to provide our Members with the guidance, tools and resources they need to address sustainability through our Better Places Programme;
- supporting our Members to manage sustainability in their supply chain with the international sustainability certification scheme Travelife for Accommodation.

ABTA's Member programme Better Places provides a practical five-step process for adopting a sustainability approach to business.

We recognise that our Members each have different business models and are all at different stages on their sustainability journey.

We support travel companies to:

- manage and monitor the environmental, economic, cultural and social impacts of their business activities, with guidance across climate change, waste and plastic, human rights, child safeguarding, local impact and animal welfare;
- encourage partners and suppliers to improve their contribution to the sustainable development and management of tourism;
- raise awareness amongst customers of responsible tourism including cultural and environmental sensitivity at their destination.



ABTA runs **Travelife for Accommodation**, an international sustainability certification programme that helps its Members, from small accommodation to large hotel groups, to improve their social, environmental and economic impacts. Today Travelife supports more than 1,500 Member hotels in more than 50 countries with improving their sustainability performance and highlighting their achievements to both customers and travel companies.

## WITH DESTINATIONS

Proactive, integrated destination management is essential to building a sustainable and resilient tourism industry, through:

- building cross-sector engagement between relevant government bodies at both national and local level, the private sector, the third sector and local people, with structures to convene these stakeholders to work together;
- placing local people at the heart of tourism planning, development and management. Consider their specific needs, including those of minority and vulnerable groups;
- ensuring decisions take account of the needs of business, holidaymakers, local people and the environment;
- developing a shared long-term vision of success, setting out the type of tourism the destination wants and how the needs of local people, the environment, industry and tourists will be managed;
- establishing holistic measures of success based not only on economic revenue and growth in visitor numbers but also taking account of environmental, social and economic impacts such as visitor spend, local economic benefit, quality of experience and residents' satisfaction with tourism.

ABTA commits to:

- promote proactive, integrated destination management with destination representatives and governments;
- facilitate dialogue between destinations and our Members on sustainability;
- support sustainability certification of accommodation, through Travelife for accommodation;
- share examples of best practice from our experience of working with partners and destinations around the world.



## WITH CUSTOMERS

*Consumer demand for holidays that benefit local people, the economy and care for the environment is growing every year. All travellers, whether on holiday or business have an important part to play in making better places to live in and to visit and reducing their carbon footprint.*

ABTA commits to:

- work to understand customer attitudes to sustainability, demand for responsible tourism and issues of most concern;
- provide customers with information and guidance to enable them to make responsible tourism choices through, for example, our annual Make Holidays Greener campaign.

Make Holidays Greener is ABTA's annual campaign, in partnership with Travelife for Accommodation, to encourage holidaymakers and the industry to create better places to live in, and better places to visit.

The theme for 2020 is Rebuild Together. After COVID-19 halted global travel and as countries reopen to tourism, its aim is to focus on the benefits tourism can bring and to encourage people to respect communities, buy local and protect nature.

Holiday makers can pledge to Rebuild Together, and there are eight further greener holiday pledges people can take such as cut carbon, fight waste, save water and stay better.

## WITH THE WIDER TRAVEL AND TOURISM INDUSTRY

*Travel and tourism is a global industry, and many of the sustainability challenges we face are best addressed collaboratively and at a multinational level.*

ABTA commits to: support the work of the wider industry, for example:

- Aviation: Through ABTA's membership of Sustainable Aviation, working collaboratively on the transition to a low carbon aviation industry in support of the sector commitment to achieve net-zero emissions by 2050 and adopting the steps outlined in the Sustainable Aviation Roadmap;
- Cruise: Supporting companies to take action to achieve the Cruise Lines International Association (CLIA) commitment to reduce carbon emissions across the industry fleet by 40% by 2030;
- Human rights: Through membership of the Roundtable on Human Rights in Tourism and other industry-level initiatives, supporting coordinated action to address issues of modern slavery, human trafficking, labour standards and equality;
- Plastic waste: Through participation in the Global Tourism Plastics Initiative, international and cross-sector collaboration to collectively address the issue of single-use plastics and waste.

## THE ROLE OF THE UK GOVERNMENT

*The UK Government has a significant role to play in providing the enabling and progressive political environment necessary to strengthen the sustainability of its outbound tourism industry and support its efforts to contribute to climate change goals, in particular through political and fiscal support for accelerating decarbonisation. ABTA welcomes the establishment of the Jet Zero Council as an important step in this process.*

In recognition of the value of UK outbound tourism and the priorities identified in this roadmap, ABTA calls on the UK Government to:

- support the role of tourism as a force for good in terms of economic development and employment
  - Consider the role that tourism can play in terms of global links and soft power as part of future UK trade deals with partners around the world.
  - Acknowledge the role of UK outbound travel not only as an important employer and economic contributor to the UK economy, but also as a valuable source of revenues for many developing countries around the globe.
  - Work with businesses in the sector to put in place appropriate tax and policy frameworks, including greater incentives for tourism businesses adopting sustainable practices such as investment in renewable energy and demonstrable emission reductions
  - Provide tailored support for SME businesses in the tourism sector, recognising the value small and micro-businesses bring to communities and high streets across the UK.
- deliver the policy support necessary to support the transition of transport providers to greener technologies
  - Accelerate the redesign and modernisation of UK airspace to make use of new aircraft performance capability and to reduce emissions and noise.
  - Partner with industry organisations, such as Sustainable Aviation and CLIA, to provide the policy and investment framework that will enable industry to deliver upon their commitments to achieve net-zero carbon emissions, by, for example, incentivising production of Sustainable Aviation Fuels.
  - Continue to engage constructively and proactively with the ICAO-backed Carbon Offsetting and Reduction Scheme for International Aviation (CORSIA). Build robust carbon offset measures, including investment in natural climate solutions in the UK and investment in engineered carbon removal technologies, into the UK's strategy for a green recovery.
- support the UK consumer in their transition to low-carbon transport
  - Invest in the UK's rail networks, including high speed rail, to improve the attractiveness of rail as a travel option to domestic and short-haul international travellers.
  - Reduce costs of rail travel and seek to improve connections with route networks in Europe.
  - Improve surface access to ports and airports within the UK to improve public transport usage to and from the UK's international gateways.



# END NOTES



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