

“Embracing Sustainability for Irish Tourism: The Policy Reality and Potential for Destinations, Business and Customers”.



Embracing Sustainability

The practice & Policy -Ireland /Globally .

Destination Opportunities

Business Opportunities for Ireland (What all
our Competition is doing)

Customers who embrace sustainability in all
aspects of their life (LOHAS-Lifestyle of health
& Sustainability)

Sustainability relates to the environment, as well as the social and cultural surroundings

“Sustainable tourism is tourism which is economically viable, but does not destroy the resources on which the future of tourism will depend - notably the physical environment and the social fabric of the host community.”

Swarbrooke 1999

Operationally, it means complying with the **Global Sustainable Tourism Criteria (GSTC Criteria)**

Tools for Sustainability

EECA

ISO14001

EMAS

LCA

Ecoefficiency

Agenda 21

Hannover
Principles

Triple bottom
line

Natural
Capitalism

Ecoliteracy

Zero Emission

Ecological Footprinting

Sustainability

RMA

Cleaner
Production

Sustainable growth

Faktor 4

Life Cycle
Analysis

Factor 10

The practice & Policy -Ireland /Globally .

- Financial sustainability not understood Ireland -pre recession / Economic feasibility took no consideration of environment, social , cultural factors . (ROI –Golf /Spa resorts ?)
- Comhar Sustainability Council – no outputs integrated Nesc 2012
- No Climate Change Policy since 2010 – no onus any agencies to have one unlike most European Countries

Celtic Tiger Unsustainable Tourism

- Bad planning in many cases lead to bad sewage issues –many ghost estates/ Hotels /Golf Complexes given planning in name tourism , Iconic Visitor Attractions Vs Small
- Water treatment – Galway ,Arran Island
- Car usage issues and parking issues without any planned controls .
- No local staff employed , local food
- Transport -now day trips all over ireland from Dublin .

Government's response

- *Programme for Government 2007-2012*

“Seek, with the Tourism Agencies and Local Authorities, suitable areas to develop and promote eco tourism, as well as enhancing the existing Northwest Project, the Green Box”.



**Dec 2009-Smart Economy
Economic Renewal Framework
“We will develop a nationwide strategy
for eco-tourism
and associated marketing campaign”.**

The National Recovery Plan

2011-2014

Tourism & Export Earning key target
for Economic Recovery

- Improving our tourism product
- We will target available resources at developing and co-ordinating niche tourism
- products and activity packages that are attractive to international visitors focusing on
- food, sports, culture, ecotourism, activity breaks, water-based recreation and festivals.

Progress?

New Policy consultation does not even have the word Sustainability anywhere !

- **No Consistency National structures Terminology and commitment**
- No National Vision and poor understanding of Sustainability in practice in Tourism Product Development Eg Wild Atlantic Way , The Green Way
- No Links Dept transport , Agriculture , Heritage , Energy , Heritage Council , Environment Protection Agency , NSAI , National infrastructure , Regional or Local , Tax incentives , hotel registrations
- Most Developments did not come from tourism agencies policy Vacuum , Destinations , Leader Companies , Cross Border , Eu Funded

- Graveyard of Sustainable Tourism initiatives around the country...but many “bolt on” not “built-in” from early ITIC –People & Place Ecotourism Kilrush late 80s , Greenbox,
- Flagship Project Burren Geo park / Loop Head have no longterm funding or staff commitment €1million EU funding Life Project
- No Training opportunities for Policy makers , tour operators , tourism boards .

Embracing Sustainability

- Currently since 2005/6 all bottom up with no policy supports in place but mainly barriers
- Egg Registrations of Glamping /Nature Accommodation , Camping Pods eg Rock Farm at Slane Castle funded by leader company not able to participate Fam trips/promotions Fáilte Ireland – new policy 6 years in making!
- No credible marketing of Ecotourism Ireland Global standard Certification /Green Labels

Sustainability is not about....Green
Technology ,Renewable ,Buildings
only





- Ecotourism defined by TIES the international Eco Tourism Society as

“ responsible travel to natural areas that conserves the environment and improves the well being of local people ”

Global progress 2005-9

- TIES CONFERENCES /TOURISM /GOVTS
- UN SUSTAINABLE CHARTER –CERTIFY THE LABELS GLOBALLY
- Copenhagen Climate Change Talks - all tourist boards met Oct 2009 Gothenburg ,Sweden .
- Between 2005 /12 Ecotourism Policy in Ireland being developed
- Now 2013 should see a clear path for other Destinations to Develop
- Burren Region was be first certified by Ecotourism Ireland 2011 /East Galway 2012
- 2013 Duhallow/North Kerry /Meath

Developing Ecotourism in 3 ways

- Three distinct areas:
 - Delivery of a **Capital Development Programme** €1.1 Million Euros to assist ecotourism operators to expand or encourage new entrants to the industry
 - Building up a dynamic **Network**
 - Providing **Marketing and Development** supports
 - **Developing Certification & Standards** .
 - Demand since 2006 all over Ireland for their own Greenbox , in other regions .



First Choice Responsible Tourism Awards 2006

In association with:
responsibletravel.com
The Times
World Travel Market
Geographical Magazine



action for a sustainable world

The Green Apple Awards 2007

for Environmental Best Practice
and Sustainable Development



TOURISM for TOMORROW Awards 2007

FINALIST



shine
PEOPLE AND PLACES



Northern Ireland Tourism Awards 2007



In association with

bmi



EDEN European Destinations of Excellence



Outputs –Lessons Learned Greenbox

- No Ecotourism policies embedded post funding by any 6 regional agency despite supporting funding applications cross border
- Pilot projects generally served by poor self interest of directors agencies when their policies challenged , cannot see big picture .
- Many individuals /Small tourism businesses involved for free training & Grants provided , long term commitment to sustainability ?
- The economy changed people/agencies had less time and in a survival mode since 2009

Ecotourism Policy - has been developing slowly .

1 .Research Completed in 2009 Fáilte Ireland

Exploring the attitudes of holidaymakers towards landscape
and natural environment

First research ever 7,900 interviews over 6 countries

September 2009



Poorly circulated , nature & landscape tourism prefered term
of use .

Burren Pilot Ecotourism Project main progress re Ecotourism
Certification .

In 2006 No Ecolabel for accommodation , no lead taken by
tourist board and now 4 on market and none marketed well
by tourism agencies .



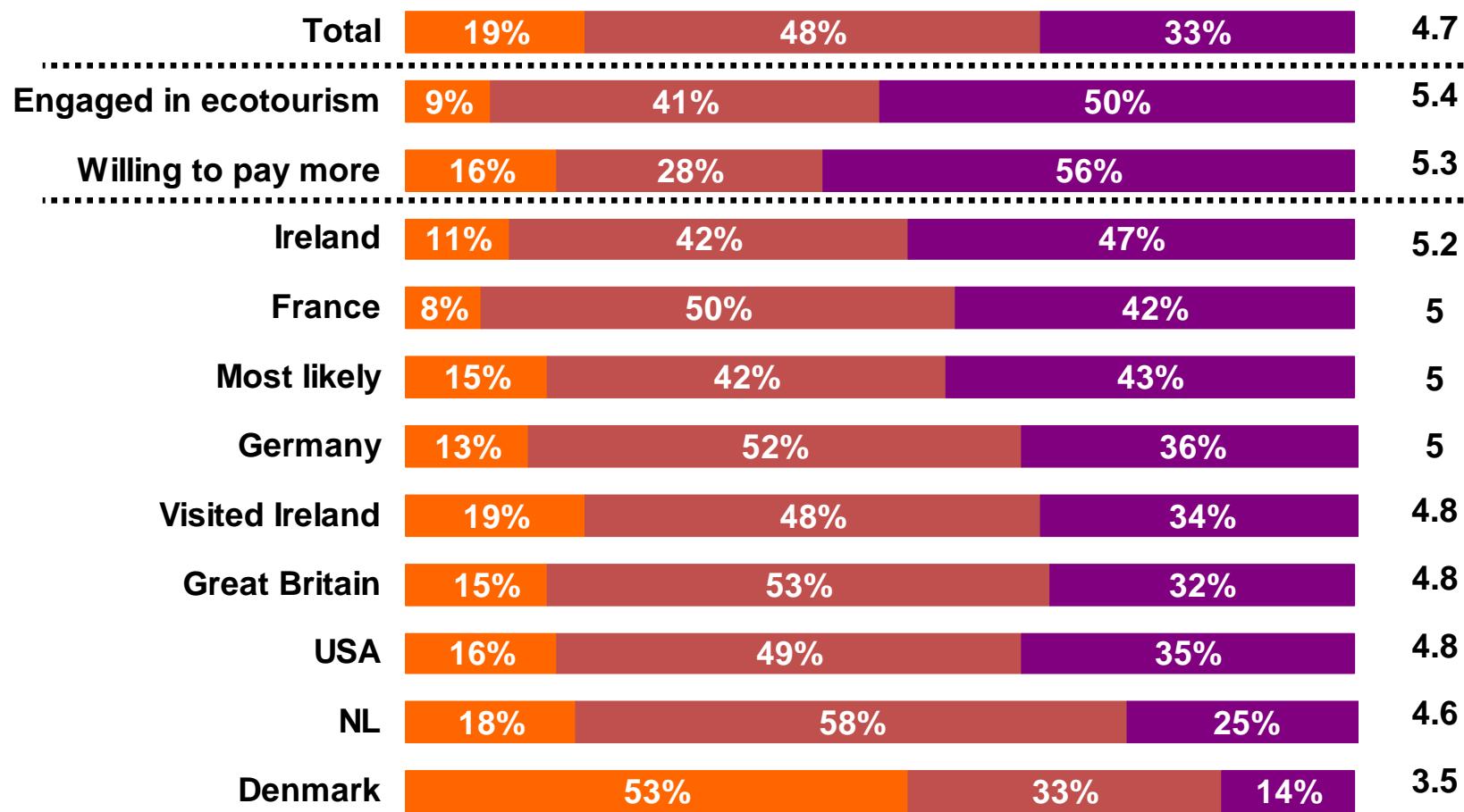
Fáilte Ireland
Exploring the attitudes of holidaymakers
towards landscape and natural
environment
First research ever 7,900 interviews over 6
countries

September 2009

The importance of accreditation (eco tourism providers) to holidaymakers

Where accreditation is concerned, those who have an interest in eco tourism appear to award it the greatest importance, Dutch and Danish holidaymakers awarding it least, in line with what appears to be lower interest generally.

Avg. importance score



■ 'not important' 1 - 3 ■ 'somewhat important' 4 - 5 ■ 'very important ' 6 - 7 ■

Eco / green tourism options – order of consideration by holidaymakers generally

- 1 **Tours** (local and small scale tours exploring hidden places)
- 2 **Nature based active pursuits** (e.g. hill walking, cycling, canoeing which includes interaction with and interpretation of the natural surroundings)
- 3 **Food** (where wellness, quality of life & local produce is at the centre)
- 4 **Family activity break** (based in natural surroundings where the focus is on interaction with the natural surroundings)
- 4 **Natural therapy / spa break** (relaxing with nature rather than standard spa / hotel based)
- 5 **Accommodation** (nature based accommodation rather than standard types (including alternative accommodation types set in woodland / countryside, availing of local produce etc)
- 6 **Educational activities** (ecology/nature)
- 7 **Craft / arts break** (based in natural surroundings)
- 8 **'How - to' courses** (e.g. organic farming, nature, photography)
- 9 **Bird Watching**

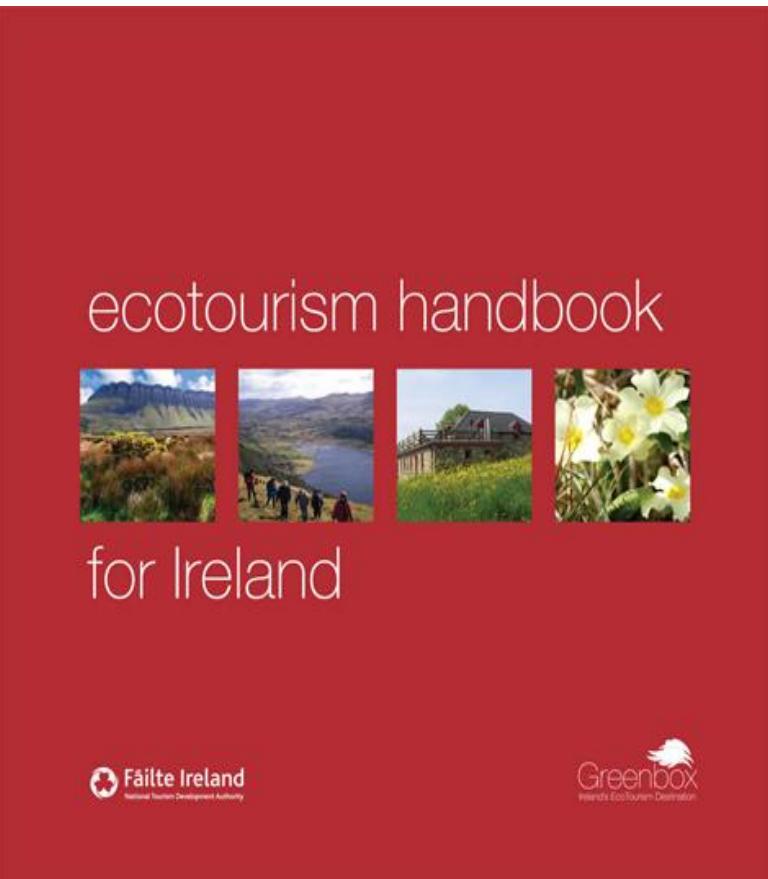
...food and natural therapy options being relatively higher on the list of those who have not engaged in the past



New Consumers still want MORE, but they are defining that differently. Not more shiny trifles and mountains of consumer goods but, rather, more meaning, more deeply felt connections, more substance and a greater sense of purpose.

- 72% say they **are trying to improve the way they live**
- 71% are trying to **improve who they are as individuals**
- 59% worry that society has **grown too disconnected from the natural world**
- 51% would like to be part of some important **cause**
- 67% believe most people would be better off if they lived more simply
- 69% claim to **be smarter shoppers** than they were a few years ago
- 64% say that making **environmentally friendly choices** makes them feel good about themselves.

Resources



The following sections of the book are aimed at helping you understand how to become a successful ecotourism business.

The principles are listed below. For help and hints on how to put these into practice, please refer to each section in detail. In order to assess your business practices, and how you might be able to improve them to make them more responsible, you need to consider the following:

- What is the environmental impact of your business?
- How much do you, and could you, feed into the local economy?
- Should you have an ecotourism policy in place for your business?
- How can you develop a business plan to specifically suit your ecotourism needs?
- What is eco-labelling and how can you get it?
- What funding and training is available in ecotourism?
- How do you market or sell an ecotourism business?



First Real publication with Ecotourism Educational aspect for all .At the time 2009 needed –fear factor real .Now no longer needed to convince small business marketing now the issues and no understanding in product development advise at national & regional level
New Edition 2012
Commissioned and never published

Wild Atlantic Way

Other ways to develop a unique Experiences

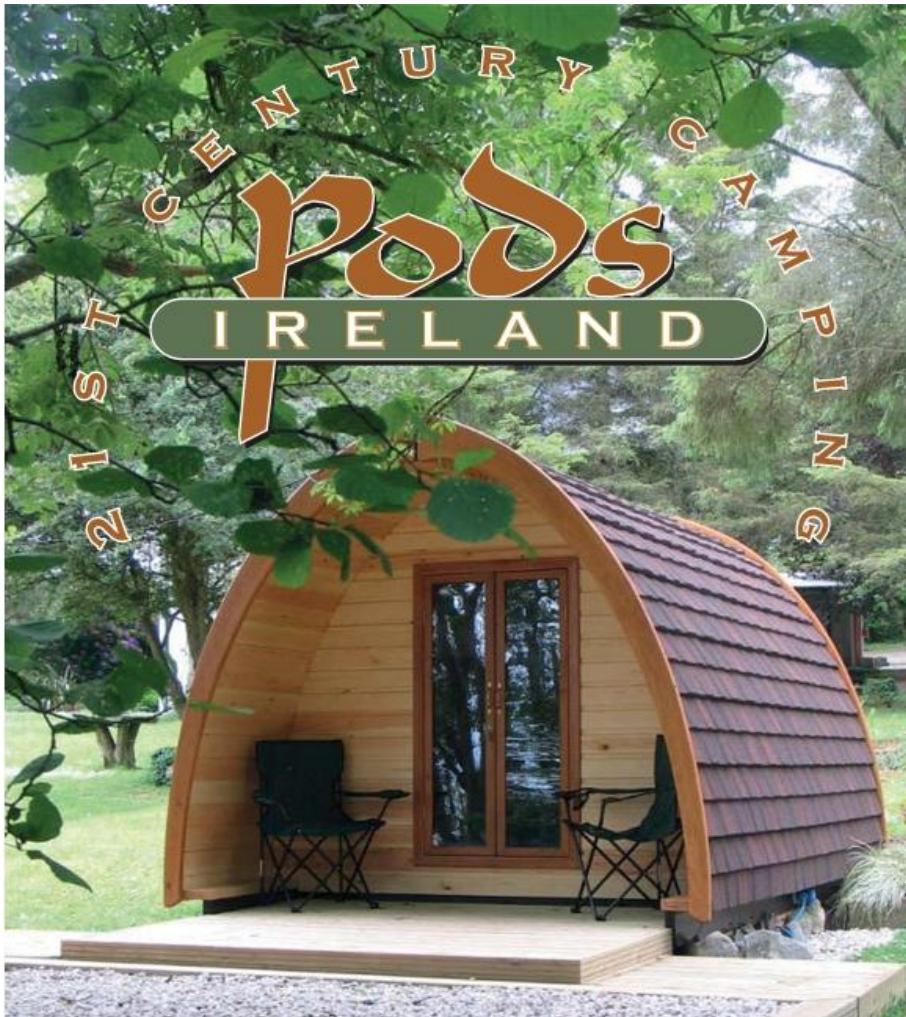
Electric Bikes & Cars

Sat nav developed information , Apps & Blue Tooth multi Lingual .

Community Based Experiences and Cultural Linkages .

Walking routes - how does a farmer on WAW get access to training and product development Via the Tourism Agencies ?

He /she does not - not ecotourism role Teagasc, Failte , Local Authorities or training agencies - after much confusion /frustration with no one stop shop , Ecotourism ireland can take 5-10 Telephone Calls a week since 2009 from start ups and existing tourism businesses .

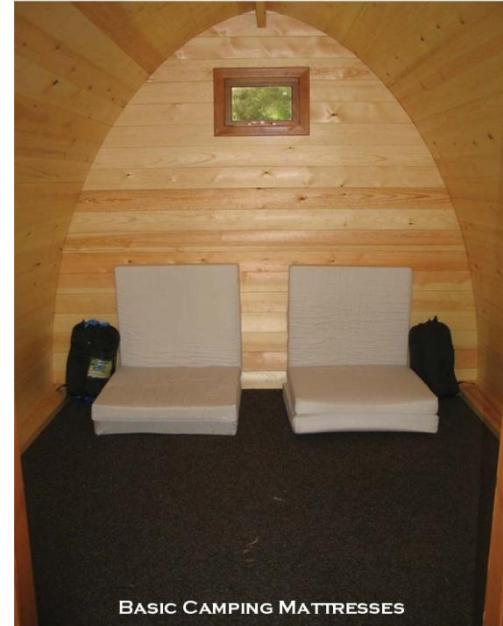


CAMPING POD SHOWROOM

GLENWOOD STUDIO, LITTER STRAND, ASDEE
LISTOWEL, COUNTY KERRY

CONTACT:

DAVID GRIFFIN @ 086 2451436 OR DAVID@PODSIRELAND.COM
VISIT OUR WEBSITE @ WWW.PODSIRELAND.COM



BASIC CAMPING MATTRESSES

6-8 Pod Villages Being installed all with full planning permission ,Leitrim, Cork ,Kerry , Galway .-Still no clear Failte Policy to List , approved in UK for over 5 years by Visit England .

New Products



Greenway –Westport /Achill – No management plan in place .



Loop Head Co Clare



Tralee Wetlands Centre –Electric Boats –developed wetland trust /Tralee council .

Three Towers organic Restaurant www.purecamping.ie
/Guesthouse

Equestrian Centre , Kylemore Co Galway www.threetowers..com



Rock Farm , Slane Castle ,Glamping & Organic Whiskey project Co Meath



www.rockfarmslane.ie



BURREN FOOD Trail



“*The longest defined coastal touring route in the world -*



#Adventure2014

WAW Product Spread

- 1,939 Accommodation Premises
- 516 Attractions
- **1,573 Activities**
- 580 Festivals & Events
- 17 Trails
- 50 Looped Walks
- 53 Blue Flag Beaches
- 120 Golf Courses



#Adventure2014

Drive Experience Seekers

“driving on the edge”

- 159 Discovery Points
- 15 “Iconic” Discovery Points
- Signage
- Road surface
- Top 10



WILD ATLANTIC WAY - ANY DEVELOPMENT CRITERIA ?

GSTC -Draft Guideline last 2 years to follow .

SECTION A: Demonstrate sustainable destination management -14 Criteria

SECTION B: Maximize economic benefits to the host community and minimize negative impacts 9 Criteria

SECTION C: Maximize benefits to communities, visitors, and culture; minimize negative impacts 6 Criteria

SECTION D: Maximize benefits to the environment and minimize negative impacts 12 Criteria

Greenwashing



“the act of misleading consumers regarding the environmental practises or benefits of a company ,product or service “

A common language

A set of common guidelines created with the input of experts, groups and companies from around the planet, defining sustainable tourism in a way that is actionable, measurable and credible. Setting a minimum standard of sustainability for tourism businesses across the globe.

Ecotourism Ireland Criteria
recognised Jan 2012 –one of 12 in
world



GSTC membership and board

- Members (>200)
 - Travel industry leaders & industry associations
 - Major conservation & social organizations (National Geographic, Rainforest Alliance, etc.)
 - Certification schemes
 - Small and medium travel businesses
 - Universities
 - UN agencies and programmes
 - Membership from all continents
- Board members include:
 - United Nations Environmental Programme, UN World Tourism Organization, UN Foundation
 - TUI Travel
 - Sabre-Travelocity
 - The International Ecotourism Society
 - Royal Caribbean Cruise lines
 - Intercontinental Hotel Group
 - Certification programmes
 - Small businesses
 - Caesar's Entertainment
 - Regional representatives from every continent



Mauro Marrocù is the CEO of the Global Sustainable Tourism Council. He has a diversified background as CEO, President and COO at various companies in the transportation, travel, and tourism industry, has a vast international experience in the emerging countries (most notably Brazil, but also South Africa and India) and in the European countries, and is multilingual (he is fluent in Italian, English, Portuguese, Spanish, and has a basic knowledge of French).

In particular, Mauro was General Manager of Alitalia Airlines in South Africa and South Brazil, Alitalia's Senior Vice President and Head of Hub at Rome Fiumicino Airport, and President and Chief Operating Officer of the Garda Airports (Verona and Brescia) in Italy. He was also Chief Operating Officer of Chiari Sommariva Tour Operator, Chief Executive Officer of Italiatour Tour Operator, and General Manager South Europe of Sabre Travel Network. Most recently, he led an independent management consulting business in Brazil. Mauro holds a Laurea (Doctor's degree) in Political Science, and has completed postgraduate courses in Marketing, Finance and Control in Italy and Switzerland

Objective of the criteria

- Serve as basic guidelines to become more sustainable
- Help consumers identify sound sustainable tourism destinations and providers;
- Serve as a common denominator for information media to recognize and inform the public regarding sustainability;
- Help certification and other voluntary level programs ensure that their standards meet a broadly-accepted baseline;
- Offer governmental, non-governmental, and private sector programs a starting point for developing sustainable tourism requirements; and
- Serve as basic guidelines for education and training bodies, such as hotel schools and universities.
- The criteria indicate what should be done, not how to do it or whether the goal has been achieved. This role is fulfilled by performance indicators, associated educational materials, and access to tools for implementation from public, NGO and private sector providers all of which are an indispensable complement to the Global Sustainable Tourism Criteria

37 criteria, 4 pillars.

1. Sustainable Management



2. Socio-economic



3. Cultural



4. Environmental



Global Sustainable Tourism Council

The GSTC is the **only accredited entity for sustainable tourist certifications at the global level.**

The GSTC is currently active in all regions of the WTO, including Africa, East Asia and the Pacific, South Asia, Europe and the countries in the Middle East.



GSTC recommendations

- GSTC will not recognize environmental-only standards because it would be:
 - contrary to market trends and reporting initiatives
 - prejudicial to the standards already adopting GSTC Criteria
 - unethical to consider these “sustainable tourism”
- GSTC will offer gap-analysis and training to move towards full sustainability
 - GSTC website to list environmental-only or social-only programs formally registered in this assistance process and their level of compliance with the environmental or social criteria, but will not be allowed to advertise any type of GSTC recognition

GSTC Destination Criteria Launched Nov 2013

Could we adopt this like most countries for new destinations , Projects Wild Atlantic Way ?

Early adopters Norway , Canary island , Yellowstone
China , St Kitts

Operationally, it means complying with the
**Global Sustainable Tourism Criteria (GSTC
Criteria)**



EcoTourism Ireland

Label Developed in 2009 –based
on work of Greenbox 2005-2009

In association with



Environmental Protection Agency

Department of
Agriculture and
Rural Development
www.dardni.gov.uk



Advisory Panel
with



National Tourism Development Authority





Follow us:



EcoTourism as an economic driver for the tourism industry

[READ MORE](#)

working in partnership to develop ecotourism as a product of excellence in Ireland

By embracing ecotourism principles fully into your business you have the potential to create a unique tourism experience using the natural resources of your local area

[JOIN US »](#)



Our Certified Members

We are delighted to showcase the following ecotourism members .

[READ MORE](#)



Criteria for Certification

Established criteria must be met in order to qualify for the ecotourism label.

[READ MORE](#)



The Journey from Tourism to Ecotourism

Every business is different, but there are two things for sure. First, every business can become an ecotourism business.

[READ MORE](#)

Training

Support

Networking

Mary Mulvey
ecuireland

ecuireland @AlamedaPedicab
thanks for mention great
edition

10 hours ago · reply · retweet · favorite

ecuireland Congrats
Dartmoor First dark reserve
europe bit.ly/pYenqr surely
ireland could do one for
ecotourism ???

15 hours ago · reply · retweet · favorite

... 1/2

... 2/2

Join the conversation

Having a green ethos is not a marketing strategy for us. We want to be profitable as a business and be able to be leaders in our industry. To our customers, this also means we provide a much more personalised service.

Fidelma Ray, CycleWest Ireland



In association with:



Advisory panel:



At a glance

A selection of our brands

Sun & beach



Luxury



Accommodation



Activity & adventure



RESET YOUR COMPASS



Simplifying Student Travel



Inbound services



SHORESIDE & PORT SERVICES



destination specialists



destination services

Responsible travel



Oceans & rivers



The Best Sailing Holidays In The World



Quark Expeditions



- TourCert awards tour operators, travel shops and accommodation facilities with the „CSR Tourism certified“ label if a company fulfills certain criteria by integrating sustainability into its business.



1



Gebeco
LÄNDER ERLEBEN

TUI's tour operator Gebeco has been awarded with this label at the ITB 2011 as the first „bigger“ tour operator



Greenloons (USA)
www.greenloons.com



A Taste of Travel (switzerland)
www.atasteoftravel.ch



greentraveller



Declaration of The 2nd European Ecotourism Conference: Oct 2013

We recognize these common needs:

- To bring sustainability and nature conservation to the ecotourism destination regions;
- To develop a common understanding of ecotourism in Europe as a conservation and development tool;
- To co-ordinate communications for ecotourism destinations in order to attract guests ,
- To communicate the benefits of ecotourism to policy and decision makers.

Agreed Ecotourism Destination Concept

Ecotourism destinations in Europe should have:

- A protected area associated with the destination;
- A critical mass of local ecotourism businesses;
- A sustainability plan under implementation, in developing ecotourism;
- Nature and local culture as the main ingredients in product development and marketing;
- Active participation of local communities based on shared values, empowered through education and awareness raising.
- We, the 80 participants from 22 European countries, including ecotourism and sustainable tourism associations and networks, ecotourism businesses, education institutions, experts and consultants on ecotourism,
- We have endorsed this statement and committed ourselves to use it as a guide for future action

Future Ecotourism Europe needs to be Global like our consumers !

We are not succeeding in communicating trust , common standards and reason to buy our sustainable products why ?

Fair Trade International

-Consumer sales increased significantly in key markets, including: Germany (33 percent), the Netherlands (26 percent), Sweden (28 percent), Switzerland (15 percent), and the UK (16 percent). Last year average sales in all other Fair-trade markets increased by over 20 percent compared to 2011.

Organic Food Biofach –Nurenburg Germany 2013

Growth Records of Success 2013

- 2.207 exhibitors (VIVANESS: 206)
- 41.794 visitors from 126 countries (international share: 44 %)
- Top 5 countries for visitors: Germany, Italy, Austria, France and the Netherlands

Country of the year Romania 2013

Can Ecotourism in Ireland help join up some European Dots on the Eco Consumer Map –Destinations & Consumer items ?

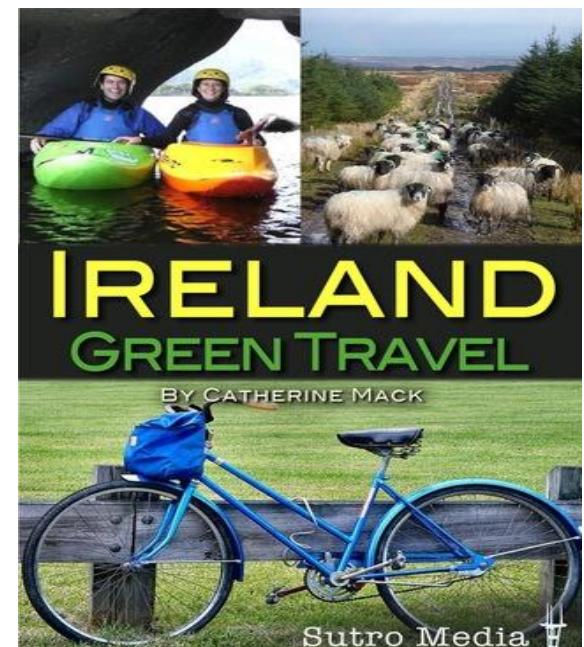
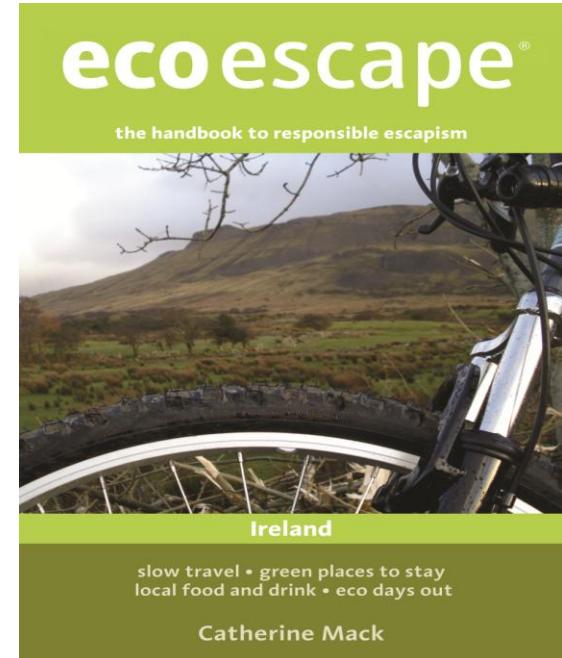


Media interest in Ireland

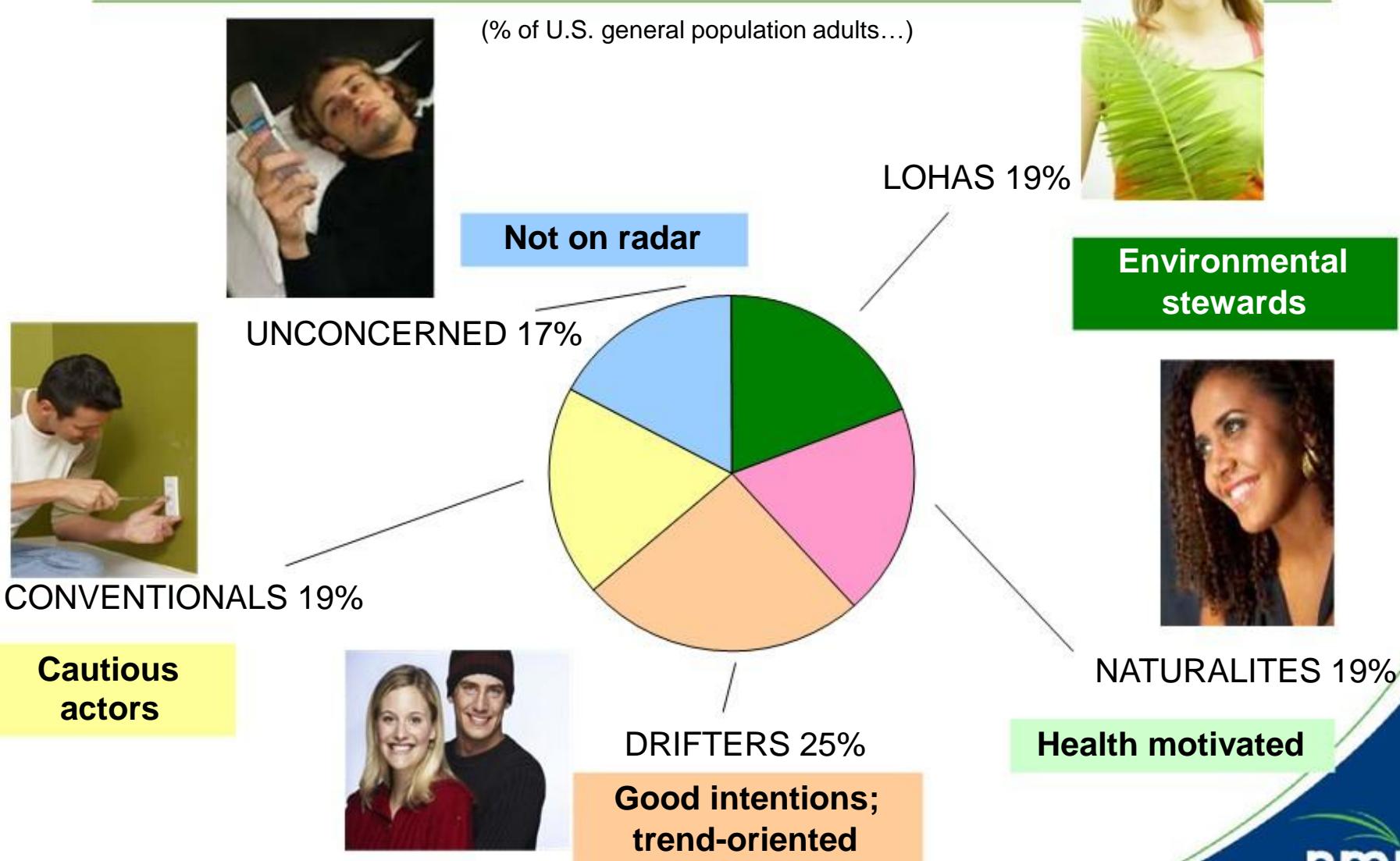
- Eco escape Ireland
- North West Ireland /North and South
- Is over 50% of entries
- No Entries of Green Products in Dublin-accommodation (Only Bike Scheme)

- The Irish Times Ethical Traveler-2007-2011
- Catherine Mack –
- Graduate of Centre Responsible Tourism

- New 2011 Green Ireland App .



Introduction to the LOHAS Segments (Lifestyles of Health and Sustainability)



LOHAS Consumers (as defined) Serve as Market Predictors

New LOHAS Products

- Organic pet food
- Green dry cleaning
- Natural toys
- Sustainable Furniture
- Carbon offsets
- Green banking
- Organic clothing
- Many others...



Mainstreaming

- Energy-efficient appliances
- Organic food/beverages
- Air purifiers



LOHAS

NATURALITES
CONVENTIONALS
DRIFTERS

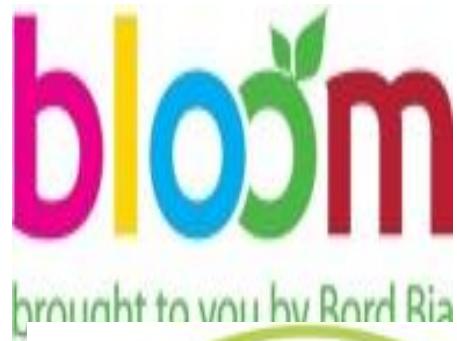
Conscious Travellers... the essentials

1. Wired to Share
2. Wired to Care
3. Want transformative experiences
4. Want to relate
5. Seek purpose and meaning





Green prescriptions
Community Gardens



Sustainability In Irish Tourism

- Needs public sector /policy champions (they need training and regional policies)
- Need to be cross sector - heritage/food/tourism/activities /community .
- A dedicated development policy with targets and supports for training , and marketing .
- Needs to understood and leadership taken by stakeholders – Dept ITIC/ITOA/Hotel Federation .

Potential Business Customers

- A recent global study identified 2.5 billion of these 'aspirational consumers' (representing one third of the global consumer class). These consumers are defined by their love of shopping (78%), desire for responsible consumption (92%) and their trust in brands to act in the best interest of society (58%).
- (BBMG, GlobeScan and SustainAbility, October 2013)
-

World Responsible Tourism Awards

Sponsored by



2 Irish destinations
Burren Geopark
/Cliffs Moher and
Loop Head Co
Clare made world
shortlist of 8
Finalists On Dec 6th
WTM London 2013

Conclusion

- Global Solutions are now ready , Consumers are embracing , will Irish Tourism Policy embrace the opportunity like Agriculture has for its stakeholders ?
- Questions asked by 200 People at Recent Sustainable Tourism Conference Oct Burren 2013
- How can targets reflect the social and environmental benefits as well and economic?
- Who is responsible for Sustainable Tourism nationally, is it FI and could there be one person per county responsible as there was allocated for the Gathering, such as an animator?
- We feel that policies should be community and consumer led – how can they coordinate the response from the county and communities and act on it?
- What supports are available to businesses wishing to become more sustainable and how can they be accessed?
- Are Government agencies and departments fit and able to support Sustainable Tourism in their current state and is communication between departments sufficient?