



Tripple™

**FRAMEWORKBOOK
FOR RESPONSIBILITY
IN TOURISM**

**THE TRANSPARENCY
COMPANY**



HI! WE'RE THE TRANSPARENCY COMPANY

We're owned by over 50 companies and private persons, on a joint mission to fix everything wrong with tourism. Our planet is in trouble, and sadly tourism is part of the problem. We believe tourism can be part of the solution.

Hopefully you also believe we can make sure tourism a part of the solution. The first step is starting with our own impact. Most of us can improve. Are you one of those that can become better?

If your answer is yes or don't know: **LET'S START!**

On behalf of TTC: Good luck with the work!



Håvard Utheim - Editor

How to use **THE WORKBOOK**

This workbook is based on the *Tripple™ Framework*. It guides you to make meaningful change step by step, with clear goals and actions according. The name *Tripple* is a combination of *making ripples* and *the triple bottom line* principle. Social, environmental and economical impact.

First: The Tripple Framework isn't a one-stop solution you can use for claiming sustainability. Sorry for that.

Sustainability is an ongoing process that should be woven into your daily operations and tasks. Not something you can claim to be.

Our framework is flexible and regularly updated, recognizing that every business is unique and there's no one-size-fits-all approach.

Our parameters are grounded in best practices, certifications, the SDGs, and relevant regulations, providing theoretical and practical guidance.

Consider this a starting point to help you build a basic foundation for the work you do every day.

This workbook is designed to integrate responsibility into your organization's culture and operations through 3 pillars and 21 focus areas.

Every focus area has suggested actions and questions, with space to answer and crafting an action plan.

Reflect on each question carefully, take notes and make sure your answers reflect your strategy.

The content on Tripple HUB, can be shared with your team to make sure that your people are aligned.

We've included many case-studies and examples on how things are done by other companies. We show good practices and ideas, but it doesn't mean everything is perfect.

THE CONTENT

THE METHOD

The book outlines a method for how your business can work with responsibility in small, simple steps. The method is not perfect, but if you work with the focus areas and set clear goals, we're sure you'll make progress.

PILLAR 1 : THE COMPANY

Improve business by taking care of your team, ensuring viability buying things fairly, and making sure everything you do is done in a responsible manner.

PILLAR 2 : THE COMMUNITY

Make friends with the places and people near your business. Join in with local ways of life, help the community grow, and work together so both your business and the people around it do well.

PILLAR 3 : THE PLANET

Take care of nature and animals, and use things like water and energy without wasting them. This helps keep our planet safe and makes traveling better.

THE TRIPPLE HUB

To complement this workbook, check out our [Tripple HUB online](#). It's packed with content templates, bite-sized courses, and real-world examples for every topic covered. Plus, we offer live sessions and fresh content every month!

EXPLANATION OF THE BASIC TERMS

This workbook is designed to help whether you're new in the game or have been here for a while.

Many companies are often already doing things in a good responsible way but lack a structured approach. You're most likely already making positive steps; our workbook offers a framework to organize these efforts.

We've tried to make the content easy and understandable, yet there are still some terms and expressions that may need further explanation, so we've included some definitions

Sustainability in tourism involves managing travel to meet current needs while ensuring future generations can also enjoy and benefit from natural and cultural environments without compromise.

Regenerative travel principles aims to leave destinations better than before by positively impacting both visitors and local communities, enhancing the area's overall well-being.

Transparency is being open and clear about actions, decisions, and processes.

The triple bottom line refers to a business framework that equally emphasizes social, environmental and economic performance outcomes. People, planet, prosperity

Organizational culture are the shared values, beliefs, and practices that shape how an organization operates and how its members interact

Supply chain includes all the steps involved in creating and delivering travel experiences, from planning and booking trips to the services tourists use during their stay.

Future-proofing is about making decisions and taking actions today that help ensure success and resilience in the face of future challenges and changes.

Resilience is the ability to bounce back or recover from difficulties or challenges.

Legal compliance means following rules, laws, and regulations that apply to your actions or business.

The Sustainable Development Goals (SDGs) are the 17 goals by the UN aimed at addressing global challenges like poverty, inequality, and climate change by 2030.

There are many other words and expressions we could and probably should have explained here, but we believe you figure out.

We also have explanations in every pillar and focus area.

PILLAR 1



THE COMPANY

SET A FOUNDATION FOR YOUR WORK

7 FOCUS
AREAS

Grow a culture of sustainability in your workplace by making sure your team is happy, things are bought in the right way, and things are done in a good way.

FOCUS AREAS IN YOUR COMPANY

01

SET A CULTURE OF RESPONSIBILITY

Building a culture of inclusivity, fairness, and honesty not only strengthens your business but also ensures steady employment, responsible tourism, and fair profits. Action over words—demonstrating your values through concrete practices.

02

KEEP YOUR PEOPLE HAPPY AND ENGAGED

Promoting authenticity and ongoing learning cultivates a diverse and engaging workplace. When respected, employees thrive and enhance our team and mission.

03

BUY RESPONSIBLY

Choosing suppliers and products who align with your business's values strengthens not only your company but the entire supply chain in a sustainable and ethical manner.

04

BE HONEST AND TRANSPARENT

Being transparent about your operations builds trust and enhances your reputation. Clear communication can educate about and promote responsible travel, and maintain transparency with all stakeholders.

05

ENSURE COMPLIANCE

Prioritizing legal compliance within your company culture protects the business, its employees, and the community, ensuring operations adhere to laws and ethical norms.

FOCUS AREAS IN YOUR COMPANY

06

ENCOURAGE INNOVATION AND RESILIENCE

Taking a forward-thinking approach with systematic innovation not only helps your business stay strong in the long run but also builds a culture where you can bounce back from challenges and keep growing.

07

INSPIRE WITH REMARKABLE EXPERIENCES

Inspiring change by focusing on delivering remarkable and sustainable experiences give customers a new perspective and empower them. Continuously refine your services to the highest quality and best practices.



01

SET A CULTURE OF RESPONSIBILITY



Photo credit: Getty

THE COMPANY CULTURE

Company culture is like the personality of a company, showing how people there work together and what they believe is important.

A culture of inclusivity, fairness, and honesty ensures steady employment, responsible tourism, and fair profits. Values demonstrated through practices works better than words alone.

THINK ABOUT HOW YOUR GROUP'S MAIN BELIEFS AND WAYS OF DOING THINGS ARE FAIR. LOOK AT HOW YOU USE THESE GOOD IDEAS EVERY DAY AT WORK.

 **Self Audit Questions:** **AMBITIOUS? VISIT OUR HUB FOR MORE TASKS AND QUESTIONS**

- How do you incorporate social and environmental responsibility into your daily business operations today?
- What is your system to monitor your company's success in maintaining responsible practices?
- What steps do you take to ensure all employees are aligned with the company's sustainability goals?
- How do employees contribute to your sustainability efforts?
- How do your company's values impact the community and environment?
- Can you give any recent examples on the things you've answered?

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Photo credit: Getty

THE PRINCE OF WHALES

Located in British Columbia, Prince of Whales Whale Watching has not only made a name for itself with its clever play on words reminiscent of a British prince but also for its immersive marine tours and active leadership in responsible tourism.

The company culture of being mindful of the environment is integrated into their operations.

Each boat, for example, uses technology like electric motors, hydrodynamic hull design, and special paint for less impact on the marine ecosystem.

Training on ecosystem conservation is a regular part of their tours, to enhance passengers' understanding of ecology.

This commitment is also evident in how they work, through safety protocols and measures that prevent risks and protect both passengers and the environment.

Prince of Whales supports the local economy by purchasing sustainable and local products, thereby reinforcing community economic growth.

The company's efforts are also shown in active participation in international projects, aiming to protect marine biodiversity.

Prince of Whales advocates for workplace equality, promoting gender equality and labor empowerment within its workforce.

Their holistic approach to sustainability shows their role not just as a tour operator but as a leader in environmental and social responsibility in tourism.

A small player without a massive following can influence many people just by doing things in a good way to inspire their clients and their surroundings. Heard about ripple effects? Well, whales make ripples.



Photo credit: Playa Viva Resort

THE PERMACULTURE ESCAPE

Playa Viva Resort in Mexico integrates multiple regenerative practices in both its operational philosophy and through architectural design.

Permaculture is a design principle that mimics nature to create self-sustaining ecosystems. It relies on sustainable agriculture and aims to avoid dependence on industrial production and distribution.

The resort is built on such principles, with measures from nature conservation to an “edible” landscape, all created under the guidance of permaculture experts.

The energy is exclusively solar-powered, and the water is sourced from an onsite well. Almost entirely circular and 100% off-grid.

The cabins are constructed from living palm trees, which not only preserve the natural environment with low emissions but also prevent erosion.

Playa Viva hire the majority of its staff from Juluchuca and its surrounding villages.

They buy local food like cheese, seasonal produce, coffee and chocolate directly from the farmers in these villages.

Playa Viva are engaging people in the surrounding area. This strategy is based on three pillars: Education, Health and Economic Development.

As example each week they work with over 120 kids in four communities ranging from kindergarten to high school and sell a range of locally sourced handcrafted goods.

Having the right values is not enough. Playa Viva measure their progress and interview locals. And publish a yearly report summarizing their impact in the Juluchuca community and on the planet.

ACTION PLAN

WHAT		WHY		WHO	
START DATE		DEADLINE		GOAL	
OBSTACLES TO OVERCOME			RESOURCES		
BIG STEPS			LITTLE STEPS		
COMMENTS					

02

**KEEP YOUR PEOPLE
HAPPY AND ENGAGED**



Photo credit: Getty

A GOOD PLACE TO WORK

Fair treatment and safety at work help everyone feel happy and do their jobs better.

Sustainability isn't just a company task; it's about each person learning, developing and supporting sustainable actions.

It's like when you play a sport and get better the more you practice and enjoy the game.

CONSIDER HOW YOUR POLICIES ENSURE A RESPECTFUL, SAFE WORKPLACE AND SUPPORT EMPLOYEE AUTHENTICITY AND WORK-LIFE BALANCE.

Self Audit Questions:

→ **AMBITIOUS?
VISIT OUR HUB
FOR MORE TASKS
AND QUESTIONS**

- How does your company make sure everyone is treated fairly at work?
- How can you prove that your workplace is good for everyone?
- How can workers tell someone if something unfair is happening at work and what do you do when someone has a complaint about work?
- Work life balance. How does your company help workers have time for both work and fun?
- What kind of training do workers get, and how often? Does this include training in sustainability?
- Can you give any recent examples on the answers you have made?

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Photo credit: Getty

THE EYES & EARS OF KILIMANJARO

At the foot of Mount Kilimanjaro, Nature Discovery embarked on a mission in 2008 to transform porter treatment in the climbing industry, in partnership with the Kilimanjaro Porters Assistance Project.

The initiative was sparked by revelations of the harsh realities faced by porters—overwork, underpayment, and exploitation.

Shocked by these findings, Nature Discovery, under the guidance of Thomas Holden, took decisive action to overhaul their operations.

They introduced a monitoring system where a dedicated porter would report on actual conditions during climbs, ensuring adherence to ethical practices.

Nature Discovery developed a fair management database for porter schedules, eliminating the need for bribes to secure work. A big problem in tourism.

They also reformed tipping procedures to ensure transparency, informing tourists about the exact number of porters aiding their journey and facilitating direct tips to avoid mismanagement.

The company ensured timely and full payments by opening bank accounts for all porters. These reforms not only enhanced working conditions but also improved client satisfaction, building trust in the ethical standards of the tours.

Continual engagement with porters through biannual meetings allowed for direct communication with top management, addressing concerns effectively and fostering a culture of respect and accountability.

Through persistent efforts and strategic changes, Nature Discovery prove that ethical business practices can coexist with commercial success.



Photo credit: Getty

THE CHAIN OF DIVERSITY

Running a small business is demanding and resource-intensive. You just don't have the resources of larger companies.

You are most likely more sustainable with a much lower negative impact than the chains, still it can be smart to study them.

Marriott International has consistently earned high marks for workplace diversity, including perfect scores on the Human Rights Campaign's Corporate Equality Index for LGBTQ workplace equality.

This emphasis on inclusivity is integral to the company's mission to reflect the diversity of its clientele in its workforce.

Marriott is proactive in supporting the mental health of its employees, providing resources and programs designed to manage the demands of the hospitality industry.

The company's dedication to worker satisfaction is evident in its flexible working conditions, which allow employees to achieve a better work-life balance.

Marriott also invests heavily in training and development programs that not only enhance job-specific skills but also personal growth.

Marriott fosters employee engagement through regular team-building activities and maintains open communication forums to ensure all voices are heard.

By investing in their employees, Marriott not only strengthens its position in the hospitality market but also demonstrates that a focus on equal rights, inclusivity, and worker welfare directly contributes to business success.

ACTION PLAN

WHAT		WHY		WHO	
START DATE		DEADLINE		GOAL	
OBSTACLES TO OVERCOME			RESOURCES		
BIG STEPS			LITTLE STEPS		
COMMENTS					

03

BUY RESPONSIBLY



Photo credit: Getty

YOU'RE NEVER BETTER THAN YOUR SUPPLIERS

In a tour operator's world, our supply chain is like a big team working respectfully together to create the perfect trip.

Think of local farmers who provide fresh ingredients for your meals, cozy hotels that ensure a good night's sleep, and skilled guides who bring the adventure to life. Connecting the dots to make a journey memorable.

CHECK YOUR SUPPLY CHAIN TO MATCH YOUR GOALS. THINK ABOUT HOW WHAT YOU BUY HELPS OR HURTS THE PLANET.

 **Self Audit Questions:** **AMBITIOUS? VISIT OUR HUB FOR MORE TASKS AND QUESTIONS**

- How can you ensure your suppliers align with your business's ethical and sustainability standards?
- How do you keep track of all suppliers and partners?
- What criterias do you use to select suppliers that reflect your company's values?
- What steps do you take if a supplier does not meet your standards?
- How do you measure the impact of your supply chain?
- Can you give any recent examples on your answers?

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Photo credit: Getty

THE FAR FAIR AWAY

You're in a small village in Peru, the dawn breaks over fields tended by families for generations. Many people here work with FairAway, a company striving to make tourism beneficial for local communities.

FairAway has a set of rules called the *Supplier Code of Conduct* that ensures fair work conditions and supports local businesses.

This helps make sure that the money tourists spend goes directly to the communities they visit, boosting local economies and preserving their cultural and environmental heritage.

To measure the impact of its efforts, FairAway works with experts and aligns its goals with major environmental and social standards.

They have created detailed plans to track how their tours benefit local places and people.

For example, their work in Peru's Colca Canyon helps maintain local traditions and supports the community financially.

FairAway is open about where tourists' money goes and shares this information publicly. This transparency not only educates travelers but also encourages other tourism companies to rethink their economic impact on destinations.

However, measuring the social impact accurately across various destinations is tough. FairAway constantly seeks feedback from local partners and customers to refine their strategies and deepen their impact.

FairAway's approach shows that tourism can support sustainable development when companies commit to ethical practices and actively engage with the communities they impact.



Photo credit: Feynan Eco Lodge

KEEP IT SIMPLE

Inspired by historical caravan lodges, Feynan Ecolodge was built in 2005 by the Royal Society for the Conservation of Nature. The first of its kind in Jordan.

At Feynan Ecolodge, there is a strong focus on sustainability and using local sources and suppliers for their purchases.

They source most of their materials and supplies from the local area to create ripple effects in the local community.

When building, they use materials that are available locally and use old construction methods common in the area.

This means less need for transportation of materials, which in turn means fewer emissions of greenhouse gases.

The use of local materials, stone and clay ensures that the buildings naturally blends in - preserving the area's natural appearance and ecological balance.

In terms of daily operations, the lodge is careful to buy food from nearby farms and markets in the area.

This supports local agriculture and reduces the carbon footprint associated with importing food from distant areas.

The lodge also sells handicrafts made by local artisans, providing these actors with a platform to preserve traditional crafts and to earn a living.

Through these simple practices, Feynan Ecolodge demonstrates a well-planned approach to supply chain management that not only creates a healthy operational model but also contributes positively to the local environment and community.

This is in line with Feynan Ecolodge's goals of sustainability and cultural preservation.

ACTION PLAN

WHAT		WHY		WHO	
START DATE		DEADLINE		GOAL	
OBSTACLES TO OVERCOME			RESOURCES		
BIG STEPS			LITTLE STEPS		
COMMENTS					

04

BE HONEST AND TRANSPARENT



Photo credit: Getty

SUSTAINABLE ISN'T GREEN. IT IS TRANSPARENT

Talking openly about how you work tends to stimulate better practices and build trust.

Clear communication teaches about saving the environment, encourages responsible travel, and keeps things transparent with everyone involved, including your customers.

**THINK ABOUT HOW BEING OPEN CAN
MAKE PEOPLE TRUST YOU MORE AND
INSPIRE OTHER TO WORK MORE
SUSTAINABLE. CONSIDER HOW YOU
INVOLVE OTHERS IN YOUR EFFORTS**



AMBITIOUS?
VISIT OUR HUB
FOR MORE TASKS
AND QUESTIONS

Self Audit Questions:

- How does your company make sure your communication is honest and clear about what you offer and what people actually get?
- How do you make sure you're clear and honest in your reports?
- What do you do when things aren't going as well as they should?
- How do you keep track of and prove that what you say about being green is true and shown by what you've done before?
- How do you communicate to inspire others by your actions
- Can you give any recent examples on what you've just answered?

NOTES

[illegible]

Honesty is the best policy



Photo credit: Zoku Amsterdam

THE GUEST GUIDELINES

Zoku Amsterdam is designed to accommodate professionals on extended stays, and offers a blend of home-like comfort and office functionality, along with a strong sense of community.

Their approach to transparency is integral to its business model and is evident across their operations.

The building incorporates eco-friendly design elements, featuring energy-efficient systems and green roofs, with a focus on using sustainable materials.

Zoku provides detailed information about these features to educate and inform guests about their environmental impact. In the dining areas,

Zoku prioritizes organic, locally sourced ingredients, with clear information about food origins and supplier practices readily available to guests.

Waste management is a critical component of Zoku's operations. The hotel has established comprehensive recycling programs and initiatives to minimize waste, encouraging guest participation with straightforward guidelines and communication.

Community engagement is central to Zoku's mission. The hotel regularly organizes events that encourage interaction between guests and local residents, promoting cultural exchange and community integration.

By openly sharing its practices and community-focused activities, Zoku Amsterdam demonstrates how hotels can combine transparency with service.

In many ways they're setting an example in the hospitality industry for emphasizing sustainability and guest involvement.



Photo credit: Getty

THE LABELED TRIPS

Intrepid Travel is well known for its commitment to transparency and ethical practices within the tourism industry.

Intrepid was one of the first global travel companies to ban elephant rides from their tours, responding to real concerns about animal welfare.

Intrepid Travel launched their new [Carbon Labelling](#) on over 500 itineraries in 2023, one of the industry's most comprehensive carbon labelling initiatives to date.

The carbon labels show the total CO₂-e of the trip per traveler, per day, helping travellers better understand the environmental footprint and allowing them to make more informed decisions.

CO₂ equivalent emissions mean all contributions to global warming converted to CO₂ values. Intrepid includes the entire journey.

Also, Intrepid emphasizes the importance of supporting local economies. They employ local guides and utilize local services to ensure that the economic benefits of tourism are distributed within the community.

The specifics of these contributions are transparently reported, showing how funds are used and the impact they have.

Intrepid Travel's approach not only enriches the travel experience for its customers but also fosters trust and accountability.

By being open about their practices, Intrepid encourages a broader adoption of sustainable and ethical practices in tourism.

They are not perfect, but being open and transparent is a great strategy to become gradually better!

ACTION PLAN

WHAT	WHY	WHO
START DATE	DEADLINE	GOAL
OBSTACLES TO OVERCOME	RESOURCES	
BIG STEPS	LITTLE STEPS	
COMMENTS		

05

ENSURE COMPLIANCE



TO FOLLOW THE LAW, YOU MUST KNOW THE LAW

Making sure a travel company follows the law is super important for keeping things running smoothly and helping the planet and the society.

It makes sure everyone stays safe and happy, it protects the business and it shows that the company cares about doing things right.

THINK ABOUT HOW YOU MAKE SURE TO FOLLOW THE RULES AND WHAT YOU DO TO CONTINUOUSLY BE BETTER

 **Self Audit Questions:** AMBITIOUS?
VISIT OUR HUB
FOR MORE TASKS
AND QUESTIONS

- Can you explain how you make sure you always know about all the rules your organization needs to follow?
- How do you make sure everyone on your team knows what they're supposed to do legally?
- How do you check if your list of rules you need to follow is updated on new rules, and what do you do if you're not?
- How do you make sure following the rules helps you be more sustainable?
- What do you do if you don't follow the rules, and how do you stop it from happening again?
- Can you give any recent examples?

[illegible]

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Photo credit: Awasi Patagonia

THE LOCATION'S CALL TO RESPONSIBILITY

Nestled within Torres del Paine National Park, Awasi Patagonia operates, situated amidst beautiful landscapes. But, this location presents its own set of challenges and responsibilities.

Operating within a UNESCO Biosphere Reserve demands meticulous attention to conservation and compliance. Awasi Patagonia implement strict measures to minimize its environmental footprint.

The lodge's construction adheres to eco-friendly principles, ensuring minimal disruption to the surrounding ecosystem.

Solar power and rainwater harvesting systems are employed to reduce reliance on non-renewable resources, as are waste management, recycling and composting.

One challenge lies in the delicate balance between providing an unforgettable guest experience and preserving the natural integrity of the park.

Awasi Patagonia try to achieve this through guided excursions led by knowledgeable experts who emphasize responsible tourism practices.

Guests are educated on the importance of respecting wildlife and ecosystems, ensuring minimal disturbance during their explorations.

Limited access and controlled visitor numbers help mitigate overcrowding, allowing the wilderness to thrive undisturbed.

By engaging with local communities and supporting sustainable initiatives, Awasi Patagonia aligns its operations with the laws and restrictions of The National Park.

This approach fosters a healthy relationship between tourism and conservation, ensuring that future generations can continue to experience the park



Photo credit: Grasshopper Adventures

UNWRITTEN RULES MATTER TOO

Grasshopper Adventures started in a small wooden house in Bangkok in 2004, consistently integrating sustainability and responsibility into their operations.

But, not without challenges.

With many of their trips going to Southeast Asia, balancing tourism growth with environmental conservation and cultural preservation can be complex.

Grasshopper Adventures tackles these challenges head-on by prioritizing eco-friendly transportation methods, such as cycling, to minimize carbon emissions and reduce the impact on local ecosystems.

They are focused on inclusive travel and one of their trips. Bik and Boat are good for non-cycling partners or friends, with a range of alternative off-bike options for those who don't wish to ride

Grasshopper Adventures works closely with indigenous groups and rural villages, respecting their customs and traditions while providing economic opportunities through tourism.

This collaboration ensures that the benefits of tourism are shared equitably and contribute to the well-being of local residents.

Compliance with regulations is paramount, requiring meticulous research and adherence to permits and safety standards.

By transparent communication with local authorities and stakeholders, Grasshopper Adventures builds positive relationships and ensures that their tours operate within legal and ethical boundaries

ACTION PLAN

WHAT		WHY		WHO	
START DATE		DEADLINE		GOAL	
OBSTACLES TO OVERCOME			RESOURCES		
BIG STEPS			LITTLE STEPS		
COMMENTS					

06

ENCOURAGE INNOVATION AND RESILIENCE



Photo credit: Getty

BECOME FUTURE-PROOF

Making new and smart ideas and getting ready for the future is really important for a tourism company.

It helps you stay exciting, adapt to changes, bounce back from setbacks, and overcome challenges and, of course, keep giving travelers remarkable experiences worth spreading the word about

EXPLORE HOW INNOVATIVE APPROACHES TO BEING RESPONSIBLE CAN BE FOSTERED WITHIN YOUR ORGANIZATION AND SUPPLY CHAIN.

 **Self Audit Questions:** **AMBITIOUS? VISIT OUR HUB FOR MORE TASKS AND QUESTIONS**

- How is your company making sure it's ready for what's coming in the future?
- How do you help your workers come up with cool new ideas?
- Do you cooperate with others to make tourism and places better?
- Do you work systematically to identify problems that need to be solved?
- Did you have any problems making new ideas work, and how did you fix them?
- Can you describe a recent project where innovative thinking advanced your sustainability goals?

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Photo credit: Whitepod

THE HOTEL THAT ADAPTS

Whitepod Eco-Luxury Hotel in Switzerland was established to demonstrate that tourism and sustainability can go hand in hand and provide great experiences.

The hotel has dome-shaped pods you can stay in, designed to minimize negative impact in various ways.

The pods are well insulated and equipped with wood stoves to enhance energy efficiency. The air circulation is continuous without dead corners, which requires less energy to maintain even temperatures, about 30% lower than a standard building.

Domes provide a high ratio of volume to surface area, meaning less building material is needed for more space.

The design is also adapted to seasons. In the summer, the pods are covered with green material to blend in with the meadows, and in winter with white to blend into the snow-covered landscape.

Sourcing locally is a key aspect of Whitepod's strategy to support the local economy and reduce carbon emissions associated with food transport.

Furniture and decorations are often sourced from local artisans.

Whitepod also demonstrates resilience through its robust response to external challenges.

The hotel continuously adapts its business model to align with both ecological and economic conditions, ensuring long-term sustainability and profitability. They try not to be locked in old mindsets.

These efforts are part of a broader commitment to maintaining a balance between high-quality guest experiences and environmental stewardship.



Photo credit: Brim Explorer

THE SILENT EXPERIENCE

Norway-based Brim Explorer emerged from a passion for the ocean and a desire to make marine tourism more sustainable.

Co-founders Agnes Árnadóttir and Espen Larsen-Hakkebo, who previously worked in Arctic ocean tourism and whale watching, were troubled by the environmental impact of noisy, polluting ships.

They envisioned a quieter, cleaner way to explore the seas—one that would enhance guest experiences and minimize ecological disturbance.

Driven by this vision, Brim Explorer designed hybrid-electric ships that glide almost silently through the water, reducing noise pollution and allowing for closer encounters with marine life without disrupting their natural behaviors.

These vessels are equipped with large windows, observation decks are lowered and underwater drones to offer panoramic multimedial views of the underwater world, providing guests with a deeper connection to the ocean

Brim Explorer's tours focus not just on sightseeing but on educating passengers about marine conservation.

By highlighting the beauty of the Arctic and the importance of preserving such pristine environments, they foster a greater appreciation and respect for the ocean.

This innovative approach has set a new standard in maritime tourism, proving that environmental stewardship and exceptional guest experiences can go hand in hand.

ACTION PLAN

WHAT		WHY		WHO	
START DATE		DEADLINE		GOAL	
OBSTACLES TO OVERCOME			RESOURCES		
BIG STEPS			LITTLE STEPS		
COMMENTS					

07

INSPIRE WITH REMARKABLE EXPERIENCES



Photo credit: Getty

STAND OUT FROM THE CROWD

In sustainable tourism, the customer experience is like a big puzzle coming together to make a trip unforgettable and inspiring.

A client is a source of knowledge about how good or bad your company is doing in both creating great experiences and protecting the planet.

**THINK ABOUT HOW YOU KEEP AN EYE ON
WHAT CUSTOMERS THINK ABOUT YOUR
BUSINESS AND HOW YOU'RE DOING WITH
BEING GREEN.**

Self Audit Questions:

 **AMBITIOUS?**
VISIT OUR HUB
FOR MORE TASKS
AND QUESTIONS

- How do you work to create remarkable experiences for your clients?
- How do you keep making sustainable practices part of the customer experience?
- How are you enabling the customer experience through all phases and contact points in the customer journey?
- How do you collect honest feedback from customers?
- How do you handle and learn from what customers say, especially if it's not so good?
- Do you have any recent examples on what you just answered?

NOTES

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Honesty is the best policy



Photo credit: Raus

THE SEXY AND CONVENIENT

Creating remarkable experiences can significantly influence consumer choices. Clients will not choose sustainable options if it isn't convenient and of a high quality.

In the travel industry, many companies demonstrate that combining exceptional customer experiences with sustainability attracts and retains clients.

Making appealing, straightforward sustainable choices encourage better decisions.

As example Raus.life offers sustainable getaways for city dwellers seeking a break from urban life.

Their cabins provide all the essentials for a comfortable stay, with a seamless booking process and digitized guest experience.

Located just a short trip from the city, these retreats offer a peaceful escape into nature without the hassle, with comfort..

In Switzerland's Ticino Region, the Smart Ways Ticino program leads with behavior change and sustainable practices aligned with the 'Swisstainable' strategy.

The program offers practical, low-investment strategies trialed by pilot companies. Once effective, local businesses adopt these solutions, benefiting the entire region.

To reduce the ecological impact of car travel, the Ticino ticket offers free public transportation and discounts on leisure activities, funded by tourist tax revenue.

This initiative has significantly reduced emissions. There are many more.

The next case demonstrates that the world's top leaders in their category can serve as beacons of environmental stewardship and make sustainability sexy.



THE SUSTAINABLE EXCELLENCE

Some companies master the fine balance of upholding sustainable practices while creating world class experiences.

Noma, located in Copenhagen, Denmark, is known for its sustainable approach in the culinary world.

The restaurant is distinguished by its three Michelin stars, a mark of its high-quality dining experience, and has been awarded the title of the world's best restaurant multiple times.

The menu at Noma is structured around three distinct seasons: vegetable, game and forest, and seafood. Using ingredients at their optimal season, reduce reliance on imported goods and support local farmers.

Adopting a zero-waste philosophy, Noma aims to use every part of the ingredients to minimize food waste. Innovative use of fermentation to preserve and enhance, reducing need for artificial preservatives.

The ingredients used at Noma are predominantly sourced locally. This reduces the carbon footprint associated with transportation and supports local economies, while promoting re-generative agricultural practices.

Noma's reputation as a three Michelin star restaurant and former titleholder as the world's best restaurant has positioned it as a leader in the global culinary scene.

This status allows Noma to influence other establishments worldwide, promoting sustainable practices within the industry.

The restaurant will cease regular service at the end of 2024. Noma will transition into a dedicated food laboratory, Noma Projects.

The dining will open for occasional pop-up events.

ACTION PLAN

WHAT		WHY		WHO	
START DATE		DEADLINE		GOAL	
OBSTACLES TO OVERCOME			RESOURCES		
BIG STEPS			LITTLE STEPS		
COMMENTS					

PILLAR 2



THE COMMUNITY

THE LOCAL COMMUNITY IS EVERYTHING

7 FOCUS
AREAS

Making friends with the place you visit, the people nearby, and the locals near your business. It's about joining in with local traditions, helping the community grow, and working together so everyone benefits and are happy.

FOCUS AREAS IN THE COMMUNITY

01

STRENGTHEN LOCAL PARTNERSHIPS

Partnering with local businesses for sustainable development enriches tourism experiences and supports community prosperity.

02

MAXIMIZE COMMUNITY BENEFITS

Fostering positive ties with local environments and communities, ensuring their socio-economic well-being is a priority can make your tourism business thrive

03

INCLUDE AND ENGAGE STAKEHOLDERS

Stakeholder inclusion means involving everyone impacted by a business, employees and local communities, in decisions. It values diverse views for more sustainable, fair practices.

04

PRESERVE CULTURAL HERITAGE

Respecting and protecting culturally significant sites is crucial for tourism businesses and the communities they depend on.

05

CELEBRATE LOCAL CULTURES

Highlighting and celebrating the local area's art and culture enriches community appreciation and safeguards cultural heritage.

FOCUS AREAS IN THE COMMUNITY

06

PROMOTE ACCESSIBLE TRAVEL

Inclusive travel embraces diversity, ensuring everyone, regardless of background or ability, can fully participate and enjoy enriching travel experiences.

07

PREVENT EXPLOITATION AND HARASSMENT

Combatting exploitation and harassment is crucial for creating safe, inclusive environments where everyone, especially vulnerable groups, can thrive without fear or discrimination, promoting trust, sustainable practices, and safeguarding dignity.



01

STRENGTHEN LOCAL PARTNERSHIPS



Photo Credit: Getty

WHAT GUIDEBOOKS DON'T TELL YOU

Local collaboration means working closely with the people and businesses in the area you're visiting or operating in.

It's about teaming up with locals to protect the environment, preserve culture, and create great experiences for everyone.

**THINK ABOUT YOUR COMPANY'S
PARTNERSHIPS WITH LOCAL
BUSINESSES. HOW IS IT DONE?**

Self Audit Questions:



AMBITIOUS?
VISIT OUR HUB
FOR MORE TASKS
AND QUESTIONS

- Is your business registered locally and paying taxes to the region you operate?
- Are you an active participant in local tourism networks or destination management organizations?
- Do you have rules and measures for buying local stuff and using local companies or hire local people when you can?
- How do you find and work with local businesses, do you have an example?
- How do you make sure both you and the local businesses benefit when you work together?
- Do you have any recent examples of good local collaborations that benefit both?



Photo credit: Getty

THE MATCHMAKERS

Tourism matchmaking sites like kimkim Travel and Nanook have established themselves by connecting travelers directly with local experts and companies

The concepts are built on mutual benefits for both travelers and experts. Travelers share what they want to do and are contacted directly by locals who tailor travel plans with insider knowledge of the destination being visited.

This ensures that visitors have unique, memorable, personal encounters with local culture and nature, and unnecessary friction is removed by cutting out intermediaries and facilitating direct communication.

Economic leakage is a huge problem in tourism, and such concepts provide a fairer distribution through a sound business model that ensures revenues from travelers go directly to local communities.

For travelers, this model delivers value through enriched travel experiences that are personalized and often more flexible with better price than packaged tours.

Also, an extra layer of security and quality checks is provided, which isn't available when finding locals on one's own.

Travelers gain insights into local customs and lifestyles, often leading to more meaningful and influential travel memories.

For local communities, the benefits are numerous: economic gain, local jobs, and guests who genuinely want to experience the place they are visiting and utilize the services available there.

This approach aligns with the growing desire of travelers to engage in tourism that is conscious of its impact on destinations and contributes positively to the welfare of host communities.



Photo credit: Getty

THE PEOPLE'S OASIS

In the Siwa Oasis of Egypt, a region celebrated for its landscapes and cultural heritage, the Siwa Sustainable Development Initiative was launched by Environment Quality International (EQI).

This initiative was established with the objective of demonstrating that business growth and profitability can coexist with the well-being of the community and the preservation of the environment.

The core strategy of this initiative involves extensive collaboration with local stakeholders fostering a sense of ownership and commitment.

By engaging with community leaders, businesses, and residents, EQI aims to create a model that respects local traditions and environmental constraints.

This collaborative approach ensures that the development plans align with the needs and values of the Siwa community

Projects under this initiative cover various sectors, including agriculture, eco-tourism, and artisan crafts, all designed to leverage the unique attributes of the Siwa Oasis.

For instance, agricultural projects focus on organic farming techniques that are suitable for the desert climate, aiming to enhance food security and provide sustainable income sources for local farmers.

By promoting eco-tourism, the initiative helps to preserve the natural beauty of the oasis while offering economic benefits.

Training programs for local artisans also help in keeping traditional crafts alive and integrating them into the broader market.

NOTES

[illegible]

Honesty is the best policy

ACTION PLAN

WHAT		WHY		WHO	
START DATE		DEADLINE		GOAL	
OBSTACLES TO OVERCOME			RESOURCES		
BIG STEPS			LITTLE STEPS		
COMMENTS					

02

MAXIMIZE COMMUNITY BENEFITS



Photo credit: Getty

LEAVE THE PLACE BETTER THAN IT WAS

Community impact and benefit sharing in tourism means making sure that tourism doesn't just help businesses, but also helps the local people and places.

It's about making sure everyone in the community benefits from tourism, not just the tourists or the companies.

**THINK ABOUT HOW YOUR BUSINESS HELPS
THE LOCAL COMMUNITY AND HOW YOU
IMPACT THEM. CAN EVERY VISIT MAKE THE
PLACE A LITTLE BIT BETTER?**

Self Audit Questions: **AMBITIOUS? VISIT OUR HUB FOR MORE TASKS AND QUESTIONS**

- How do you build respectful relationships with local communities?
- What do you do to make the local community better than it would have been without the visit? (Re-generative principles)
- How do you check and document what social, environmental and economical effect you have on the place visited?
- What do you do when you discover something that could be better?
- How are profits or benefits from your operations shared with or invested back into the local community?
- Can you provide examples of community projects funded or supported by your business?

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Photo credit: Visit Faroe Islands

THE RESTORATION RETREAT

The Faroe Islands are temporarily closing some of their most beloved sites for maintenance—a unique initiative that's gaining global attention.

From May 2 to 4, 2024, only 80 volunteers will have the opportunity to contribute to various projects across the islands in exchange for free accommodation and meals.

Since its inception in 2019, the Closed for Maintenance, Open for Voluntourism project has attracted volunteers from over 40 countries, completing 36 projects across 10 islands.

This program not only serves as a means to preserve the islands' natural beauty but also aligns with the growing trend of responsible travel.

The application process is highly competitive, with only a 3 percent acceptance rate, about the same level as getting into Harvard University (!).

Volunteers selected for the 2024 program will work on projects such as making pathways accessible to those with disabilities and repairing infrastructure at popular destinations.

In addition to the rewarding work, volunteers will have the chance to immerse themselves in Faroese culture, working alongside local volunteers and project leaders.

It's a unique opportunity to make a tangible difference while experiencing the stunning landscapes and rich culture of the Faroe Islands



THE VILLAGE HOTEL

Everyone knows the story about Fogo Island Inn. If not you better check it out.

Instead of repeating that, we'll provide a sweet little example from Ireland.

The Sliabh Beagh hotel in Knockatallon, Co Monaghan, started from a unique idea: a community-owned business model.

This came to life when locals, led by a voluntary board including Mary Mullen, decided to transform a disused parish hall into a hotel. The decision followed a public meeting in 2000, initiated by Canon Gilsenan, to discuss the hall's fate.

Funded partly by programs aimed at aiding post-conflict regeneration, the hotel's establishment coincided with efforts to revitalize local villages

At that time, Knockatallon faced depopulation and had many closed roads due to border issues.

The hotel has contributed to local revival. It provides employment and supports community programs and activities.

Revenue from the hotel is used to fund these initiatives and to maintain a meal service for the elderly.

The presence of the hotel has encouraged other businesses like BnBs and Sliabh Beagh Adventures to set up, enhancing the area's appeal for tourists and locals alike.

In an interview the founder, Mary Mullen notes the transformation of the village, with new houses replacing vacant ones, indicating a reversal in the area's decline.

She believes that for such a project to succeed, it must originate from within the community. Bottom-up.

After 24 years, the hotel continues to serve as a model of how local dedication can lead to community development.

ACTION PLAN

WHAT		WHY		WHO	
START DATE		DEADLINE		GOAL	
OBSTACLES TO OVERCOME			RESOURCES		
BIG STEPS			LITTLE STEPS		
COMMENTS					



03

INCLUDE AND ENGAGE STAKEHOLDERS



Photo credit: Getty

LISTEN CAREFULLY TO DIFFERENT OPINIONS

Stakeholder inclusion means involving everyone impacted by a business, employees and local communities, in decisions.

It values diverse views for more sustainable, fair practices in a way that will make a more grounded decision .

THINK ABOUT HOW STAKEHOLDERS ARE INVOLVED IN YOUR SUSTAINABILITY EFFORTS. HOW YOU CAN MAKE DIVERSE PERSPECTIVES INCORPORATED IN YOUR DECISION-MAKING PROCESSES

Self Audit Questions:



AMBITIOUS?
VISIT OUR HUB
FOR MORE TASKS
AND QUESTIONS

- How do you include opposite opinions when you make decisions?
- How do you create a list or otherwise maintain control over who is affected by your company's operations?
- What methods do you use to gather input or feedback from various stakeholders?
- How are stakeholder perspectives incorporated into your sustainability initiatives?
- How do you ensure transparency in your sustainability efforts, and how do you communicate these efforts to stakeholders?
- Can you share an example where stakeholder feedback led to changes in your operations or policies?

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THE HIGH LINE

The High Line in New York City is a good example on stakeholder engagement in city and tourism development. Originating from the visionary efforts of community activists Joshua David and Robert Hammond, this elevated park revitalized a defunct rail line into an urban oasis.

The project's success hinged on a dynamic public-private partnership, catalyzed by the founding of the non-profit Friends of the High Line, which tirelessly advocated for the space's potential.

To harness creative input, a design competition invited global innovators in architecture and landscape design to reimagine the space. This ensured a diversity of ideas, rooting the final design in both functionality and aesthetic appeal.

The inclusive stakeholder engagement—public forums and meetings were key to integrating community insights and preferences into the park's blueprint.

Funding for the High Line was ingeniously assembled from a mix of city, state, and federal sources, alongside substantial private donations.

The foresight of this financial strategy was clear: the High Line not only became a beloved recreational space but also a catalyst for local economic growth, bolstering tourism and enhancing the vibrancy of the surrounding neighborhoods.

Cultural programming, from art installations to seasonal events, keeps the community connected, while the park's role in conservation and sustainability education underlines its ongoing commitment to environmental stewardship.

The High Line stands as a beacon of sustainable urban renewal, inspiring similar initiatives worldwide.



THE GORILLA HELPERS

Bisate Lodge in Rwanda is nestled by the Volcanoes National Park, a doorway to understanding mountain gorillas. But there's more than just wildlife here. Bisate makes sure the local people are a big part of the story.

From the start, Bisate worked with the Rwandan people living nearby. They found ways for the lodge to help improve lives through jobs and training. Plus, they share the money they make with the community, funding important things like schools and clinics.

Visitors at Bisate get to explore Rwanda's rich culture. The lodge shows off Rwandan designs and crafts, and guests can learn about traditions and ways of life from the local folks.

Eating at Bisate is a feast of local flavors, with fresh food that comes straight from nearby farms and even the lodge's own garden.

The lodge supports and implements sustainable agriculture practices. It has its own kitchen garden and works with local farmers, buying produce directly to ensure food is locally sourced, which supports the regional economy.

The lodge's design and operations are centered around minimizing environmental impact and promoting conservation education among its guests.

Bisate cares about the land. They've planted thousands of trees to help the forest grow back, inviting guests to join in. This isn't just good for the gorillas; it's great for the whole planet.

Bisate is about more than seeing amazing animals. It's about sharing, learning, and growing. It's about visitors and locals, all working together to protect this African pearl.

ACTION PLAN

WHAT		WHY		WHO	
START DATE		DEADLINE		GOAL	
OBSTACLES TO OVERCOME			RESOURCES		
BIG STEPS			LITTLE STEPS		
COMMENTS					

04

PRESERVE CULTURAL HERITAGE



Photo credit: Getty

RESPECTING CULTURES

Cultural heritage and preservation mean taking care of important places and traditions.

It's super important for tourism businesses because it helps keep the community happy and keeps special places authentic and safe for everyone to enjoy.

THINK ABOUT HOW YOU FIND AND RESPECT IMPORTANT PLACES AND TRADITIONS, AND HOW YOU MAKE SURE EVERYONE KNOWS TO BE RESPECTFUL AND SENSITIVE TO DIFFERENT CULTURES.

 **Self Audit Questions:** AMBITIOUS?
VISIT OUR HUB
FOR MORE TASKS
AND QUESTIONS

- How does your business identify and respect cultural heritage sites?
- What steps are taken to educate staff and visitors about cultural sensitivity?
- How do you ensure your operations don't harm cultural landmarks?
- In what ways do you collaborate with local communities to preserve cultural heritage?
- How do you incorporate the conservation of cultural sites into your business practices?
- Do you have any recent examples?

NOTES

This image shows a single page of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page, typical of notebook paper. There are no margins, text, or other markings on the page.

Honesty is the best policy



THE MUSEUM HOTEL

Have you heard about The Museum Hotel in Cappadocia, Turkey.

It's quite special.

They are located in a region with a unique historical and cultural landscape, this hotel has been instrumental in preserving the region's heritage.

The Museum Hotel is not just a place to stay; it's a lovingly restored complex that melds ancient cave dwellings with luxury accommodation.

The owner, who is also a passionate collector of antiques and artifacts, has turned the hotel into a living museum where guests can experience the history of the area.

Each room and hall is adorned with relics that showcase the rich tapestry of Anatolian history, allowing guests to immerse themselves in the past.

The hotel's restoration projects have also involved local craftsmen and artisans, utilizing their traditional methods and materials, thereby preserving these ancient skills and contributing to the local economy.

The Museum Hotel conducts cultural workshops and supports local cultural initiatives, ensuring that the traditions of Cappadocia are kept alive and shared with visitors from around the world.

It's a unique example of how the hospitality industry can contribute to the conservation and celebration of cultural heritage, offering guests a profound connection to the region's history while supporting the local community.

NB: Of course, it's not always appropriate to build hotels on cultural heritage sites, but usage is a good way to preserve something. Think creatively.



Photo credit: Getty

THE LIVING MUSEUM

Luang Prabang, a UNESCO World Heritage Site in Laos, has been recognized for its dedication to preserving cultural heritage amidst its growing tourism industry.

The town harmoniously blends sustainable practices with the stewardship of its rich history and traditions.

In the quiet streets, visitors encounter a living museum where traditional Laotian wooden houses stand beside centuries-old Buddhist temples.

The town's conservation efforts are evident as modern developments are seamlessly integrated with historic architecture, ensuring that new constructions uphold the aesthetics and spirit of the old town.

Locals in Luang Prabang contribute to cultural preservation by sharing their crafts with visitors.

Workshops in silk weaving, paper making, and pottery offer a window into the delicate artistry that is integral to the town's heritage.

These practices are not only kept alive but also foster economic sustainability for the artisans.

The town's approach to tourism is centered around education and participation. Visitors are encouraged to engage respectfully with local customs, such as the daily alms-giving ceremony to Buddhist monks, which is conducted with guidance to maintain its sanctity.

Through these concerted efforts, Luang Prabang continues to showcase the importance of cultural preservation within tourism, ensuring that its heritage remains vibrant and that tourism enriches rather than exploits its unique legacy.

ACTION PLAN

WHAT	WHY	WHO
START DATE	DEADLINE	GOAL
OBSTACLES TO OVERCOME	RESOURCES	
BIG STEPS	LITTLE STEPS	
COMMENTS		

05

CELEBRATE LOCAL CULTURES



CELEBRATE LOCAL CULTURES

Celebrating local art and culture not only makes experiences better for everyone but also create a sense of pride among locals and preserves traditions.

Your guests can be what makes people stay at the visited place, but they can also be what scares people away. We have a responsibility to manage this well

THINK ABOUT HOW YOUR BUSINESS HELPS AND TAKES PART IN LOCAL ART AND CULTURE. CONSIDER THE THINGS YOU DO TO CELEBRATE THEM AND HOW THEY MAKE THE COMMUNITY FEEL.

 **AMBITIOUS?**
VISIT OUR HUB
FOR MORE TASKS
AND QUESTIONS

Self Audit Questions:

- How does your business actively promote local art and culture?
- How does your business involve the community in keeping important cultural elements alive?
- What measures are taken to ensure cultural activities are accessible to all, including local people?
- How do you evaluate the impact of your cultural celebration efforts on community and cultural preservation?
- How do you incorporate local culture into the customer experience?
- Do you have any recent examples on this?

[illegible]

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Photo credit: Miko Golachowski

THE JOURNEY WITHIN

Celebrating local cultures can take many forms. For many companies the local cultural heritage is the experience

Road Scholar organizes journeys that revolve around the celebration and deeper understanding of diverse cultures.

Participants of Road Scholar programs delve into the traditions, history, and arts of destinations, facilitated by expert instructors.

Their approach interweaves travel with learning, often including exclusive access to historical sites, and interactive lectures that enrich the traveler's knowledge and appreciation of the places visited.

For instance, in a typical Road Scholar itinerary, one might find sessions on local folklore, hands-on workshops in traditional crafts, or guided explorations of ancient ruins.

The intent is to go beyond the surface-level tourist experience, offering insights into the lives and legacies of the communities encountered.

This can mean engaging with local artisans, enjoying authentic culinary traditions, or participating in festivals that celebrate local history and identity.

Road Scholar's travel philosophy is one that sustains and honors the intrinsic value of cultural heritage.

It facilitates a travel methodology where the journey is not just about seeing, but about understanding and celebrating the cultural richness of the world.

Pay extra attention to how they allow you to learn and explore from home. Live and interactive experiences hand in hand.

You don't need to visit to experience! An experience happens in a person's mind.



Photo credit: Getty

THE INDIGENOUS GUIDES

Discover Aboriginal Experiences is a program by Tourism Australia that connects tourists with Aboriginal guides for cultural tours.

These guides share their knowledge, art, and food, and introduce tourists to ceremonies and the natural environment.

There are more than 160 different tours, taking people to both well-known and remote areas of Australia.

Each tour is led by people who are keepers of their cultural stories.

During these tours, visitors learn about the world's oldest living cultures from those who have passed down Australia's stories for thousands of years.

Aboriginal guides show tourists how they interact with the land, the significance of their traditions, and the way they create art and prepare food.

For example, travelers can make their own artwork near Uluru or explore ancient rock art with access provided by the local community.

This initiative is part of a broader move to ensure that tourism respects and celebrates the culture and rights of Indigenous peoples.

It's about experiencing Australia's cultural heritage directly from the source and ensuring that the benefits of tourism flow back to the Indigenous communities

ACTION PLAN

WHAT		WHY		WHO	
START DATE		DEADLINE		GOAL	
OBSTACLES TO OVERCOME			RESOURCES		
BIG STEPS			LITTLE STEPS		
COMMENTS					

06

PROMOTE ACCESSIBLE TRAVEL



Photo credit: Getty

INCLUSIVE. FOR ALL!

Accessible travel means making sure everyone, no matter who they are or what their abilities are, can join in and have fun on trips. It's very important for travel businesses because it lets everyone be part of the adventure and enjoy amazing experiences together.

CONSIDER HOW YOU CAN CATER TO PEOPLE OF ALL BACKGROUNDS, ABILITIES, AND IDENTITIES, FOSTERING INCLUSIVITY AND ENSURING EVERYONE FEELS WELCOME AND VALUED THROUGHOUT THEIR JOURNEY.

Self Audit Questions:

→ **AMBITIOUS?
VISIT OUR HUB
FOR MORE TASKS
AND QUESTIONS**

- How do you make sure everyone, no matter who they are, can easily use your travel services?
- How do you teach your staff to respect and help all kinds of travelers?
- Do you offer different ways for people to communicate with you?
- What are your policies when something unexpected happens?
- How do you make sure the information you give is clear and accurate, especially for people with disabilities who need detailed information to use your services?
- Can you give examples of how you make your services accessible for people with disabilities?

[illegible]

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THE ACCESSIBLE ODYSSEY

According to the World Health Organization (WHO), approximately 16% of the world's population or an estimated 1.3 billion people experience significant disability.

Greece is one of the countries that has been making strides towards creating an inclusive travel environment.

The country's tourism sector is actively working to ensure that its rich historical and cultural experiences are accessible to all.

This includes improving infrastructure to accommodate travelers with mobility challenges, such as better pathways in archaeological sites and accessible facilities in accommodation and public transport.

Efforts have been made to train tourism professionals in understanding the needs of travelers with disabilities.

Specialized travel agencies have emerged, offering tailored services and experiences.

287 beaches equipped with ramps and amphibious wheelchairs, tactile paths for the visually impaired in museums, and sign language interpretation for the hearing impaired in guided tours are among the initiatives being implemented.

These changes are part of a broader movement in Greece to foster an environment where travel and exploration aren't limited by physical or other limitations.

The objective is to open up the rich tapestry of Greek history, culture, and natural beauty to everyone, ensuring that the joys of travel are shared equitably.

It's a long journey ahead but the goal is to open up the rich Greek history, culture, and natural beauty to everyone, no matter who you are, where you come from, and what limitations you have.



Photo credit: Ladies Touch

THE DIVERSITY REVOLUTION

Companies like We Create Space, GLOW Yoga Retreats, and Ladies Touch Travel are redefining inclusivity. We Create Space is a non-profit that offers virtual retreats tailored for empowerment within the queer community. They create safe spaces for LGBTQ+ professionals to develop into impactful leaders.

GLOW Yoga Retreats merges wellness with inclusivity, donating a portion of proceeds to scholarships aimed at diversifying the yoga community. The retreats serve as a gateway to holistic experiences in destinations worldwide, promoting accessibility in wellness spaces.

Ladies Touch Travel curates travel experiences for LGBTQ+ women, focusing on destinations known for their supportive and inclusive environments ensuring that travel is also about affirmation of one's identity and community connection.

In Barcelona, The Sagrada Familia, a famous basilica designed by Antoni Gaudí, provides guided tours for visually impaired visitors. Through tactile models and audio descriptions, everyone can appreciate the architectural marvel. This initiative not only enhances tourism but also promotes empathy and understanding.

Each of these entities shares a commitment to broadening the scope of what it means to be truly welcoming in tourism. They are paving the way for a travel industry where diversity is not just accepted but celebrated, and where every traveler can find experiences that resonate with who they are.

Through their efforts, they exemplify the possibilities of tourism that embraces every traveler, making sure that diversity and inclusivity are not mere buzzwords but are integrated into the very fabric of travel experiences.

ACTION PLAN

WHAT	WHY	WHO
START DATE	DEADLINE	GOAL
OBSTACLES TO OVERCOME	RESOURCES	
BIG STEPS	LITTLE STEPS	
COMMENTS		

07

PREVENT EXPLOITATION AND HARASSMENT



MAKE EVERYONE FEEL SAFE AND RESPECTED

Exploitation and harassment in tourism are treating people unfairly or badly, which isn't okay. Everyone should feel safe and respected while traveling or working in tourism.

It's important to stop exploitation and harassment to make sure everyone feels safe, respected, and included.

THINK ABOUT HOW YOU CAN STOP EXPLOITATION AND HARASSMENT BY CREATING WELCOMING PLACES WHERE EVERYONE FEELS RESPECTED AND IMPORTANT DURING THEIR TRIP

 **Self Audit Questions:** [AMBITIOUS? VISIT OUR HUB FOR MORE TASKS AND QUESTIONS](#)

- How do you address exploitation and harassment, especially for people who are vulnerable?
- How do you tell everyone that you won't allow any bad behavior, and how do you make sure it doesn't happen?
- What do you do to work with local communities to stop exploitation and harassment?
- Do you have a way for people to easily report if something bad happens?
- What do you do when something happens? Routines.
- Can you give examples of what you do to prevent exploitation and harassment?

NOTES

[illegible]

Honesty is the best policy



Photo credit: Getty

THE CHILDSAFE MOVEMENT

In Cambodia, the Child Safe campaign, initiated by Friends International, effectively protects children from tourism-related exploitation.

This initiative engages various stakeholders in their powerful multi-layered communication strategies.

Child Safe places educational signs and posters in strategic tourist spots like bars, hotels, and transport hubs. They also distribute "7 Tips" leaflets, offering actionable advice for tourists to avoid harming local children. These tips are accessible in key locations and in-flight magazines, broadening the campaign's reach.

A unique aspect of the campaign is training local tuk-tuk drivers for free. The drivers become campaign ambassadors, wearing branded shirts and informing tourists about avoiding sensitive areas like schools and orphanages.

This direct involvement helps prevent potential child exploitation scenarios.

The campaign also tackles specific issues like the baby milk scam in Siem Reap. Tourists are warned about the scam where children are used to sell milk powder that is later returned to stores for cash. This awareness discourages tourists from inadvertently supporting such exploitation.

Child Safe combats orphanage tourism with the "Children Are Not Tourist Attractions" message. This educates tourists on the harm of interacting freely with children in orphanages, promoting more respectful travel behaviors.

The Child Safe Responsible Travel Campaign shows how effective engagement with multiple stakeholders can protect children's rights in tourism.



Photo credit: Brown Gal Trekker

THE EQUAL PATH

Brown Gal Trekker's initiative, Equity Global Treks, is focused on improving the working conditions for porters in the trekking tourism industry.

It advocates for the human rights of porters and aims to create workforce equity in trekking destinations worldwide.

The social enterprise strives to educate travelers about these issues and transform them into advocates for change, believing that consumer awareness and pressure can set new standards in the industry.

Equity Global Treks is notable for its community-led tourism approach, which ensures that the local and indigenous communities are the storytellers and owners of their local tourism, rather than being sidelined by foreign tour operators which offer expensive trips to e.g Everest Base Camp, Kilimanjaro, or Machu Picchu, while locals, especially porters, are exploited.

The company spends considerable time forging relationships with these communities to create tourism initiatives that benefit everyone involved, placing emphasis on sustainable tourism driven by the communities themselves.

The treks organized by the company are led by women guides and porters, providing women with opportunities to advance in the industry.

The company selects local agencies that align with its mission, including the development of safety protocols for female guides and porters.

Equity Global Treks serves as a tour operator and advocate for fair and sustainable tourism practices, highlighting community involvement, safety, and equal opportunities within the tourism industry

ACTION PLAN

WHAT		WHY		WHO	
START DATE		DEADLINE		GOAL	
OBSTACLES TO OVERCOME			RESOURCES		
BIG STEPS			LITTLE STEPS		
COMMENTS					

PILLAR 3



THE PLANET

OUR PLANET IS OUR HOME

7 FOCUS
AREAS

Planet conservation in tourism means protecting diverse ecosystems, wildlife, and natural resources. This includes responsible management of land, energy, water, and waste to ensure a robust and thriving environment

FOCUS AREAS FOR THE PLANET

01

PRACTICE ENVIRONMENTAL STEWARDSHIP

Environmental stewardship involves responsibly managing natural resources to ensure their preservation for future generations.

02

OPTIMIZE THE INFRASTRUCTURE

Sustainable infrastructure development and resource efficiency, benefiting both community well-being and the environment.

03

TAKE CLIMATE ACTION

Lowering the use of fossil fuels and cutting back on the gases that warm the planet are crucial steps in fighting the harmful effects of climate change.

04

PROTECT WILDLIFE AND HABITATS

Thriving natural environments are essential for sustaining human life and tourism; these ecosystems provide crucial support for our survival.

05

CONTROL AND REDUCE POLLUTION

Pollution control is crucial for protecting environmental health, ensuring public well-being, and preserving natural resources for future generations.

FOCUS AREAS FOR THE PLANET

06

REDUCE WASTE AND CONSUMPTION

Waste reduction and reduced consumption in tourism means minimizing the amount of trash produced during travel and in your daily operations

07

ADOPT CIRCULAR PRINCIPLES

Adopting circular and regenerative principles in tourism means using resources efficiently and innovating to continuously reuse materials, keeping them in the loop.

01

PRACTICE ENVIRONMENTAL STEWARDSHIP



Photo credit: Getty

THERE IS NO PLANET B

Environmental stewardship involves minimizing the negative impact of travel operations on the environment.

It means implementing practices that conserve natural resources, reduce pollution, and preserve the destinations visited for future generations to enjoy.

**THINK ABOUT PROTECTING NATURE,
USING RESOURCES WISELY, AND
WORKING WITH LOCAL COMMUNITIES.
SET AND CHECK ECO-FRIENDLY GOALS.**

 **Self Audit Questions:** **AMBITIOUS?
VISIT OUR HUB
FOR MORE TASKS
AND QUESTIONS**

- How do you take care of nature and manage resources sustainably today?
- How do you get the community and guests involved in taking care of the environment?
- Do you work on local conservation projects in the places visited?
- What's your plan for reducing your impact on the environment in the long run?
- How do you keep track of your progress in taking care of the environment?
- Can you give any recent examples of how your company works with environmental stewardship?

[illegible]

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Photo credit: Getty

THE NATURAL SOLUTIONS

Tourism and nature-based solutions intertwine seamlessly, offering a robust strategy for enhancing resilience in communities and ecosystems.

The Monteverde Cloud Forest Reserve in Costa Rica exemplifies conservation led by local communities and organizations.

They replant forests to restore critical habitats and prevent deforestation.

In this way, they aim to strengthen the ecosystem and contribute to climate resilience by sequestering carbon.

Healthy forests act as buffers against landslides and soil erosion, reducing the risk of natural disasters.

Their approach attracts a more nature-based form of tourism and generates revenue for local communities, while promoting community engagement by participating in conservation work.

Disasters often stem from environmental changes, yet nature frequently offers the most effective solutions for protection.

For example, vibrant coral reefs serve as strong barriers, lessening the impact of storm surges and safeguarding coastal infrastructure such as hotels and resorts during hurricanes and tropical storms.

Interfering with nature can be dangerous, as demonstrated by a tragic incident in Sri Lanka.

There, a decision to remove sand dunes for ocean views at a hotel led to the loss of 27 lives during the 2004 Indian Ocean Tsunami.

In contrast, a nearby eco-tourism center and ranger station within Yala National Park remained unscathed, protected by natural sand dunes acting as steadfast coastal guardians.



Photo credit: Seil Norge

THE CLEAN UP EXPEDITION

SeilNorge offers an annual sailing trip that combines low impact - wind powered - with active participation in environmental conservation. The trip along the Helgeland coast passes through beautiful islands.

Participants learn to sail, and contribute to preservation of the ocean via practical measures such as beach cleaning.

These activities are part of SeilNorge's goal to combat plastic pollution and protect the ocean for future generations.

The journey emphasizes social responsibility and ecological sustainability, offering rich, engaging, and memorable experiences for both experienced sailors and beginners.

Thus, SeilNorge offers a sailing trip that is not just a holiday, but a transformative journey that enriches participants' understanding of and relationship with the natural world.

This contributes to making the places visited better than before the visit, fully in line with regenerative principles.

Other actors with similar initiatives:

Reef Restoration Foundation, which offers volunteer programs for coral gardening in the Great Barrier Reef.

Oceanic Society has beach cleaning tours and marine biology research globally.

Conservation Volunteers Australia allows you to participate in conservation such as tree planting and wildlife monitoring.

Wildlife ACT in South Africa tours with conservation of endangered species.

Earthwatch Institute conducts scientific expeditions and restoration globally.

Sierra Club Outings organizes trips with trail repair and habitat restoration in USA.

ACTION PLAN

WHAT		WHY		WHO	
START DATE		DEADLINE		GOAL	
OBSTACLES TO OVERCOME			RESOURCES		
BIG STEPS			LITTLE STEPS		
COMMENTS					

02

OPTIMIZE THE INFRASTRUCTURE



Photo credit: Getty

SMARTER BUILDINGS AND TRANSPORTATION

Building infrastructure for sustainably in tourism is super important! It helps communities and the environment by using resources wisely and cutting down on pollution.

Plus, smart designs and materials make sure new buildings don't harm the planet too much.

CONSIDER USING ECO-FRIENDLY BUILDING METHODS AND SAVING RESOURCES. THIS HELPS MAKE THE COMMUNITY STRONGER AND KEEPS OUR ENVIRONMENT HEALTHY.

 **Self Audit Questions:** **AMBITIOUS?
VISIT OUR HUB
FOR MORE TASKS
AND QUESTIONS**

- How are green building practices incorporated into infrastructure development?
- What initiatives are undertaken to reduce energy consumption in your operations?
- What are the long-term infrastructure goals for reducing environmental impact?
- How does infrastructure development you are involved in support sustainable tourism and community well-being?
- How are you making sure nature isn't damaged for building tourism facilities?
- Do you have any concrete examples on this?

NOTES

[illegible]

Honesty is the best policy



Photo credit: Bensley Collection

NOT A SINGLE TREE TO LOSE

Shinta Mani Wild – in Cambodia exemplifies well planned infrastructure in tourism. Nestled in the South Cardamom rainforest, this unique tented camp was conceived by Bill Bensley to protect the area from logging and mining.

In collaboration with Sokoun Chanpreda, Bensley secured 865 acres, including a section of the river and three waterfalls, thereby preserving an ecosystem at risk.

Designed with the philosophy of minimal intervention, each of the 15 luxury tents is thoughtfully placed along the river, ensuring that not a single tree was felled during construction.

This layout offers guests an immersive experience in nature while maintaining a low environmental footprint—one tent per 66 acres of forest.

Shinta Mani Wild's conservation efforts extend beyond its design.

It operates in partnership with the Wildlife Alliance NGO and the Shinta Mani Foundation, employing former local loggers who now protect the forest they once exploited.

The camp's income supports these conservation efforts, funding ranger patrols that combat illegal poaching and logging, thereby safeguarding the Cardamom rainforest and its inhabitants.

Activities at the camp, such as ziplining over the rainforest canopy and joining rangers on patrols, educate guests on conservation while providing thrilling experiences.

Designed cleverly luxury tourism and environmental stewardship can coexist, making Shinta Mani Wild a model of responsible infrastructure.



Photo credit: Getty

THE GROSS NATIONAL HAPPINESS

Bhutan has a simple yet effective way of managing tourism, anchored in its philosophy of Gross National Happiness (instead of Gross National Product)

Their idea is to let people visit without letting too many come at once. One of the key components of Bhutan's sustainable tourism infrastructure is its strict 'High Value, Low Impact' tourism policy.

This policy requires all tourists to pay a daily tariff that covers accommodation, transportation within the country, a guide, and food. This includes a sustainable development fee that directly funds education, healthcare, and infrastructure, ensuring that the benefits of tourism are widely distributed among its citizens..

The government decides how many tourists can come each year to avoid too much pressure on nature and the places people visit.

The buildings where tourists stay are designed to fit in with Bhutan's style and to be kind to the environment.

Local people are trained to work with tourists, showing them around and teaching them about Bhutan's culture and nature. This helps the local economy because it creates jobs.

The paths that visitors walk on are kept in good shape to protect the landscape from damage.

The buses and cars used to take tourists around are being changed to ones that don't pollute as much.

This way, Bhutan makes sure that tourism is good for the country as a whole, supporting its people and preserving its natural beauty and way of life.

ACTION PLAN

WHAT		WHY		WHO	
START DATE		DEADLINE		GOAL	
OBSTACLES TO OVERCOME			RESOURCES		
BIG STEPS			LITTLE STEPS		
COMMENTS					

03

TAKE CLIMATE ACTION



Photo credit: Getty

REDUCE EMISSIONS

Lowering the use of fossil fuels and cutting back on the gases that warm the planet are crucial steps in fighting the harmful effects of climate change.

Climate action is important for both the planet and tourism to continue thriving.

AROUND 70-80% OF VACATION EMISSIONS COME FROM TRAVEL TO THE DESTINATION. HOW YOUR GUESTS TRAVEL TO YOUR DESTINATION MAKES THE BIGGEST IMPACT!



AMBITIOUS?
VISIT OUR HUB
FOR MORE TASKS
AND QUESTIONS

Self Audit Questions:

- How is your company addressing its carbon footprint and climate resilience?
- How do you engage with suppliers and partners to reduce the overall carbon footprint of your supply chain?
- How do you educate your employees and customers about the importance of climate action? Do you reward sustainable transportation options, as example?
- How do you track and report progress on your climate action goals?
- How do your customers travel to visit or join your trips, and can this distance be reduced? How long do they stay?
- Do you have any recent examples of climate action in your company?

[illegible]

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Photo credit: Chobe Game Lodge

THE RENEWABLE EXPERIENCE

Chobe Game Lodge in Botswana bears the history of being the oldest five-star lodge in the country.

The lodge has since taken steps towards sustainability, particularly in how guests experience the natural beauty of the area.

In November 2014 ministers, press and industry from around the world gathered on the Chobe River for the launch of the first electric game-drive vehicle and electric-powered safari boat in Africa.

Now their fleet are fully electric from a rooftop adorned with 600 square meters of solar panels supplemented by hydro electric power scheme of Victoria Falls,

These modes of transportation are not just quiet, allowing for a more intimate encounter with wildlife, but they also reduce carbon emissions significantly.

Behind the scenes, Chobe Game Lodge is diligent in its environmental efforts.

Every day, it processes over 100 kilograms of organic waste and recycles 60,000 liters of water. This water, termed 'gray water', is reused efficiently.

Additionally, about 95% of the lodge's waste is carefully sorted and sent to recycling, minimizing the environmental impact.

In a pioneering move, the lodge employs an all-female guiding team, the Chobe Angels.

This initiative promotes gender equality, challenging the norm in the safari industry which is largely male-dominated.



Photo credit: Aegean Cargo Sailing

THE CARGO SAILING CAPTAIN

Aegean Sails, oversees the Aegean Cargo Sailing and SailMed initiatives, fostering eco-friendly product transportation by sail and promoting cultural tourism in the Aegean region.

These cargo vessels, helmed by experienced seafarers, embody a commitment to responsible tourism and climate action, facilitating transportation of goods among the Greek islands.

Embracing sustainable practices, these vessels rely solely on wind power, foregoing modern engines.

Laden with locally sourced products such as olive oil from Crete, pottery from Rhodes, and spices from Mykonos, they serve as vital conduits for economic exchange between island communities while minimizing environmental impact.

Just like trade in the good old days!

These journeys not only preserve Aegean maritime heritage but also embody a nice approach to maritime transport and integration of eco-tourism practices in a practical way.

For Captain Yiannis and his crew, Aegean Cargo Sailing represents not only a means of livelihood but also a continuation of centuries-old traditions aligned with modern-day sustainability goals.

As the crew navigates the sea, they honor time-honored maritime traditions, sharing insights into the challenges and expertise required for safe passage.

They also learn about sustainability in an elegant way. Their show-don't-tell approach to responsible tourism and traditional practices ensures the preservation of Aegean maritime culture and a history that may be further told by travelers who have embarked on a transformative journey.

ACTION PLAN

WHAT		WHY		WHO	
START DATE		DEADLINE		GOAL	
OBSTACLES TO OVERCOME			RESOURCES		
BIG STEPS			LITTLE STEPS		
COMMENTS					

04

PROTECT WILDLIFE AND HABITATS



Photo credit: Getty

BATTLING BIODIVERSITY LOSS

World species have been reduced by over 69% in the last 50 years! The reasons are loss of nature, overfishing, and pollution.

Without nature, humans and our economy cannot survive. It's not just about being concerned with the environment alone, it's about securing the future for all of us.

**THINK ABOUT HOW YOUR COMPANY
HELPS ANIMALS AND NATURE STAY
SAFE FROM TOURISM AND HOW YOU
WORK WITH OTHER TO PROTECT
WILDLIFE**

Self Audit Questions:



AMBITIOUS?
VISIT OUR HUB
FOR MORE TASKS
AND QUESTIONS

- What actions do you take to minimize your environmental footprint on local ecosystems and protect it from tourism effects?
- Do you partner with conservation groups or local people in your efforts?
- How do you educate staff and guests about wildlife respect?
- What policies do you have in place for wildlife encounters to ensure minimal impact and respect for nature?
- How do you ensure visits to natural sites are conducted with minimal impact and respect for the environment?
- Do you have any recent examples?

[illegible]

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Photo credit: Living Irrawaddy

THE DOLPHIN PARTNERSHIP

Working with sustainability we often hear that we should work with nature. Not against it. In Myanmar, the Living Irrawaddy Dolphin Project take this to another level through ancient traditions.

They have made a unique human-animal partnership where local fishermen and Irrawaddy dolphins work together: dolphins help herd fish towards the nets, while fishermen use specific calls to communicate with their aquatic partners.

This ancient practice boosts fish catches but also provides tourists with an authentic and ethical wildlife experience.

However, the journey hasn't been without challenges. The number of Irrawaddy dolphins has halved over the past 60 years, largely due to entanglement in fishing nets and habitat disruption from increased boat traffic.

In response, the project educates both locals and visitors on the critical need to protect these endangered dolphins.

The project also promotes economic inclusivity. By involving multiple local communities, it ensures that the benefits of tourism—such as increased income and job opportunities—spread more evenly across the region.

This approach helps preserve the traditional way of life and enhances tourist experiences by offering diverse, authentic interactions with different communities.

Although it can or should hardly be copied to other places, or other species for that matter, the example shows that tradition can contribute to conservation.



Photo credit: Alltournative

VISITING FRAGILE AREAS

Alltournative, a tour operator in Riviera Maya, Quintana Roo, Mexico, is dedicated to protecting biodiversity, with a specific focus on wildlife and habitat preservation.

The company has been operating since 1999. They have four Native Parks in the area in Tulum, Playa del Carmen, Yucatan and Puerto Morelos.

The company are active in fragile areas and need a comprehensive approach to minimize its ecological impact through emphasizing energy and resource conservation.

They utilize LED lighting and solar panels to lessen dependence on conventional energy sources, while state-of-the-art wastewater treatment plants and efficient cleaning systems conserve water in this arid region.

Their waste management strategy includes advanced recycling and composting programs, effectively reducing landfill contribution.

Alltournative's community engagement is robust, employing locals from nearby Mayan communities to boost economic development and support cultural preservation, thereby reducing migration.

Alltournative is actively involved in educating stakeholders and participating in local wildlife protection initiatives, enhancing environmental stewardship among residents and visitors.

Many believe that people take better care of something they love, and perhaps one might grow fonder of nature by visiting it and learning about how vulnerable the ecosystem is?

ACTION PLAN

WHAT		WHY		WHO	
START DATE		DEADLINE		GOAL	
OBSTACLES TO OVERCOME			RESOURCES		
BIG STEPS			LITTLE STEPS		
COMMENTS					

05

CONTROL AND REDUCE POLLUTION



Photo credit: Getty

WE'RE IN A MEGA-POLLUTION CRISIS

Pollution control is crucial for protecting environmental health, ensuring public well-being, and preserving natural resources for future generations.

It is also good for tourism, actually it is a necessity for being able to continue with tourism

**THINK ABOUT HOW WELL YOUR
COMPANY WORKS TO KEEP THE
ENVIRONMENT CLEAN AND SAFE?**

 **Self Audit Questions:** **AMBITIOUS?
VISIT OUR HUB
FOR MORE TASKS
AND QUESTIONS**

- How does your company minimize air, soil, light, noise and water pollution?
- How do you follow the rules about pollution? Are you compliant?
- What are you doing to make your supply chain less harmful to the environment?
- How do you involve guests and the local community in controlling pollution?
- Are there any special certifications or standards your company wants to achieve to help control pollution?
- Do you have any recent examples on things you have done to control pollution?

NOTES

This image shows a full page of blank white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page, providing a template for writing or drawing. There are no margins, text, or other markings present.

Honesty is the best policy



THE OFF GRID MOVEMENT

An average person is connected all the time. We get news, updates, and general noise pushed on us, everywhere.

Getting away from crowds, noisy cities, and the information bonanza becomes important. More and more people want to completely disconnect, go back to nature, but with comfort. Off-grid destinations are hugely increasing in popularity, not just to disconnect, but for social distancing and perspective.

The startup Off Grid Travel specializes in destinations that are remote, yet equipped for comfort, and uses renewable energy to make it possible. Their remote cabins offer an opportunity to be alone in nature, without sacrificing modern conveniences.

Technologies like batteries, solar panels, and off-grid toilets and water purification enable places that were previously considered primitive, to now offer the same facilities as city accommodations.

This trend of going off-grid is, of course, also a result of the demand for sustainable travel alternatives.

New generations are tired of big cities and often choose environmentally friendly vacations involving hiking or cycling in pristine areas. We've always done this, at least in Norway, but the demands for comfort are quite different now.

This shift not only satisfies the desire to travel but, if done correctly, can also reduce the strain on hot-spots.

Off-grid travel allows for experiences in peace and quiet, a break from the overstimulation of city life, but also a smaller footprint. Traveling emits pollution, but people will continue to travel; it's naive to think otherwise.

Therefore, staying in off-grid cabins appears to be a good alternative and a possible part of the solution.



THE RECYCLED HOTEL

The construction of The Proximity Hotel in Greensboro, NC incorporated 90% post-consumer recycled content emphasizing resource efficiency from the start.

Every aspect of The Proximity Hotel's design and operation is following the objective to minimize negative impact.

From energy-saving elevators to staff uniforms made of natural fibers

The hotel features over one hundred solar panels on its roof, a key component of the hotel's water heating system.

Their operational practices extend to water conservation with implementation of low-flow fixtures to reduce wastage and with own policies for outdoor areas

This commitment extends to its on-site restaurant, Print Works Bistro, which uses geothermal energy for their refrigeration

The Proximity Hotel also practices extensive recycling across its facilities, managing to recycle 75% of its waste.

The high rate is a result of a wide program to segregate waste throughout the hotel. Not just recycling bins for guests and staff, but also training of staff.

The hotel encourages the use of bicycles, providing guests with a better transport option. Reduced emissions, health benefits and a better way to explore the local area.

What's even better?

In 2016, after three decades of operations, the founders of Quaintance-Weaver Restaurants and Hotels, which includes The Proximity Hotel, transitioned 100% ownership to their 600+ staff members.

Social responsibility in action.

ACTION PLAN

WHAT		WHY		WHO	
START DATE		DEADLINE		GOAL	
OBSTACLES TO OVERCOME			RESOURCES		
BIG STEPS			LITTLE STEPS		
COMMENTS					

06

REDUCE WASTE AND CONSUMPTION



MINIMIZING WASTE IN TOURISM

Waste reduction and reduced consumption in tourism means minimizing the amount of trash produced during travel.

It's crucial for protecting the environment, conservance and maintaining clean, beautiful destinations for everyone.

It contributes to sustainability and profitability of businesses in tourism.

THINK ABOUT HOW YOUR COMPANY WORKS TO MAKE LESS TRASH AND USE FEWER RESOURCES.

Self Audit Questions:

 **AMBITIOUS?**
VISIT OUR HUB
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AND QUESTIONS

- What actions does your company take to reduce waste and consumption?
- How do you get guests, workers, and others to help reduce waste, including food waste?
- How do you manage waste disposal and recycling within your operations?
- How do you ensure proper handling and disposal of hazardous waste, if applicable?
- What measures are taken to track and report on waste reduction progress?
- Do you have any recent examples from your operations on this?

[illegible]

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THE WORLDS LARGEST GARBAGE DUMP

Mount Everest, known for its extreme conditions, is also facing an extreme challenge with man made pollution.

Every year, hundreds of climbers bring tonnes of waste into the park, with estimates indicating that around 900 to 1,000 tonnes of solid waste are introduced annually, much of which is left behind.

To address the waste problem, the Sagarmatha Pollution Control Committee (SPCC) was established in 1991. They manage waste collection along the trails and at Everest Base Camp.

Since 2014, a rule requires climbers to bring down 8 kg of waste or risk forfeiting a \$4,000 deposit, which has incentivized climbers to carry waste back with them.

The waste problem is now so bad that climbers are forced to carry their own poo back down the mountain.

The cleanup efforts have improved conditions on the trails to Base Camp, but higher altitudes, like Camp Four, still suffer. Here, harsh conditions limit waste removal efforts, and climbers, prioritizing safety, often leave behind gear.

In 2022, efforts by the Nepalese Army led to the removal of 34 tonnes of waste.

The broader issue of managing waste from the tourism sector still persists, with most of it ending up in landfills or incinerated, which could harm the local environment.

The SPCC's collection of 75 tonnes of waste from Base Camp in 2023 helps, yet sustainable waste management solutions for the entire region are still needed.

Hundreds of people are climbing the mountain, and thousands visiting the Base Camp every year. A huge problem. Other mountain areas face the same issues



Photo credit: Wikipedia

THE ZERO WASTE VILLAGE

Based on regulations from the 1990s rather than green idealism, the small village of Kamikatsu in Japan started an ambitious project to reduce the amount of waste.

Lacking the funds to establish a traditional waste management service, they opened a central waste sorting facility where residents separate their waste into 45 different categories.

They also use electric composters at home, which turn organic waste into fertilizer. It reduces the need for transport and contributes to local agriculture.

The center also functions as a communal space, where residents can reuse waste from the meticulously sorted materials.

The local hotel, Hotel Why, embraces this environmentally conscious philosophy, furnishing rooms with recycled materials and teaches guests about waste sorting.

Tilos in Greece has recently become the world's first waste-free island. They achieved this by eliminating landfills and public trash bins and by sorting waste directly at the source.

The island has a comprehensive door-to-door waste collection system, all waste is composted, recycled, or reused.

Modern technology makes these processes possible, and every household, business, and visitor actively contributes. The initiative also includes training to raise awareness about sustainable practices among residents and visitors.

Tourists are involved in the zero-waste system from the arrival. For example, they are equipped with fabric bags for shopping and instructions for waste sorting.

The system offers tourists a unique opportunity to make a positive contribution during their stay.

ACTION PLAN

WHAT	WHY	WHO
START DATE	DEADLINE	GOAL
OBSTACLES TO OVERCOME	RESOURCES	
BIG STEPS	LITTLE STEPS	
COMMENTS		

07

ADOPT CIRCULAR PRINCIPLES



Photo credit: Getty

USE RESOURCES WISELY

Adopting circular and regenerative principles in tourism means using resources efficiently and innovating to continuously reuse materials, keeping them in the loop.

It enhances the overall travel experience by promoting responsible behavior and inspiring guests and staff to make things last longer.

THINK ABOUT HOW YOUR COMPANY WORKS TO PROMOTE SUSTAINABLE CONSUMPTION HABITS AND IMPLEMENT CIRCULAR PRACTICES IN TOURISM.

Self Audit Questions:

→ **AMBITIOUS?
VISIT OUR HUB
FOR MORE TASKS
AND QUESTIONS**

- How does your company promote reuse, repair, and extend product lifespans?
- How do you monitor and optimize resource consumption for maximum efficiency?
- What long-term strategies have you implemented to transition to sustainable practices ?
- How do you educate employees and guests about circularity and sustainable consumption habits?
- How do you involve stakeholders in circular practices to minimize waste and maximize resource conservation?
- Can you give any recent examples?

[illegible]

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Photo credit: Via Organica Ranch

IT IS ABOUT COMMON SENSE

There are ten-thousands of tourism companies going the extra mile working with circular and regenerative principles. Most of them are not aware they do it. It just make sense for them. It is the right thing to do.

The Estonian company Mon Mon Travel operates in Balticum and Scandinavia, focusing on creating travel experiences that ripple positively through the local economy.

Their partnership with small, community-based suppliers ensures that each journey's economic benefits are felt directly by those who call the region home.

The founder Moonika and MonMon place high importance on the ethical treatment of animals involved in their tours, thoroughly vetting the farms and ensuring sustainable practices are in place.

Via Organica Ranch in the highlands of Mexico might inspire us to land rejuvenation.

Here, 75 hectares of land once suffering from degradation now flourish under regenerative farming practices. Visitors engage hands-on with techniques such as biointensive gardening and seed-saving, gaining knowledge that they can take back to their own communities.

The ranch's efforts extend to ambitious projects like transforming desertified lands into verdant ecosystems with plants native to Mexico, demonstrating a practical blueprint for ecological restoration.

In very different ways both operators exemplify the ethos of regenerative tourism, where travel not only coexists with but nurtures and enriches both the environment and the host communities.



Photo credit: Casa Leonardo

THE CASA OF CIRCULARITY

In the Catalan Pyrenees, you'll find a small accommodation where these principles arise naturally, not as a publicity gimmick.

Opened in 2001, Casa Leonardo was not initially branded as a regenerative hotel, but the principles it applied were in line with using resources wisely and reusing what's possible — what is now recognized as circular economy practices.

Their approach was about being less wasteful, promoting the responsible use of resources, and encouraging the regeneration of natural systems. As circumstances evolve, such strategies become even more critical. Self-sufficiency emerges not just as an ideal, but as a necessary pivot for the future.

In Catalonia, where they are located, current water shortages underscore the urgency of adopting sustainable practices.

The hotel's mission has from the start been to create a lasting positive impact on the local community and the environment.

Casa Leonardo is involved with the Gratiud Pallars project, which focuses on creating microreserves and connecting guests with the local environment through unique experiences

Within the hospitality industry, circular economy practices may involve using renewable energy, reducing the consumption of raw materials and energy, and rethinking waste management and purchasing policies.

Many hotels are increasingly finding that these sustainable practices not only reduce operating costs but are also valued by guests, who are often willing to pay a premium for them.

ACTION PLAN

WHAT		WHY		WHO	
START DATE		DEADLINE		GOAL	
OBSTACLES TO OVERCOME			RESOURCES		
BIG STEPS			LITTLE STEPS		
COMMENTS					

Thank you **FOR TAKING ACTION**

**WE HOPE YOU HAVE FOUND SOME INSPIRATION AND FIND
THIS SYSTEM EASY TO USE. REMEMBER WE HAVE MANY
RESOURCES AVAILABLE IN OUR TRIPPLE HUB.**

FEEL FREE TO CONTACT US WHENEVER YOU WANT

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ANNUAL PLANNER

JANUARY

FEBRUARY

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AUGUST

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OCTOBER

NOVEMBER

DECEMBER

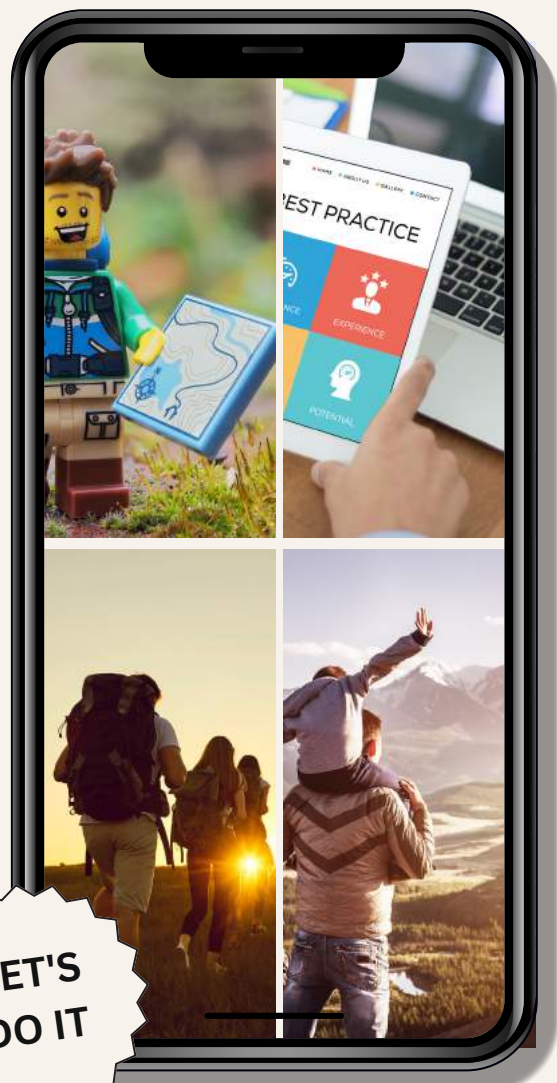
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Sustainability is a journey, not a destination.