

# SUPPORTING SUSTAINABLE TOURISM



**UNION EUROPÉENNE**

Fonds Européen de Développement Régional

# 0

## INTRODUCTION

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# COLIBRI TOURISME

## Our ethos

OUR AGENCY AIMS TO  
**ACCELERATE TRANSITION**,  
RELYING ON THE EACH  
PERSON'S CAPACITY FOR  
CHANGE THROUGH CONCRETE  
AND COLLECTIVE EXPERIENCES

## Our services

ADVICE AND  
SUPPORT FOR  
MUNICIPALITIES AND  
COMPANIES

## Our customers

LOCAL AUTHORITIES  
TOURIST INFORMATION CENTRES  
ACCOMMODATION PROVIDERS  
RESTAURANT OWNERS  
LEISURE ACTIVITIES

## Our expertise





# On the menu

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Workshop 1: today 27/01/2022

Workshop 2: Thursday 3 Feb. from 13:30 to 17:00.

Workshop 3: Thursday 24 Feb. **from 9:00 to 12:30**

Workshop 4: Thursday 10 March from 13:30 to 17:00.

## **First workshop**

### ***Appetiser***

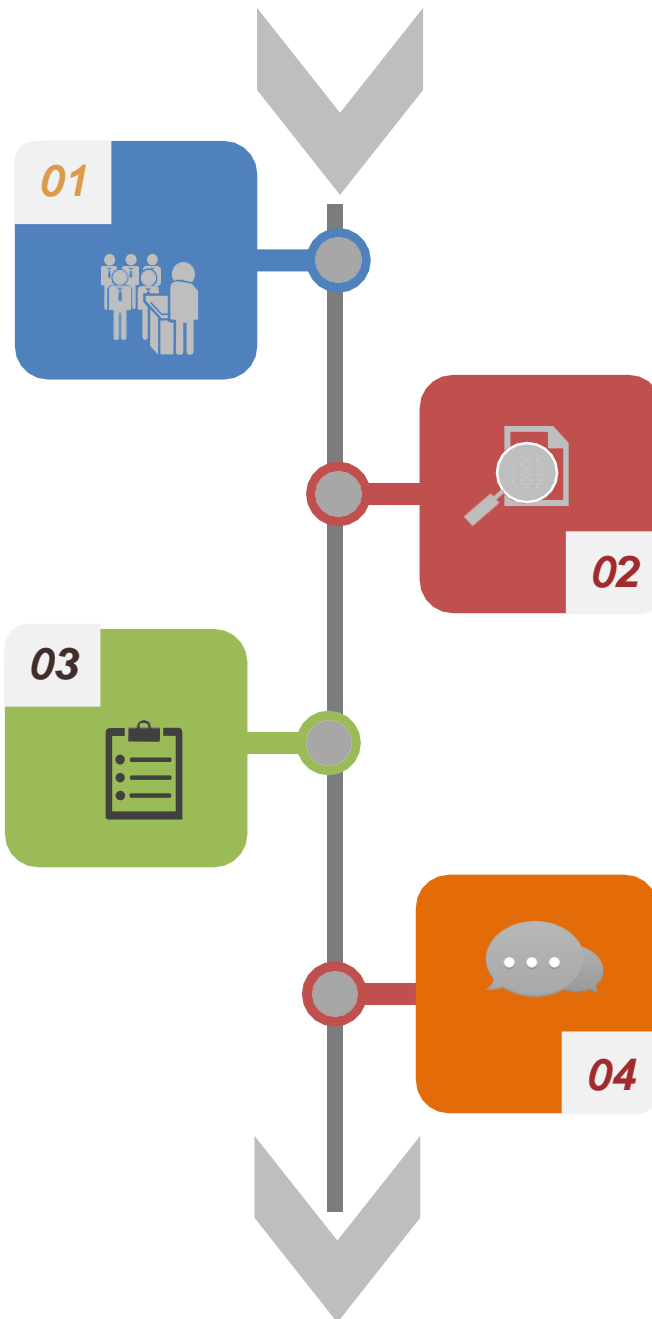
- Overview
- Climate discussion
- Impacts
- Sustainable tourism
- Context

### ***Identifying your environment***

## **Third workshop**

### ***Drawing up a customised action plan***

- Incorporating environmentally-friendly behaviour in everyday professional practice
- Prioritising actions



## **Second workshop**

### ***Drawing up an inventory***

- Setting targets
- Delineating all themes and draw up an account of the environmental approach

## **Fourth workshop**

### ***Providing information on the environmental approach internally and externally***



# Dish of the day

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Presentation of the structure

Climate discussion

Impacts

Sustainable tourism

Context

Group work



# YOUR STRUCTURE

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Name of structure

Capacity

Opening period

N° of FTE

What you expect from the workshops

☐

Kitchen

☐

Restaurant room

☐

Bar

☐

Accommodation

☐

Green spaces

☐

Swimming pool

☐

Shop / delicatessen

☐

Entertainment / visits

☐

Communal sanitary facilities

☐

...



# 1



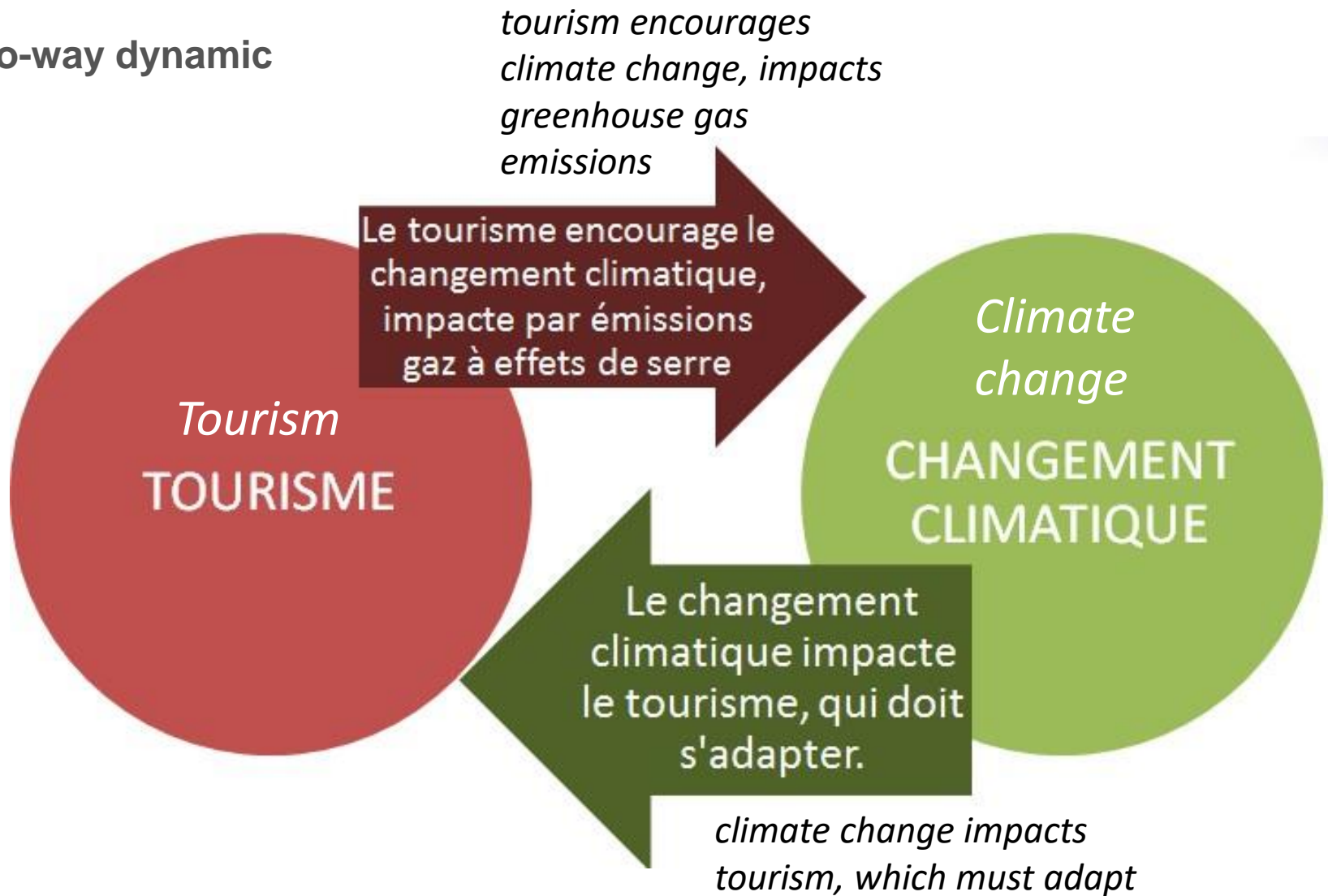
# 2

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## Impacts

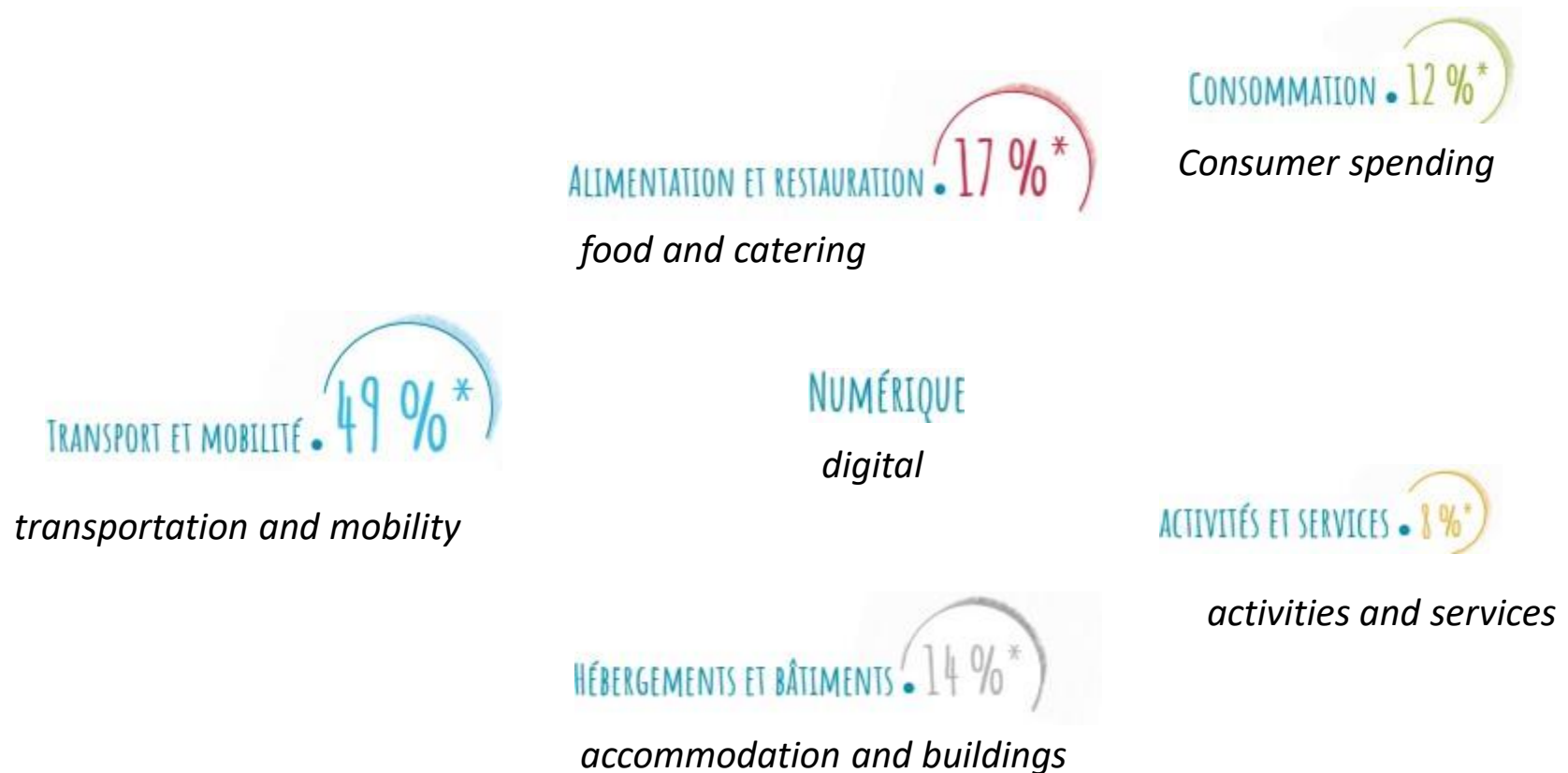
# THE IMPACTS OF TOURISM...on the climate

## A two-way dynamic



# THE IMPACTS OF TOURISM...on the climate

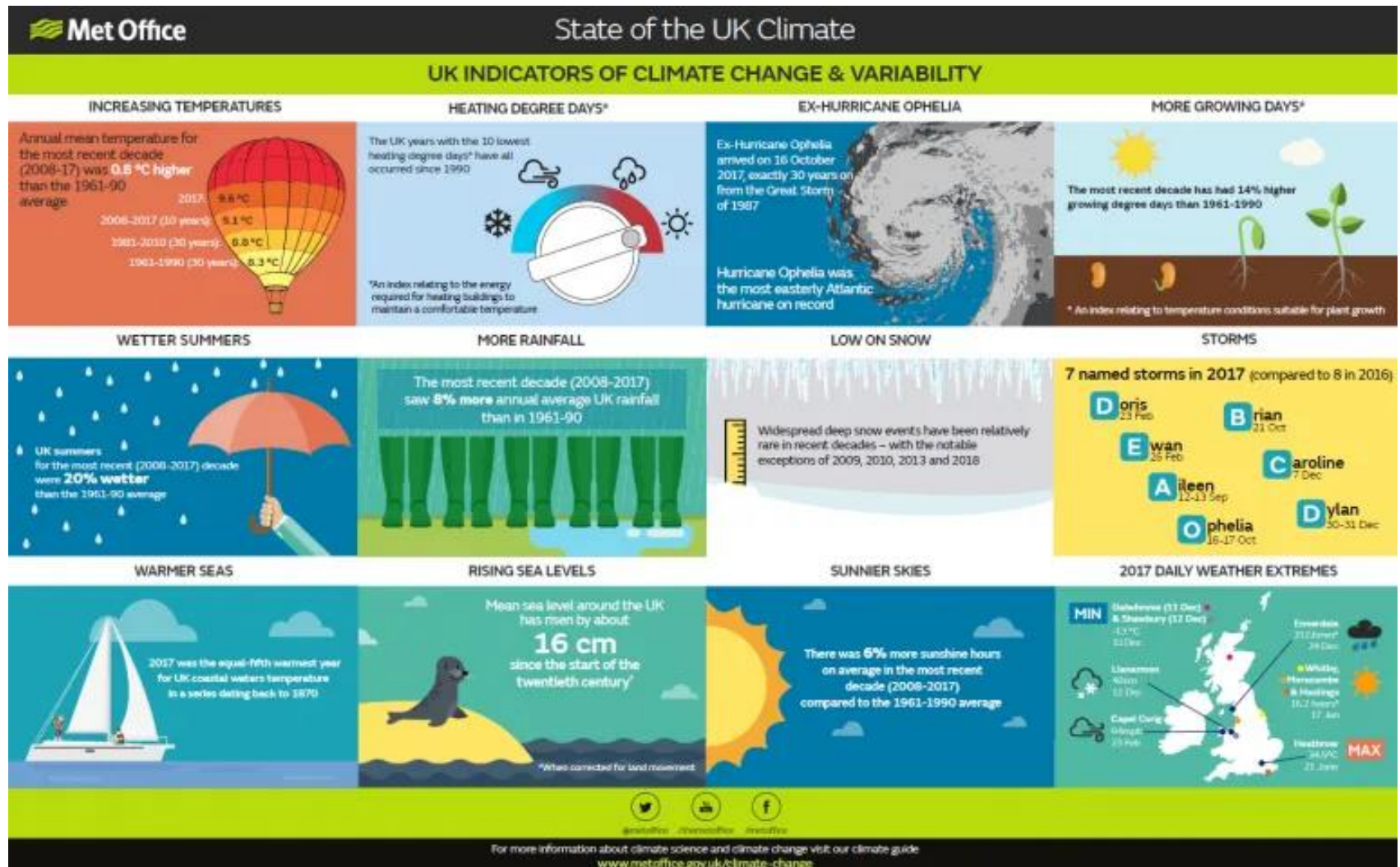
## The carbon footprint of tourism across the entire value chain



Source: ATD white paper – tourism and climate change

# IMPACT OF CLIMATE... on tourism

Source: [https://foe.scot/what-uk-weather-tells-about-climate/state-of-the-uk-climate-infographic\\_final/](https://foe.scot/what-uk-weather-tells-about-climate/state-of-the-uk-climate-infographic_final/)



## **Rising temperatures:**








- Tourists migrating from the southern seaboard to the Atlantic coast
- Increase in value of BRITTANY as a tourist destination
- Lower thermal comfort
- Heatwaves
- Water supply issues

## **Coastal erosion & rising sea levels**








- Relocating to higher elevations
- Vulnerability of shoreline infrastructure



### **A fragile sector with a massive carbon footprint**

-  Global warming factor
-  Increasingly rare natural resources
-  Waste management, water consumption
-  Pollution
-  Accessibility issues, disputes over usage
-  Pressure on land, man-made land
-  Solutions that go beyond the local

## What are the challenges of tomorrow?

-  Tourism, an important source of employment
-  Meeting the mobility challenge
-  Increasing carbon emissions
-  Preserving water resources
-  Protecting fragile environments
-  Reducing pollution and waste
-  Meeting social and cultural challenges

# 3

## SUSTAINABLE TOURISM

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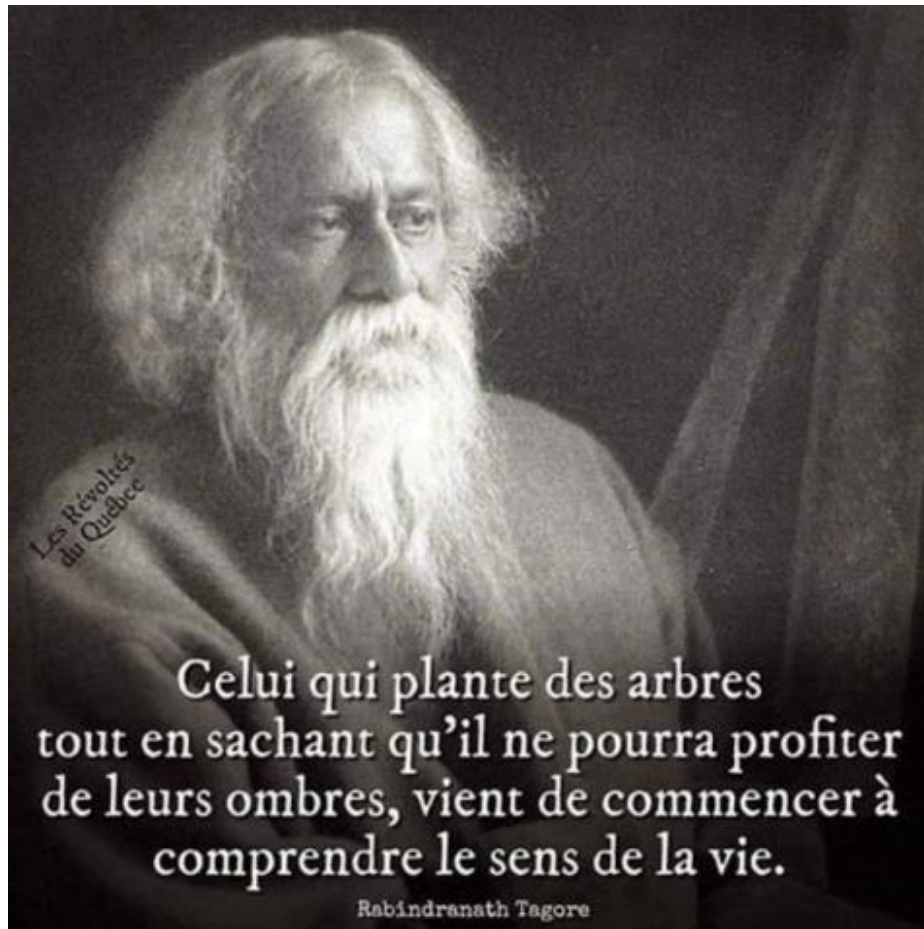
Definitions

Why get on board

How to get on board

**What does this mean to you?**

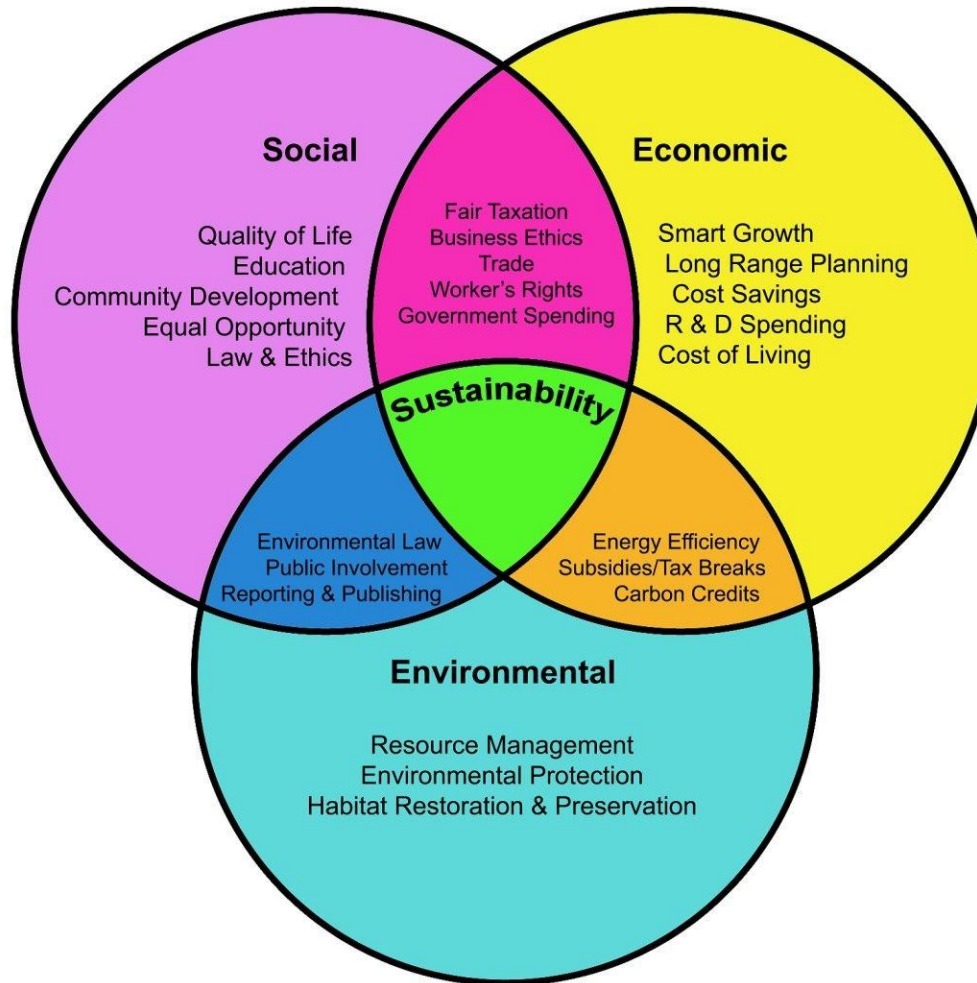
# This is what we think it means ;-)



The one who plants trees,  
knowing that he will never  
sit in their shade, has at least  
started to understand the  
meaning of life.

*Tagore Rabindranath*

## Theory





## Theory

**Sustainable tourism** applies the active principles of sustainable tourism to tourist activities, promoting **development that meets the needs of the present without compromising the ability of future generations to meet theirs**. Sustainable tourism therefore looks at environmental, economic, social, governance and validity dimensions (securing the long-term future of society and the environment).









Sustainable tourism is relevant to tourism companies and tourist regions.

**Sustainable tourism** is not implemented in isolation or in any one tourism market. It involves tourism development that is in line with **sustainable development**. It is a strategic aim, a way of achieving responsible production and consumption.

# ENGAGING WITH SUSTAINABLE DEVELOPMENT AIMS



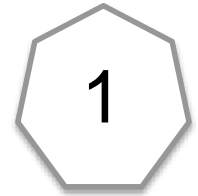
# WHY TAKE A SUSTAINABLE APPROACH

-  Comply with the law and anticipate future regulations
-  Reduce operating costs and increase gross margins
-  Build loyalty and attract new customers
-  Motivate and unit teams (corporate social responsibility)
-  Improve working conditions
-  Gain a competitive edge and improve your image
-  Play an educational role
-  Everyone plays their part in team effort

# TAKE A SUSTAINABLE APPROACH

This depends directly on corporate responsibility

- Environmentally-friendly behaviour
- Purchasing policy
- Teams
- Labels and continuous improvement process
- ...



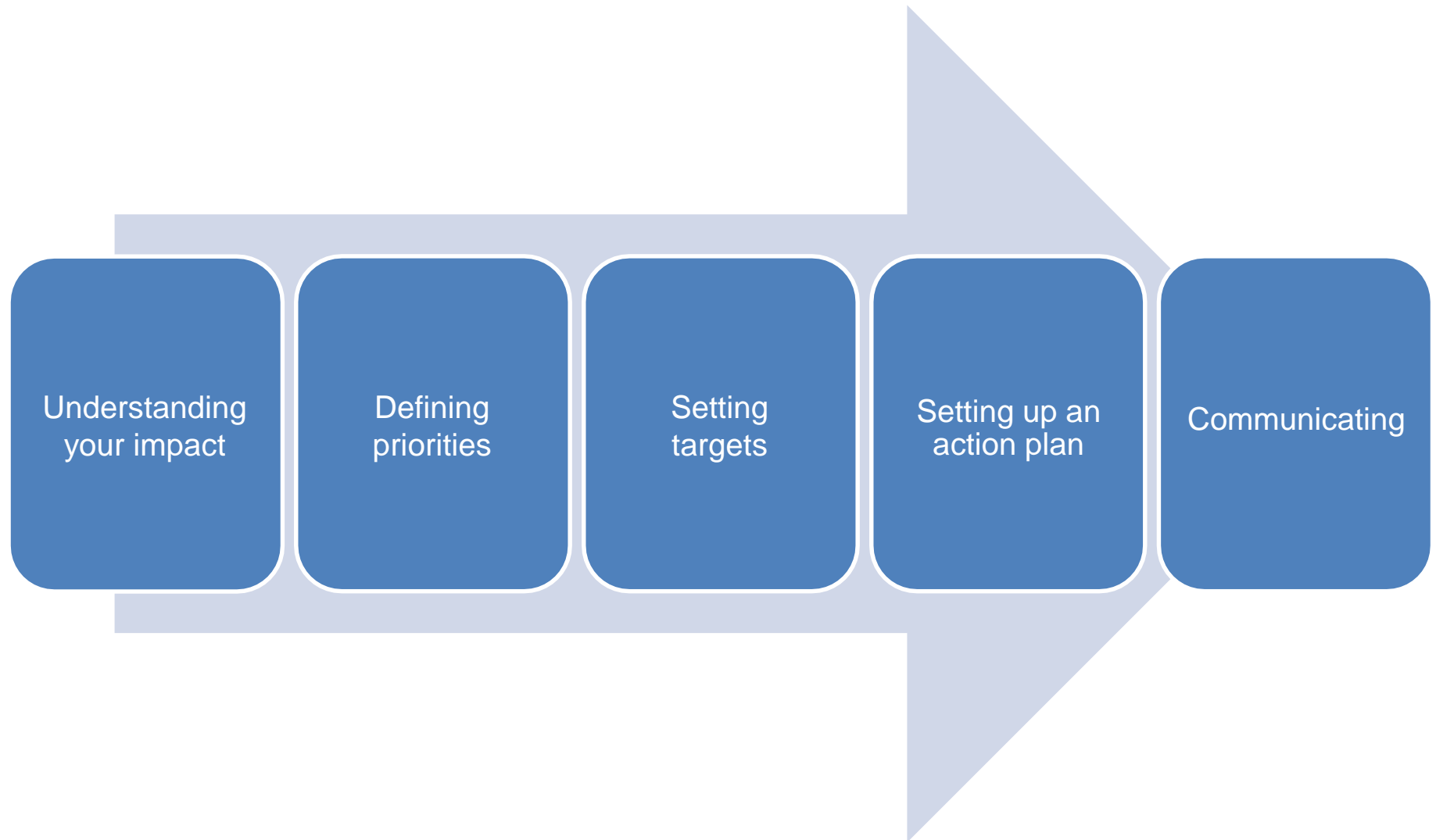
What will depend on stakeholders/visitors

- Awareness-raising
- Communicating
- Nudge theory



Part 2 is not possible unless part 1 is maximised → the customer is the final link in the chain

# HOW TO TAKE A SUSTAINABLE APPROACH





## Opinion on the role of tourism professionals in reducing their impact on the environment

### QUESTION :

In your opinion, is it above all the role of tourism professionals to take care of reducing the impact of their activities on the environment?

yes,  
absolutely



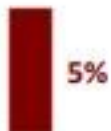
yes, rather



no, rather  
not



not at all



80%

this is their role

*Intention de partir en vacances cet été*



20%

it is not their role



# 4

## CONTEXT

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Health crisis

Customer expectations



Face au monde qui change, il vaut mieux penser le changement que changer le pansement.

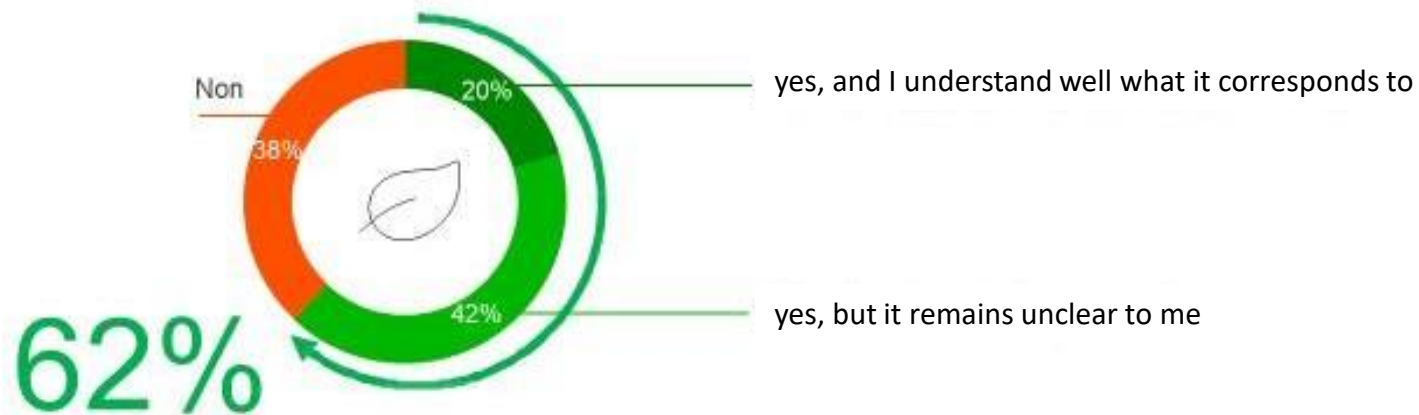


Francis Blanche

[www.citation-celebre.com](http://www.citation-celebre.com)

There will be recovery from the pandemic. but no recovery from the melting of the polar ice caps

Noam Chomsky, US economist

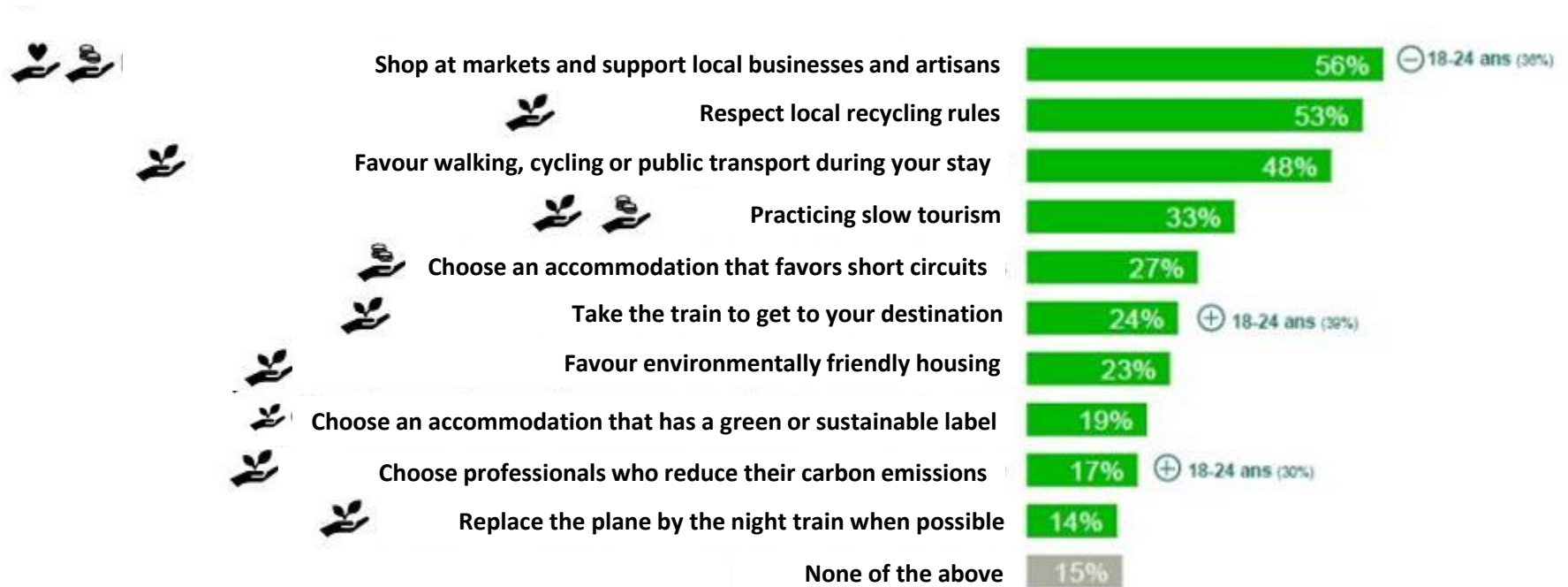


of French people have heard of sustainable tourism

18-24 ans > **74%**  
CSP+ > **70%**

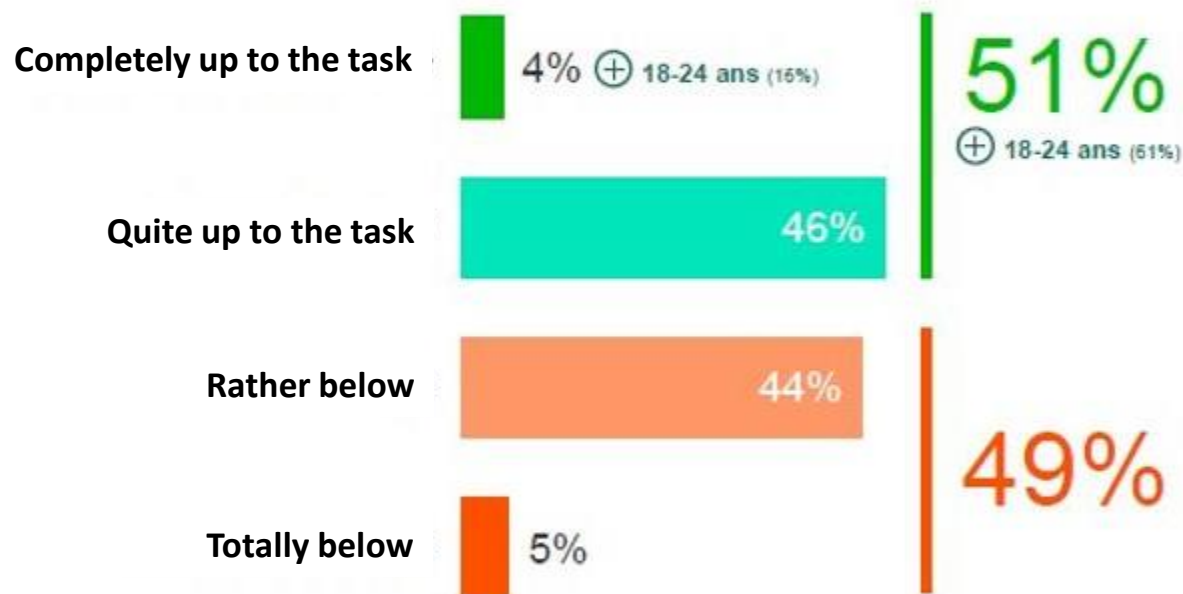
Base : 1000 individus - Question posée à tous | Q1 : Avez-vous déjà entendu parler de tourisme durable ?

## Concretely, the practices of benevolent tourism already carried out by the French



Base : 1000 individus - Question posée à tous | Q8. Et quelles sont les actions qui permettent de pratiquer un tourisme durable que vous avez déjà réalisées ?

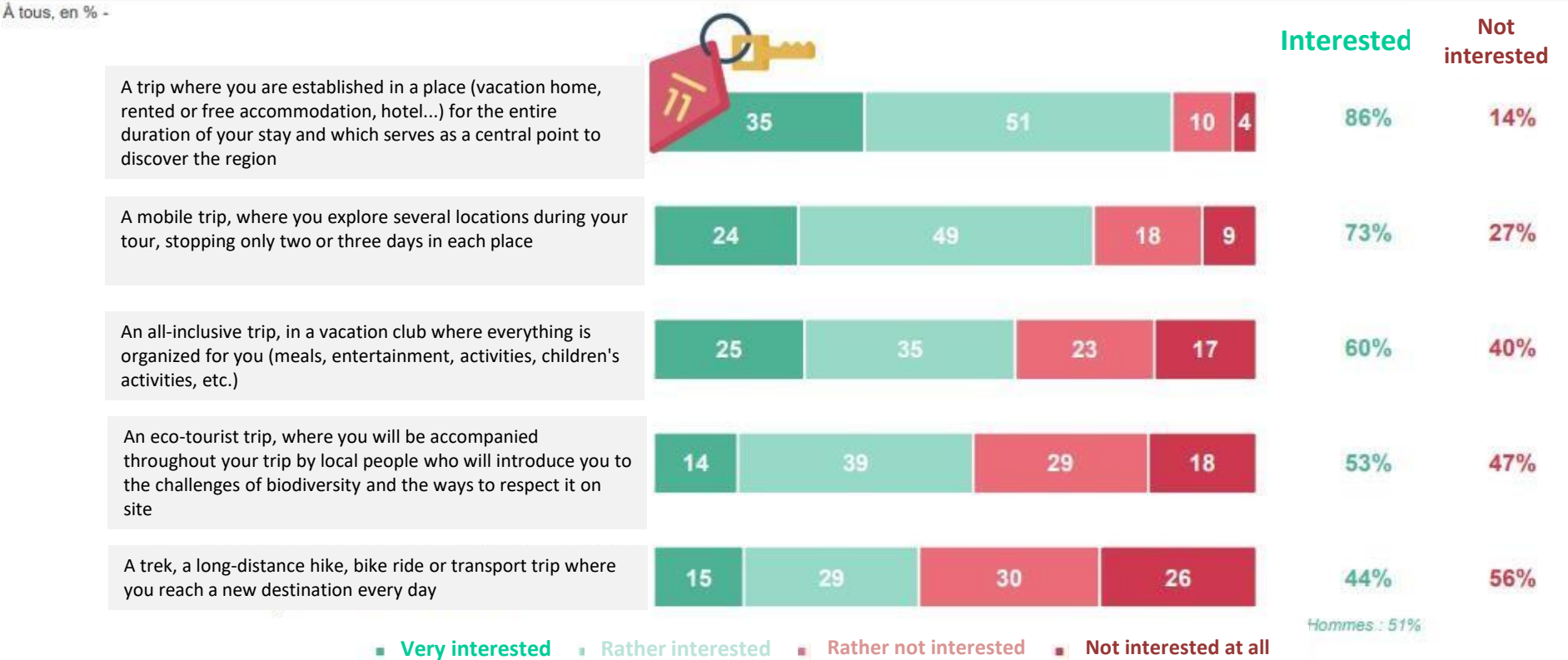
## Few French people say they have already seen sustainable tourism offers, and they are generally considered to be not very credible



Base : 674 individus - Question posée à ceux qui prennent en compte le critère de tourisme durable dans leurs choix | Q8. Comment jugez-vous les offres de tourisme durable proposées par les professionnels ?

If the majority of French people have an appetite for classic travel (vacation homes, itinerant travel or all-inclusive travel), more than half also show an interest in the eco-tourism travel model

Today, would you say that if you were to go on a trip, you would be interested or not interested in each of the following models?



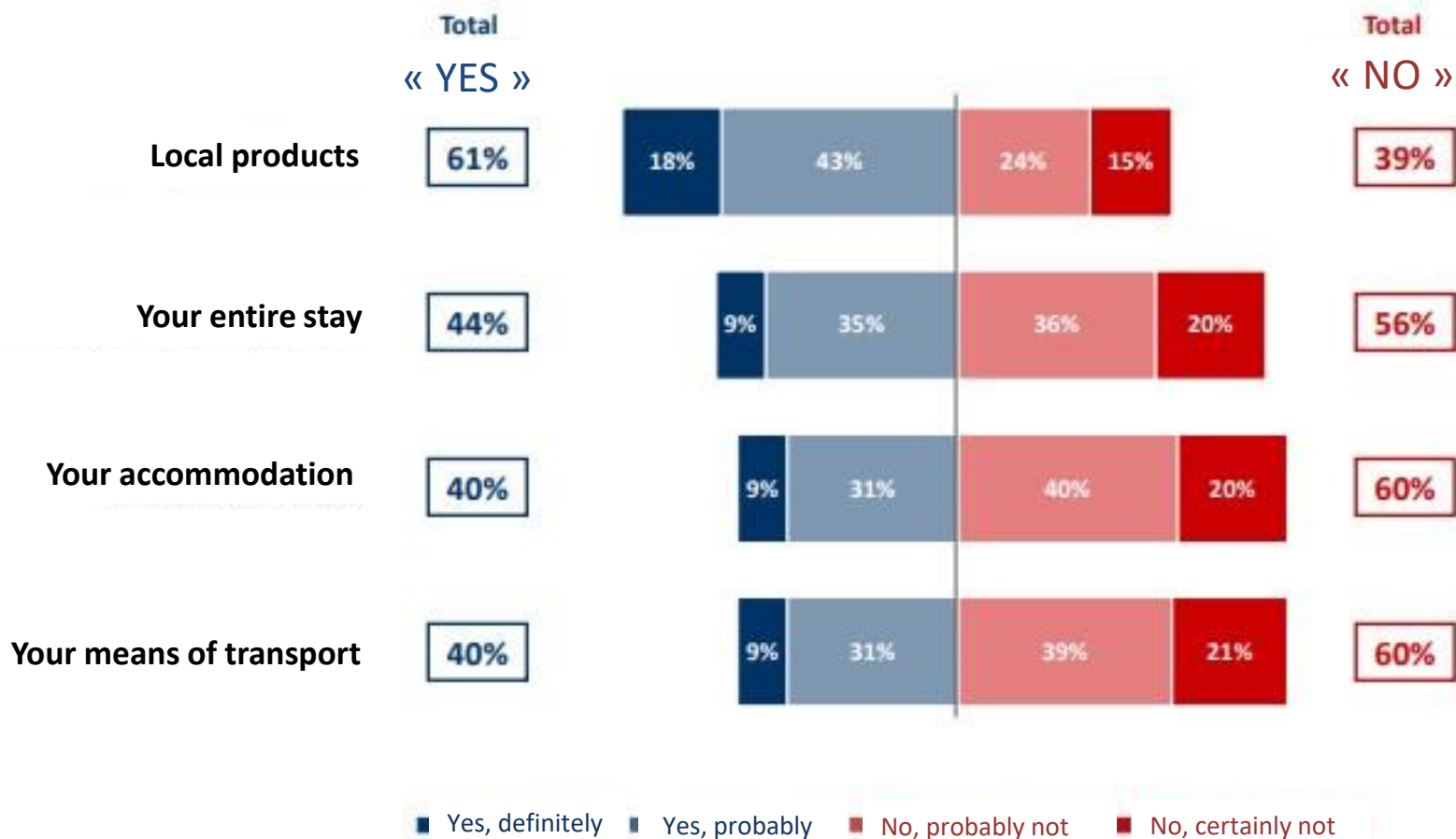




## the willingness to pay more for responsible and environmentally friendly travel

### QUESTION :

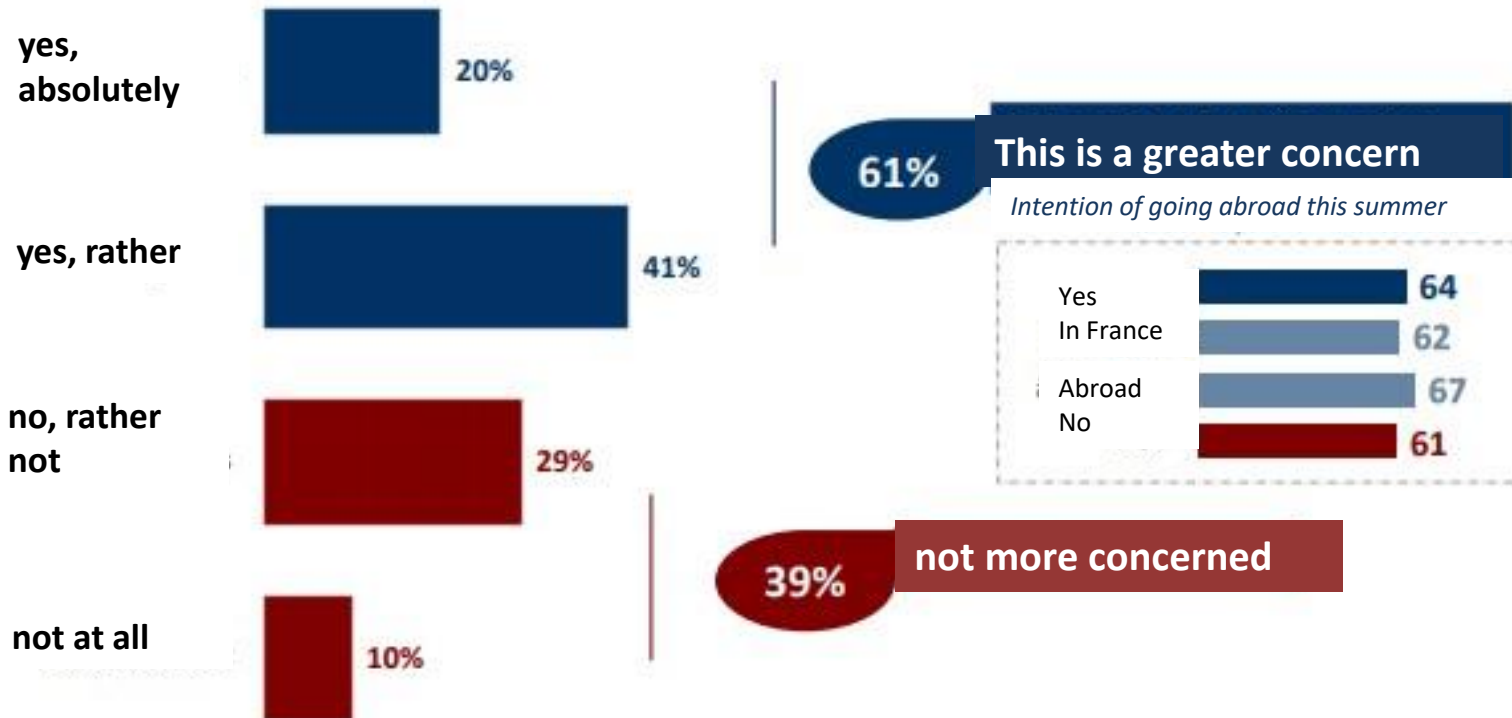
For your next trip, in order to travel responsibly and respect the environment, are you ready to pay more...?





## The evolution of the importance given to the reservation of nature and the environment in the context of travel

**QUESTION :** Also in the context of a future trip, are you more concerned about the preservation of nature and the environment than you were before the health crisis began?





- Closer to home (prioritising local), more often
- Further and longer
- Stronger (revenge tourism)
- Lower carbon footprint and greater solidarity
- Travel for remote working
- Service security as the main criterion
- Being well informed and choosing flexibility
- Last minute
- Increased fluidity in transport
- Surge in cycling
- High-speed internet connection
- Environment, Equipment, Management, Event)



THE CRISIS ACCELERATED PRE-EXISTING TRENDS

# 5

## GROUP WORK

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Identifying your  
environment



- Office of the Registrar  
1000 17th St. N.E.  
Atlanta, GA 30303  
(404) 528-2000
- Office of the Vice President  
for Academic Affairs  
1000 17th St. N.E.  
Atlanta, GA 30303  
(404) 528-2000
- Office of the Vice President  
for Student Affairs  
1000 17th St. N.E.  
Atlanta, GA 30303  
(404) 528-2000
- Office of the Vice President  
for Financial Affairs  
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- Office of the Vice President  
for Information Technology  
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(404) 528-2000
- Office of the Vice President  
for International Affairs  
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(404) 528-2000
- Office of the Vice President  
for Legal Affairs  
1000 17th St. N.E.  
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(404) 528-2000
- Office of the Vice President  
for Planning and Institutional  
Research  
1000 17th St. N.E.  
Atlanta, GA 30303  
(404) 528-2000
- Office of the Vice President  
for Public and Community  
Relations  
1000 17th St. N.E.  
Atlanta, GA 30303  
(404) 528-2000
- Office of the Vice President  
for Quality Improvement  
1000 17th St. N.E.  
Atlanta, GA 30303  
(404) 528-2000
- Office of the Vice President  
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- Office of the Vice President  
for Special Programs  
1000 17th St. N.E.  
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- Office of the Vice President  
for Student Services  
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- Office of the Vice President  
for University Relations  
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Atlanta, GA 30303  
(404) 528-2000
- Office of the Vice President  
for Workforce Development  
1000 17th St. N.E.  
Atlanta, GA 30303  
(404) 528-2000

**Genre:** Drama  
**Plot:** The story follows a young man who is  
**Setting:** The story is set in a small town.  
**Characters:** The main characters are  
**Themes:** The story explores themes of  
**Style:** The story is written in a simple, straightforward style.  
**Summary:** The story is a drama about a young man in a small town.

**Journal of**

## **Experience**

Active visitor participation, natural and cultural heritage, meeting and sharing, unique activities, etc.

## **Soft mobility**

Transit and local transport; public transport, car sharing, one-way bike rental, etc.

## **Discovering, protecting and promoting heritage**

Raising awareness of biodiversity and available resources; promoting local products and expertise; natural heritage, cultural heritage, tangible heritage, intangible heritage, etc.