

Path to Sustainability: Practical Steps for Outfitters to Make a Difference

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THE OUTDOOR INDUSTRY

Our Journey Today

- Holistic Approach Sustainability
- Initial Trends from Outdoor Adventure and Travel
- Guidance for Effective and Affordable Field and Marketing Solutions
- Interactive Discussion/Breakouts – practical actions for operators to create authentic, positive and low-impact experiences

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SUSTAINABLE TOURISM IS COMPLEX



The confusion around the correct use of the term sustainable tourism and the complexity of its dynamics has had a direct impact on tourists.

three distinct challenges for sustainability in travel and tourism:

- 1. There is a lack of global industry standard in sustainability of travel and tourism.** In the absence of a single standard, multiple systems have emerged. The extent to which these standards are enforced or controlled isn't always clear.
- 2. There is a lack of market awareness in the industry and among tourists.** Most tourists simply do not know about the indicators associated with sustainable tourism. Even among those that do, the complexity of measures of sustainability make it difficult for tourists to understand.
- 3. Destinations must account for the hidden costs that tourism demands from a local economy.** Ideally, increasing sustainability efforts will minimize these impacts, and tourism can financially support the infrastructure maintenance and resource protection that is needed.



SUSTAINABLE ADVENTURE TOURISM



SCALE OF TOURISM



- Tourism engages millions of people every year
- people seek out travel and adventure experiences not only for the relaxation and experiences but also for an expanded worldview and inspiration
 - 1) our tour guides
 - 2) accommodation provider
 - 3) tour operator communities
- Front lines when it comes to experiencing the direct effects of our warming climate and biodiversity and habitat loss
 - Wildfires, Drought, Floods, Hurricanes, Extreme heat
- Perfectly poised to engage travelers in experiences that open their minds, touch their hearts and inspire them to action.



SHIFT IN COMPETITIVE LANDSCAPE

– VALUE ADD



- Preparation and Effective Risk Management
- Adaptation and Resilience
- Holistic Approach to Sustainability: Natural, Cultural and Spiritual Elements of Place
- Decarbonization is fundamental to future competitiveness and relevance



Shared Impact, Shared Benefit

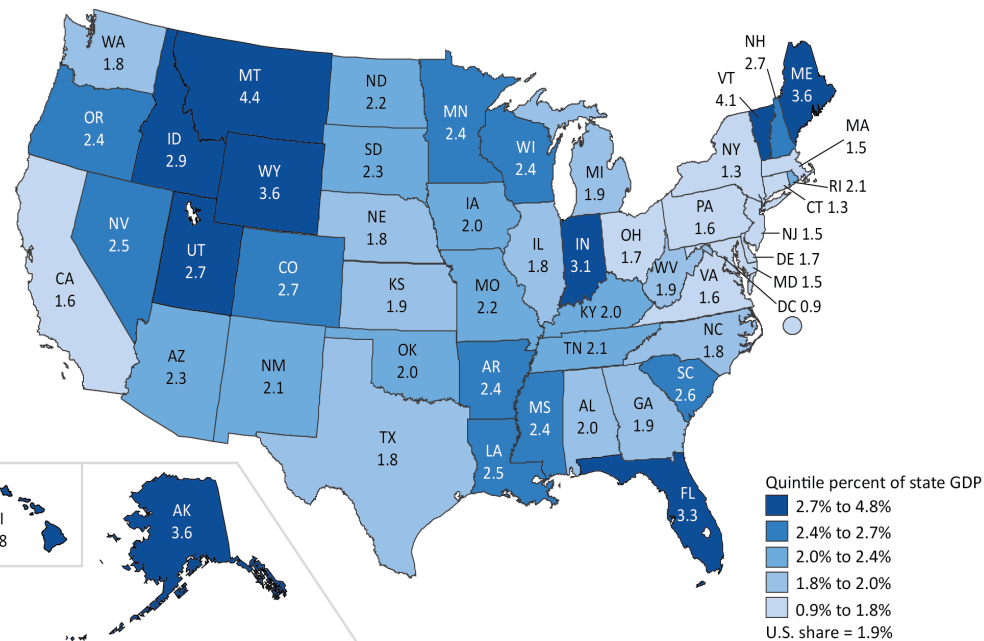


Tourism and Outdoor Recreation as Inputs to Sustainability & Responsible Recovery

- Destination/Communities at the Center of Tourism
- Functional, stable systems
- Resilience
- Metrics That Matter

The **outdoor recreation economy** accounted for **1.9% (\$454 Billion)** of current-dollar gross domestic product (GDP) for the nation in 2021. At the state level, outdoor recreation value added as a share of GDP ranged from 4.8 percent in Hawaii to 1.3 percent in New York and Connecticut.

State Outdoor Recreation Value Added as a Percent of State GDP, 2021



The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030.

The 17 SDGs are integrated—that is, they recognize that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability.

Source: www.undp.org



GLOBAL SUSTAINABLE TOURISM COUNCIL (GSTC)



1. Sustainable management
2. Socioeconomic impacts
3. Cultural impacts
4. Environmental impacts (including consumption of resources, reducing pollution, and conserving biodiversity and landscapes)

The GSTC Tour Operator Criteria are organized around four main themes: effective sustainability planning, maximizing social and economic benefits for the local community, enhancing cultural heritage, and reducing negative impacts to the environment.

<https://www.gstcouncil.org/gstc-criteria/gstc-industry-criteria-for-tour-operators/>



THE COALITION



FutureofTourism.org

13. Operate business responsibly



12. Protect sense of place



11. Diversify source markets



10. Contain tourism's land use



9. Close the loop on resources



8. Mitigate climate impacts



1. See the whole picture



2. Use sustainability standards



3. Collaborate in destination management



4. Choose quality over quantity



5. Demand fair income distribution



6. Reduce tourism's burden



7. Redefine economic success



**FUTURE
OF
TOURISM**

LEAVE NO TRACE

THE 7 PRINCIPLES of Leave No Trace

1. Plan Ahead & Prepare
2. Travel & Camp on Durable Surfaces
3. Dispose of Waste Properly
4. Leave What You Find
5. Minimize Campfire Impacts
6. Respect Wildlife
7. Be Considerate of Other Visitors



Small businesses, educational organizations, nonprofit, youth programs, local parks, municipalities and more that wish to protect the outdoors by sharing Leave No Trace with their customers, staff, members and audiences.

Corporations have an obligation to amplify the Leave No Trace message. As a partner, your role is to leverage your community for change

Leave No Trace's **state and regional tourism partnerships** work to provide a consistent message of sustainable tourism to visitors in states and communities across the country.

Federal and State Parks agencies, as well as Fish and Wildlife agencies, are tasked with not only providing exceptional experiences for visitors but also protecting and sustaining the land, flora, and fauna that attract visitors and recreationists.



Path Forward?

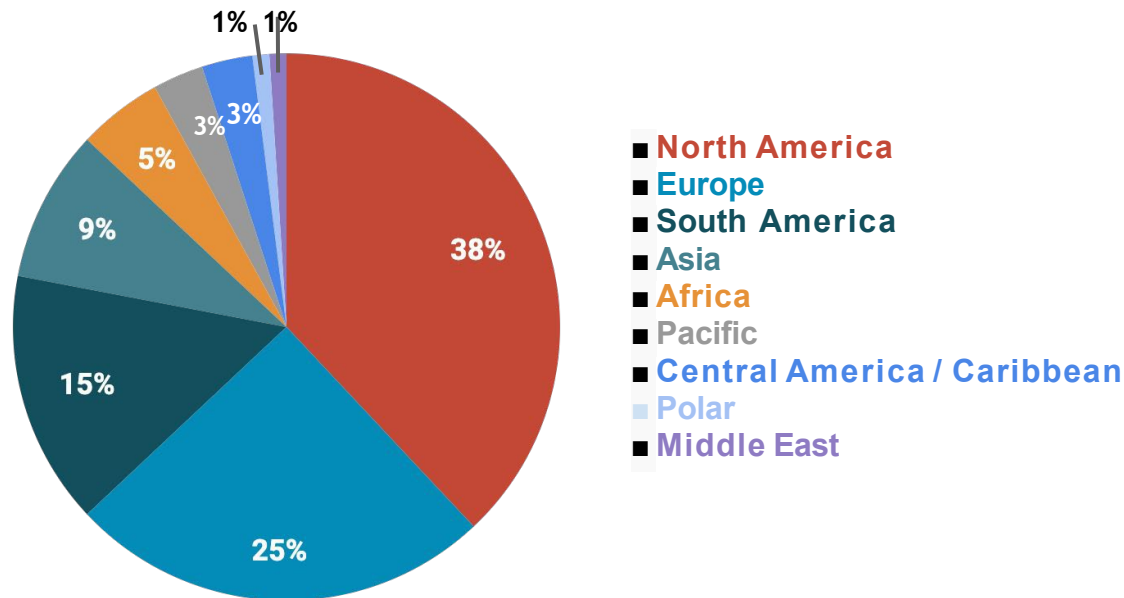
1. Business Operations

2. Guides



Headquarters of Responding Organizations

The dataset mainly reflects the views of organizations from **North America** and **Europe**, which make up almost **two-thirds (63%)** of the respondents.



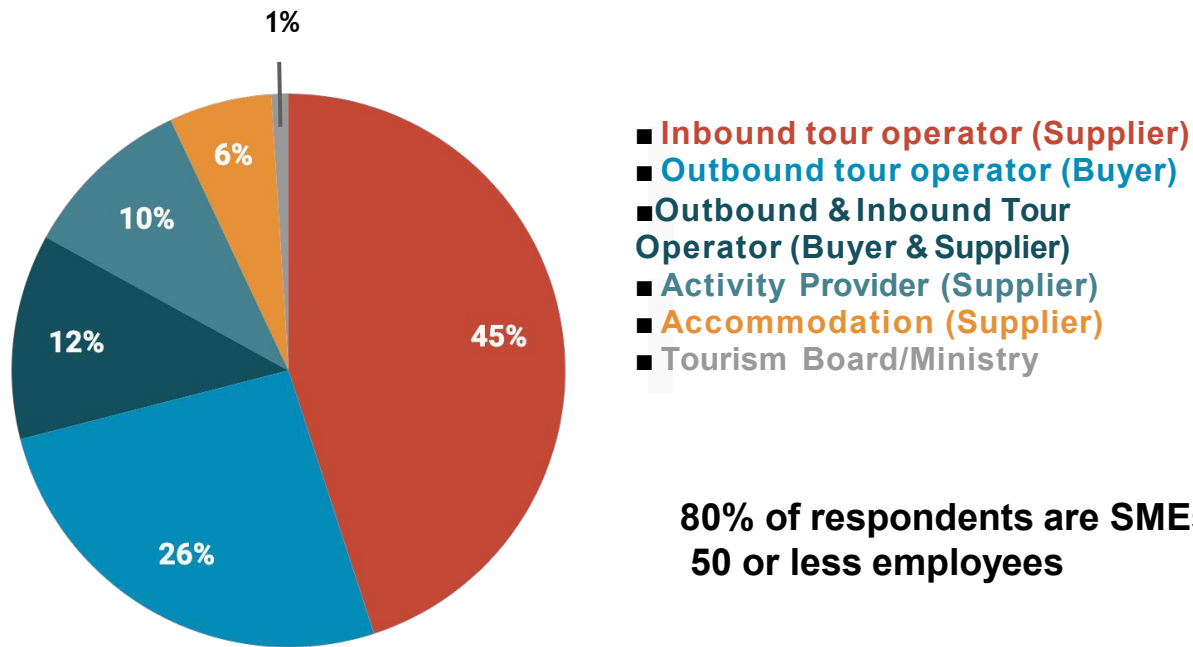
Q1: In which country is your organization headquartered?

Base: All respondents (n=177)



RESPONDENT TYPE

The dataset primarily leans towards the experiences of tour operators (82%). Activity providers, accommodations and tourism boards are also represented.



80% of respondents are SMEs
50 or less employees



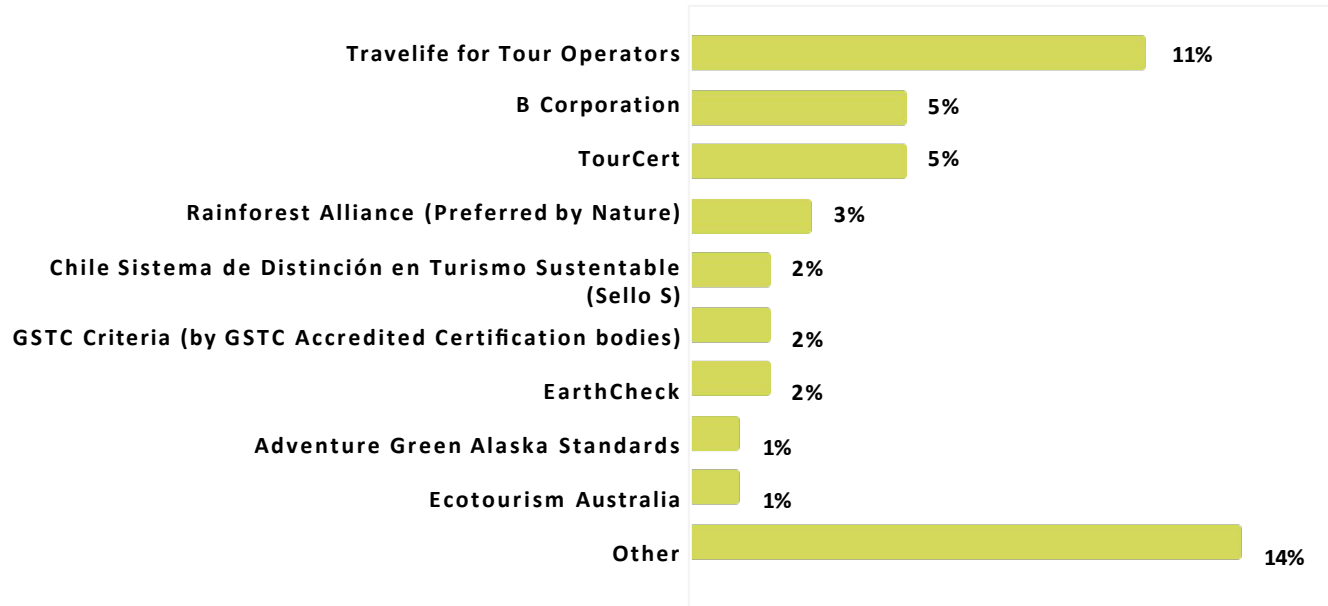
Base: All respondents (n=177)



SUSTAINABILITY CERTIFICATIONS



40% of tour operator respondents to ATTA's 2021 Adventure Travel Industry Snapshot survey already have or are working toward a sustainability certification (the remaining 60 percent are not).¹

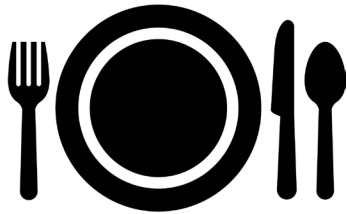


¹<https://www.adventuretravel.biz/research/2021-adventure-travel-industry-snapshot>



The adventure travel community is already taking action to mitigate environmental damage and climate change

68%



Sustainably sourcing food:

- Locally sourced
- Shift to plant-based options

Purchasing from more sustainable suppliers



66%

57%



Water conservation

Renewable energy sources



52%

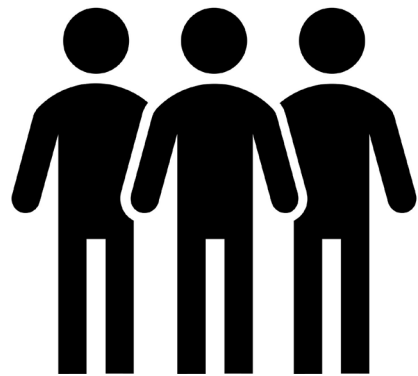


Q12: Please select all of the climate action strategies that your organization has already implemented.

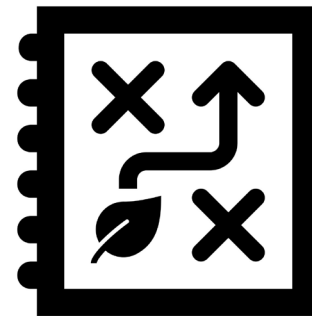
Base: All respondents (n=161); missing (n=16); total (n=177)



Over half of adventure travel businesses say they have a partial or full climate action strategy



52% of respondents say
they have a climate
action strategy



For responding organizations with a partial or full climate action strategy in place, restructuring itineraries to rely less on fossil fuels is a top priority

Itineraries



49% plan to restructure itineraries to rely less on fossil fuels

42% plan to offset carbon emissions

Tour Meals



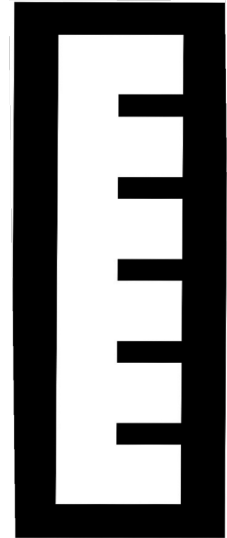
35% plan to adapt tour meals to emphasize foods with a lower carbon footprint



The majority of adventure travel businesses do not measure their carbon footprint



**29% of respondents
partially or
completely measure
their overall
carbon footprint**



Cost, understanding and evaluating options, and time are **the top three barriers** to implementing strategies



Base: All respondents (n=150); missing (n=27); total (n=177)



CHOOSING TRAVEL PROVIDERS



71% - 73%

- Using more fuel efficient / electric transportation.
- Adopting electricity, heating,
 - and cooling efficiencies.

69% - 62%

- Committing to sustainability specific initiatives.
- Using renewable energy sources.
- Constructing with sustainable materials and low-impact design.

Question: When selecting a travel organization how likely are you to look for these best practices? Choose all that apply.

Base: All respondents (n=580)

55%

- Measuring carbon footprint.
- Conserving water.

46%

- Purchasing carbon offset credits.

Source: 2021 Frequent Travelers, Climate and What To Do: Travelers Share Their Thoughts Study.

Percentages of respondents who selected Likely or Extremely Likely.



TOURISM + CONSERVATION ISSUES

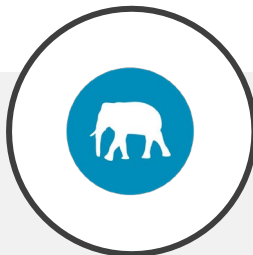
When asked which tourism and conservation issues they believe deserve the most attention, respondents to ATTA's 2021 Adventure Travel Industry Snapshot survey identified the following as their top concerns:¹

1



CLIMATE
CHANGE

2



WILDLIFE
PROTECTION

3



COMMUNITY
LIVELIHOODS

4



HABITAT
RESTORATION

5



MITIGATING
OVERTOURISM

6



PERMANENT LAND
PRESERVATION

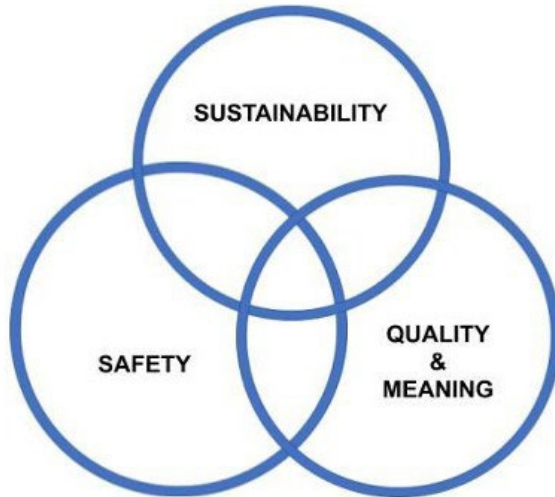
¹<https://www.adventuretravel.biz/research/2021-adventure-travel-industry-snapshot>



THE CORE RESPONSIBILITIES OF ADVENTURE TRAVEL GUIDES



**Adventure Travel Guide Standards
Nov 2021, 16 countries contributed**



To fulfill these three core responsibilities, an adventure travel guide must possess specific skills and qualifications. Adventure travel is extremely diverse in terms of geography, cultural context and types of activities.

Five competencies have been identified by guides and adventure travel experts around the world as essential for adventure travel guides regardless of geography or activities:

- 1. Sustainability**
- 2. Technical Skills**
- 3. Safety and Risk Management**
- 4. Customer Service and Group Management**
- 5. Natural and Cultural History Interpretation**

This document describes and provides examples to illustrate each of these five core competencies.

<https://www.adventuretravelnews.com/2nd-edition-of-the-adventure-travel-guide-standard-atgs-is-published-after-two-years-of-work>



Breakout Exercise: 5 min each or group choose one. If time, one takeaway per table

1. **Planning for Sustainability.** What is your business doing now or planning to address more sustainable operations and is this of value? What obstacles have you faced or anticipate? Consider all three aspects of sustainability: the environment, economy, and society, and what your organization can do to make a difference.
2. **Act Locally.** How can your business better support your local communities where you operate? How can you incorporate more locally produced products into your operations?
3. **Employee Engagement in Sustainability.** Talk to your employees—what ideas do they have to make their area of expertise more sustainable?



SUSTAINABLE TOURISM RESOURCES



The following resources offer additional information on other great programs and initiatives:

- [The Global Destination Sustainability \(GDS\) Index](#)
- [Euromonitor's Top Sustainability Countries Report](#)
- [The European Travel Commission's Report on the Changing Tourism Environment and European National Tourism Organizations](#)
- [The European Travel Commission's Sustainable Tourism Implementation Framework and Toolkit](#)
- [WTTC x Harvard Learning Insights: Behavioural Economics](#)
- [Tourism for Sustainable Development Goals \(SDGs\) from UNWTO](#)

REMINDER: COMPLETE SURVEY

