

# TRAVEL MATTERS SUSTAINABILITY COMMITMENT GUIDE (FOR BUSINESS)



[www.travelmatters.co.uk](http://www.travelmatters.co.uk)

# SUSTAINABILITY IN TOURISM

## Responsible Tourism

Refers to the consumers' choice of destination and mode of transport based on their ethical, political and racial sensitivities as well as being concerned for the environment and local culture

## Ecotourism

Ecotourism, also known as ecological tourism, is a subset of sustainable tourism which focuses on ecology. Ecotourism tends to be encountered in destinations where flora, fauna, and cultural heritage are the primary attractions.

## Ethical Tourism

Ethical tourism has evolved as a term when one considers travelling to, or developing tourism in a destination where ethical issues are the key driver, e.g. social injustice, human rights, animal welfare or the environment. Ethical tourism is geared towards encouraging both the consumer and industry to avoid participation in activities that contribute or support negative ethical issues.

## Green Tourism

Historically the definition of this term has been travel which is environmentally friendly or benign that in general does not concern itself with cultural or economic elements of the destination. Current uses of the term are becoming broader to incorporate full sustainable tourism principles.

# DEFINING SUSTAINABILITY

Sustainable Development refers to, 'Meeting the needs of the present without compromising the ability of future generations to meet their own needs' (Gro Harlem Brundtland).

Sustainability in business, or 'Corporate Sustainability' can be identified as, "a cross-disciplinary, corporate values-based approach to identifying and responding to the critical social, environmental and economic risks, opportunities and dependencies faced by the organisation and its stakeholders – now and in the future. It is likely the organisation would reference sustainability in its mainstream business strategy and in its governance, values and principles." (The IEMA report, Beyond the Perfect Storm, 2016)



Sustainable Development therefore refers to, 'Meeting the needs of the present without compromising the ability of future generations to meet their own needs' (Gro Harlem Brundtland).

Sustainability can be defined through the 3 Pillars approach:

- Economic
- Social
- Environmental

# KEY EVENTS IN SUSTAINABILITY

Sustainable and its development is a process where we must live/operate within the capacities of our planet also means that as we develop, we must consider the impact we have on it with all our decisions. The concept of Sustainable Development originated from the UN conference hosted in Stockholm in 1972. Since then it has been developed to meet current requirements and concerns. Some keys events since then have been:

- ‘The United Nations Conference on the Environment in Stockholm (1972)’ - The first world conference to make the environment a major issue. The participants adopted a series of principles for sound management of the environment including the Stockholm Declaration and Action Plan for the Human Environment and several resolutions.
- ‘The Brundtland Report (1987)’ - In 1987 the Brundtland Report, also known as Our Common Future, alerted the world to the urgency of making progress toward economic development that could be sustained without depleting natural resources or harming the environment. Published by an international group of politicians, civil servants and experts on the environment and development.
- ‘The United Nations Conference on Environment and Development/UNCED (1992)’ - Earth Summit was created as a response for member states to cooperate together internationally on development issues after the Cold War. Due to issues relating to sustainability being too big for individual member states to handle, Earth Summit was held as a platform for other member states to collaborate. Since the creation, many others in the field of sustainability show a similar development to the issues discussed in these conferences, including non-governmental organizations (NGOs).
- ‘The World Summit on Sustainable Development (2002)’ - The World Summit on Sustainable Development (WSSD) was held in Johannesburg in 2002 to review progress since the Rio conference in 1992, and to agree a new global deal on sustainable development.
- ‘Rio+20/Earth Summit (2012)’ - The objective of the Conference is to secure renewed political commitment for sustainable development, assess the progress to date and the remaining gaps in the implementation of the outcomes of the major summits on sustainable development and address new and emerging challenges.

# HOW TO WRITE YOUR SUSTAINABILITY COMMITMENT

For this, you will need your Mission Statement. This is your company's definition of the business, who it serves, what it does, its objectives and its approach to reaching those objectives. Your Sustainability Commitment can now be incorporated into the Mission Statement, where you are achieving good practice/sustainable efforts.

Allow your Sustainability Commitment to become an aspect of your Vision Statement! This will detail your desired future state of the company. An effective vision inspires the team, showing them how success will look and feel.

Take a look at some of the market leaders and how they are achieving this:

[Hurtigruten Group](#)



[Intrepid Travel](#)



[Travel Matters](#)



# USE BENCHMARKS

Use established and certified companies who specialise in providing frameworks, accreditation and professional membership within a sustainability capacity.

## ISO 14001

A set out the criteria for an environmental management system and can be certified to. It maps out a framework that a company or organization can follow to set up an effective environmental management system.

## Planet Mark Accreditation

Planet Mark is a sustainability certification which recognises continuous improvements, encourages action, and builds an empowered community of like-minded individuals.

## IEMA

The Institute of Environmental Management and Assessment is the largest professional body for environmental practitioners in the United Kingdom and worldwide, with nearly 20,000 members.

## B Corp

B Corp Certification is a designation that a business is meeting high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving to supply chain practices and input materials.

# TRACK YOUR EFFORTS

Track your sustainable choices & actions, with a carbon calculator or digital engagement tool.

Travel Matters has partnered with JUMP, using their 'The Net Zero Challenge'. This is an exciting digital engagement tool (through Website and App) to accelerate the user journey to net zero by getting your people involved & inspired. You and your workforce are able to monitor an impact dashboard that shows participants how much carbon they are avoiding plus other metrics. It is also a fun engagement tool to accelerate your collective journey to net zero by getting your people motivated and engaged.



JUMP have a proven track record delivering their 'Net Zero Challenge' with the following partners – Barclays, Lambeth London Borough Council, Manchester University NHS Foundation Trust, Nottingham Trent University, Trees for Cities and many more

For a fast-tracked introduction, contact Travel Matters.

# PARTNER WITH LIKE-MINDED PEERS

Look to groups of businesses who are pioneering the travel industry and understand the powerful and delicate environmental, cultural, social and emotional impact of tourism.

Partner with coalitions, governing bodies and initiatives in order to support and spread the message of responsible travel. By becoming a signatory, you are making a public declaration of your intentions and you can hold yourself accountable for future actions.

TERRA CARTA  
*For Nature, People & Planet*



**TOURISM DECLARES  
CLIMATE EMERGENCY**



**FIUTURE  
OF TOURISM**



# RESEARCH YOUR CLIENT

By this stage you should have established how you want your brand to look. As a result, you will have a successful database of clients (customers), but you will also have a wider pool of potential clients (audience). Targeting your audience successfully can help you achieve effective messaging, brand engagement, marketing ROI, differentiation and results.

Therefore, research, validate and test!

Watch - Travel Matters takes to the Streets and talks to Sustainable Travel and Carbon Footprints

Watch - Kiki Bhaur, Brand Strategist, talks about Purpose driven, positive impact brands!

## Study the Demographics

How old are they?  
What gender are they?  
Where do they live?  
What is their current most recent life event?  
What is their occupation?  
How much do they earn?  
What languages do they speak?

## Learn about the Psychographics

What are they interested in?  
What is their lifestyle like?  
What do they want to achieve?  
What do they care about?  
Who is important to them?  
What are their hobbies?  
How do they currently get their information?  
How do they currently communicate?  
What are their favourite brands?  
What are their impressions of those brands?

# AWARDS AND INDUSTRY RECOGNITION

It's time to challenge the competition!

Every progressive market needs pioneers who are changing the landscape as we see it, so why not boast about your successes and receive industry recognition for your efforts? Here are a selection of wonderful award ceremonies that are worth your consideration:

[VisitEngland Awards for Excellence](#)

[Skål International Sustainable Tourism Awards](#)

[The Travel Industry Awards, by TTG](#)

(Remember, Industry recognition is like a Badge of Honour!)

# INVITE THE PRESS & MEDIA TO CHAMPION YOUR SUCCESSES AND COMMITMENT

We all need a helping hand when it comes to good PR, so enlist the services of some of the more renowned travel trade publishers.



# FURTHER GUIDANCE

Travel Matters has been operating for 25 years. We ensure that all bespoke enquiries are handled with the highest levels of service and as a 'B Corp™' certified business, we also champion sustainable & responsible travel.

We have worked hard to build long lasting relationships with all our partners and as a result, our knowledge of the travel industry is second to none!

Here are three things you can do now to engage:

- Join our online community: [Facebook](#) | [Instagram](#) | [LinkedIn](#) | [Twitter](#)
- Showcase this collaboration with logos found in our [Press Kit](#)
- Access a complimentary copy of the Travel Matters Campaign to Make Travel Matter® '[Sustainability Vision](#)'.

If you want to learn more or have a look at our B2B & B2C case studies, please contact us at;

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