

Destinations

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Responsible Tourism Partnership

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Ministry of Regional Development

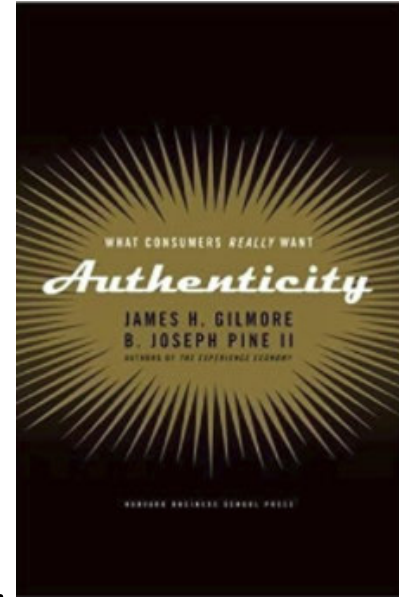
- Inter-ministerial commission & regulation
- 100th anniversary
- Inter-disciplinary team – law on construction and public planning
- Partnership for the post-2020 agenda
- Functional areas – law of urban regeneration
- Stimulating the development of tourism services

District 5

- Marriott Hotel biggest contributor to the budget
- Land use planning and area development focus
- Better places to live and work are better places to visit

Broader consumer trend

“authenticity .. A new strain of consumer desire”



- Experience economy & authenticity
- What is real is valued, valued over the fake.
- Money and time – the currency of experience.
- Original, Genuine, Sincere, Authentic
- Starbucks coffee drinking experience – realising added value – with 13,000 outlets has to counter ubiquity with authenticity

The Market Opportunity

- Trend towards experiential holidays and baby boomers looking for community and engagement – significant market segments are looking to get more out of shorter holidays
- Ethical
- Responsible
- Guilt Free
- Non-price competition
- Offer richer more meaningful experiences
- Extend length of stay

Responsible Tourism in Destinations

- Making “better places for people to live in, better places for people to visit.”
 1. Getting agreement that there is an issue – carbon, employment, local economic development
 2. Agreeing how to address the issue - prioritisation and local action
 3. Measuring and reporting progress - going from how many businesses are certified to how much water consumption per bed night has been reduced.

Bucharest is praised by their followers through all the activity of promoting and developing the museum which today took his name and which became a point with high visibility and impact on the map of open-air museums in Europe as well as on the map of sympathy of a public of more than 500.000 persons that visit us every year. The National Village Museum proved its perennity confirming the value of the ideas on which its foundation was based. From 29 households in 1936, today it has 370 monuments and over 60.000 objects organized in heritage store facilities built based on the principles of modern museology. The Village Museum became a school in which a large number of children gladly learn „live“ history; it also became a museology school recognized both in the country and abroad, it became a center of research and documentation on the traditional life.

The history of “Dimitrie Gusti” National Village Museum is related to the people and the magic of the traditional village. In order to understand it, one must discover its hidden secrets, love it, believe in the immortality of the cultural inheritance, appreciate the sensibility of folk creators and the permanence of the tradition. This museum does not unveil at once in all its plenitude because, by its nature, he forces you to leave aside the preconceptions regarding the visit in a usual ethnologic museum. The history of the National Village Museum is the history of thousands of villages spread all over Romanian territory, that continually formed and developed until our days. This cannot be understood without imagining how the people lived, worked, rejoiced and how they spent their free time three centuries ago. These simple men knew how to built houses, to cultivate the soil and harvest cereals, to breed cattle, to fish, to weave, to model the clay and decorate the houses, to prepare aliments, in forms that give them an unmistakable identity. They demonstrated a great sensibility in combining colors, sang their joys in verses and music. Therefore, a visit to the National Village Museum can be compared to a travel in time that gives the possibility to discover at each step something new and interesting, unexpected.

PhD Paula Popoiu

Heritage needs to be inherited

Think about it

1. Product/experience enhancement
2. Loyalty advantages
3. Differentiation in a crowded market place
4. Non-price competition
5. Market segmentation
6. Added relevance for particular products
7. We all want guilt free holidays
8. We all want better experiences – and that means finding better ways of interacting with communities and their environments

Slovenia

TRACING

in Dolenjska and Bela Krajina

NATIONAL HERITAGE

Planned as a regional project, it connects thirty regions and monuments of natural and cultural heritage scattered across nine municipalities into a single regional tourist service.

kozolec

Sentrupert

The project combines the marketing and promotion of tourist services in the countryside.

Source of the River Krka

From the very beginning the project has involved the local people, and strong emphasis has been laid on a comprehensive assessment of the environmental acceptability of the planned activity.

St. Gregory's fair in Vesela Gora

The project incorporates fourteen villages which are included in the programme of the Integrated Development of the Countryside and the Renovation of Villages (ICARD).

The Origins of the Slovene Identity Project

- The Traditional Approach
 - Top-down
 - Primary focus on
 - foreign exchange earnings
 - volumes
- The bottom-up approach
 - Community spirit
 - Local economic benefit
 - supplementary and alternative livelihoods
 - integrated rural development

A heritage trail...

- Spreads tourists and assists regional tourism development.
- Provides an economic development opportunity by bringing consumers + repeats
- rural area tourism requires careful management
- Local economic development
 - **locally owned**
 - **locally planned**
 - **locally managed**
- can bring new
 - **jobs**
 - **enterprises**
 - **Opportunities**
- Community pride

Take responsibility

- to use tourism achieve sustainable development
- sustainable development through tourism
- the aspiration of Responsible Tourism is to use tourism rather than to be used by it.
- Talk to your suppliers
- Talk to politicians
- Schools, parents, farmers ...
- Livelihood diversification

Greenwashing is a real challenge

- Each time a traveller or holidaymaker checks into a certified hotel and goes to the room to find the thermostat set at 15C, all the lights and the TV on, and a bit of card stuck in the key card light switch, more damage is done to certification. When you turn the thermostat up or off, switch off all the lights and the TV, and put the towels back on the rail as you leave in the morning only to find, on returning to your room, the aircon back on, a freezing room with lights blazing and fresh towels, consumer confidence in certification is undermined.
- The consumer has no effective redress. The hotel does not award itself the certificate and makes no particular sustainability claim. The consumer has no contractual relationship with the certification agency. The consumer has been miss-sold but has no redress.
- Levelling down – the consumer cannot know the actual performance

Evidence matters



WTM Responsible Tourism Awards 2017

Leaders in Responsible Tourism

Download from: [bitly/RT-Awards](https://bitly.com/RT-Awards)

Author

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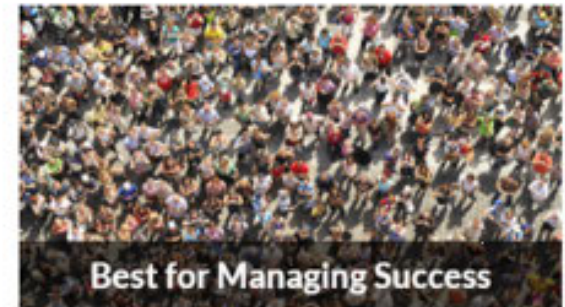
And it needs to be communicated

World Responsible Tourism Awards 2018

<http://responsibletourism.wtm.com/about/responsible-tourism-awards/>



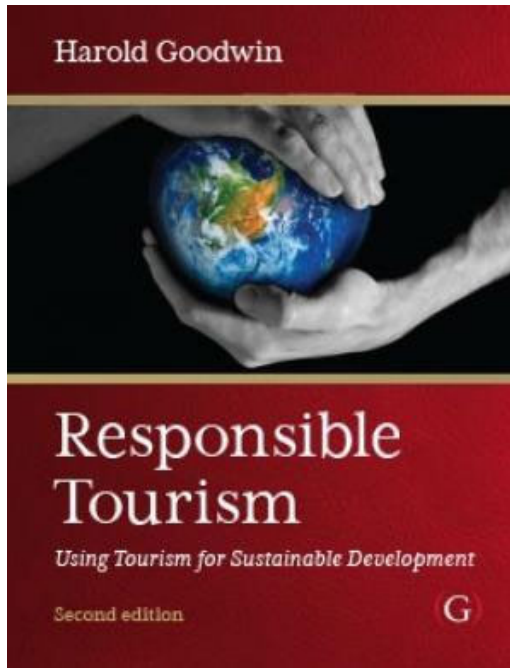
Award Categories



Now organised by WTM, London | Free to Enter | Submissions close on 6th August 2018

Responsible Tourism

Taking Responsibility



<http://haroldgoodwin.info/links/>
<http://responsibletourismpartnership.org>

The Business Cases for Responsible Tourism

- The right thing to do
- Minimising risk
- License to operate
- Product quality
- Cost savings
- Staff morale
- Market Advantage
- Market Advantage
- Experience
 - richer
 - more authentic
 - guilt free
- Differentiation and PR
 - Reputation
 - Referrals
 - Repeats

I haven't talked about certification.

Why

- Because it is the right thing to do
- Cost reductions
- Because it is expected
- Referrals

Marketing

- Solar heating = cold showers
- The visitor should be able to see it and experience it
- Enhance the guests should have an enhanced experience

Partnerships and collaboration

- The competition is other destinations
- Co-operation is essential
 - Attractions
 - Activities
 - Operators
 - Accommodation and
 - the communities
- But the choice of target market has real consequences for existing businesses



Hotels climate change commitment means 90% reduction in carbon

November 2, 2017 | Filed under: Energy & Carbon, Industry News | Posted by: Siobhan O'Neill



Hotels must cut carbon by 90%

The hotel sector needs to reduce its carbon footprint by 90% to meet climate change commitments according to a report from the International Tourism Partnership (ITP).