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Responsible Tourism Conference

19th March 2014

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Today

- Green Hospitality Programme
- Challenges
- Leadership
- Green Tourism

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Green Hospitality Programme

- **Responsible Tourism in Ireland**
 - Green Agenda started c.2000
 - GHP has operated since 2002
 - Various programmes across Ireland
 - Entry of Non-National Programmes
 - GTBS
 - STEP
 - Green Globe

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Green Hospitality Programme

- **GHP Programmes and Support**
 - *Certification*
 - *Skills Development*
 - *Support*



Green Hospitality Programme

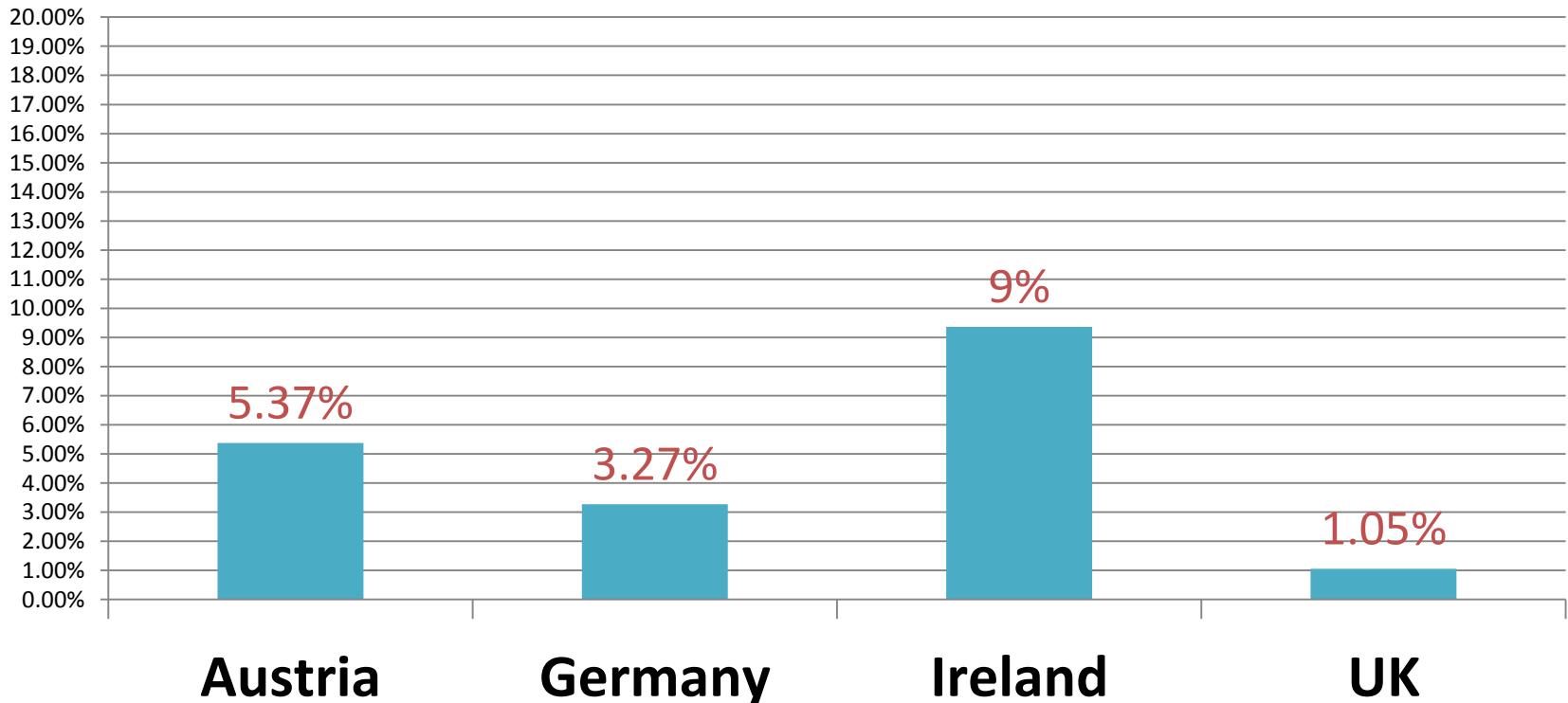
Promotion and Marketing



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% Hotels Certified-2013

Environmentally Certified hotels



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Responsible Tourism

- ***What Challenges Face us?***

Responsible Tourism Challenges

- ***What does Responsible mean?***

It means different things to each person – listen closely today!

Responsible Tourism Challenges

- ***What does Responsible mean?***
 - Green
 - Sustainable
 - Responsible
 - CSR
 - 3 P's

Responsible Tourism Challenges

- ***What does Responsible mean?***
- ***We don't speak the same language.***
- ***City vs Country***

Responsible Tourism Challenges

- ***What does Responsible mean?***
- ***We don't speak the same language.***
- ***Big Business vs Small Business***

Responsible Tourism Challenges

- *What does Responsible mean?*
- *We are afraid to talk about it*

*What do we think when we hear the word
Green?*

Customers?

Businesses?

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Responsible Tourism Challenges

- ***What does Responsible mean?***
- ***We are afraid to talk about it***
- ***We need our Marlboro Man***



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Responsible Tourism

- ***Lets talk leadership !***

Responsible Tourism Leadership

- ***Which of the following State Organisations has a Responsible/Sustainable/Green Policy?***

Responsible Tourism Leadership

- ***Which of the following State Organisations has a Responsible/Sustainable/Green Policy?***
 - ***Department of Tourism***
 - ***Tourism Ireland***
 - ***Fáilte Ireland***
 - ***ITIC***

Responsible Tourism Leadership

- ***Which of the following State Organisations has a Responsible/Sustainable/Green Policy?***
 - ***Department of Tourism***
 - ***Tourism Ireland***
 - ***Fáilte Ireland***
 - ***ITIC***

NONE

Responsible Tourism Leadership

- ***Which of the following Industry Organisations has a Responsible/Sustainable/Green Policy?***
 - ***Irish Hotels Federation***
 - ***Restaurant Association of Ireland***
 - ***Catering Managers Association***
 - ***Irish Hospitality Institute***
 - ***Etc....***

Responsible Tourism Leadership

- ***Which of the following Industry Organisations has a Responsible/Sustainable/Green Policy?***
 - ***Irish Hotels Federation***
 - ***Restaurant Association of Ireland***
 - ***Catering Managers Association***
 - ***Irish Hospitality Institute***
 - ***Etc....***

NONE

Responsible Tourism Leadership

- ***Which Tourism or Hospitality training college has Responsible Tourism and Corporate Social Responsibility as a core subject?***

Responsible Tourism Leadership

- ***Which Tourism or Hospitality training college has Responsible Tourism and Corporate Social Responsibility as a core subject?***
- ***? – I think NONE***
- ***We have to educate our next leaders***

Responsible Tourism Leadership

- ***Which State Organisations support the Irish Hospitality & Tourism sector in achieving Responsible Tourism?***

Responsible Tourism Leadership

- ***Which State Organisations support the Irish Hospitality & Tourism sector in achieving Responsible Tourism?***
- ***EPA – supporting GHP***
- ***SEAI – supporting energy efficiency***

Responsible Tourism Leadership

- ***Is this leadership?***
- ***Of the sector, by the sector***
- ***Has the sector abdicated responsibility***
- ***Do we actually care?***

Responsible Tourism Demand

- ***Do our customers care?***

Is anyone interested?

- 1/3rd of International Travellers
- Governments are concerned and engaging
- People are interested around the world
- It is not THE Decision maker (AT THE MOMENT) – it is part of the decision making process



Green Leaders Programme

USA – 2013

EUROPE - 2014

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Responsible Tourism Customers



Rabobank

DIAGEO
IRELAND



PayPalTM

stryker[®]



AMGEN[®]

YOUR **M&S**

IBM

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Responsible Tourism Leadership

- ***Ireland's USP is our Natural Environment***
- ***Is it only about saving money?***
- ***Why not make money by embracing Responsible Tourism – market the real Green Island***

Green Tourism

- ***What an asset we have***
- ***Every year the world knows that we exist***



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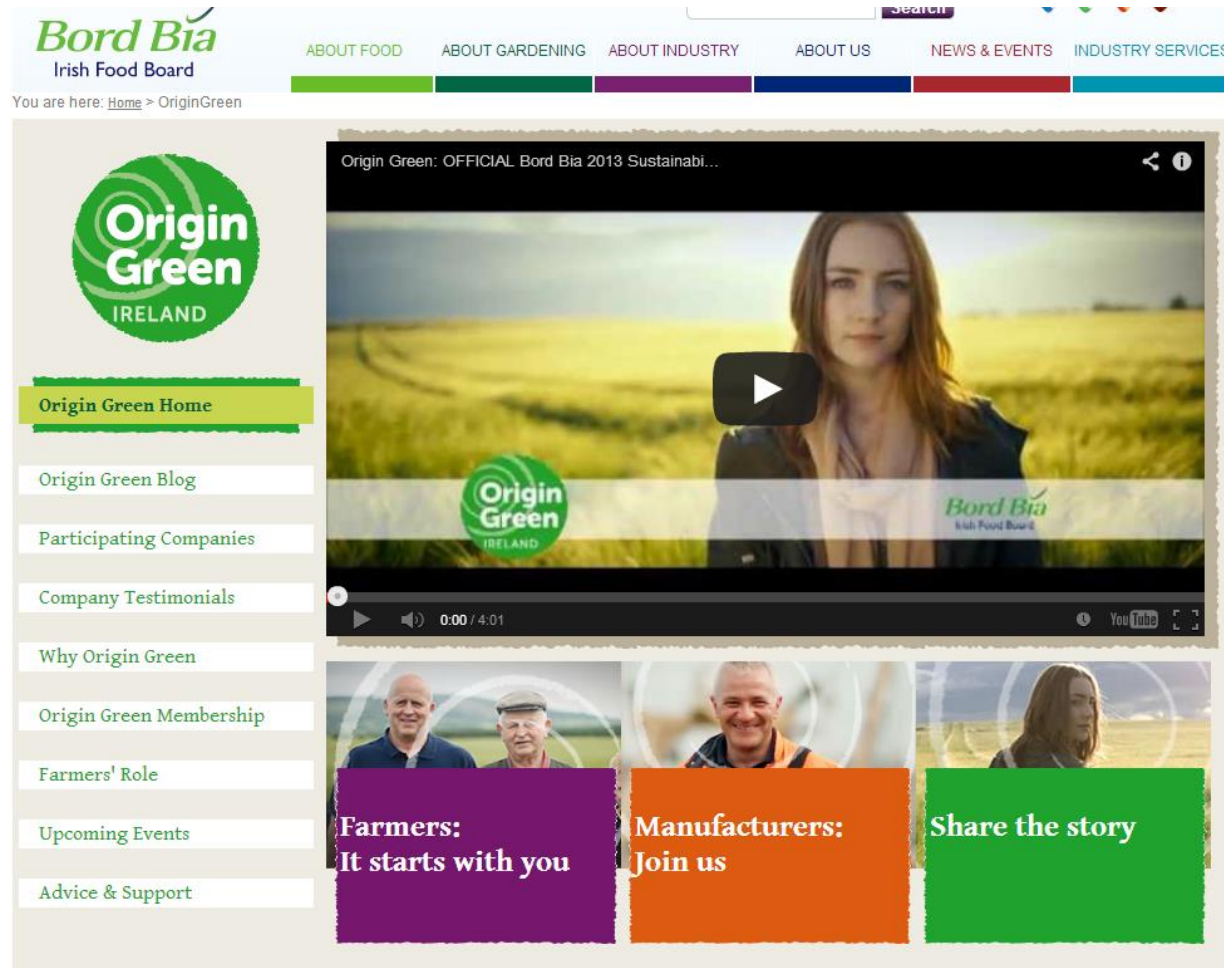


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Green Business

- Is anyone embracing our real natural environment?
- Is anyone using it to generate new markets whilst improving the existing impact?

Promoting our USP's



The screenshot shows the Bord Bia Origin Green website. The header features the Bord Bia logo and navigation links: ABOUT FOOD, ABOUT GARDENING, ABOUT INDUSTRY, ABOUT US, NEWS & EVENTS, and INDUSTRY SERVICES. A search bar is also present. Below the header, a breadcrumb trail reads "You are here: Home > OriginGreen". The main content area is divided into a left sidebar and a main video player. The sidebar contains the Origin Green logo and a list of links: Origin Green Home, Origin Green Blog, Participating Companies, Company Testimonials, Why Origin Green, Origin Green Membership, Farmers' Role, Upcoming Events, and Advice & Support. The main video player displays a video titled "Origin Green: OFFICIAL Bord Bia 2013 Sustainabi...". Below the video, there are three promotional tiles: "Farmers: It starts with you" (purple background), "Manufacturers: Join us" (orange background), and "Share the story" (green background).

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Green Tourism?



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Responsible Tourism in Ireland

- **Where to next?**
- Agree a language
- Create a Voice for Responsible Tourism
- Advocate, educate
- **Make Responsible Tourism an integral part of our Tourism & Hospitality Industry**

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Responsible Tourism in Ireland

- **Where to next?**
- Agree a language
- Create a Voice for Responsible Tourism
- Advocate, educate

But above all – the industry needs to step up and play its part – all players.

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Ireland – The Green Island



Thank you