

# Responsible Tourism in Destinations RTD9



11<sup>th</sup> March 2015

#RTD9



# We are respondeco

Dedicated to helping you see sustainability in commercial terms



## How to market your sustainability efforts profitably

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# Missed business opportunity

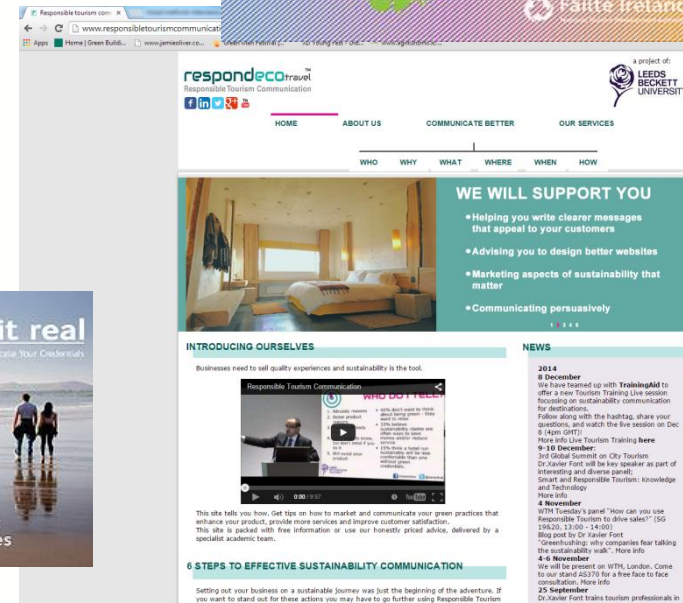
WHO DO I TELL?

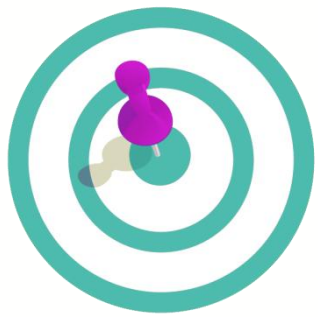
WHY DO I TELL?

WHAT DO I TELL?

WHERE DO I TELL?

WHEN DO I TELL?





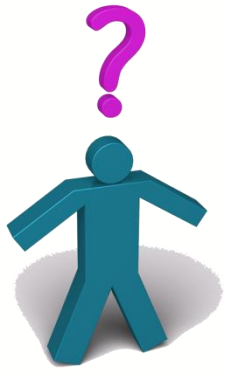
# WHO DO I TELL?

1. Figure out your target audience
  2. Be clear who you have written your messages for
  3. Picture the people that you want to be influenced by your message
  4. Identify a segment large enough to make sustainability communications viable
- 46% don't want to think about being green - they want to relax
  - 33% believe sustainability claims are often ways to save money and/or reduce service
  - 15% think a hotel run sustainably will be less comfortable than one without green credentials

# Why don't you go by bike?







# WHY DO I TELL?

- Be clear what response or change that you are hoping for from your customers
1. To make customers feel good
  2. To raise awareness and change behaviour
  3. To offer something extra
  4. To get more customers

# Why charitable donations

- Bedruthan Steps Hotel (Cornwall) explains to customers at the point of booking that they encourage guest donations to responsible causes (while highlighting that the hotel also does their bit).
- £5 opt-out donation per booking:
  - Option 1: co2balance
  - Option 2: Surfers Against Sewage
  - Option 3: St Mawgan in Pydar Community Fund





# WHAT DO I TELL?

- Be clear about the impression you want to create –
  - with your sustainability policy, photos, text...
1. Fun
  2. Better service
  3. Tradition – share nostalgia
  4. Empathy



# Why staycations

- Thrifty Couture, social enterprise, London
- While sharing nostalgia and values for tradition, particularly during economic recessions
- Offers workshops on making up-cycled clothing and accessories, and natural beauty products

- Workshops:
  - Besides informing (harmful chemicals in clothing and beauty products)
  - Also, give solutions from home to save money and taking control



# The Twiggles say: be green

- BeWILDerwood is a family adventure park in Norfolk, England.
- 70 local jobs, planted 14,000 trees
- 87% waste recycled from 160,000 annual visitors

## No Smoking

It makes your breath smell and your teeth go horrid - as well as being a danger to the people who live in our forest

## Recycling point

Twiggles don't like litter and we really don't like waste, but we love turning your rubbish into fun new things.

So please put your rubbish in the right bin and we'll do the rest.

Thanks  
The Twiggles Team



# WHERE DO I TELL?

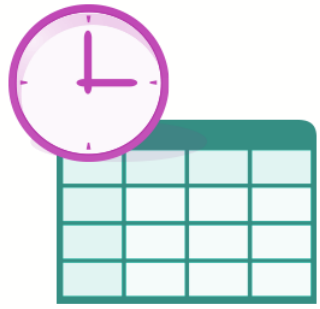
- Integrate sustainability as part of quality through the channels you already use.
1. Certification and awards
  2. Online and offline press
  3. Your website
  4. Social media
  5. Online distribution channels



# Our hotels are certified to reassure blue chip buyers

- Jury's Inns Group Ltd
- Many of our business comes from companies with sustainability certifications
- Now, developed a set of answers to the typical RFP questions
- And integrated into management systems





# WHEN DO I TELL?

- You market your company all the time
  - Help customers make informed decisions
1. Prior to booking/purchase
  2. Between booking and arrival
  3. On arrival
  4. During the stay/visit
  5. After the stay/visit

ONCE YOU KNOW YOUR TABLE NUMBER PLEASE ORDER AT THE BAR

## BREAKFAST 9 - 11:30

**Full Cornish**  
Breakfast honey  
roast sausage,  
smoked bacon, hogs  
pudding, scrambled  
eggs, hash browns,  
baked beans &  
granary toast.  
£7.95

**Full Vegetarian**  
Breakfast steamed  
spinach, hash brown,  
vegetarian sausage,  
scrambled eggs,  
button mushrooms,  
grilled tomato,  
baked beans  
& granary toast.  
£7.95 (v)

**Eggs Benedict -  
with ham**  
**Eggs Florentine -  
with spinach**  
**Eggs Royale -  
with salmon**  
all served on toasted  
multi-seed bread,  
soft poached eggs  
& hollandaise.  
£6.95 (v)

**Breakfast Baguette**  
all served with hash  
browns, please  
choose from:  
- honey roast  
sausage with  
poached / fried egg.  
- smoked back  
bacon with  
poached / fried egg.  
- button mushrooms  
with poached /  
fried egg. (v)  
£5.25

**Honey Roast Pecan  
& Almond Granola**  
with honey vanilla  
yoghurt & mixed  
berry compote.  
£6 (v)

**Toast** multi-seed or  
granary bread with  
your choice of  
cornish butter, jam  
or marmalade.  
£2.50 (v)

## LUNCH 12 - 16:30

**Soup of the Day**  
please see specials  
board for today's  
seasonal soup,  
served with fresh  
bread &  
cornish butter.  
£5.25 (v)

**Gilly Burger**  
hand-made cornish  
beef burger on  
brioche bun with  
streaky bacon, cos  
lettuce, red onion,  
davidstow cheddar,  
tomato, chilli jam &  
hand-cut chips. £10

**Fish Finger**  
Sandwich breaded  
hake fingers on  
brioche bun with  
sliced gherkin, cos  
lettuce, homemade  
tartare sauce &  
hand-cut chips. £8.25

**Smoked Salmon  
Fishcakes** hot  
smoked salmon with  
dill & black pepper,  
steamed spinach,  
poached egg &  
hollandaise sauce.  
£8.25

**Fish & Chips** locally  
caught fish in crispy  
beer batter, garden  
peas, homemade  
tartare sauce with  
lemon & parsley.  
£9.95

**Red Lentil &  
Cauliflower Curry**  
with spiced coconut  
cream, steamed wild  
rice, wilted spinach,  
fresh lime, coriander  
& beetroot bhajis.  
£8.50 (v) (gf)

**Wild Mushroom &  
Leek Frittata** with  
goats cheese,  
spinach, new  
potatoes, mixed  
leaves, toasted  
pine nuts &  
balsamic dressing.  
£8.95 (v) (gf)

**Cornish Pate &  
Roasted Squash  
Salad** with  
mixed leaves,  
pomegranate,  
quinoa, red onion,  
toasted pumpkin  
seeds & honey  
mustard dressing.  
£7.95 (v) (gf)

**Homemade Pie of  
the Day** please see  
the specials board for  
today's pie. served  
with creamy mashed  
potato, buttered  
leeks & curly kale. £9

**Homemade  
Sandwiches** on  
granary & all served  
with lettuce, tomato,  
cucumber & cornish  
butter. £6.95  
- cornish ham with  
roskilly's date &  
orange chutney.  
- cornish st. endellion  
brie with  
roskilly's date &  
orange chutney. (v)  
- smoked salmon  
with black pepper  
& herb sour cream  
with lemon.

**Gilly Chilli Nachos**  
crispy tortilla chips  
with cornish beef  
or a 5 bean chili  
topped with  
mozzarella cheese,  
jalepeno peppers,  
tomato salsa & herb  
sour cream.  
£7.60 can be (v)

**House Salad** mixed  
cornish leaves with  
red onion, cucumber  
& cherry tomatoes in  
a honey & mustard  
dressing. £3.50 (v)

**Marinated Olives**  
garlic, chilli, rosemary,  
thyme & citrus zest.  
£3 (v)

**Hand-Cut Chips** with  
cornish sea salt.  
£2.50 (v)

**Cheesy Garlic  
Ciabatta** £2.50 (v)

(v) = veggie option  
(gf) = gluten free

CHECK INSIDE  
ON OUR  
BLACKBOARD  
FOR TODAY'S  
SPECIALS.

## LITTLE PEOPLE 12 - 16:30

**Chicken Goujons**  
battered mini  
chicken fillets with  
chips & salad. £4.95

**Spaghetti  
Bolognese** in a fresh  
tomato sauce. £4.95

**Macaroni Cheese**  
made with cheddar  
cheese and chives.  
£4.95 (v)

**Gilly Burger**  
cornish beef burger  
with cheddar  
cheese, chips & salad.  
£4.95

**Fish & Chips**  
battered local fish  
with chips &  
garden peas. £4.95

Kids meals are for  
age 12 and under.

TIME & TIDE WAITS FOR NO MAN  
GOOD FOOD TAKES A LITTLE LONGER

# Communication on site is all about quality experience

- Gilly Beach Café,  
Cornwall
- From warm decoration  
to passionate service
- From suggesting local  
activities to fresh, tasty  
food



LEEDS  
BECKETT  
UNIVERSITY



# Thank you

## GET MORE HELP AT

[WWW.RESPONSIBLETOURISMCOMMUNICATION.COM](http://WWW.RESPONSIBLETOURISMCOMMUNICATION.COM)



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