



NECTM9 COPENHAGEN 2024 WORKSHOP ON SUSTAINABLE TRAVEL

Susan Deer – Director of Industry Relations, ABTA

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*We're ABTA. A **trade association for UK travel agents, tour operators and the wider travel industry**. For over 70 years we've **helped our members run successful travel businesses**, and **provided travellers with advice, guidance and support**.*

*We work closely with our members to help **raise and maintain standards and build a more sustainable travel industry**. Whether it's for business, a holiday or to see family and friends, you can relax and enjoy your trip when you book with an ABTA member.*

*We understand that every trip's important, meaning you deserve great service, delivered by people you can trust. All ABTA members sign up to a **code of conduct** and commit to **agreed service standards, accurate advertising and fair trading**.*

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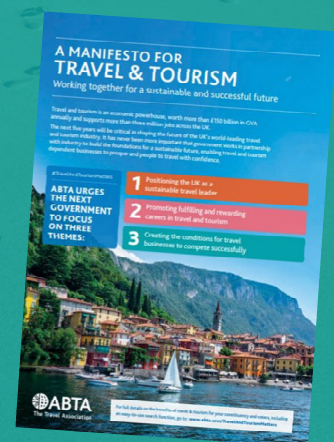


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ABTA Manifesto 2024

Ahead of the upcoming General Election, ABTA is advocating for the following:

1. Positioning the UK as a sustainable travel leader
2. Promoting fulfilling and rewarding careers in travel and tourism
3. Creating the conditions for travel businesses to compete successfully



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"development which meets the needs of current generations without compromising the ability of future generations to meet their own needs".

1987 – The Brundtland Commission – definition of sustainable development



‘encourage planning authorities, tourism businesses, tourists and local communities - to take responsibility for achieving sustainable tourism, and **to create better places for people to live in and for people to visit.**’

2002 – The Cape Town Declaration

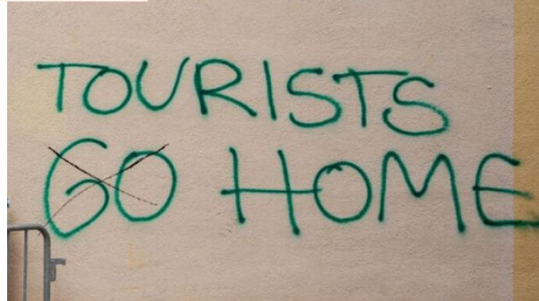
Spanish drought pits tourists against locals in contest for water

Threat of another dry summer increases struggles over swimming pools and scarce resources

Tourism's Dirty Secret: The exploitation of hotel housekeepers

Forget wildfires in Greece and Italy. Enjoy your holiday, say tourism chiefs

Italy may be frying, but the country's tourism board says visitors 'will find a climate suitable for the summer season.'



Modern slavery and tourism: when holidays and human exploitation collide

Albania's tourism industry is on the rise, increasing risk of child sexual exploitation, warns new report

New laws, policies need to be implemented to protect children

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ABTA's role in sustainable travel

- Provide **overarching sustainability narrative**, including **consumer messaging**, and **championing industry action**.
- Represent Member interests in **policy areas** and work with other industry stakeholders (e.g. Sustainable Aviation/CLIA) in order to advance sustainability in travel and tourism
- Provide **guidance to members** to develop a sustainability approach that is right for their business across their operations, supply chains and with their customers, and signpost them to **trusted partners and reliable sources of information**

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ABTA's role in sustainable travel

- Support our members to manage sustainability in their supply chain with the international sustainability certification scheme **Travelife for Accommodation**
- **Measure progress** across the membership
- Promote proactive, integrated **destination management** with destination representatives and governments; facilitate dialogue between destinations and our Members on sustainability

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Tourism for Good
A roadmap for rebuilding travel and tourism

 **ABTA**
The Travel Association

Download a copy at:
abta.com/tourismforgood

The banner features a scenic background of layered mountain ranges under a vibrant sunset sky transitioning from yellow to orange to purple. A small silhouette of a person stands on a ridge in the foreground. The text is overlaid in white, with the ABTA logo in the top right corner.

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TAKING ACTION – ADDRESSING CHALLENGES

MANAGING ENVIRONMENTAL IMPACTS

- Climate change and greenhouse gas emissions
- Resource use and waste management
- Water



DESTINATION MANAGEMENT AND LOCAL IMPACTS

- Ensuring local people benefit
- Tourism infrastructure planning and management
- Safeguarding local culture and the natural environment



RESPECTING HUMAN RIGHTS

- Labour rights
- Addressing modern slavery and human trafficking
- Safeguarding children
- Promoting diversity and inclusion



MANAGING ANIMAL WELFARE



The square icons above refer to the relevant UN Sustainable Development Goals

A ROADMAP FOR THE FUTURE

Core principles

- 1 Tourism needs to be sustainable and resilient, able to withstand future shocks and challenges.
- 2 The outbound industry's contribution to the UK through business support, job provision and tax revenue generation should be recognised and supported.
- 3 Global and local tourism policies and actions need to be designed in alignment with the Sustainable Development Goals.
- 4 Collaboration between all stakeholders, including industry, communities, national and local authorities and the third sector is essential to sustainable tourism development.
- 5 There is an urgent need to accelerate decarbonisation of all elements of the global tourism industry.
- 6 The global tourism model should deliver value and net benefits for destinations and local communities.
- 7 Tourism development must protect and enhance the natural and cultural heritage assets on which it is built and depends.
- 8 Tourism businesses have a duty to respect human rights throughout the value chain.
- 9 Measurement and reporting of progress is essential to ensure industry-wide ambition and improvement.



Launched at ABTA’s Travel Convention in Oct 2023, the report looks at:

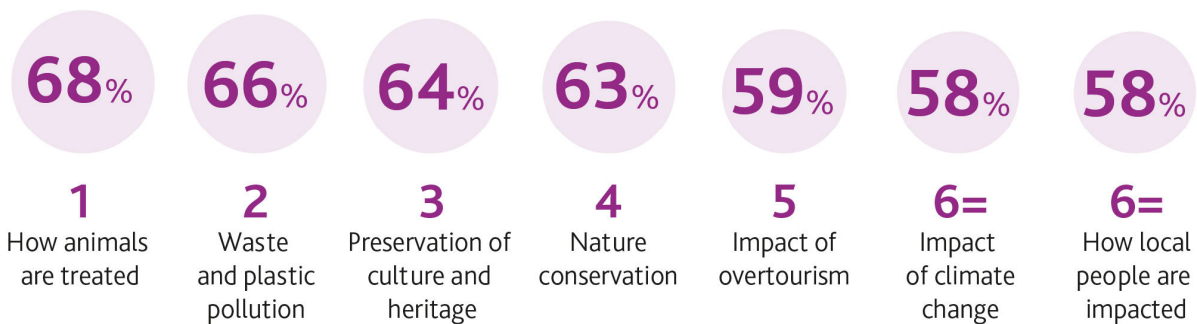
- How people travelled in the 12 months to Aug 2023 and their holiday plans for the 12 months from Sep 2023.
- The impact of the cost of living on holiday demand and spend.
- How sustainability is affecting people’s holiday choices.
- Includes ABTA’s first ever Travel Confidence Index to measure how confident people are feeling about overseas travel and why.
- Available to download at abta.com/holidayhabits2023-24



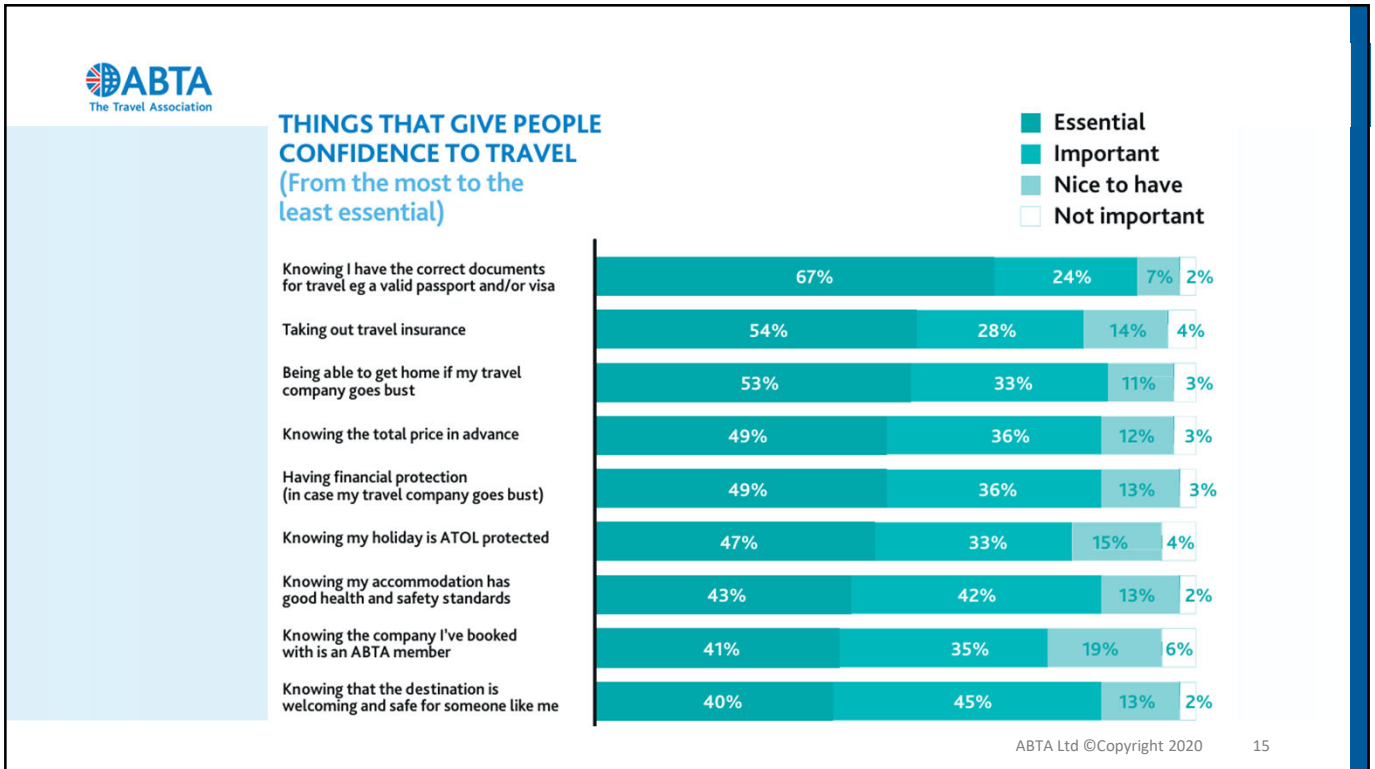
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PEOPLE'S CONCERNS ABOUT THE IMPACT OF HOLIDAYS



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Through support, collaboration, education, lobbying, influencing, interpreting and driving change, we assist members in:

- Health, Safety, Security guidance and support
- Destination operational matters (non-commercial)
- Crisis management

We work with the travel industry, UK and overseas governments, destination authorities, tourist boards and other stakeholders.

This work supports members' own health, safety and security programmes and the objective of customers travelling with confidence.

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ABTA - Health, Safety and Security



Collaborate with and support member travel businesses



Educate and inform travellers



Wider stakeholder groups and policy

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Health, safety and security matters

Destination operational matters

Member challenges and support

Destination stakeholder engagement and projects

Safety campaigns



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How does our work support sustainable travel?

Change and improvement in health & safety is for the benefit of all

- All international travellers (not just UK)
- Domestic travellers
- Local businesses and tourism services
- Local communities



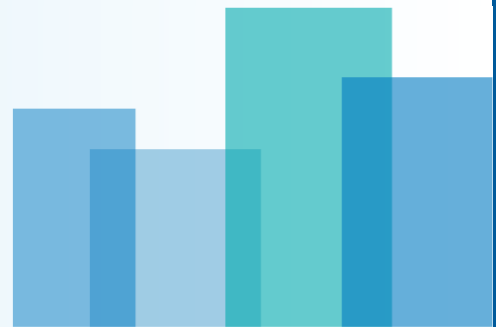
Some current challenges

- ❖ Emerging health risks – new or re-emerging
- ❖ Impact of climate change
- ❖ Geopolitical matters
- ❖ Health and safety standards (post-COVID)
- ❖ Human factors – travellers and staff
- ❖ UK / EU relationship since leaving the EU– lack of data

Case Studies

1. A country in Europe
2. A country in Africa
3. An island in the Caribbean

**All related to sickness outbreaks
but for different reasons**



A country in Europe



A country in Africa

Accommodations using grey water to irrigate grounds to conserve water.

- Grey water management and processes poor
- Grey water during the day when staff and customers are using the grounds and people were ingesting droplets
- Water samples tested and showed significant counts of e-coli and other pathogens



An island in the Caribbean

New large tourism development in an area of the island not used before. Many local people employed to work in the resorts.

Good quality hotels and processes but sickness levels across all hotels very high.

Investigations found that the local people lived in areas with no mains water or sewage management systems





**Tourism Accommodation:
Health & Safety Technical Guide 2023**

For destination governments and tourism accommodation providers that provide health and safety information relating to tourism accommodation safety.

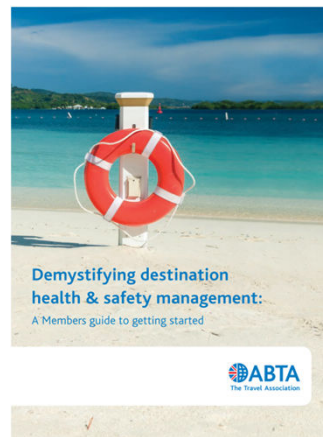
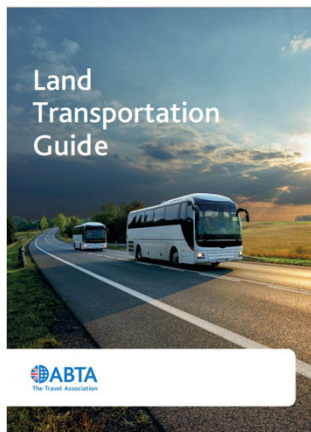
It helps users to identify key safety components that should be considered within tourism accommodation planning and management.

Electronic copy available in English, Arabic, French, German, Greek, Italian, Portuguese, Spanish, Turkish.

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ABTA safety & crisis publications



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ABTA Health, Safety and Security - Supplier Training Video Resource

An online training resource for tourism accommodation providers to reminding the importance of reviewing their health, safety and security management procedures as travel resumes.

- Maintaining all-round good health, safety and security practices.
- Importance of maintenance of equipment and facilities.
- Reviewing and testing of emergency procedures.
- Ensuring staff are adequately trained in accordance with role.
- Importance of up-to-date documentation and processes to manage accidents/incidents.

Members can access the training resource and share with suppliers

1		Introduction ABTA 9:59
2		Accommodation ABTA 14:11
3		Importance of Keeping Documentation ABTA 15:19
4		Training and Information ABTA 8:39
5		Incident Management and Investigation ABTA 17:10
6		Summary ABTA 4:03

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Every child, everywhere courses



Introduction to child safeguarding

Why you need to know about child safeguarding and who should do the course.

[Start training](#)



Implementing a child safeguarding policy and procedures

For managers or team leaders with responsibility for putting a child safeguarding policy and procedures into practice.

[Start training](#)



Guidance for developing child safeguarding policies and procedures

This guidance is to help organisations develop a child safeguarding policy and procedures.

[Download](#)



Accessibility courses



For everyone: demystifying accessibility

Intended for all travel industry, offers an introduction to accessible tourism. It provides a broad overview of what staff need to know about improving service.

[Start training](#)



Inclusive travel: making business sense

Aimed at senior staff, will help travel businesses decide what changes to make to become a more suitable proposition for the accessible tourism market.

[Start training](#)



Further resources

Details of publications and organisations that offer further support.

[View](#)



Consumer perceptions

<p>89% are more likely to book with an ABTA member</p>	<p>80% associate ABTA with confidence</p>	<p>68% only trust companies that are members of ABTA</p>
<p>72% would recommend booking with an ABTA member</p>	<p>75% say booking with an ABTA member gives them peace of mind</p>	<p>47% are willing to pay more for a holiday booked through an ABTA member</p>
<p>81% associate ABTA with reassurance</p>	<p>80% associate ABTA with being reliable</p>	<p>82% associate ABTA with being experts</p>

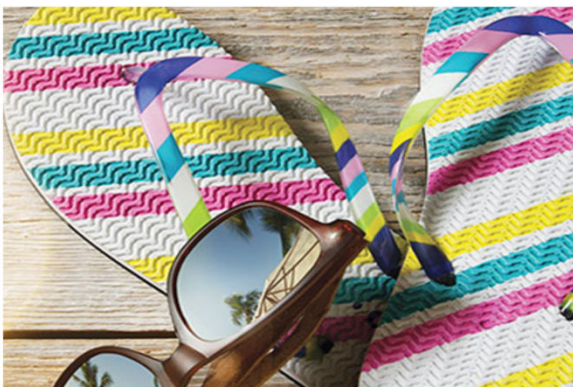
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Home » Tips and advice » Staying safe on holiday



Have a safe and healthy holiday in the sun



Have a safe and healthy holiday in the snow

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Tips for travellers

- Respect communities
- Cut carbon
- Stay better
- Fight waste
- Save water
- Respect animals, biodiversity and protect nature
- Protect children
- Use your voice
- Buy local



Q&A / DISCUSSION