THE TRAVEL FOUNDATION

Wednesday, 24th April 2012

The Travel Foundation and its role and priorities towards sustainability Expectations from the project

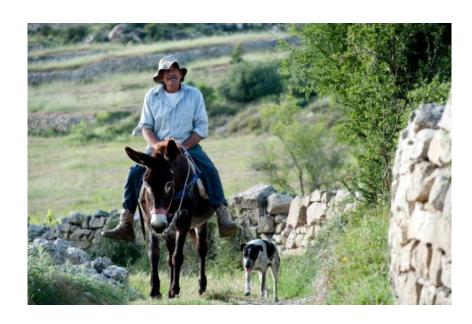


JULIE MIDDLETON - Industry Programmes Manager

THE TRAVEL FOUNDATION ABOUT US



A registered charity helping the UK outbound travel industry and their customers make a greater contribution to people, environment and economies when they travel abroad



THE TRAVEL FOUNDATION ABOUT US



WHO IS ALREADY INVOLVED?

Our supporters and fundraising partners:







































tranquilico.com











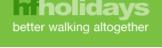


for ultimate peace of mind!





















UK Tour Operators and Sustainability



- As fundraising partners to the Travel Foundation they support our aims and objectives
- > In some cases they are directly involved in our projects
- > They are increasingly expecting hotels to take responsibility for 'greening' their business including working towards environmental and social certification.
- They support the Travel Foundation's 'Make Holidays Greener' campaign – raising awareness with their customers

THE BUSINESS CASE FOR SUSTAINABILITY



Reducing costs
/ improving
efficiency

Risk management
/ regulatory
requirements

Engaging staff

Gaining competitive advantage

Emerging consumer trends

Protecting essential resources



Reducing Plastic In Cyprus



- During our monitoring period alone the project helped the hotels save 27.5 tonnes of plastic, equivalent to just over the weight of 26 Toyota Yaris'
- On average, participating hotels saved an average of 19% on the total number of plastic items
- > 30% cost savings across the board



Destination Partnership in Cyprus



- A 5 year partnership to support Cyprus in becoming a leader in sustainable tourism
- > CTO/CSTI/Travel Foundation
- > Our aims:-
 - Maximum economic benefits to local people
 - Conserving and enhancing the natural environment
 - > Promoting local culture and heritage



Why minimum standards in important to the destination partnership?



- There is an opportunity to incorporate these within the current review on quality standards
- These will assist Cyprus in integrating sustainability principles across the whole industry
- It will help hotels to operate more efficiently, fairly and cost effectively
- It will help hotels to progress towards certification e.g. Green Key, Travelife
- It will also serve as a unique marketing tool for Cyprus
- > Possibility of replication by other destinations



Why this workshop is important to our research?



- > We want to introduce standards that will enhance hotel businesses NOT be an administrative burden
- > We want the standards to be meaningful and measurable e.g. not 'greenwash'
- > We don't want to introduce another certification scheme these standards will help hotels achieve certification
- > We want to explore how negative implications can be managed and positive implications maximised
- > We want to encourage honest open debate and we respect your opinions as key stakeholders

MAKING A WORLD OF DIFFERENCE...



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