



**Asia-Pacific
Economic Cooperation**

2017/HLPD-ST/010

Session: 2.6

Engaging the Private Sector in Sustainable Tourism

Submitted by: Greenview



**High Level Policy Dialogue on Sustainable Tourism
Ha Long, Viet Nam
19 June 2017**

Engaging the Private Sector in Sustainable Tourism

APEC High Level Policy Dialogue on Sustainable Tourism
Ha Long, Vietnam / 19 June 2017



USA
419 7th Street NW STE 300
Washington, DC 20004
www.gviewadvisors.com

Singapore
21 Mandalay Road #08-02
Singapore 308208
www.greenview.sg



Sustainable Tourism Challenges

1. Standards take time to develop, and require resources to enforce
2. Moving target with a broad topic range making precise measurement difficult
3. Sector is diverse in business type and size
4. Time is running out



Some of Our Clients

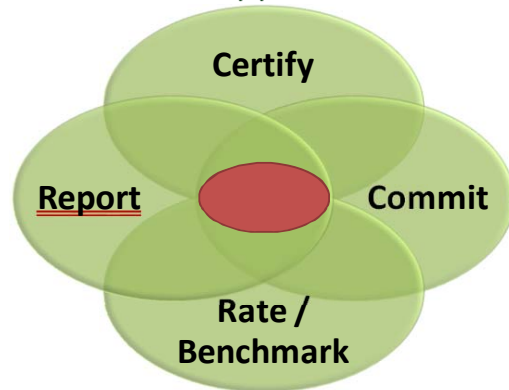
- Hilton Worldwide
- Hyatt Hotels
- IHG
- Mandarin Oriental
- Marriott International
- Wyndham World Wide
- Royal Caribbean Cruises
- Host Hotels & Resorts
- UNWTO
- WTTC
- Greenbuild Conference
- American Chemical Society
- American Wind Energy Association
- Solar Power International
- Specialty Food Association
- Green Key Global



+20 years, yet <10% of hotels



A Multifaceted Approach Works Best



“COMPLY OR EXPLAIN”

also known as...

“REPORT OR EXPLAIN”

Corporate Sustainability Reporting is already Common

- The EU has a non-financial reporting directive
- Several APEC economies have report or explain



Report or Explain Framework

- Low-cost solution to implement and maintain
- Relatively easy to implement, technically voluntary
- Enables policymakers to define the issues and content
- Provides a platform for use of indicators
- Drives competition, enables benchmarking and analysis
- Flexible in keeping up with topics and trends
- Builds awareness within targeted entities and among various stakeholder groups



WORLD TRAVEL & TOURISM COUNCIL

UNDERSTANDING THE CRITICAL ISSUES FOR THE FUTURE OF TRAVEL & TOURISM

MARCH 2017

ISSUE	DEFINITION
TRAVEL, TOURISM, AND ENVIRONMENTAL IMPACTS Changes in global temperatures have multiple and diverse consequences including sea level rise, increased hazardous weather events, and acidification of the oceans. Travel & Tourism contributes to climate change both directly and through the supply chain and will be impacted by its consequences in numerous ways. At the same time the sector can have a range of other impacts on the environment from air pollution to ecosystem degradation. Companies will need to adopt practices that adapt to and mitigate against increased resource constraints, while also anticipating and responding to regulatory risks and potential threats to their licence to operate.	
1. The degradation of ecosystems, biodiversity, and landscapes	The direct contribution of Travel & Tourism and suppliers to degradation in environmentally sensitive areas such as coral reefs, nature preserves, coastal regions. This can include waste and pollution at resorts, hotels, expeditions damaging local habitats, and insufficient nature protection measures causing damage to reefs. The risk to business is to maintain the quality of the destination, but also reputation and licence to operate, manage a responsible supply chain, and responsiveness to respond to regulatory if their operations are seen to be detrimental.
2. Carbon and greenhouse gas (GHG) management	Tourism infrastructure (e.g. airports, hotels, facilities) and the supply chain represent a significant portion of operating expenses and indirectly leads to the release of greenhouse gas (GHG) emissions – a major contributor to climate change.
3. Water use and efficiency	Tourism infrastructure (e.g. airports, hotels, facilities) and the supply chain require a large amount of water resources to operate. The extensive use of water in water-stressed regions may lead to supply constraints with implications for tourism infrastructure costs, the quality of the destination, and relationships with local

GREENVIEW

WTTC Resources

Environmental, Social & Governance Reporting in Travel & Tourism: Trends, Outlook and Guidance

GREENVIEW

Report or Explain for Tourism

- 1 Enact *report or explain* requirements such as hotels, venues, operators, destination managers
- 2 Create guidelines aligned with your objectives
- 3 Structure a mix of uniform + value-add, making it practical and context-based
- 4 Provide benchmarks back to reporters
- 5 Utilize findings to direct resources in gap areas, improve and update the components.

We already have mechanisms for this in place

- UNWTO Sustainable Cruise Destination Benchmarking Methodology
- Green Venue Report
- Green Lodging Trends Report
- Cornell Hotel Sustainability Benchmarking Index



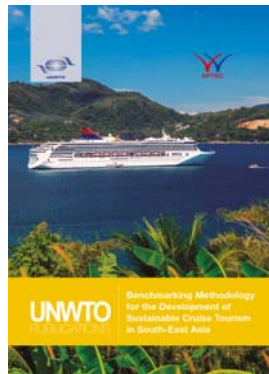
Participants Receive Reports

ASEAN SUSTAINABLE CRUISE TOURISM BENCHMARKING RESULTS				GROUP BENCHMARK		
Index No.	Sustainable Cruise Tourism Best Practice Questions	Peer Size	% of Participants	Peer Result	Description of Peer Results	Observations
7	Are additional capacity methods of ground transportation set up for the arrival of cruise tourists?	10	67%	50%	% Responding Yes	Majority of participants (10/10) do not provide ground transportation. Challenger boats are provided for island hopping. Cruise tourists with Bus, Limousine, and Taxi (Downtown).
7a	Please describe additional capacity methods					
8	What is the most innovative solution to managing cruise passenger visitation crowds that you have seen or heard of?	9	38%			Stack passenger arrival time. Bus control from main road prior arrival terminal. We have an interactive program (it's called East Asia). Large groups of cruise passengers on City Tour are conducted on rotation basis per site to prevent overcrowding. Additional sites are offered to address limitations in carrying capacity of major destinations. Areas for berthing/boarding platforms for safety of embarking/boarding passengers.
9	Are all cruise reception terminals within the destination designed to allow safe, comfortable transport for persons with disabilities or	13	87%	54%	% Responding Yes	
10	Does the cruise reception facility have an environmental management system or other sustainability-related certification?	13	87%	38%	% Responding Yes	ISO 14001, LEED Platinum



UNWTO Pilot

- UNWTO RSOAP
- With the support of ASEAN
- Pilot in South-East Asia
- UNWTO, SDG & ATSP Alignment
- Cruise facilities reporting
- Destination managers reporting
- Regional analysis
- Participant compare reports
- Good practice examples



<http://www.e-unwto.org/doi/pdf/10.18111/9789284418404>

Relation to ATSP 2016-2025

ATSP Linkages	Description	Collective result
2.1.1	Develop and implement the strategy on participation of local communities and private sectors in tourism development	55%
1.5.2	Identify and implement new ASEAN Tourism Standards	42%
1.5.1, 2.3.1	Work with official bodies and organizations to address environmental, and enhance climate change responsiveness	27%
1.5.1	Promote the adoption and implementation of the ASEAN Tourism Standards Certification System	43%





Participants Compare Results

2016 GREEN LODGING SURVEY PARTICIPANT COMPARE REPORT		(NAME)	# of Responses	Group Result (%)	Description of Group Result	Observations
Type	No.	Hotel Attributes	Hotel's Response			
	1	Does the Hotel have a green roof?	No	2,160	27% Responding Yes	
	2	Does the Hotel host bee keeping (apiary) on its roof?	No	2,160	11% Responding Yes	
	4	Does the Hotel have a PUBLICLY AVAILABLE, written sustainability policy?	Yes	2,160	76% Responding Yes	Aligned with Best Practice
	5	Does the Hotel have space on its website dedicated to sharing its green practices?	Yes	2,160	93% Responding Yes	Aligned with Best Practice

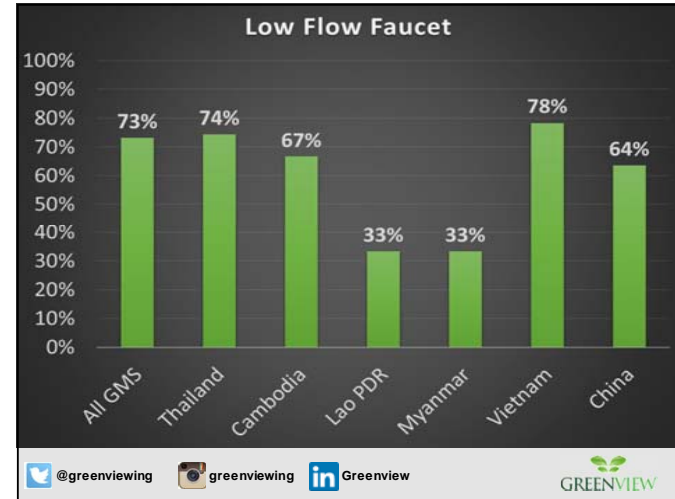
2016 GREEN LODGING SURVEY PARTICIPANT COMPARE REPORT		(NAME)	# of Responses	Group Result (%)	Description of Group Result	Observations
Type	No.	Hotel Attributes	Hotel's Response			
	1	Does the Hotel have a green roof?	No	2,160	27% Responding Yes	
	2	Does the Hotel host bee keeping (apiary) on its roof?	No	2,160	11% Responding Yes	
	4	Does the Hotel have a PUBLICLY AVAILABLE, written sustainability policy?	Yes	2,160	76% Responding Yes	Aligned with Best Practice
	5	Does the Hotel have space on its website dedicated to sharing its green practices?	Yes	2,160	93% Responding Yes	Aligned with Best Practice

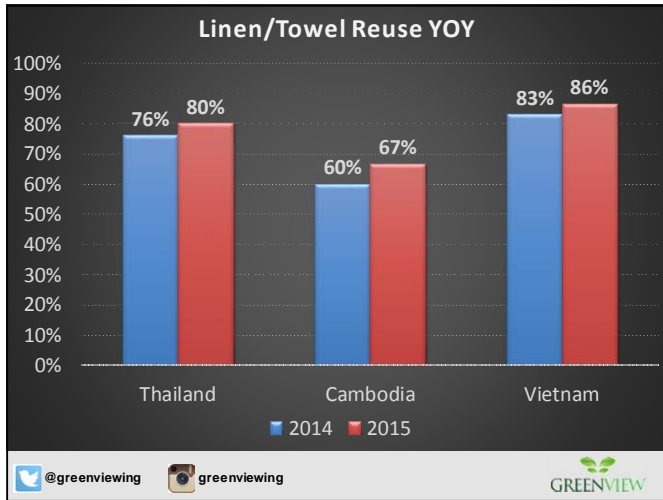
2016 GREEN LODGING SURVEY PARTICIPANT COMPARE REPORT		(NAME)	# of Responses	Group Result (%)	Description of Group Result	Observations
Type	No.	Hotel Attributes	Hotel's Response			
	1	Does the hotel have a green roof?	No	2,160	27% Responding Yes	
	2	Does the hotel host bee keeping (apiary) on its roof?	No	2,160	11% Responding Yes	
	4	Does the hotel have a PUBLICLY AVAILABLE, written sustainability policy?	Yes	2,160	76% Responding Yes	Aligned with Best Practice
	5	Does the hotel have space on its website dedicated to sharing its green practices?	Yes	2,160	93% Responding Yes	Aligned with Best Practice
	6	Does the hotel officially report on its sustainability performance in an annual stand-alone facility report or as part of the city's annual sustainability report?	No	2,160	65% Responding Yes	Room for improvement
	8	Does the hotel have a "Green Team"?	No	2,160	84% Responding Yes	Room for improvement
	23	Has the Hotel installed variable frequency drives (VFD, also known as variable speed drives) in its HVAC system?	Yes, Main Air Handling Units	2,165	84% Responding Yes	Aligned with Best Practice

Global, National, Market Analysis

- Air Quality
- Energy Management
- Waste Management
- Water Conservation
- Cleaning and Maintenance
- Kitchen & Laundry Communications
- Staff Involvement
- Community Involvement
- Climate Action & Certification

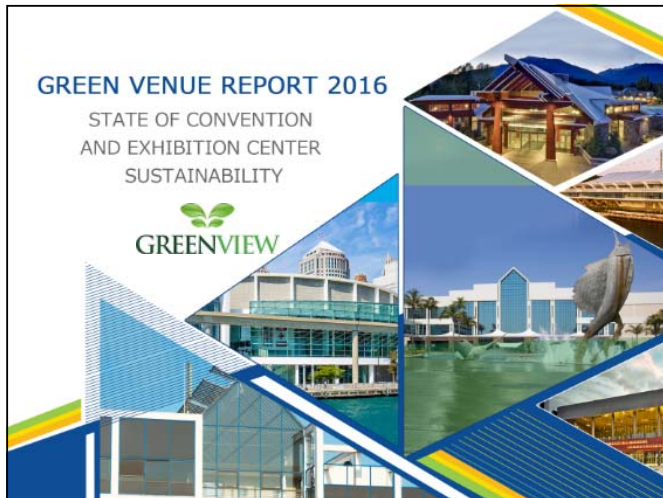
Highlighted Innovations





In Conclusion

- Several concurrent approaches needed, with flexibility and practicality
- “*Comply/Report or Explain*” has worked
- This solution can be deployed rapidly at low cost and with less policy challenges



Thank You

eric@greenview.sg

[@greenviewing](https://twitter.com/greenviewing)

www.greenview.sg
www.greenviewportal.com

[greenviewing](https://www.instagram.com/greenviewing)

www.linkedin.com/company/greenview

Sign up for our newsletter:

www.greenview.sg/contact-us/

[@greenviewing](https://twitter.com/greenviewing)
[greenviewing](https://www.instagram.com/greenviewing)
[Greenview](https://www.linkedin.com/company/greenview)

