

Transforming tourism

Transition to 2030: **Workshop**

Influencing Sustainable Behaviours

July 13th: 2pm - 4pm MUT **Indian Ocean region**



Supported by:



based on a decision of the German Bundestag



One planet
travel with care

Transforming tourism

Transition to 2030: **Workshop**

Influencing Sustainable Behaviours

July 13th: 9.30am - 11.30am AST **OECS region**



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Consumer Behaviour and Communications



Agenda

- **Opening Address**
- **Welcome and introduction**
- **Part one:** The role of consumer behaviour in achieving sustainability goals
- **Part two:** Influencing consumer decisions
- Break
- **Part 3:** Communicating sustainability
- **Conclusion**





Part one: The role of consumer behaviour in achieving sustainability goals



Sustainability Goals

- **Reducing energy consumption:** air conditioning
- **Managing resource efficiency:** food waste, low-carbon menus, plastic elimination
- **Sustainable procurement policies:** reducing sustainability risks throughout product life-cycles and increasing circularity



Rapidly evolving tourism market trends

**Opportunities for advancing
sustainability actions**

Understanding evolving market trends

As part of pandemic recovery we need to understand changing market needs and how to align sustainability goals with customer demand and expectations

Deloitte.

GLOBETRENDER

 City Nation Place

McKinsey
& Company

 EUROMONITOR
INTERNATIONAL

Skift.


IATA

Evolving market and consumer trends



- Increased domestic and regional travel
- Sudden changes in demand and more last-minute bookings
- Reduction in discretionary leisure spend
- Avoiding high-density accommodation, preference for outdoor activities
- Preference for private accommodation rentals

Evolving market and consumer trends



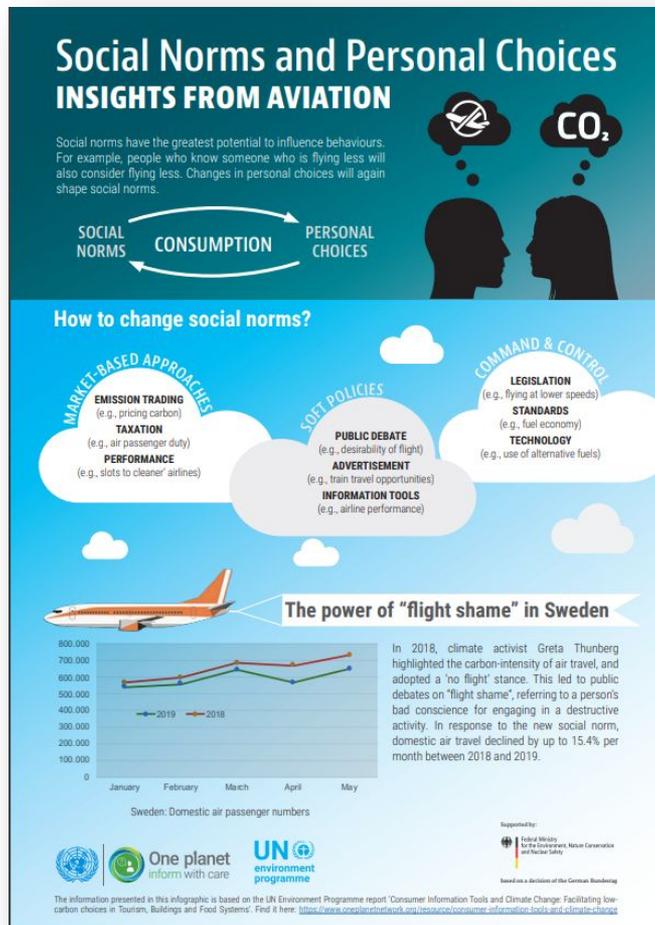
- Active holidays
- Food, nutrition and holistic wellness
- Increased interest in environmental impacts of tourism
- Increased awareness of impact of tourism on local businesses
- Address hygiene AND sustainability



Part two: Influencing consumer decision making

Key opportunities for influencing behaviour throughout the tourist journey

The Power of Social Norms







Consumer Information Tools and Climate Change

Facilitating low-carbon choices in Tourism, Buildings and Food Systems

Guidance for Policy Makers and Business Leaders





Consumer Decision Making Processes



Source: Smart Ways Manual
Behaviour Smart Solutions for Profitability and
Sustainability in Tourism, Vastmanland Tourism

Consumer Decision Making Processes

System 1:
Quick, unconscious

System 2:
Slower, analytical

SYSTEM 1

SYSTEM 2



Fast



Slow



Subconscious



Conscious



Automatic



Effortful



Everyday decisions



Complex decisions



Error prone



Reliable

Consumer Decision Making Processes

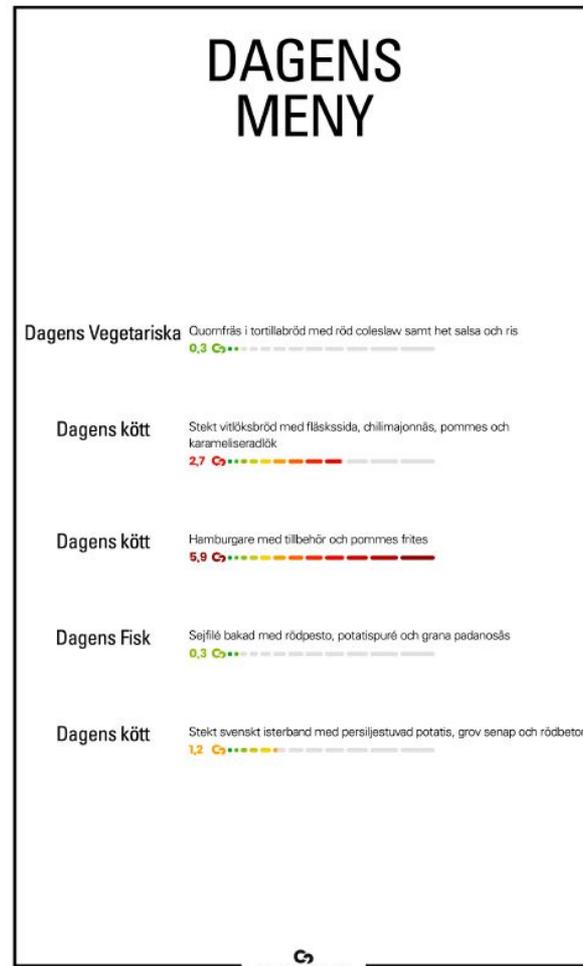
Understanding and supporting tourist 'shortcuts'

- 'Joining in' e.g. '98% of guests that stay in this room reuse their towels'
- Use choice of others e.g. 'our most popular dish'
- Be 'image smart: use photos of previous clients with whom your future guests can identify



Understanding and supporting analytical decision processes

- Undertake the analysis for customers and present the options
- Anchoring – Present the best options first
- Choice sets – simplify



“Sustainability permeates our entire business. We want our guests to feel involved. So, it's great to see guests opt out of housekeeping, thereby contributing to both a healthy environment and a charitable cause.”

Tomas Lindqvist CEO
Högbo Brukshotell

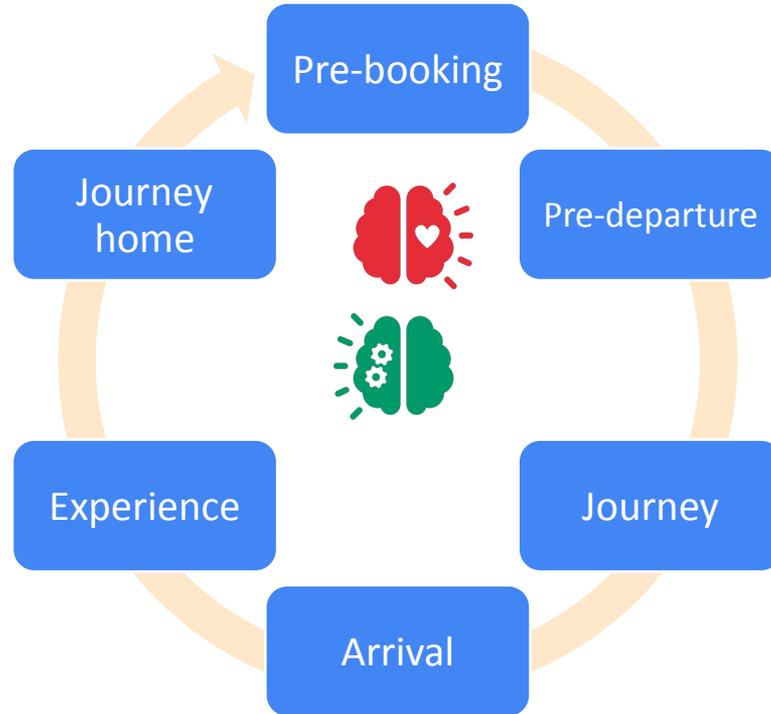




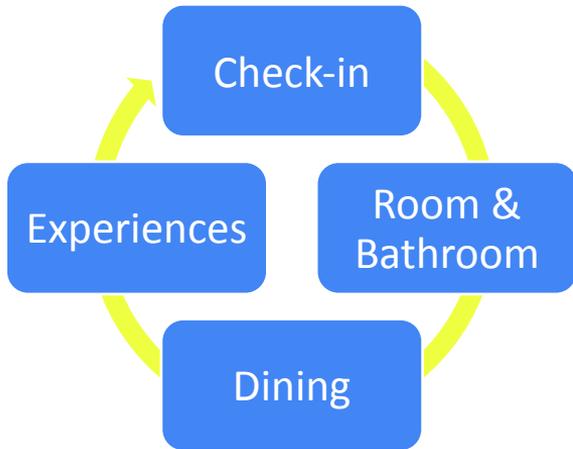
Sustainable consumer behaviour and tourism

Techniques for influencing behaviour throughout the tourist journey

The Tourist Journey: Opportunities to influence decisions



Exercise



Think about one of these stages of the tourist journey during a stay at your hotel:

1. Consider the various decisions that tourists will make in terms of consumption e.g. of products, food, energy.
2. Identify if the decision is likely to be driven by system 1, 2 or both
3. Identify what you can do to influence their behaviour to achieve sustainable goals

Use the table as a template				
Decision / Behaviour	System	How to influence	Pain	Gain
<i>e.g. A/C</i>	<i>1 - shortcut</i>	<i>Normalise</i>	<i>Slightly warmer</i>	<i>Climate change, socially acceptable</i>

Examples of great buffet messaging

Hotel Guldsmeden (Sweden) – messages on napkins



Le Grandeur Palm Resort, (Kuala Lumpur) – LFHW message cards on buffets, 'Please take only what you can eat'



Source: Futouris - Sustainable Food Manual

Choice editing must be accompanied by positive messages



Promote the benefits of seasonal produce. Many guests may not be aware of these!

- Nutrients, flavour and colour are fully developed when fruits and vegetables are grown and harvested during their natural seasons.
- Seasonal produce supports traditional food cultures unique to the place they are visiting



Feature Local Delicacies

- Creating a display that provides more information about the traditions and suppliers behind the products will create a visual interpretation experience for guests and show that you care about their connection with the destination.



Show guests how the products help local people

- Take a positive approach to get your guests onboard with local alternatives so that they understand how the choices are positive for local communities and the environment e.g. keeping local farming traditions alive or reducing the carbon footprint associated with 'food miles.'

Choices to edit in

- Local produce grown in season
- Plant-rich dishes to lower emissions
- Dishes that feature high-yield ingredients such as soup (minimal wastage)



More plants and vegetarian items

Less meat and dairy

PRESENTATION

Use language on menus to emphasize the positive attributes of plant-rich dishes

List plant-rich dishes in the main body of a menu, not in a separate 'vegetarian' box or 'specials' section

Use language on menus to recommend plant-rich dishes

Remove unappealing language from menus

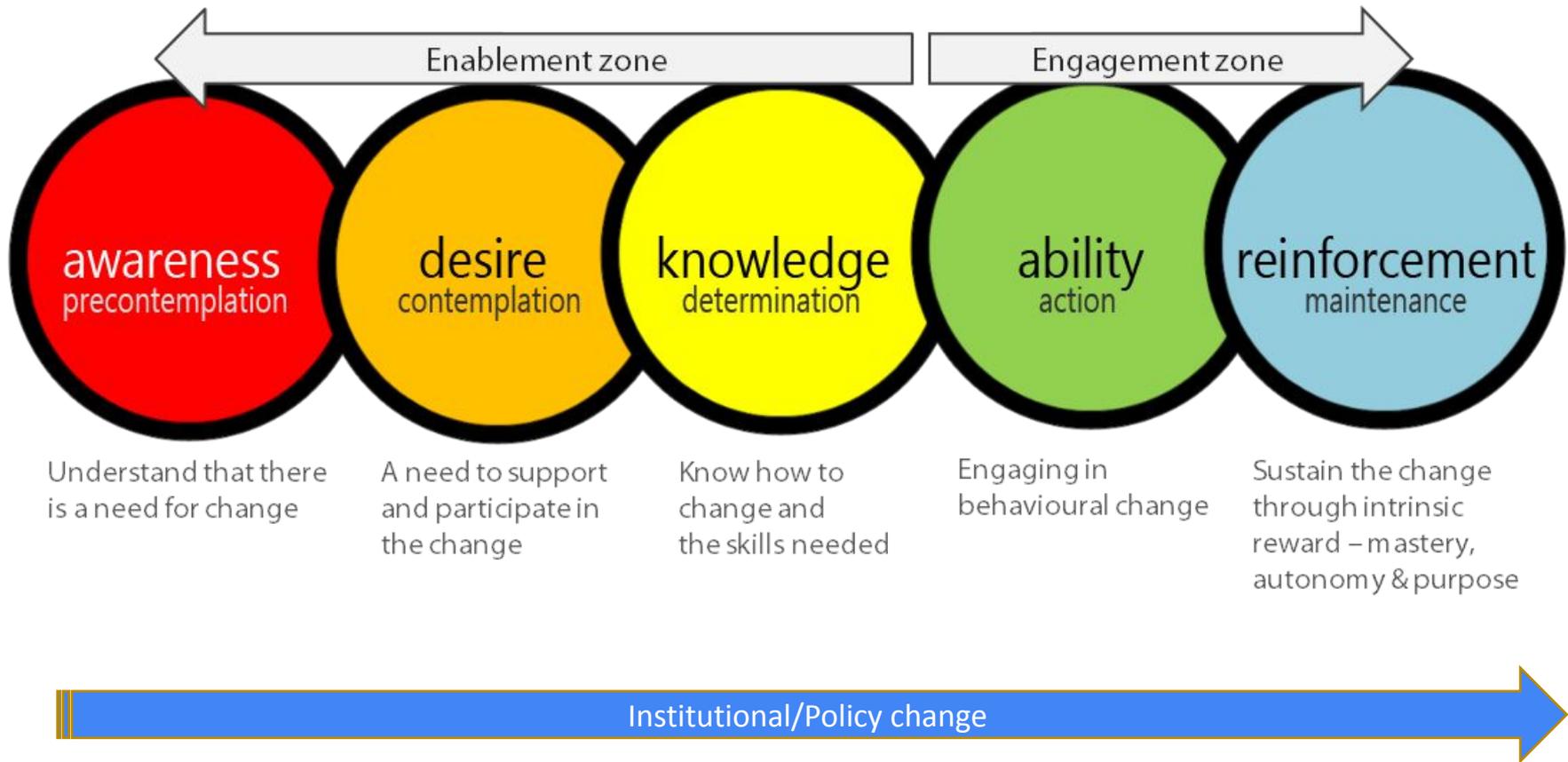


Behaviour change processes

Organisational and staff change

**Staff are key to
influencing
customers**

Telling them
what to do is not
enough

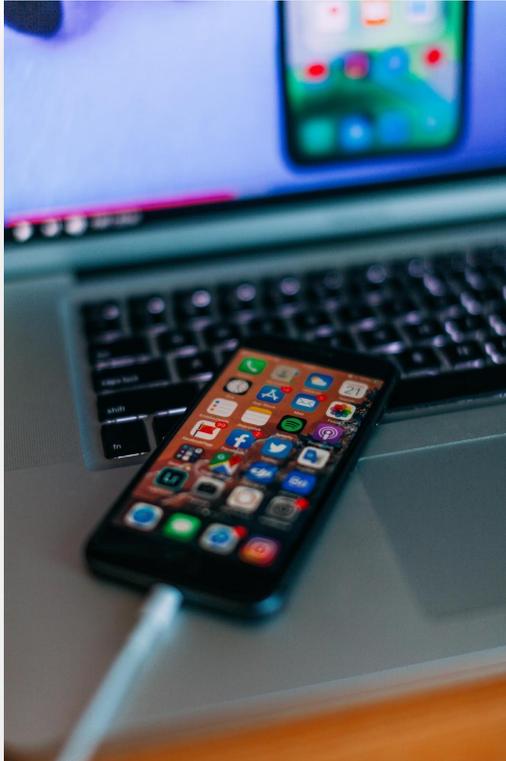




Communicating Sustainability

Recap of Good Practices

Digital Content and Social Media Channels



Accelerated Demand for online content

The pandemic has boosted the demand for online content amongst consumers.

Customers are most open to learning during the research phases of their holidays, i.e. pre-departure and at the early stage of their visit. This is a great opportunity to influence behaviour through your digital communications

Getting the message right



Climate labels can help consumers, but just giving a food item's climate footprint confuses most



Behavioural Science teaches us effective climate communication has 5 key attributes

- Simple
- Credible
- Consistent
- Emotionally Compelling
- Socially Influential

Source: Sharp & Wheeler, 2013

Getting the message right

SCIENCE OF SMILEY

- The smiley is not your everyday eco-logo. Its' design has been informed by behavioral science.
- Neuroscience studies have shown regions of the brain involved in emotional processing of real faces are activated when people are exposed to smiling emojis.
- Smiling emoji stickers on fruit and vegetables doubled the number of students who chose them.

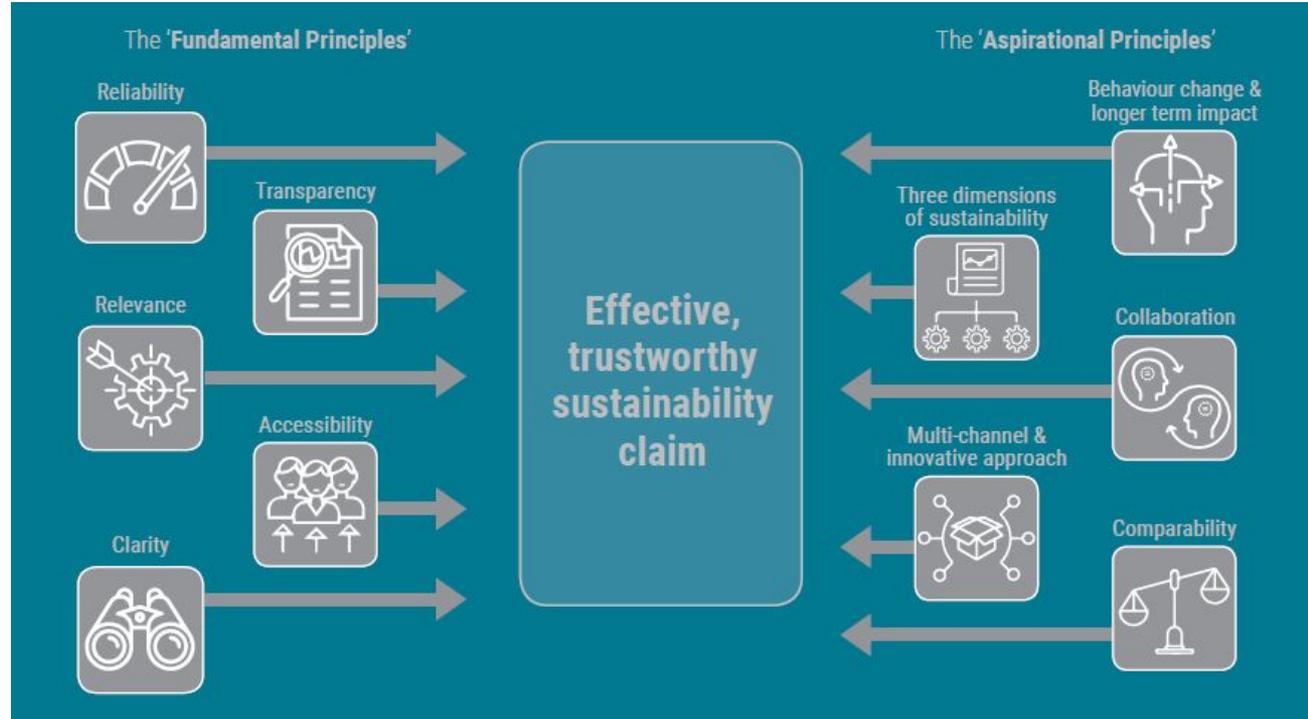


The Principles



Guidelines for Providing Product Sustainability Information

Global guidance on making effective environmental, social and economic claims, to empower and enable consumer choice





Use your bathroom
to cut down on
water, energy
and **pollution...**

Join the thousands of our visitors already
making a difference...

It's so easy! **Simply place in your bath or shower
those towels you have used, that need laundering.
Leave any clean towels folded or on the rail.**

We won't then wash any towels unnecessarily, and you have
immediately helped minimise any impact on Cheshire's
beautiful environment...

Thank you!

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Good

- **Simple:** clear messages, no big numbers, pictures
- **Fun:** positive, holidays are fun!
- **Honest:** doing what's possible, tell the truth
- **Normal:** join in with other guests e.g. 75% of guests...



Bad

- **Complicated:** messages too long
- **Boring:** all words, no pictures
- **Negative:** 'don't' or 'you must'
- **Make people feel guilty** e.g. 'tourists create waste'



Greenwash

- Exaggerated claims
- Dishonest
- Vague: not supported by evidence or detail



Any questions?

Thank You

