#BuildBackBetter
COVID RESPONSE

Selection of Activities for Tourism Businesses to Build Back Better

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1. Collaborate for a more sustainable and resilient tourism sector

Collaborate and engage with stakeholders along the value chain to mainstream sustainable tourism.

Raise awareness and improve communication and coordination channels in case of diseases outbreaks and future crises

2. Capitalize opportunities and invest to build back better

Capitalize opportunities to restore and repair ecological infrastructure, while benefitting financially. (Research shows that for every dollar spent on nature restoration, at least US$9 of economic benefits can be expected*)

Capitalize existing financial models that provide energy efficient, renewable energy, and climate-friendly cooling with minimal upfront costs, which in turn, lead to a faster path back to profitability.

Improve sustainability performance by monitoring key environmental indicators to save costs/profitability and improve resource efficiency

Develop consumer surveys and/or identify existing data to identify opportunities and trends for developing sustainable tourism products and services to attract additional investment and customer segments.

Integrate environmental indicators to monitor epidemiological surge e.g sewage monitoring

Integrate opportunities of digitalization and new technologies which can support collaboration in times of crises, facilitate development of new products and value co-creation among stakeholders and enter new customer segments

3. Drive the tourism sector towards more inclusiveness, sustainability and resilience

Deploy circular principles for single use products, that provide credible alternative solutions that are independent of vulnerable global value chains and ensure tourism cities remain within the recycling capacities of locally available plastic products.

Eliminate problematic and unnecessarily single use plastics and packaging to reduce contamination touch points.

Increase the share of climate-friendly renewable energy. Hotels that have transitioned to 100% renewable energy, demonstrated to be more resilient in terms of energy supply during the COVID-19 crisis.

Increase energy efficiency and the use of technologies and systems with low global warming potential to decrease energy costs while minimizing climate impacts.

Diversify your tourism products and services to increase resilience and align with consumers’ sustainable and responsible preferences.

Recommendations for Actions to Build Back Better Tourism
Available online  https://www.oneplanetnetwork.org/covid-19-response-toolkit