INTERNATIONAL CONFERENCE
FOR SUSTAINABLE DEVELOPMENT IN THE FRAMEWORK OF THE
NEW URBAN AGENDA

TOURISM MARKETING FOR A MORE SUSTAINABLE DESTINATION

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We are in trouble...
Either you are greenhushing...

70% of your sustainability actions are NOT communicated
... or you are greenwashing

25% of what you communicate is not happening
Or you are being harmful - at the expense of customer goodwill

Volunteer tourism needs to be regulated, including the claims made.
Your communication may not be relevant...

Only 18 of 50 largest hotel groups in the world produce CSR reports - but they do not respond to stakeholder expectations.
... and what you communicate is poor and confusing

Unclear (12%)/Business (15%) ➔ Society (50%)/ Guests (21%)
Explicit (85%) ➔ Implicit (15%)
Passive (89%) ➔ Active (11%)
Logic (33%) ➔ Appeal (67%)
No experience (94%) ➔ Experience (6%)
No social norms (99.8%) ➔ Social Norms (0%)
Your communication can cause the opposite outcome

1. Deny the threat of climate change
2. Realign tensions arising from travel
3. Apportion blame for the impacts of travel,
4. Increase demand, particularly with respect to threatened destinations
5. Dismiss value of threatened behaviour

Consumerism

Individuals value their perceived freedom to make choices and why they react negatively to any threats to their freedom
We need new routes to behaviour change...

<table>
<thead>
<tr>
<th>Sustainable consumption</th>
<th>NO</th>
<th>YES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NO</strong></td>
<td>UNAWARE OF BUYING UNSUSTAINABLE PRODUCTS</td>
<td>UNAWARE OF BUYING SUSTAINABLE PRODUCTS</td>
</tr>
<tr>
<td>Sustainability awareness</td>
<td><strong>NO</strong></td>
<td><strong>YES</strong></td>
</tr>
<tr>
<td><strong>UNAWARE OF BUYING UNSUSTAINABLE PRODUCTS</strong></td>
<td><strong>UNAWARE OF BUYING SUSTAINABLE PRODUCTS</strong></td>
<td></td>
</tr>
<tr>
<td><strong>SUSTAINABLY AWARE BUT UNWILLING TO BUY</strong></td>
<td><strong>PURPOSEFULLY BUYING SUSTAINABLE PRODUCTS</strong></td>
<td></td>
</tr>
<tr>
<td><strong>A</strong></td>
<td><strong>B</strong></td>
<td><strong>C</strong></td>
</tr>
</tbody>
</table>
... to then improve your sustainability messages...

New towel messages
Showers
Air conditioning
Kitchen waste
Roof insulation

If you are asking your customers to change their behaviour, offer them something in return. Putting the client at the centre of the experience works for all messages.
... and measure their impact

Eye-tracking: visual processing and attention captured by a special eye tracking camera

Facial Expression Analysis: small muscular movements of specific areas of the face: Joy, Anger, Surprise, Fear, Contempt, Sadness, Disgust

Galvanic Skin Response (GSR): the level of perspiration on the surface of your skin captured by electrodes attached to fingers
So let’s use marketing for good...
01 Reduce environmental and social impacts

Normalise the consumption of sustainable tourism products and services
Public sector as buyer of services
Benefits for certified businesses

Copenhaguen 70% hotels certified, 80% of food bought by the public sector is organic

*Indicator: Percentage of tourism services certified as sustainable*
02 Reduce the carbon footprint from transport

Reduce the distance travelled by tourists
Increase length of stay
Optimise methods of transport

Target to fight climate change: 2 tonnes CO2
Average consumption in Europe 6.5-10 tonnes

New York to Barcelona flight: 2.3 tonnes
London-Barcelona flight: 0.5 tonnes

Indicator: Carbon footprint for transport per traveller per day
03 Normalise the behaviour of travellers

Increase customer loyalty
Target families and small groups
Target tourists that are not visible

Indicator: Percentage of travellers that repeat
Reduce seasonality and redistribute tourism geographically
101 things to do in New York

Indicator: Index of saturation of tourism
05 Compensate the negative impacts caused by tourism

Increase visitor expenditure on products and services benefiting the destination
Promote small, new and locally owned businesses
Promote businesses employing minority and disadvantaged groups

Indicator: Visitor expenditure that benefits the destination
(TSA applied to market segments)
If you liked that, here are some ideas for businesses
1. Reduce your impacts

Shorter flights, longer trips
Normalise sustainability
You are a buyer as well as seller
Appropriate customers

1a. Ask nicely
1b. Be trustworthy
1c. Be honest
1d. Be humorous
1e. Be engaging
2. Attract more customers

Business travel, conferences and leisure differ

2a. Be unique
2b. Be seen
2c. Be found
2d. Be remembered
2e. Be shared

“minimise waste by evaluating operations and ensuring they are fit for purpose”
3. Improve your customer satisfaction

3a. Make them feel good
3b. Use appealing language
3c. Tell customers what’s in it for them
3d. Make it easy
3e. Help them take decisions
4. Increase your customer expenditure

“wow that’s really cool!” is what you are aiming for

4a. Make them feel special
4b. Give them things to do
4c. Improve the experience
4d. Package services
5. Increase loyalty and reduce seasonality

5a. Make them aware - retrospectively?
5b. Weather proof your offer
5c. Add a calendar
5d. Give them reasons to return
6. Avoid poor communication

6a. Reactance
6b. Moralisation
6c. Assertiveness
6d. Cost
6e. Rebound effect
6f. Moral licensing
In summary

Sustainability communication tell us about the values of the organisation, and their expectations of how the marketplace will react.

Corporations have largely been reactive to stakeholder demands. Small firms lack the marketing skills and do not believe the marketplace will value their actions.

Both types of firm need different forms of support to improve the quality, credibility, persuasiveness and impact of their sustainability practices for marketing and communication purposes.

Marketing usually promotes unsustainable consumption. It’s about time we use it to do good.
Get marketing and communication news, tips, and examples at:
www.travindy.com
5 steps to better communication

Download our free PDF "The Essential Guide to Sustainable Tourism Marketing and Communication"