

THE EVOLUTION OF ECOTOURISM



Implications from COVID-19
Lisa Shreeve



A large school of brownish-gold fish, possibly Surge wrasses, swimming in clear blue water. The fish are densely packed in the center and right, with some individuals visible on the left. They have a distinctive shape with large eyes and a slightly compressed body. In the background, a coral reef is visible on the right side, with various types of coral in shades of purple, yellow, and brown. The water is a vibrant blue, and the overall scene is bright and clear.

**Have your say
Hands (or fins) Up!**



Nature's COVID breath of fresh air



- We have seen pollution in India clear
- We have seen marine life back in the Venice canals
- Daily global CO2 Emissions have decreased by 17% compared with mean 2019 levels
- China has reduced emissions in Jan and Feb by 40% equating to removal of 192,000 cars



Will we make better
decisions post COVID?

If so why?

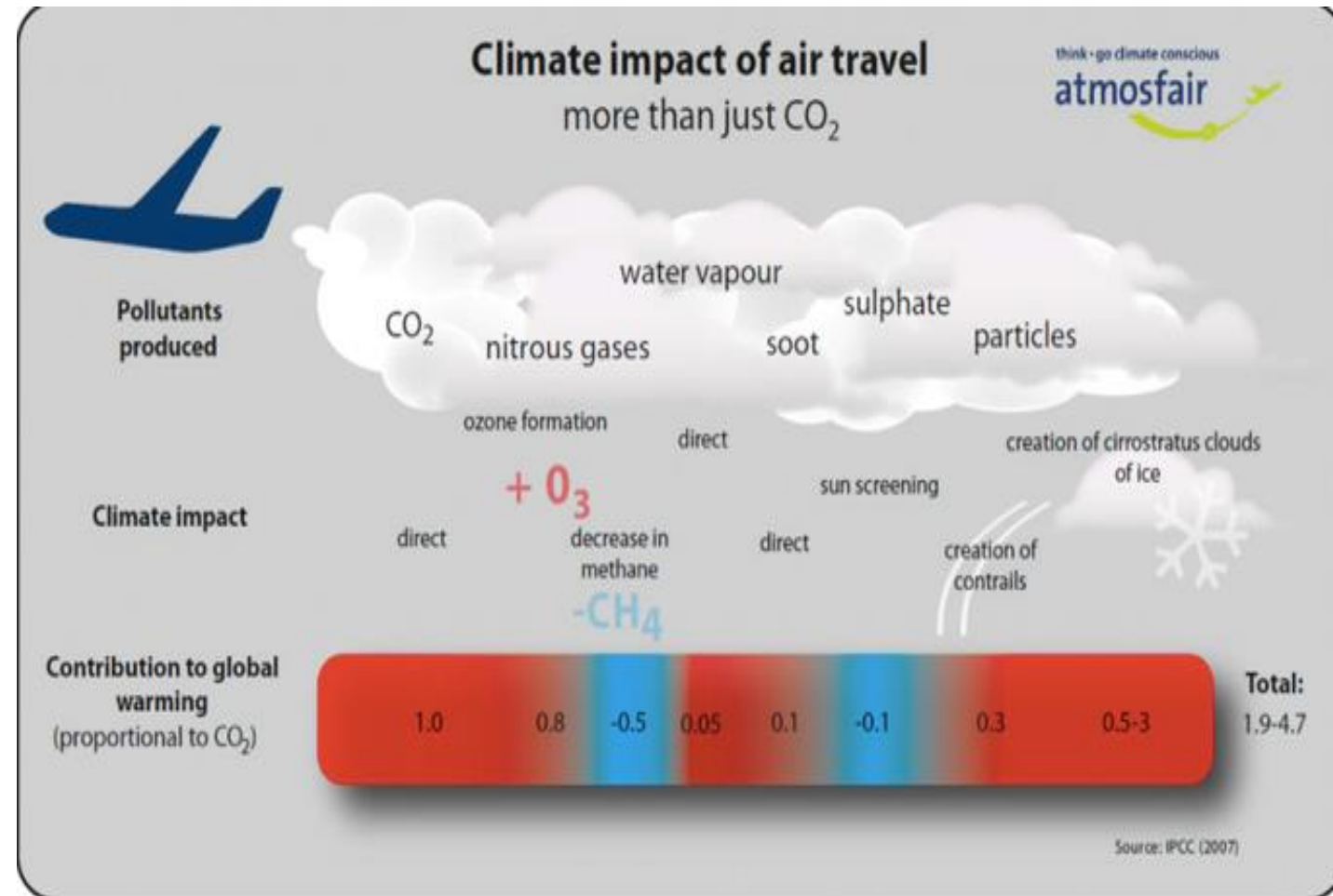
And is this green
movement driven by
consumer's need to feel
good about travelling
again?

Air Travel – we are a long way away in Australia

Aviation – 2% of global carbon emissions in 2019 and fastest growing polluter

If aviation were a country it would be one of the top 10 carbon polluting nations on the planet

- Airline bailouts come with strict conditions on future climate impact and COVID the catalyst for greening the world's airlines
- Green Flying Duty
- More regulation and tax revenues invested in
- Renewable fuels
- Increased cost of flights in long term
- Sustainable tourism = taking fewer flights
- Phase out old and inefficient aircraft



Can Tourism rebuild in a greener, more sustainable way?



Better for the planet, for local communities and for travellers?

- European push to drive more than fly;
- Push for Synthetic and sustainable Jet fuel but in 2019 CO2 aviation emissions increased 70%
- Tax on Day Trippers in Venice to lure locals to live permanently back in the City, Amsterdam and Barcelona also looking at slower speeds, less tourists, more locals in their Cities;
- Athens accelerating plans for a car free historical centre;
- Berlin introducing 14 miles of new bike lanes;
- Paris increasing its bike lanes to avoid overcrowding on roads.

Travel trends 2021- “Much Better Adventures”



Get Away from Crowds and back to Nature

- Safe Travel
- Wide Open Spaces/Road Trips
- Wilderness/Parks/Nomadic tourism
- Privacy/Slower Pace
- Flexibility in a post COVID world
- Not crowded buses or planes
- Authentic tourism

Pitch in and help Travel

- Conscious travel – support local
- Growing a greener future
- Ecotourism for the Soul
- Learn how to connect with Earth, make things, feel good about contribution
- Voluntourism
- Engaging with local communities
- Working Holidays

Wellness Tourism

- Yoga Retreats
- Boot Camp weekends
- Detox
- Relax mind and body – rethink what is important – our health
- Reducing your carbon footprint
- Mindful tourism – less is more, deeper connections

Will humans go back to what we have always done?

THE 3 R'S OF HABIT FORMATION





INFLUENZA
FREQUENTLY COMPLICATED WITH
PNEUMONIA
IS PREVALENT AT THIS TIME THROUGHOUT AMERICA.
THIS THEATRE IS CO-OPERATING WITH THE DEPARTMENT OF HEALTH.
YOU MUST DO THE SAME
IF YOU HAVE A COLD AND ARE COUGHING AND
SNEEZING. DO NOT ENTER THIS THEATRE
GO HOME AND GO TO BED UNTIL YOU ARE WELL
Coughing, Sneezing or Spitting Will Not Be
Permitted In The Theatre. In case you
must cough or Sneeze, do so in your own hand-
kerchief, and if the Coughing or Sneezing
Persists Leave The Theatre At Once.
This Theatre has agreed to co-operate with
the Department Of Health in disseminating
the truth about Influenza, and thus serve
a great educational purpose.
**HELP US TO KEEP CHICAGO THE
HEALTHIEST CITY IN THE WORLD**
JOHN DILL ROBERTSON
COMMISSIONER OF HEALTH

Did the Spanish Flu change travel?

Considered the deadliest pandemic in human history, Spanish Flu infected about a third of the world's population, and cost the lives of some 50 million people (although medical record keeping at the time means exact figures remain unknown). This previously unknown strain of deadly influenza swept across the world from 1918 and into the summer of 1919.

Spanish Flu can be "described as the first 'modern' pandemic characterised by rapid movement via a global transport system".

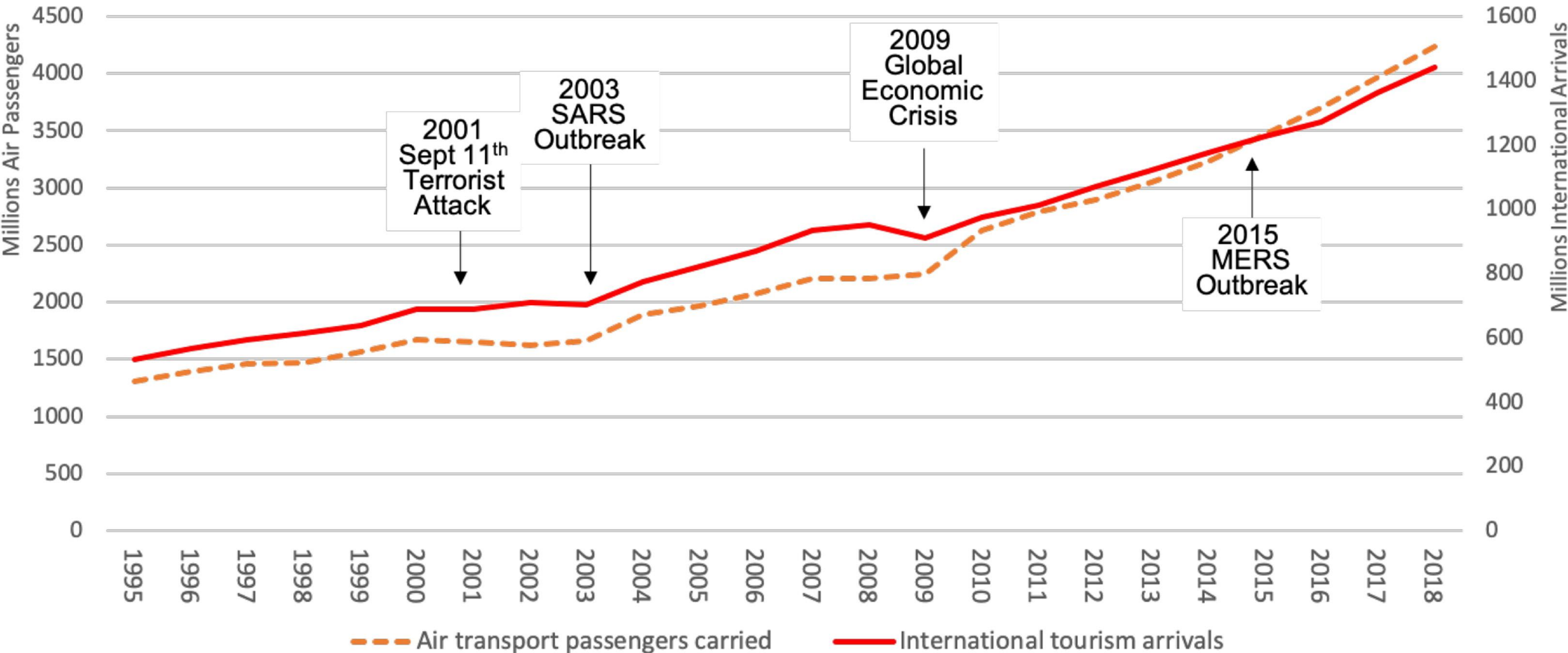
But rather than by jumbo jets, the disease was carried across the world via ships and railways

The pandemic saw some rail routes altered or halted altogether. But during the interwar years, train travel boomed.

In fact, in the book *British Tourism*, these are described as the "glory years of steam trains", with vacationers enjoying "relatively fast and efficient services"

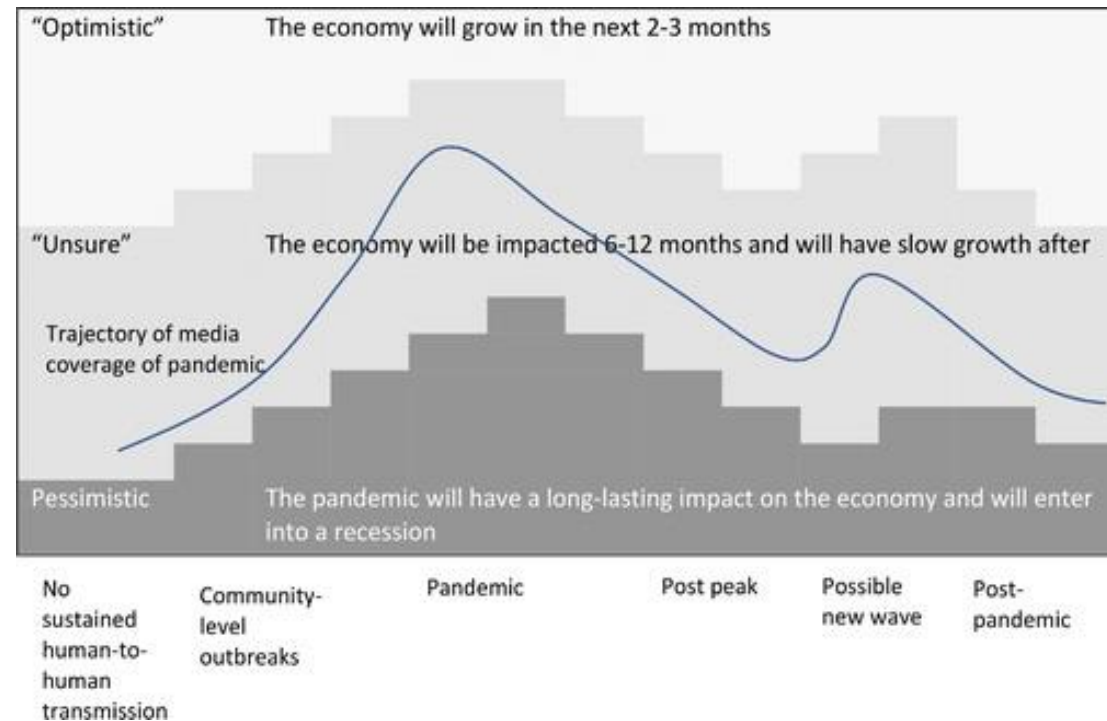
<https://www.livescience.com/spanish-flu.html>

Sept 11, SARS, MERS, GFC, Swine Flu None led to a longer term decline in tourism



Consumer sentiment follows media coverage

- Intense media coverage may lead populations to overreact to mild pandemics', affirming that behaviour.
- In the case of China, the first country to go through the various stages of the COVID-19 pandemic, McKinsey and Company (2020b) found consumers were regaining confidence, and interestingly, a greater interest in environmentally friendly products.
- According to Downs (1972), people attend to many issues in a cyclical fashion. A problem "leaps into prominence, remains there for a short time, and then, though still largely unresolved, gradually fades from the centre of public attention".



**Changes in consumer sentiment
over the stages of a pandemic.**

So how do we maintain attention on Environmental solutions post COVID?

With the magnitude of the COVID-19 pandemic, there is an urgent need not to return to business-as-usual when the crisis over, rather than an opportunity to reconsider a transformation of the global tourism system more aligned to the UNSDGs

The challenge is now to collectively learn from this global tragedy to accelerate the transformation of sustainable tourism.

But HOW?



Busselton Jetty's COVID green movement

- Staff Strategy Matrix session March 25;
- Pledge to do the right thing, not just do things right;
- Start with the big picture – UN Sustainable Development Goals;
- Thinking Global, Acting Local – what could we do;
- Being realistic – what do we have the resources to do – baby steps, one win at a time;
- Are we driving this green bus only with staff and members on?;
- Are our customers wanting us to drive this green bus in the right direction and prepared to pay for a seat?







Busselton Jetty Solar Train Launch 2017



Under and Above the Water
Beach Clean Up days



Clean Ocean's Schools Program



Sustainable Fishing



No Plastics Promotions



**DONATE
YOUR
CONTAINERS
HERE**

**BUSSELTON
JETTY**

**CONTAINERS
FOR
CHANGE**

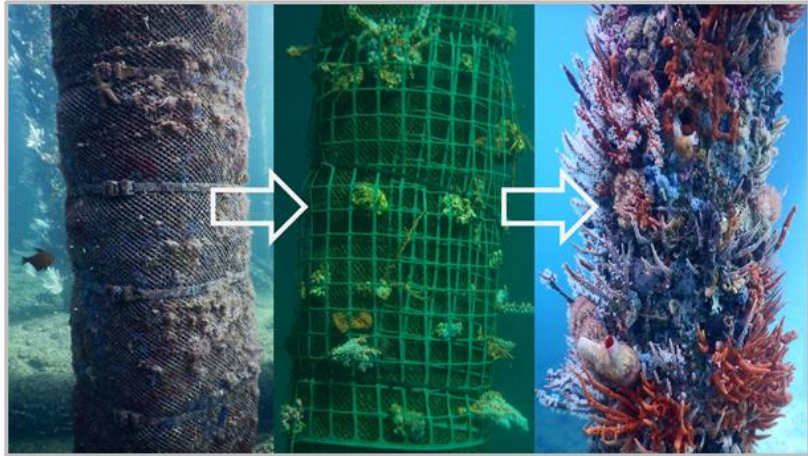
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TURN
-IT**

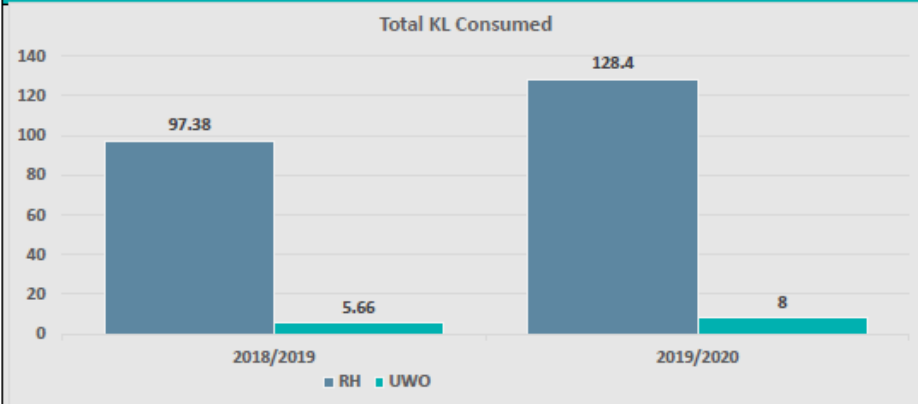
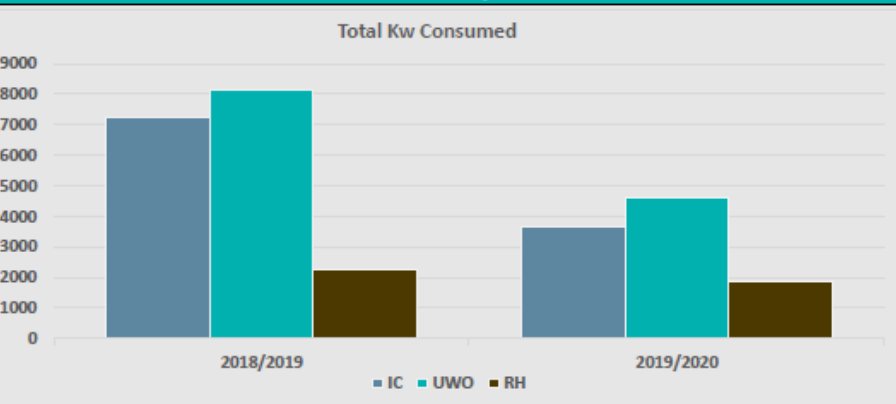
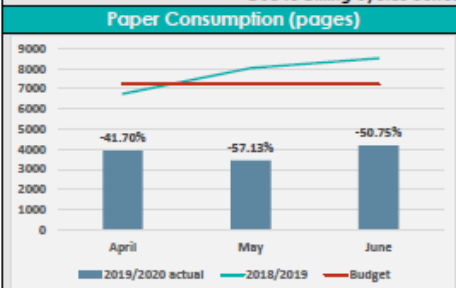
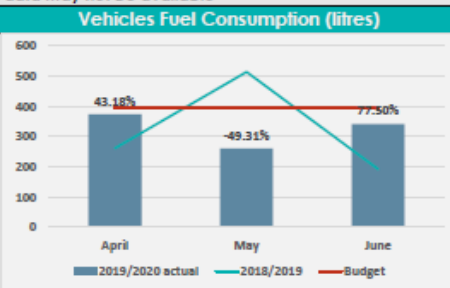

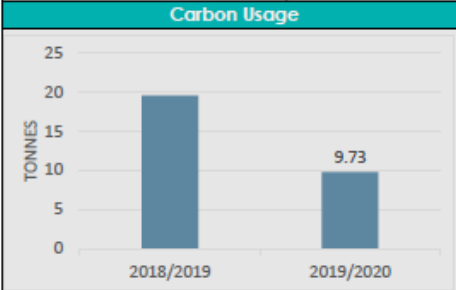


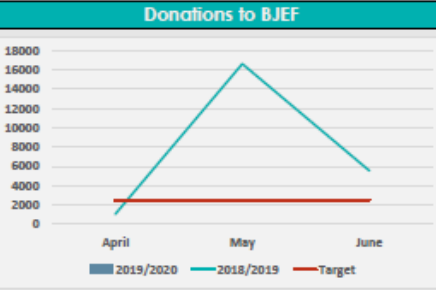
**BUSSELTON JETTY INC. IS A REGISTERED
DONOR ORGANISATION FOR
CONTAINERS FOR CHANGE**

We can accept eligible containers here, or you can deposit them
yourself and allocate your container refunds to us as a donation to the
Busselton Jetty Environment Foundation
uwo@busseltonjetty.com.au
(08) 97540900

Containers for Change





Water		Electricity	
<p>Total KL Consumed</p>  <p>■ RH ■ UWO</p> <p>Due to billing cycles current data may not be available</p>		<p>Total Kw Consumed</p>  <p>■ IC ■ UWO ■ RH</p> <p>Due to billing cycles current data may not be available</p>	
<p>Paper Consumption (pages)</p>  <p>■ 2019/2020 actual ■ 2018/2019 ■ Budget</p> <p>% Indicates Variation on same period last Year</p>	<p>Vehicles Fuel Consumption (litres)</p>  <p>■ 2019/2020 actual ■ 2018/2019 ■ Budget</p> <p>% Indicates Variation on same period last Year</p>	<p>Solar KM's Travelled</p> <div> <div> <p>Train</p> <p>Maximum Km's Travel Actual Km's Traveled</p> <p>1082.90 632</p> </div> <div> <p>Mules 299</p> </div> </div> 	
<p>Carbon Usage</p>  <p>% Indicates Variation on same period last Year</p>	<p>Trees to offset Carbon</p> <p>191.40</p> 	<p>Volunteer Diver Hours</p> <p>0.00</p> 	<p>Donations to BJEF</p>  <p>% Indicates Variation on Target</p>
<p>Environment Manager Summary</p> <p>Consumption across the board was significantly less due to Covid19 shutdown. However, water use increased at the Jetty (not RH). Likely due to the increase in construction activity during shutdown.</p>		<p>CEO Comment</p> <p>Staff have made a concerted effort to turn off power and use less paper in 2019/2020. Results may have been affected by 55 days of being closed from March to May due to COVID-19 but overall a better result for the environment by BJ.</p>	


Ecotourism Pledge by all Visitors?



JOIN THE REUSE REVOLUTION!
www.rethinkdisposable.org

TAKE ACTION! Here are ten things you can do to help end the Throwaway Lifestyle:
TAKE THE PLEDGE to do your part – put a check next to the actions that you pledge to take. For more information visit: www.rethinkdisposable.org

 Action 1 Bring your own shopping bag.	 Action 6 Bring your own cup.
 Action 2 Reduce the use of plastic bags for produce & bulk items.	 Action 7 Slow down and dine in.
 Action 3 Bring your own food container and utensils.	 Action 8 Say no to disposable straws.
 Action 4 Carry a reusable water bottle.	 Action 9 Avoid heavily packaged foods.
 Action 5 Pack a waste-free lunch.	 Action 10 Share these tips with friends!



My Everyday Earth Day Oath

As a visitor on earth, I pledge to dutifully reduce my impact on the environment at home, at work and at play every day.

I will fulfill my pledge by conserving my use of water, electricity, fossil fuels and unrecyclable products every day.

Every day here on earth, I will respect nature by reducing what I take without giving back.

Every day, I will live my life on earth in a manner that contributes to sustaining nature for future visitors.

HOW CAN YOU MAKE TRAVEL MATTER?

Travel is an incredible gift. It can open our eyes, our hearts and our minds to the unique cultures and spellbinding beauty of the natural world. But with this gift comes a responsibility – to protect the world as we know it.

We encourage you to use the following checklist, developed by our TreadRight Foundation, as a simple way to become a more considerate traveler.



Learn more at treadright.org and take our *Make Travel Matter Pledge* to stand up for our Planet, People and Wildlife.

1 Do Your Research

- ☐ Choose a company that has a commitment to responsible travel and minimizes the environmental and carbon footprint of their offices and operations
→ The Travel Corporation and its family of brands are eliminating all unnecessary single-use plastics from our operations and trips by 2022. Read more about our progress [here](#).
- ☐ Request your travel documents be sent to you electronically rather than printed and mailed
→ Not only will you save a tree, but through our E-Docs Initiative, we will be planting a tree in your honor. Since 2017, we've restored more than **500 acres of forest** through this program.
- ☐ Consider a destination in need of tourism
- ☐ Travel to popular destinations in the off season

2 Be Prepared

- ☐ Pack a reusable water bottle or personal water filter
- ☐ Pack a reusable bag for shopping
- ☐ Bring your own toiletries in reusable bottles
- ☐ Consider offsetting your flight
- ☐ Research and learn local customs and traditions

3 Tread Right While Traveling

- ☐ Refuse single-use plastic and recycle when this cannot be avoided
- ☐ Shop and eat locally to support the community
- ☐ Purchase locally made souvenirs (preferably handmade) and pay a fair price
- ☐ Avoid any purchase of wildlife products such as ivory
- ☐ Do not ride animals that ought not be ridden
- ☐ If given the option, change sheets/towels every other day and for short stays, keep for the entire duration
- ☐ Walk, bike, or use public transportation when possible
- ☐ Take shorter showers (avoid baths)
- ☐ Turn off all lights, heat/AC, and TV when you leave your room
- ☐ When in use, keep AC at a moderate temperature
- ☐ Honor local customs and immerse yourself in the local culture

4 Upon Return

- ☐ Share your learnings with friends and family
- ☐ Take action and donate to an organization or make a plan to volunteer

Our role as industry

- To lead – don't just become accredited, create a movement
- To continue to focus on Ecotourism so it gets attention 365 days a year
- To deliver new ways to reach tourists and make them feel good about sustainable travel
- It's not easy being GREEN but Kermit got a bunch of crazies on "The Muppet Show" to get the job done! Why can't we?



Creating a Movement

- Move Monday;
- Topless Tuesday;
- Waste Free Wednesday;
- Turn off Thursday;
- Friday Free Day;
- Water Bottle Weekend

Today: Pledge to get our teams behind some easy changes

One small step for man, one giant leap for mankind



Be prepared Think positive
Go for it ...

