

Sustainable Tourism & Responsible Travel

Dr. Jonathon Day

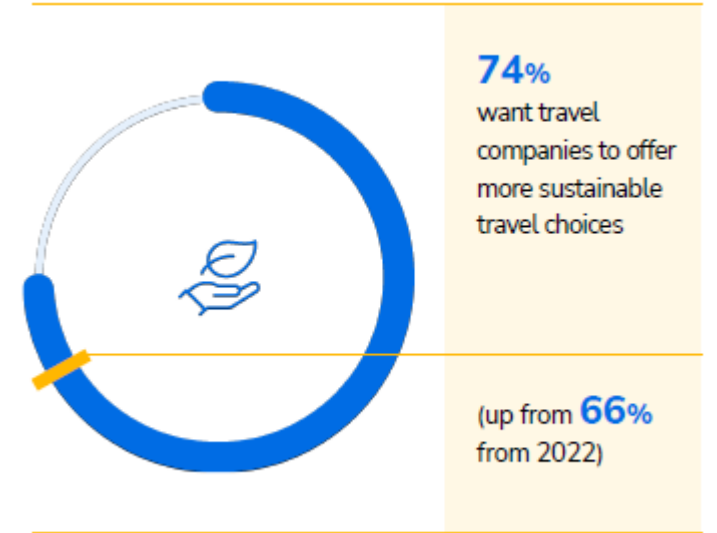
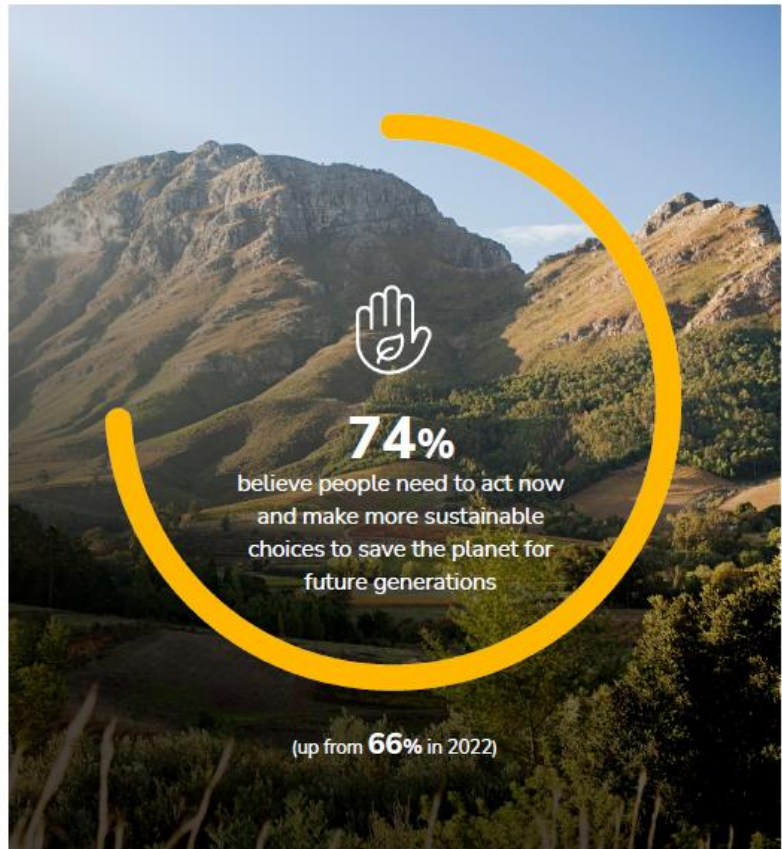
Dr. Jonathon Day, is an internationally recognized sustainable tourism expert and Associate Professor in Purdue's White Lodging – J.W. Marriott, Jr. School of Hospitality and Tourism Management.



An aerial photograph of a tropical beach. The left side of the image shows a sandy area with several palm trees and thatched-roof huts. The right side shows the ocean with white waves breaking onto the shore. The text "Better Travel" is centered in the middle of the image.

Better Travel

Some Insights from Booking.com



A few more data points

Travelers are rethinking what 'value' means to them, from carving out regenerative experiences to finding more meaningful ways to spend their money



65%

would feel better about staying in a particular accommodation if they knew it had a sustainable certification or label



59%

want to filter their options for those with a sustainable certification next time they book



69%

are interested to learn more about why specific options are recognized as more sustainable

The same message from Expedia



**7 in 10 consumers
feel overwhelmed by
starting the process of
being a more
sustainable traveler**





Economic

Social /
Cultural

Environment

A scenic view of a canal with a lit lantern in the foreground. The lantern is a dark metal cage with a glass chimney and a small flame inside. It sits on a wooden slatted table. Behind the lantern is a planter box filled with purple flowers. The canal is in the background, with trees and buildings on the opposite bank. The scene is softly lit, suggesting dusk or dawn.

Into the weeds...

- Sustainable tourism
- Sustainable development through tourism
- Regenerative tourism



Green Washing or Green Hushing



Elephants in the Room

- Aviation and Climate Change
 - Carbon Offsets ?
 - What else ?
- Overtourism





What can
you do ?

A woman with curly hair is pouring coffee from a machine into a glass jar in a cafe setting. The background shows shelves with various coffee-related items and a warm, rustic atmosphere.

Leverage your strengths...

- Know your Suppliers (and demand more from them for your clients)
 - Not just the “crunchy” ones...
- Meet your clients where they are..

Leverage your strengths...

- Authentic Experiential Travel
- Help travelers make good choices



Leverage your strengths...

- Learn about the issues
- Add your voice to calls for change





What can
travelers
do ?

The three big ideas

- Respect your hosts
- Protect the environment
- Make your money count





LEARN ABOUT YOUR DESTINATION

Enjoy a rewarding experience by learning more about the natural environment, culture and history that make every destination unique.



1

2

3

4

5

6

7

8

9

10

||



DON'T LEAVE YOUR GOOD HABITS AT HOME

While traveling, continue to recycle; use water wisely, and turn off lights as you would at home.



HOME

ABOUT US

THE CARE CODE

TOURISM INDUSTRY RESOURCE



FUEL EFFICIENT TRAVELER

Book direct flights, rent smaller cars, and keep your own vehicle operating at maximum efficiency. Once in your destination, walk or bike as much as possible.



1

2

3

4

5

6

7

8

9

10





MAKE INFORMED DECISIONS

Seek out destinations or companies that engage in energy efficiency or recycling programs and that take actions to preserve their communities and natural environment.



BE A GOOD GUEST

Remember that you are a guest in your destination. Engage with locals, but respect their privacy, traditions and local community.



SUPPORT LOCALS

As a visitor, the money you spend on your trip can help support the local artisans, farmers and business owners whose livelihoods depend on tourism.



DISPOSE OF WASTE PROPERLY

Leave a beautiful place for others to enjoy. Recycle where possible, and always dispose of your waste with care.



PROTECT YOUR NATURAL SURROUNDINGS

Be mindful of the plants, animals and ecosystems that you impact. Avoid feeding wildlife; stay on designated trails, and strictly follow all fire restrictions.



1

2

3

4

5

6

7

8

9

10

||



MAKE YOUR TRAVEL ZERO EMISSIONS

As an additional step, consider the option of purchasing carbon credits to fully offset your travel's impact on climate change.



BRING YOUR EXPERIENCES HOME

Continue practicing your sustainable habits at home, and encourage friends and family to travel with the same care.

Questions

Resources

We have gathered useful resources and some FAQ's for you to save and reference for your files. [One Pager](#)