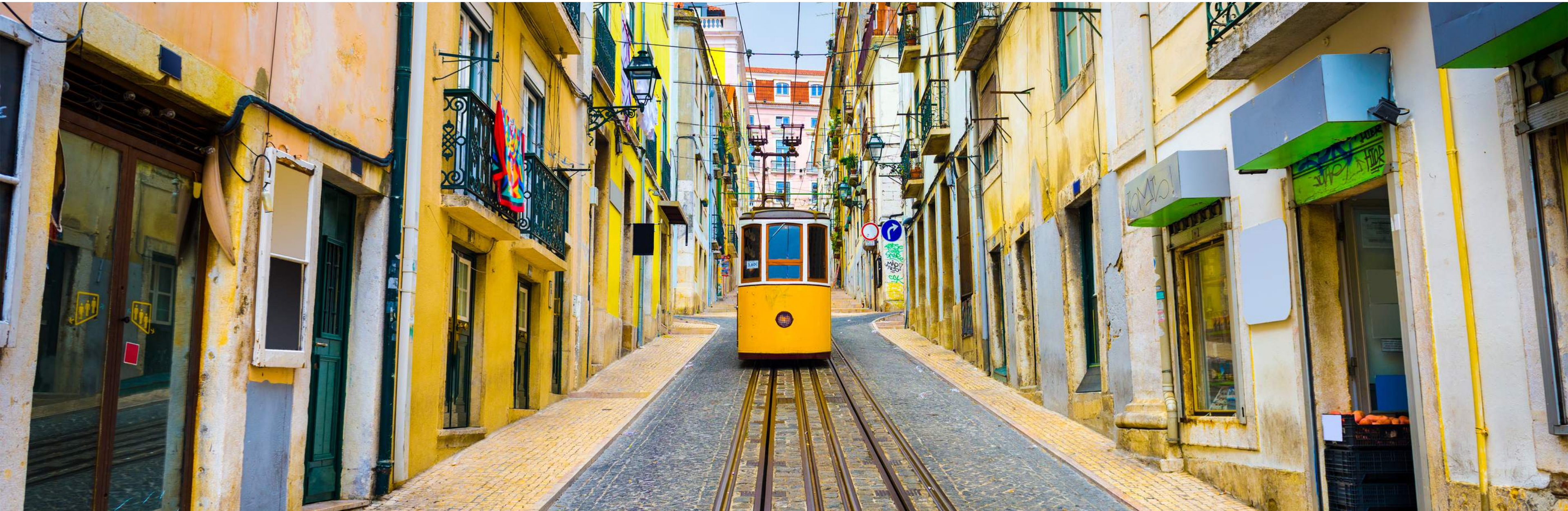


Reduzir os Plásticos de Uso Único

Operadores Turísticos





WHAT DOES THE GUIDE COVER?

- The challenge of single-use plastic for the tourism industry
- The four circles of influence for tour operators
- Single-Use Plastic reduction strategy
- Engaging staff and guests
- Practical advice and checklists



THE **APPETITE** FOR CHANGE IS GROWING

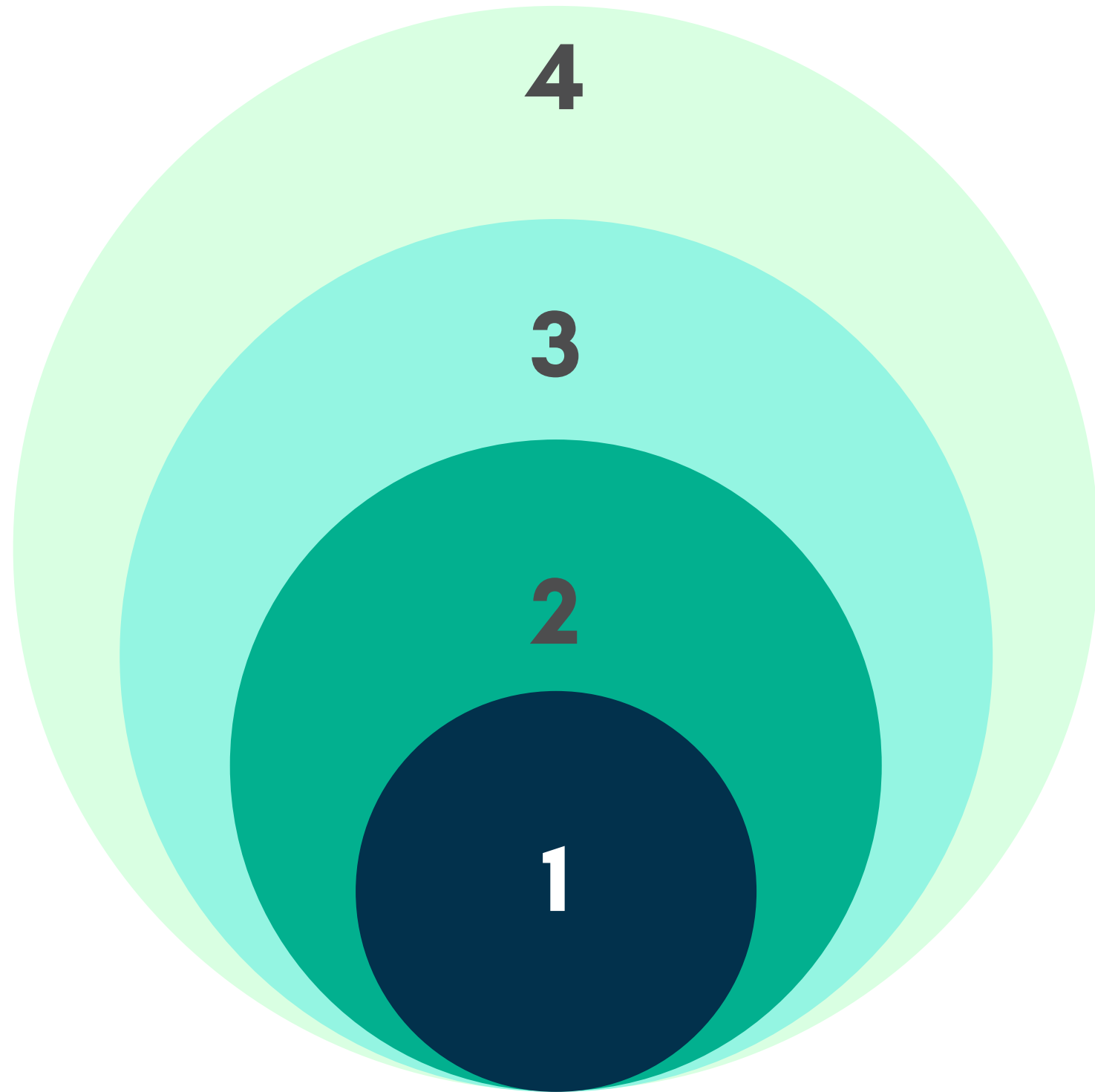
- EU Plastics directive
- International Tourism Plastic Pledge
- Global Tourism Plastics Initiative
- Incentive system created in Portugal for return and deposit of plastic packaging used for beverages
- Commitments from major tourism businesses



WHAT CAN TOUR OPERATORS DO?

- Mindset
- Prioritise overall waste reduction
- Take the time to choose alternatives
- Ensure responsible disposal
- Raise awareness and change behaviour

THE FOUR CIRCLES OF INFLUENCE



1. The Office

2. Directly operated activities

3. Activities operated by 3rd parties

4. Tourists' behaviour in the destination

THE OFFICE



- Administrative Office
 - Sales Desks
 - What items are consumed
 - What items staff bring to work
-

Lead by Example:

No-one will take a business seriously if they ask others to make changes they're not prepared to make themselves.

Create a waste-free culture

DIRECTLY OPERATED ACTIVITIES

- Tour inclusions
 - Guide responsibility
-

Test Solutions

Test certain solutions and alternatives on your own tours first before recommending them to other suppliers



ACTIVITIES OPERATED BY 3RD PARTIES



- Raise awareness
 - Support
 - Reward
-

Engage

The tour operator can speak with suppliers about single-use plastic pollution and engage them in conversation, with a view to finding solutions

CUSTOMER BEHAVIOUR

- Raise awareness
 - Collect feedback
 - Observe
-

Observe

What do customers do when guides aren't watching? What do they do before and after the trip? Inspire them to become eco!





SINGLE USE PLASTIC REDUCTION STRATEGY

Step 1: Self-assessment

Step 2: Set priorities

Step 3: Find alternative solutions

Step 4: Test your solutions

Step 5: Provide training and tools

Step 6: Implement

Step 7: Inform customers

SELF ASSESSMENT



IDENTIFY PRIORITIES

A

Identify any completely unnecessary items and commit to eliminating them

B

Identify any pending legislation that may REQUIRE products to be prioritised

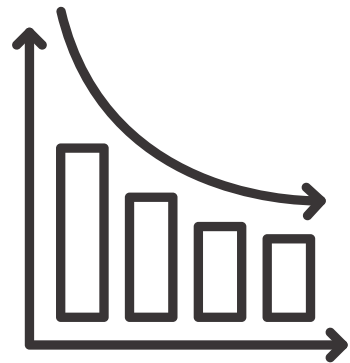
C

Identify a Top 3, 10, 20 (by consumption) and commit to eliminating / reducing consumption

D

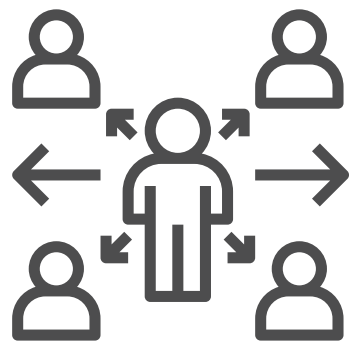
Identify which products cost the most to the business on prioritise on cost saving

FIND ALTERNATIVE SOLUTIONS



Follow a waste reduction hierarchy:

- Prioritise elimination of products not replacement of products
- Replace products with services



Collaborate with all suppliers in the value chain:

- Don't set unachievable expectations
- Consider absorbing some costs into itineraries



TRAINING AND TOOLS

What exactly do you expect your staff/guides to do?

- How exactly should new processes be rolled out and by whom?
- What do you expect from your suppliers?
- How will you check that suppliers are compliant?
- What are the consequences of non-compliance?
- Who is the main contact point within your business if staff or suppliers have queries or concerns?










ENGAGE OTHERS



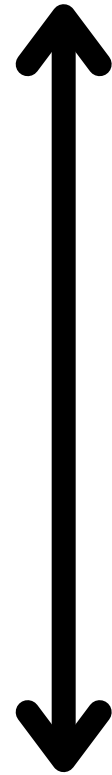
MOTIVATE OTHERS

Impacts on current role

-  Saves Time
-  Easy to make the change
-  Fits with existing procedures
-  Requires additional time
-  Requires more effort
-  Requires old habits to change
-  Requires new procedures






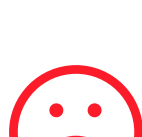
Willingness

Most Staff



Few Staff

Ability to be part of the change

-  Staff understand their role
-  Training is given on new procedures
-  Staff know how to use new products
-  Staff are confident in identifying suitable alternative services and products
-  Staff are confused
-  Staff don't know how to explain changes to customers or deal with complaints
-  Staff don't know what all of the marketing terminology really means

BE SOLUTIONS FOCUSSED

Old Way

We can't do that because.....

We've always done it this way.....

Guests will complain.....

It's too expensive.....

There are no suppliers.....

Brand standards say.....

New Way

→ What needs to change so we can make that happen?

→ How can we do it differently?

→ We tried it and guests complained, so we changed how we communicated it and guests loved it!

→ How can we budget for this?

→ Which suppliers can help us find solutions?

→ What brand standards need to change so we can eliminate unnecessary waste?



ENGAGE GUESTS



Keep it simple and make it easy

Guests appreciate clear information and clear instructions. Make the sustainable change the easiest, most convenient and most attractive choice



Tell people WHY

When people understand WHY you are making changes they are more likely to support them



Stay positive

Focus on the benefits that are created for the customer experience as well as for the environment



WHEN TO COMMUNICATE

Unnecessary stress and misunderstanding can happen if customers are not informed of any changes that might impact their experience!



- Your website
- 3rd party websites
- Social media
- Review sites
- Advertising



- Guest rooms
- Information books/screens
- Apps / Maps
- Staff / Verbal / Lead by Example



- Invoices and receipts
- Newsletter
- Social media
- Review sites

PRACTICAL ADVICE AND CHECKLISTS

Itinerary design:



Planning for water on tours



Hot drinks and beverages



Food service



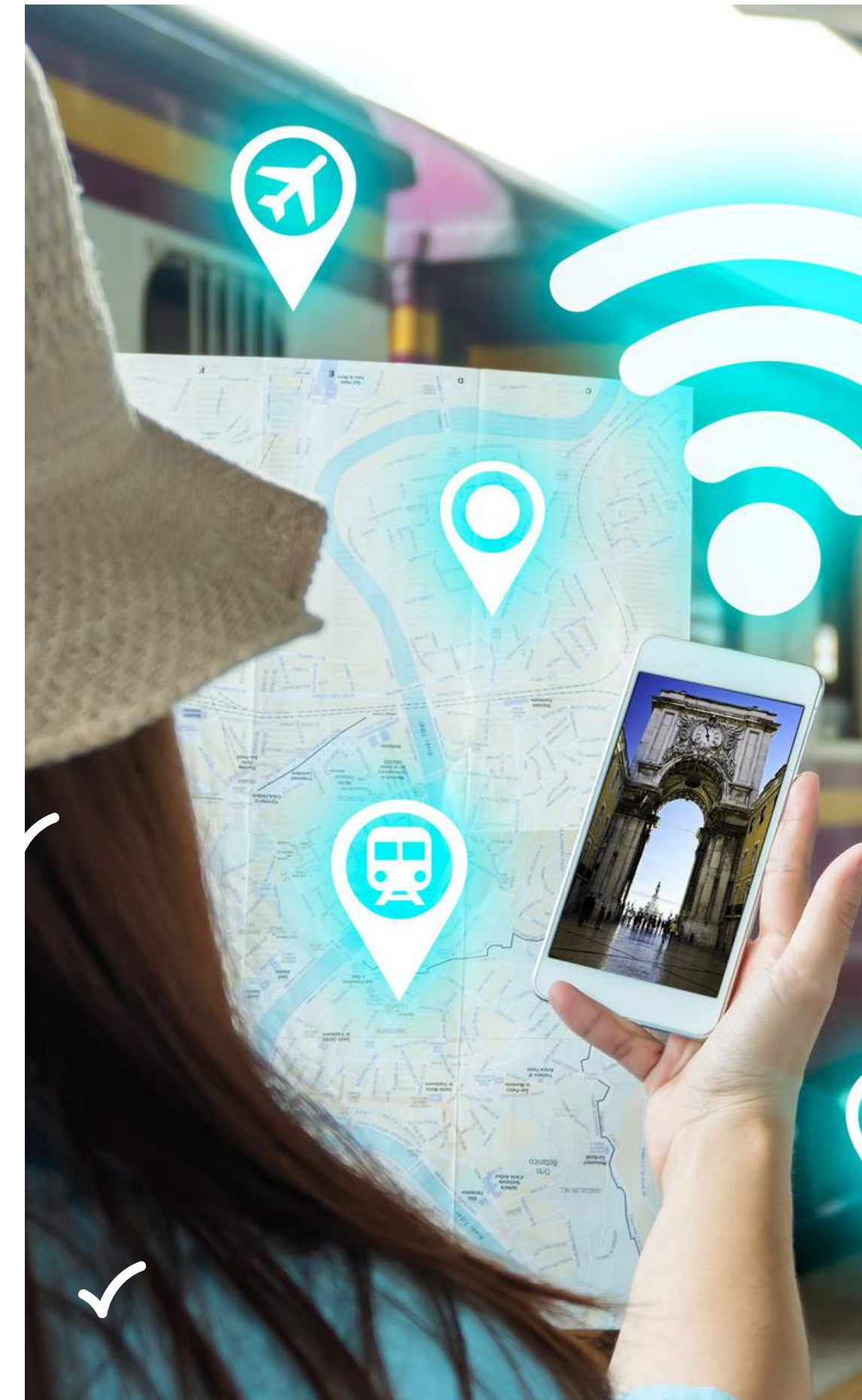
Self guided tours



Importance of meeting points



Waste disposal



PRACTICAL ADVICE AND CHECKLISTS

Checklists:



City Tours



Nature Tours



Boat Trips



Retailers



Restaurants



Street Vendors



Thank You



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