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**DEVELOPING SUSTAINABLE DESTINATIONS:
A TOUR OPERATOR VIEW**

by

*Andrew V. COOPER
Director General
IFTO*

The views expressed are those of the author and do not necessarily reflect the view of the United Nations.



DEVELOPING SUSTAINABLE DESTINATIONS: A tour operator view

Andrew V Cooper
Director General, IFTO



THE TRAVEL MARKET IS CHANGING

- More changes since 2000 since rise of package holidays
- Changing sales patterns
- Changing customers
- Changing patterns of travel
- UK is leading way – but rest of Europe is catching up



THE CHANGING MARKET

- Sales Patterns
 - Internet
 - Later purchasing
 - Residential tourism
 - Dynamic packaging
- Customers
 - Experience
 - Flexibility



THE CHANGING MARKET

- Patterns of travel
 - Growth of no frills airlines
 - Shift from Eurozone
 - Destinations as a commodity
 - Emergence of new destinations
 - But over-supply of beds
 - Impacts of world events
- But tour operators remain key to many source and destination markets



WHAT DO TOUR OPERATORS WANT?

- Destination:
 - Attractive for customers
 - ‘Sustainable’ development
 - Sufficient complementary offer
- Accommodation:
 - Deliver on promises
 - Quality BUT THAT DOES NOT MEAN 5 *



SUSTAINABLE DESTINATIONS

- Growth in harmony with surroundings
- Using existing infrastructure
- Ensure sufficient supporting infrastructure
 - Water available
 - Means of disposal of all waste



SUSTAINABLE DESTINATIONS

- Recognise environmental consequences of growth
 - Policies to manage and address
 - Sanctions for non-compliance
- Healthy, safe environment
 - Potable water
 - Training and education
 - Supply chain management
 - No customer harassment
 - But work with community



COMPLEMENTARY OFFER

- Things for customers to do
 - Doesn't mean theme parks
 - Bars, restaurants for evening
 - Day time things to see and do
- Ability to see/experience destination
 - Travel Foundation Cyprus programme



ACCOMMODATION

- Customers not all looking for a 5* experience
- Some mass market customers do want 'Blackpool with sun'
 - But little financial or other benefits in developing that market
- Key = delivery
 - Deliver what you promise



ACCOMMODATION

- Sustainability
 - Facilities and services in properties
 - Waste management
 - Social awareness
- Health and safety
 - Staff trained
 - Proper processes
 - Good management practices



THANK YOU