

# SERVICE & SIGNIFICANCE

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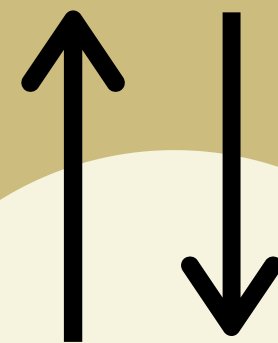
WHTT



# WHY?

## Significance

Tackling grand global challenges



## Service

Hospitality Industry  
Structure

Source: European Sustainable Hospitality Club - Leadership Program (2020)

# DISCUSSION

## FROM GIVING BACK TO A REGENERATIVE APPROACH



- Responsible Investment
- Supporting SDG's
- Community-Based Tourism

# NEGATIVE IMPACTS

Consequences on mass-travel

- Environmental Impact
- Social Impact

Main Causes

Poor Governance

*The **invisible burden** is defined as the unaccounted for destination costs to provide local infrastructure and the protection of eco and socio-cultural systems for tourists and local people. - The Tourism Foundation*

The invisible burden results in operational externalities for local governments, which can impact local municipal budgets.

If we had to pay for all the **costs** of the environmental and social damages that we caused to carry the tourism activity, the industry would not be profitable.



## IMPACT ON LOCAL COMMUNITIES

- Access to clean water
- Access to health services
- Access to food ( food waste prevention )
- Risk of biodiversity loss deforestation / land use
- Emissions and air quality (i.e offsetting the GHG emissions by investing in local projects)



Search for Project ID, industry, co-benefits

Search

FILTERS

Project type

Continent

Country

Co-Benefits

Vintage

\$

SORT BY

Random



3238

### Wind power generation by Shree Naman Developers Ltd.

From USD 0.45

Available tonnes: 18,451

This project activity involves the successful installation and generation of 29.25 MW through the efficient utilization of wind energy, a renewable energy source, at Nashik, Sangli and Satara districts. The project also promotes sustainable economic growth and environmental



2470

### Upgradation, Operation and Maintenance of 200 TPD Compost Plant

From USD 5.00

Available tonnes: 44,115

The Okhla Compost Plant is a part of the Integrated Scientific Waste Management Scheme of Delhi. It processes over 200 tons of waste from dumpsites every day. The compost produced in the plant is used by local farmers to rejuvenate the soil, that has been affected due to



After decades of concerted global effort to achieve sustainable development, socioeco-logical conflicts and inequality have rarely reversed (in fact increased in many places).

Degrowth is understood as both social theory and social movement, has emerged within the context of a global crisis.

**"High levels of social inequality and expanding ecological degradation,** the search for post-growth, post-capitalist, post-development and/or degrowth alternatives has become a social and intellectual imperative"

Source: Robert Fletcher, Ivan Murray Mas, Asunción Blanco-Romero & Macià Blázquez-Salom (2019): *Tourism and degrowth: an emerging agenda for research and praxis*, *Journal of Sustainable Tourism*, DOI: 10.1080/09669582.2019.1679822







# OPPORTUNITIES

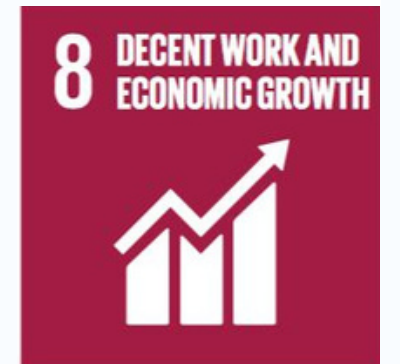
- Sustainable Supply Chain Management (SSCM)
- Community- Based Tourism practices (CBT)
- Community engagement in public destination strategic development plans.
- Responsible Investment (RI) practices and regulation/requirements for new developments, projects, and investors



*Donating money or volunteering hours can not compensate the corporate bad behavior. That "giving back" mindset must be integrated into the business strategy.*



1. Cultural **heritage** and support creative industries
2. **Employment**: involve employees in education and community support activities
3. **Hospitality business Operations** do not encroach on ecosystems or communities.
4. **Community** health and safety is prioritized.
5. Business is conducted ethically.
6. Hospitality Businesses pay the right taxes in the right place at the right time.  
Taxes paid: people, production, profit, and property.
7. **Employees** are paid at least a living wage, and they are subject to fair employment terms.
8. Training and **education**
9. Any form of **discrimination** is eradicated.
10. **Stakeholders'** concerns are actively solicited and transparently addressed.
11. Local communities have access to food, water, energy, housing, education, and healthcare.
12. Companies employ locals and source from local suppliers.

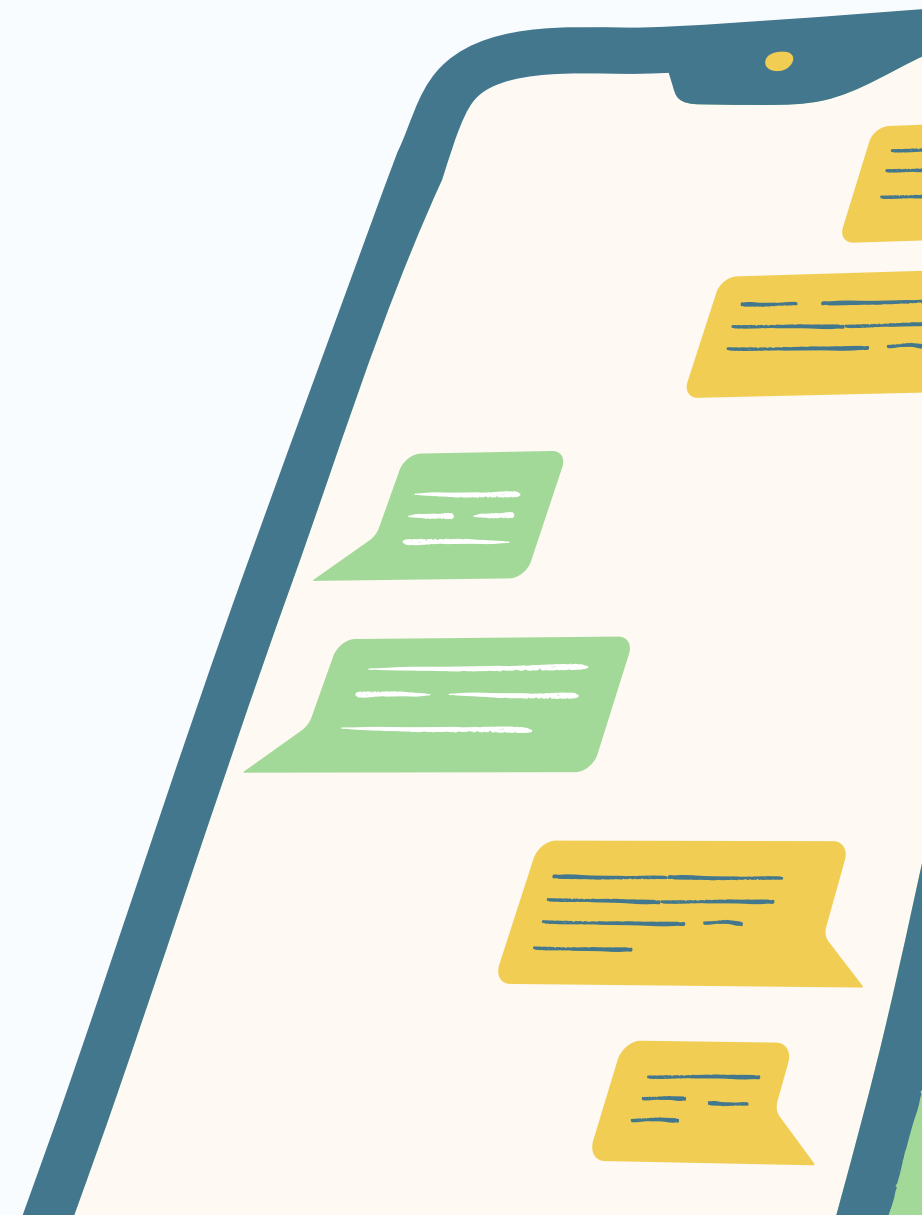




# COOPERATION



- Investors
- Academia
- Students
- Governments
- Local communities
- NGO's
- Civil Asociacions



# GREAT SERVICE MEANS INCLUDING :

LOCAL COMMUNITIES



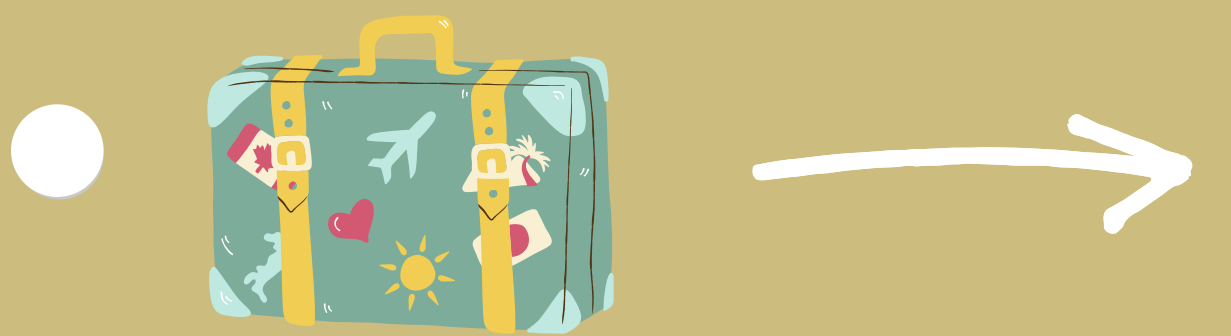
PUBLIC INSTITUTIONS WITH POCLITY  
COMPANIES RESPONSIBILITY  
BENEFIT FROM PROFITS IS INVESTED  
LOCALLY

EMPLOYEES



COMPANIES TRAINING ON  
INNOVATIVE CAPABILITIES TO  
ADVANCE ON SDG'S  
BRAINSTOMR IN INITITATIVES

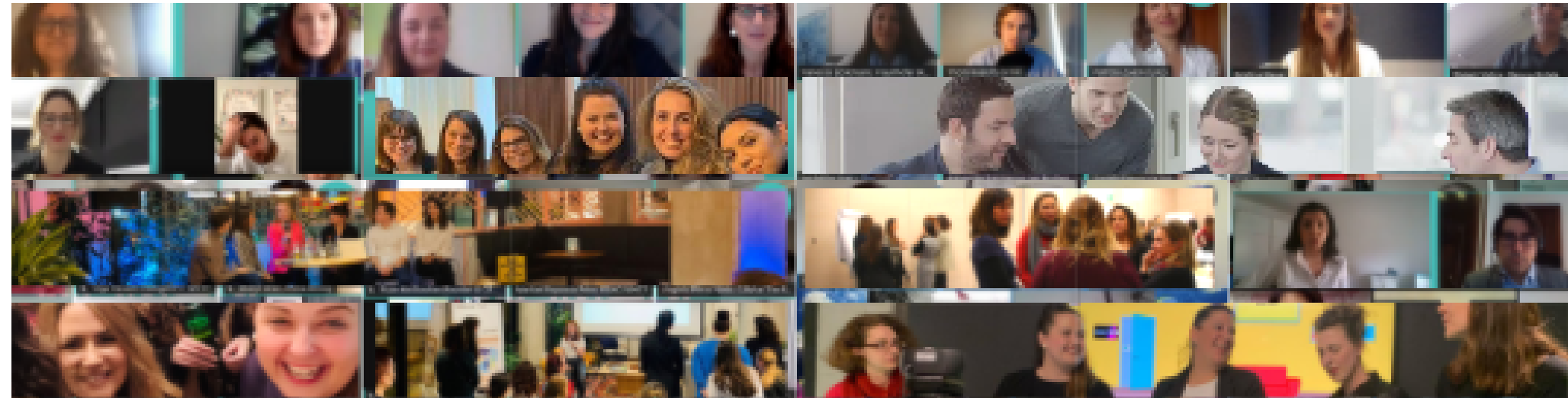
CUSTOMERS



GUEST JOURNEY  
GUEST EXPERIENCE  
TECH (I,E BLOCKCHAIN BENEFITS)

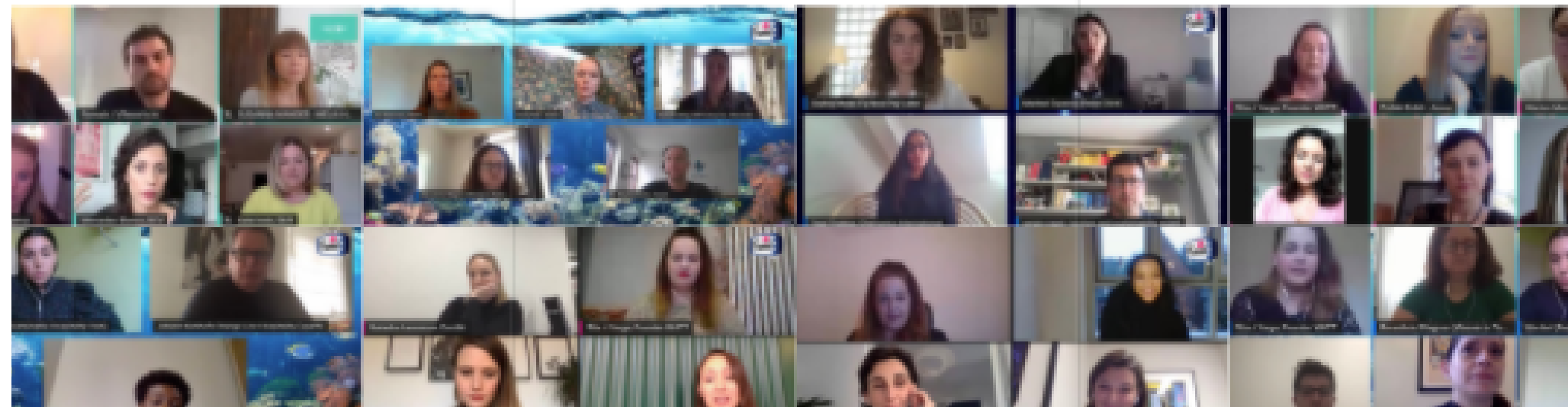


# SHARING YOUR IMPACT



WHTT

CAREER PATHING NURTURED BY  
COMMUNITY





# SHARING YOUR IMPACT

## WHTT - Upskilling Program

- A 5000+ open community / 2000 members community with training workshops (self-confidence, self-promotion at the workplace)
- Open-content access (Masterclass, revenue, diversity & inclusion talks)
- Mentorship
- Education in tech skills for women
- Education in sustainability for hospitality professionals
- Support to connect startups and create synergies (improve community wellbeing)
- Open education: skills for furloughed /unemployed hospitality professionals due to pandemic
- Improve industry professionals visibility and recognition

**Data Analytics Masterclass**

**WHTT + AllWomen**

One step forward to scientific decision making.

**WHTT**  
CHAPTER BARCELONA

**allWomen**



# SHARING YOUR IMPACT



EUROPEAN SUSTAINABLE  
HOSPITALITY CLUB  
FOR EXCELLENCE IN TRAVEL & LEISURE

ESHC is a UN official Partner to support human rights survey for the 75th anniversary

<https://un75.online/partner/ESHCLUB>

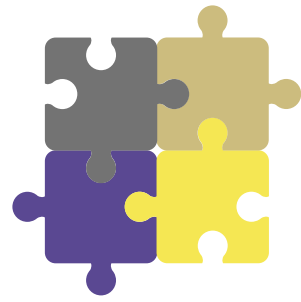
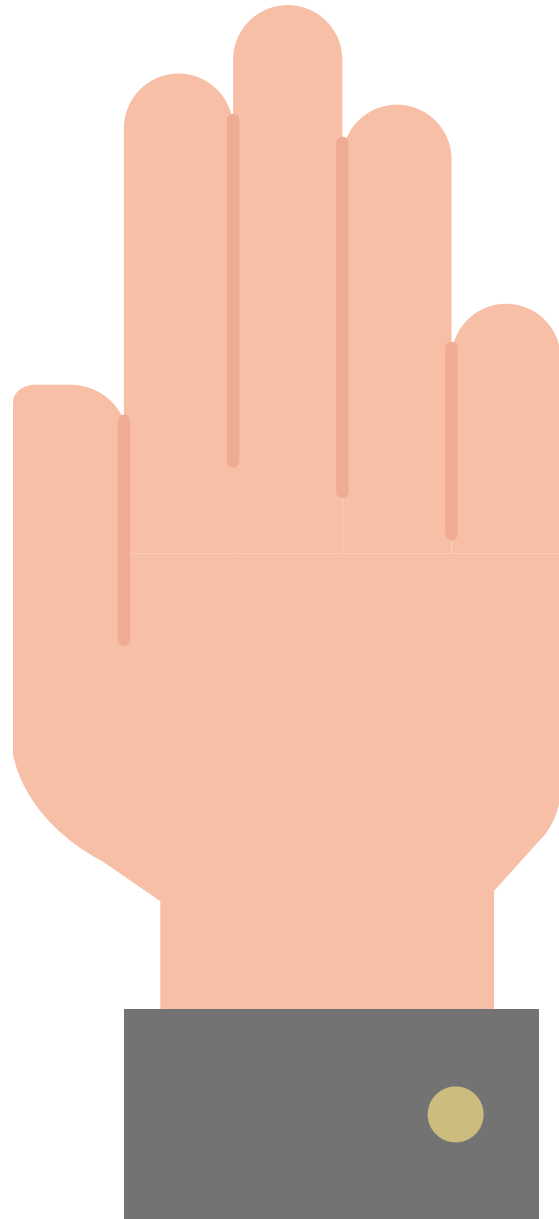
Open online education on sustainability for hospitality professionals

Work to support initiatives such as future of tourism

Create awareness about social & environmental issues in the hospitality industry

Share operational and strategic Best Practices





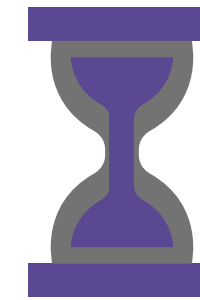
system  
thinking-approach



Research & tech



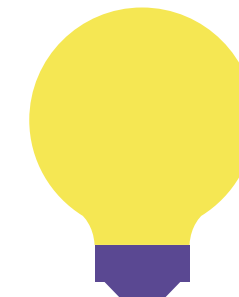
community discussion  
and stakeholder  
approach



Agenda 2030



Share best  
practices



Share your  
ideas

*As a traveler: Look for community-based experiences, experiences with locals, mind biodiversity, Eat less meat. Choose accommodation services that support their communities.*



NOT EVERYBODY CAN BE  
FAMOUS BUT EVERYBODY CAN  
BE GREAT BECAUSE GREATNESS  
IS DETERMINED BY SERVICE”

MARTIN LUTHER KING JR.

