



BIOSPHERE

THE DEFINITIVE GUIDE FOR

sustainable tourism















GET TO KNOW, ACT AND MAKE OF IT:

WHAT COMPANIES IN THE TOURISM SECTOR SHOULD DO TO

POSITION THEMSELVES AT THE FOREFRONT OF SUSTAINABLE TOURISM.



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**GET TO
KNOW**

“Bleisure” has come to stay

ADAPT YOUR OFFER OF PRODUCTS, SERVICES AND EXPERIENCES TO SATISFY THE DEMAND OF THIS NEW TOURIST PROFILE



The new tourism phenomenon known as "**bleisure**" (resulting from the combination of the terms business and leisure) is revolutionizing the business trip industry: around **73%** of frequent business related travelers feel that their health and Personal well-being improves when they have time for leisure and enjoyment during these trips

(University of East London). This trend of combining leisure during business trips is causing the extension of those trips in order to be able to have some free time at the destination, which leads us to pay special attention to the profile of business related tourists as a new consumer with great potential.

HOW TO ATTRACT THE “BLEISURE” TOURIST?

ADVICE 1



Adapt the schedules of your tourist offers: remember that the availability of the Bleisure tourist begins at the end of his working day, or moments before the start of it, but mainly during weekends. You should guarantee a minimum of "last minute" offers available.

ADVICE 2



The planning of the bleisure trip is less than in a traditional trip: **take care of the marketing of your company**, information must be accessible, intuitive and multichannel [e-mails, social networks, messaging, etc.]. Remember to use immediate "call-to-action" messages.

ADVICE 3



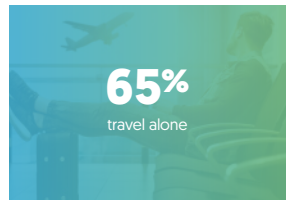
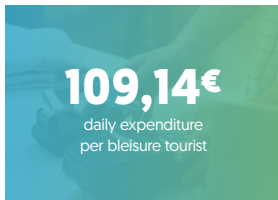
Determine which are your potential bleisure clients: when preparing your tourist offer, keep in mind that one of the main conditions of this type of traveler to consume products and services is the proximity of this offer to their stays.

ADVICE 4



Facilitate the payment of your services and / or products: make sure to include, among the payment methods, the possibility of making credit card payments, or otherwise you will lose these customers. According to Expedia, 69% of bleisure travelers will pay for leisure and free time activities with a credit card.

SOME INFORMATION OF INTEREST:



Bleisure-type trips occur all throughout the year, pretty much not affected by peaks in international demand, and **the daily expenditure of this type of tourist exceeds the traditional tourist** spending by 32% (109,14€ against 82.78€). According to data from

Expedia, **6 out of 10 business trips end up becoming a bleisure experience**, and 65% of this type of tourist travel alone, so they will be **more open to a lot of options** compared to if they travelled in groups.



ADVANTAGES OF ADAPTING YOUR OFFER TO THE BLEISURE TOURIST PROFILE:

- Increase the economic benefits of your entity
- Diversify your client portfolio
- Combat the seasonality of your company
- Season your activity

If you want to adapt your range of experiences to bleisure clients
consult our catalog: **Biosphere Experiences** [↗](#)

The “foodie” travelers

TAKE ADVANTAGE OF THE EXCELLENCE OF THE LOCAL CUISINE OF THE DESTINATION AS A CLAIM TO WIN THE FOODIE PUBLIC OVER



"Foodie" travelers have made gastronomy the driving force of their travels. This type of tourist values their **culinary experiences** above all, and spend most of their time traveling through regions in search of experiences linked to local cuisine. Through their visit to restaurants, markets, coffee shops, bars and pubs, among others, they connect their senses with the flavors of the destination's communities to enjoy unique

and genuine experiences. This type of traveler prioritizes the quality of raw materials and is especially concerned about their origin and treatment. Thus, Foodie travelers will especially **prioritize the sustainable gastronomic offer that incorporates ecological products that are respectful with the environment and representative of the local identity.**

However, these travelers will not neglect



“**foodie travelers prioritize the sustainable gastronomic offer**”

the new trends, elements and avantgarde culinary techniques, since the foodie tourist will also value the aesthetic component of what he consumes. The data reveals that there is an upward trend for the consumption of "instagramable" food, understood as food that lends itself to be shared through social networks. More and more tourist companies are betting to complement or expand their offer incorporating

activities or experiences related to the destination's gastronomy, thus reinforcing the link of the entity with the population of origin and differentiating themselves to attract the protagonists of this new tourism phenomenon.

HOW TO SATISFY A “FOODIE” TRAVELER?

ADVICE 1



Strengthen your company's relationships with **local producers**: establish relationships with these producers to develop joint gastronomic projects or provide yourself local raw materials without intermediaries and communicate it to your customers.

ADVICE 2



Pursue excellency in products or services related to the food you offer: buy certified foods that have been publicly recognized through labels or stamps that guarantee their sustainability.

ADVICE 3



Surprise your customers by incorporating gastronomic experiences in your company: regardless of the nature of your entity, you can organize events or specific activities to offer local products of the destination, such as explanations about production, exhibitions or tastings.

ADVICE 4



Align yourself with the new culinary trends of the moment: incorporate vegan options, superfoods, alternative sweeteners, healthy snacks, floral flavors, vegetable meats or “healthy” beverages in your offer to meet the demands of increasingly trained and selective consumers who are committed to their preferences.

SOME INFORMATION OF INTEREST

24%

of the budget goes
to instagrameable food

Both the internet and social networks have transformed the way younger generations consume. Thus, generation Z (said to become the largest demographic group in the world in a matter of a few years with 2 billion people), composed of individuals born between 1994 and 2010, allocates 24% of its budget to the aforementioned instagrameable food.

76,1%

take gastronomy
into account when
choosing a destination

According to data from the study conducted by Dinamiza, 76.1% of the respondents said they took into account the gastronomy offer when choosing a destination for their trips.



ADVANTAGES OF ATTRACTING THE FOODIE PUBLIC TO YOUR COMPANY:

- Improve the visibility and presence of your entity in social networks thanks to the experiences of customers
- Differentiate yourself from your competitors
- Diversify your offer of services / products
- Relate your company to the new culinary trends
- Improve the social image of your entity
- Strengthen your company's relationship with local producers

Adapt your range of experiences to the foodie customer.

Check our catalog: [Biosphere Experiences](#) 

What you should know about “knowmads”

ANTICIPATE THEIR NEEDS AND CONSTITUTE A TEMPORARY BUT SAFE WORK ENVIRONMENT FOR THE KNOWMAD



The continuous evolution of the business world, motivated mainly by the development of information and communication technologies (ICT), has revealed the need to adapt to the new profile of workers that has emerged, the “knowmads”. Through this concept, a new professional profile is

defined, whose added value is not only knowledge but also the ability to respond to the automation of the labor panorama as a consequence of technological advances. This neologism combines the words “know” and nomad (nomadic) to describe creative, innovative, imaginative and flexible people



**“Knowmads
need technology
that favors
simultaneity
and mobility**

who have the ability to work with virtually anyone, at any time and anywhere in the world. "Knowmads" tend to work for projects, so they need technology that favors simultaneity and mobility during their work relationships. "Knowmads" are not restricted to a specific age, and they are

able to overcome all limitations and geographical barriers. They enjoy working while travelling all over the world, thus, tourist companies that want to adapt their offer to this profile should consider all their characteristics.

HOW TO GUARANTEE COMFORT TO THE "KNOWMAD" TRAVELER?



ADVICE 1

Ensure total connectivity in your facilities: make sure you have up-to-date, operational and reliable information and communication tools. The "knowmad" traveler will plan his entire trip, from the stays to the diets, through the tourist experiences, taking into account, mainly, their connectivity.



ADVICE 2

Have an ergonomic, **comfortable and quiet space that promotes a working climate** in your entity: besides ensuring accessibility to communications, your company must have optimal places to work in which the "knowmad" customer can spend a good part of their workday.



ADVICE 3

Offer experiences for **"total disconnection"** to the "knowmad" traveler: although this traveler profile must be able to connect and work remotely at any time and place, he will value very positively that, during his breaks, you offer them authentic experiences that completely abstract him of work for a few hours.



ADVICE 4

Keep the "knowmad" traveler always informed: this type of customer does not want to worry about the logistics of their trips, so you must offer from your company all the information of interest related to their arrival to the new destination in an integral way and, preferably, through new technologies.

SOME INFORMATION OF INTEREST

The worldwide-known search engine Google has predicted that by 2020, virtually all people will be connected through the internet globally. Given this scenario, it is essential to adapt the current tourism offer to new trends that point to the globalization of work and the new way of relating work and tourism. Nowadays, there already are "apps" that collect, classify and categorize, through the reviews of users, different

entities to assess whether or not they are adapted to this traveler profile. Among the factors to score are: the quality of Internet connections, the available plugs, the capacity of the entities, the offer of complementary services such as restoration and, in short, all those services that make it easier for the "knowmad" traveler to work outside from home



ADVANTAGES OF ATTRACTING THE "KNOWMAD" TRAVELER TO YOUR COMPANY:

- Differentiate yourself from your competitors
- Diversify your offer of services / products
- Increase the economic benefits of your entity
- Complete your client portfolio
- Combat the seasonality of your company

Adapt your range of experiences to the knowmad customer

Check our catalog: [Biosphere Experiences](#) 

The new “transformational” trips

OFFER YOUR CLIENTS EXPERIENCES THAT WILL
SIGNIFICANTLY CHANGE THEIR LIVES



Through transformational trips, tourists seek to expand the benefits of their travel, getting to know and introducing themselves in native cultures, interacting with the local population and living as one of them. This type of tourism is closely related to nature, and the presence, protection and enjoyment of natural elements will largely define the degree of satisfaction of the experiences lived by these tourists. Immediate

contact with the environment favors self-reflection and often causes a change in the conception or self-perception of travelers in relation to their lives. There are many experiences that can be part of a transformational trip. Therefore, any entity can participate in the creation of this type of activity. For this, companies must assume and permanently communicate their sustainable commitment in relation to the

care of the environment to respond to this new tourism trend. Some examples of these transformational trips are the realization of routes or paths through natural environments, the direct contact with native population, the realization of urban itineraries by foot to delve into the origins

and history of the destination or the realization of physical activities whose purpose is to establish a body-mind balance. Any initiative created to transform the perception of consumers can be an ideal scenario to offer transformational trips from tourism companies.

“this type of tourism is related to the presence, protection and enjoyment of nature



HOW CAN I GENERATE “TRANSFORMATIVE” EXPERIENCES?

ADVICE 1



Study the needs of the client to create new experiences or transform existing ones to propitiate scenarios of transformational activities: empower them to find, through these activities, the strength and the precise value to overcome their physical and emotional challenges.

ADVICE 2



Be sympathetic with the client, **be transparent**: make him aware of your philosophy and purpose as a company and explain the reasons why you offer this type of experience.

ADVICE 3



Do not resort to superficial marketing tools to promote your transformative activities: it is not necessary that you classify them, let the client value and consider for himself what lessons can be learned from your experiences.

ADVICE 4



Act with responsibility, assume a commitment to sustainability and communicate it: customers expect from suppliers this type of activity of a high social, cultural and environmental awareness, aligned with the philosophy of transformational trips.

SOME INFORMATION OF INTEREST

27

different places travelers consult before booking, motivated by the authenticity of what they see

According to the report by Skift + Peak, the future is not in sedentary travel or tourism made for the masses. The attitudes of consumers are changing and people want to “travel better, on a deeper emotional and personal level”. The tendency to travel to connect with the history, people and culture

of a destination is increasing. The startup “Olapic”, dedicated to the development of online marketing tools, points out that travelers, on average, consult up to 27 different places before booking their trip motivated by the interest in visual content that conveys authenticity.



ADVANTAGES OF CREATING “TRANSFORMATIONAL” EXPERIENCES IN YOUR ENTITY:

- Expand the target audience of your entity
- Diversify your offer of services / products
- Differentiate yourself from your competitors
- Improve the social image of your entity
- Transmit your commitment to sustainability

If you want to adapt your range of experiences to the bleisure client consult our catalog: [Biosphere Experiences](#) 

ACT

How to easily combat climate change from your enterprise

SHARE YOUR CARBON FOOTPRINT WITH YOUR CLIENTS AND HELP THEM KNOW AND COMPENSATE FOR THEIR OWN FOOTPRINT



We have all heard about Carbon Footprint, but how many of us really know the impact it generates on the environment? Carbon Footprint is understood as the amount of greenhouse gas emissions (known by its

acronym GHG) emitted into the atmosphere, either directly (such as fuel consumed in transport to move or heating systems) or indirectly (such as the use of materials / services that during their production have

emitted GHG or the performance of activities organized by third parties that imply emission of these gases). The annual Global Risk Report corresponding to the current year 2018, prepared by the World Economic Forum, has classified the five major global risks that the planet is currently facing in terms of their impact, four of which are directly related to climate change. In this

scenario, and with a tourist profile that is increasingly aware and concerned about their influence on the environment, companies must implement measures to combat this risk, as well as offer solutions to the client so that he can also know and reduce his footprint without giving up comfort and quality during their trip.



HOW TO FIGHT AND INVOLVE THE CLIENT IN MY FIGHT AGAINST CLIMATE CHANGE?

ADVICE 1



Calculate your carbon footprint and implement measures to compensate for your footprint: you will improve your company's relationship with customers and you will make your concerns about environmental problems visible if you share with them your emission data and the activities or projects you develop to compensate for it.

ADVICE 2



Involve your customers: Include a voluntary carbon footprint calculator in your entity so that travelers know their impact on the environment. Offers activities / services to compensate this footprint.

ADVICE 3



Participate, promote or organize projects and activities to offset your Carbon Footprint: collaborate with local and / or international projects or create your own compensation activities and increase the added value of your company, including an offer of eco-friendly activities.

ADVICE 4



The calculation of the carbon footprint is a very complete indicator: **use it to better manage your resources, increase your efficiency and reduce the use of energy**, with the consequent cost savings that this implies.

SOME INFORMATION OF INTEREST




The tourism industry on its own represents 8% of global greenhouse gas emissions, making it one of the most polluting industries on the planet. The traveler of the future, in a 2030 horizon, will be a tourist aware of its impact on the environment and will pay more attention to social responsibility and specifically, the Carbon Footprint and causes that have a positive impact on society.



ADVANTAGES OF CALCULATING THE CARBON FOOTPRINT OF THE ENTITY:

- Increase your company's profitability
- Differentiate qualitatively and stand out from your competitors
- Optimize the consumption of resources in your company
- Improve the security of your entity
- Improve the credibility and reputation of your company
- Relate your company to the principles of eco-efficiency
- Attract a new segment of more specialized customers

If you want to combat climate change from your company, start by requesting the [Calculation of your Carbon Footprint](#) 

The inmotoc makes your company "smart" and more sustainable

IMPLEMENT SOLUTIONS FOR THE COMPREHENSIVE CONTROL OF YOUR FACILITIES AND GUARANTEE COMFORT TO YOUR CUSTOMERS WHILE SAVING MONEY

The energy sector is responsible for two thirds of greenhouse gas emissions produced globally, a fact that highlights the need to establish a new model of consumption based on efficiency in energy savings and the use of renewable energy. This global commitment must start from the particular involvement of the other sectors. The Inmotoc is the set of technologies applied to the control and intelligent automation of any building or space not intended for private housing, thanks to which the management and automated, central and intelligent control of the buildings that incorporate them is possible. The Inmotoc is designed for application in

larger spaces compared to homes (home automation), and among its purposes is the improvement of efficiency, operability, sustainability and safety of these spaces. Any company can bet on the automation of their processes, since the Inmotoc can be used for multiple applications, such as access control, heat control, cold rooms, swimming pools, pump pits, climatology, lighting or common areas, among many other processes.

HOW TO CHOOSE THE BEST IMMOTIC SYSTEM FOR MY COMPANY?

ADVICE 1



At the time of implanting an Inmotic system in your organization, **prioritize the automation of the most frequent activities**: previously study which of the potentially automatable tasks are repeated daily in your company.

ADVICE 2



Consider the uses and customs that your customers make of your entity: **you must study the needs of the users of your company** to ensure the improvement of comfort and convenience in your facilities.

ADVICE 3



Implement a scalable system: so that the technology you incorporate into your company is durable and expandable, so that it is compatible with the incorporation of new functions and / or devices in the future.

ADVICE 4



Make sure that the Inmotic system has access to the internet: to guarantee efficiency in the management of your entity in your absence, opt for systems that allow you to perform remote control of automatic functions.

SOME INFORMATION OF INTEREST

According to data extracted from the ESPIRIT project of the European Union, the inclusion of Inmotic in entities such as hotels translates into significant savings in air conditioning and lighting, which reach a high figure of 30%. The data of the study carried out by the entity August Home, the technology related to the Inmotic makes the offer of vacation rentals much more attractive for the consumers, and concludes that there is a 92% of probability that the travelers for business reasons finish their reservations of holiday accommodations and short stays, if the establishment / room has home automation equipment.



ADVANTAGES OF IMPLANTING AN IMMOTIC SYSTEM IN YOUR COMPANY:

- Improve the sustainability of your company
- Increase economic savings in your entity
- Optimize the energy efficiency of your facilities
- Improve the functionality of your company's processes
- Stand at the forefront of technology
- Increase the security of your company
- Anticipate to the detection of failures and incidents in your company
- Guarantee comfort in your facilities
- Improve fluency in your communications
- Differentiate qualitatively and stand out from your competitors
- Strengthen the ecological image of the company
- Increase the life time of your facilities

How to create a "pop-up" space in your company

SURPRISE YOUR CLIENTS WITH THEMED SPACES TO ADD VALUE TO YOUR TOURISM EXPERIENCE



The "pop-up" is a thematic space or ephemeral module, through which you can present products or offer specific services in a different way, generating a unique experience of great value for customers. The location and decoration of these spaces is important. Therefore, it must be well thought of and cared after, and it does not necessarily have to be closely related to the activities or services provided in the

tourist entities, thus giving a greater margin to the imagination of the companies. The ultimate goal is to surprise consumers and transport them to other original realities, highly attractive to them. Some examples of "pop-ups" are ephemeral restaurants where thematic restoration services are offered, exhibition modules of products where tastings are held, scenarios that house exhibitions or recreations of world-known

places where customers can take photos. This new tool that is creating a trend, has already been used by major brands and there are more and more small and

medium-sized entities that now offer their customers a novel and exclusive service to complement their portfolio of services.

HOW DO I GUARANTEE THE SUCCESS OF MY "POP-UP"?

ADVICE 1



Reserve a space in your entity to alternate the creation of different "pop-ups": this type of resource causes the known "called effect". Tourists love to be surprised with new leisure options and your entity will be known for its versatility, which will attract new customers.

ADVICE 2



Visibilize these spaces through social networks: develop a digital marketing plan that you want to perform with the installation of these scenarios and take advantage of the flow of information, photographs and interactions of your customers' social networks to let yourself be known.

ADVICE 3



Be original, offer unpublished content and study the interests of customers: do not reproduce other spaces or modules, use your resources to extract information about the demand, tastes and interests of your customers and surprise them.

ADVICE 4

Take advantage of the creation of these spaces to publicize **new products or services** that you want to market: customers will be more receptive if they, themselves, decide to participate in your promotional activities by performing leisure activities in the "pop-up" space without being guided or cared for.



SOME INFORMATION OF INTEREST

"Pop-ups" have recently emerged being most related to the fashion sector, for the creation of "pop-up stores" or small modules of ephemeral stores through which to publicize, offer or market new products. Nonetheless, there are now more and more sectors that are open to the use of these spaces as a claim for consumers. Amongst the brands that have used this resource are entities belonging to very varied sectors, such as Airbnb, Coca-Cola, KLM, Tesla or Netflix, amid many others.



ADVANTAGES OF CREATING A "POP UP" SPACE IN YOUR COMPANY:

- Stand at the forefront of tourism trends
- Differentiate qualitatively and stand out from your competitors
- Increase your presence in social networks
- Season your activity
- Increase visits to your entity

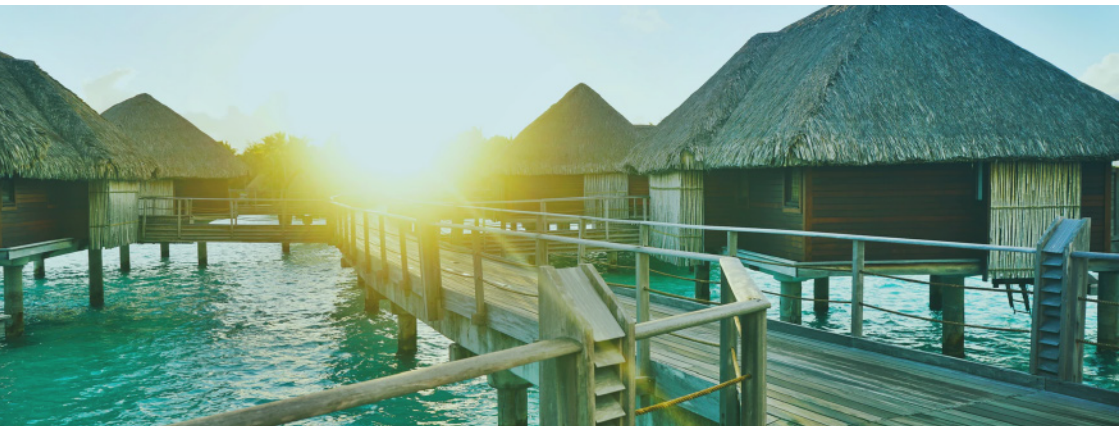
***“The purpose of
a pop-up space is
to surprise and transport
consumers to other
original and highly
attractive realities*”**

Become the "must do" of your destination: thematize your entity

REAFFIRM THE IDENTITY OF YOUR COMPANY AND
TURN IT INTO A UNIQUE SPACE

Culture and its particularities have become in recent years a differential factor widely used in the marketing strategies of companies in the tourism sector. The theming allows companies to associate their brand image with tangible heritage values (monumental, historical, etc.), intangibles (traditions, festivities, etc.) or artistic processes, among other resources. Through the creation of spaces and thematic

infrastructures, the entities offer tourists singular, unique products, in which to enjoy experiences that bring them closer to their tastes and satisfy their curiosity. To ensure the success of this strategy, companies must offer their customers an environment, decoration, activities and services focused on the specific topic chosen, so that a single concept is transmitted in a comprehensive manner that constitutes a whole.



WHERE DO I BEGIN TO THEMATIZE MY ENTITY?

ADVICE 1



Make a study of the interests of tourists when planning the reason for the thematization of your company: the more globally known is the reason for your thematization, the more customers may be interested in it.

ADVICE 2



Develop a market study to ensure that the theme of your company is not repeated.

ADVICE 3



Take care of the aesthetic details of the design and decorations of your company: these details should favor the construction of a credible and unique reality to guarantee the creation of a totally genuine spaces.

ADVICE 4

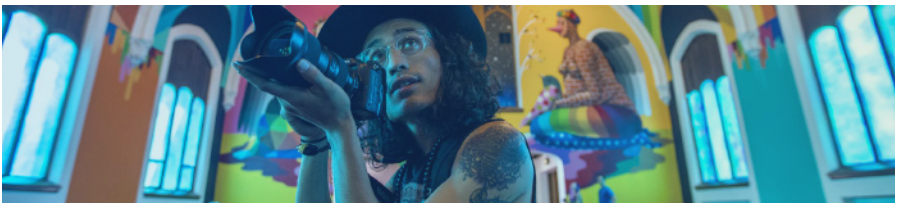


Make the elements that make your entity special visible through social networks: encourage the interaction of consumers with your entity to ensure a greater reach of your content and promote the known "call effect".

SOME INFORMATION OF INTEREST

The list of tourist entities that have chosen to relate their brand with thematic content has increased in recent times, especially as a result of the habits developed by travelers in relation to the use of social networks as a showcase or tool to share their experiences and places frequented. This has made social networks the most powerful tool ever invented to promote businesses.

Taking advantage of this particularity, a hotel in Sydney centralizes the visits of its guests through the well-known Social network: Instagram, in which discounts are made to customers with a greater number of "followers". "Insta-walk "maps are offered to travel around the city whilst taking pictures and a space to take photos and tag them has been set up in the lobby



ADVANTAGES OF THEMATIZING YOUR COMPANY:

- Stand at the forefront of tourism trends
- Differentiate qualitatively and stand out from your competitors
- Increase your presence in social networks
- Season your activity
- Increase visits to your entity

Sustainable mobility: the new challenge for tourism companies

GET ON THE SUSTAINABLE MOBILITY TRAIN AND
DIFFERENTIATE YOUR ENTITY



Sustainability in the tourism sector can only be perceived when it is addressed in an integral manner, incorporating sustainable principles in each and every one of the direct and indirect processes that constitute such activity. For this reason, it is essential to integrate a more responsible philosophy in mobility, so that its adverse effects on the

environment are combated, since transports currently represents three quarters of the Carbon Footprint related to the tourism sector.

In this regard, and in favor of cleaner mobility, tourism companies should seek to reduce their dependence on fossil fuels for the transport of people and / or goods in

order to reduce greenhouse gas emissions to the atmosphere and improve air quality. More and more entities are actively communicating the sustainability of their transport systems as a claim for tourists, making it a highly valued attraction for their company, or that establish synergies of work with other entities or organizations to develop packages of products and / or

services based on the promotion of sustainable mobility. In a scenario marked by the rise of collaborative mobility startups in cities, through which they offer bicycle, electric motorcycle or skateboard loan services, or facilitate contact between people to share transport systems, it is essential that the tourism businesses include this offer among their services.



HOW DO I INTRODUCE SUSTAINABLE MOBILITY IN MY ENTERPRISE?

ADVICE 1



Offer sustainable transport alternatives to your client: **incorporate a bicycle loan service** in your company as a complement to the activities, services or products that you offer.

ADVICE 2



Spread your sustainable awareness by informing them about the options of responsible mobility available in the destination: devote the necessary time to present to your clients itineraries, means of transport and possible connections that are more respectful with the environment.

ADVICE 3



Eliminate fossil fuels in transportation as a source of energy: equip the fleet of your company with electric vehicles or those that use biofuels that are more respectful to the environment.

ADVICE 4



Adapt your facilities to accommodate sustainable transport systems: enable electric vehicle charging points or include bike lanes. These are some of the measures you can take to accommodate to this type of sustainable transport.

SOME INFORMATION OF INTEREST

8%

of global greenhouse gas comes from the tourism industry

79%

of travelers consider sustainability when choosing a means of transport

New studies have determined that the contribution of tourism activity to the emission of greenhouse gases globally represents 8% of the total, due to the prioritization of transport systems with intensive use of carbon by tourists (CNN).

This serious contribution to the Global Carbon Footprint is increasingly worrying the tourists themselves. This concern is reflected in studies conducted by Booking, according to which 79% of travelers say that they follow sustainable considerations when choosing their mean of transport.



ADVANTAGES OF PROMOTING SUSTAINABLE MOBILITY IN YOUR ENTITY:

- Increase your company's profitability
- Differentiate qualitatively and stand out from your competitors
- Optimize the consumption of resources in your company
- Improve the credibility and reputation of your company
- Relate your company to the principles of eco-efficiency
- Attract a new segment of more specialized customers



BIOSPHERE

If you want to transform the mobility of your company into sustainable, check out our

Biosphere Sustainable Tourism Certification 

"Solidarity" rhymes with "fidelity"

ATTRACT NEW CLIENTS AND ACHIEVE CUSTOMER LOYALTY BY MAKING THEM PARTICIPANTS IN THE SOCIAL WORK OF YOUR COMPANY



Tourist activity, which currently represents the third largest international trade sector, with 10.4% of the world's GDP and responsible for 313 million jobs worldwide (World Tourism Organization), has the potential to affect the environment in which it is developed, positively or negatively, and especially the socio-cultural dimension of tourist destinations. One of the most

important negative influences in the interaction with the communities is their capacity to accelerate cultural changes that dispel their original meaning to the elements that characterize the idiosyncrasies of the territory. At the same time, and due to the transversality of the sector, tourism can be presented as a unique opportunity to preserve and make the



It is the companies of the tourist sector who can transform the awareness of consumers towards a more fair and sustainable tourism

cultural and traditional values of the communities known, without causing social differentiations in them. In order to guarantee the total protection of the economic health of these destinations, the maintenance of traditional economic networks and the fair distribution of the economic benefits in the host communities must be defended. While it may seem that the individual and isolated behavior of tourism companies

does not have a great impact on the economic development of these territories, it is precisely the companies in the sector that, with their initiative and their scope of action, can transform global and particular awareness of consumers to bring them closer to a fairer and more sustainable tourism.

HOW TO CONTRIBUTE TO FAIR SOCIO-ECONOMIC DEVELOPMENT FROM MY COMPANY?



ADVICE 1

Develop projects or activities in your company that involve the local population of the destination to generate employment: resort to **local workers** to encourage direct contact between tourists and the host population to value their culture, heritage and traditions.



ADVICE 2

Raise **new social objectives** in your company: determine the way in which you can contribute to the socio-economic development of the destination and integrate solidarity or collaborative activities in your action plan or in the annual objectives of your entity. This collaboration does not have to be confined to the local sphere, solidarity knows no borders.



ADVICE 3

Make visible the aspects of the destination that require greater awareness or participation by consumers: **sensitize your customers** by helping them to understand the socio-economic, cultural and / or environmental challenges that the host community is facing and call for the collaboration of all of them.



ADVICE 4

Contract local suppliers: include criteria and clauses in the purchasing and procurement policies of your company to prioritize the hiring of local suppliers with respect to the rest. Besides contributing to the socio-economic development of the destination you will increase the added value of your services through the use of authentic raw materials

SOME INFORMATION OF INTEREST

There are many destinations where the expected economic return is not achieved due to its great tourist activity, and, on the contrary they see how most of this income is absorbed by large airlines, hotels or tour operators, snatching the only compensatory element that the communities could receive to stabilize their economy and face the

great impacts that this model represents for them. Faced with this new panorama, according to data from Altran, the traveler of the future, in a 2030 horizon, will have a greater awareness of its impact on the environment and will pay special attention to activities that make donations to causes that have a positive impact on the society



ADVANTAGES OF APPLYING AND COMMUNICATING THE SUSTAINABLE INITIATIVES OF YOUR COMPANY

- Differentiate qualitatively and stand out from your competitors
- Improve the credibility and reputation of your company
- Relate your company to the principles of sustainability
- Attract a new segment of more specialized customers



If you want to incorporate social protection of the environment in your company's policy, consult our [**Biosphere Sustainable Tourism Certification**](#)



MAKE OF IT

How to make the sustainability of your company profitable

IMPROVE AND EFFECTIVELY SELECT THE
INFORMATION YOUR CUSTOMERS RECEIVE FROM
YOUR SUSTAINABLE PRACTICES



In recent times there has been a clear tendency for consumers to demand offers responsible with the environment during the planning of their trips and journeys. The use of the concept "sustainability", once reserved for a more technical field, has spread among the population, becoming a new trend or pattern of consumption on the rise. The clients of tourist entities, who are now more and more aware, distinguish and

reject the phenomenon known as greenwashing, through which some companies promote a misleading perception of sustainability, and on the contrary, they reward, with their fidelity, those entities who have been able to transmit their effort to integrate sustainable values in their management. The key to transmitting these efforts lies in the way they are communicated: here we show you how to do it.

HOW TO COMMUNICATE SUSTAINABILITY?

ADVICE 1



The relationship with the client must always be based on trust, so **you should not over-enhance your sustainable merits**: the messages of your company in relation to its responsible practices must be sincere and precise.

ADVICE 2



Present your sustainable values as an extra attribute added to the quality of your products or services: **relate it to the principles of the entity**.

ADVICE 3



Do not try to teach or educate the client, just make him a participant in your initiatives: your goal is to make him feel more sustainable after having consumed your products / services.

ADVICE 4



Proportion and choose the form and quantity in which you transmit your sustainable messages: not all clients are equally receptive, the abuse of this type of message can generate a situation contrary to the expected one.

SOME INFORMATION OF INTEREST



The communication of sustainable achievements of an entity is particularly important in an industry that continues to reward and differentiate in online search engines and travel reservations companies considered "green". Traveling bloggers, who increase year after year, also contribute in this better visibility of the most sustainable companies, according to data from Ostelea, School of Tourism & Hospitality. They also highlights that 90% of executives in the tourism industry say that sustainability is important in their organizations.



ADVANTAGES OF APPLYING AND COMMUNICATING THE SUSTAINABLE INITIATIVES OF YOUR COMPANY:

- Improve the credibility and reputation of your company
- Attract new customers with greater sustainable awareness
- Position yourself in an emerging market
- Differentiate yourself and stand out from your competitors
- Improve customer experience
- Generate added value to your products / services
- Establish new business relationships with other sustainable entities
- Consolidate your long-term business



If you want to start communicating your sustainability, start with our **Biosphere Sustainable Tourism Certification** 

The 4 sustainable practices for your company that will help you save the most

INTRODUCE THESE FOUR SIMPLE CHANGES IN YOUR COMPANY AND START SAVING



It is not necessary to unleash great revolutions in the companies of the tourism sector to save and become more sustainable, it is as simple as introducing small changes in them. These changes necessarily involve, in the first place, raising awareness amongst workers, collaborators and suppliers of the entities to guarantee success. Then,

communicating to the tourists or clients the small actions or changes incorporated. Thus, achieving absolute participation of all the agents involved in the provision of tourism products or services. The implementation of sustainability strategies in companies improves the profitability of their processes, helping them to become aware of the

resources used, to detect inefficiencies and aspects to be improved and, in many cases, depending on the type of customers of the

entities, to increase sales due to the growing demand for sustainable products and services in the tourism sector.



HOW TO SAVE BEING SUSTAINABLE?

ADVICE 1



Know the energy performance of your entity: for this you can, not only use an energy audit, simply collect the consumption data of the last months to compare them and define reduction measures and objectives. Some very simple but effective measures are: replacing conventional luminaires by LED type, replacing equipment / appliances with more efficient technology, zoning the lighting for tasks or programming the centralized total shutdown of the installations when they are not used.

ADVICE 2

Create a team, commission or working group responsible for ensuring sustainability in your company: make sure that all workers are involved in the establishment of new goals of water, energy or waste saving, among others, and establishes measures to motivate them . Communicate the existence of this working group in your entity to share your commitment with the tourist.

ADVICE 3

Reduce or eliminate paper in your company: paper and cardboard constitute 90% of the waste created in any entity, and both the acquisition, storage and management of the waste generated mean a significant expense at the end of the year. Use online software and programs to plan your agenda, as an internal communication channel between workers, to make reservations or disseminate your promotional material to your customers in digital format, etc.

ADVICE 4

Change to ecological packaging and reduce the use of raw materials in your institution: besides saving resources, reducing costs and taking care of the environment, through the use of sustainable packaging and / or biodegradable packaging you will relate your brand with ecological conscience, fulfilling the expectations of some consumers and tourists who are increasingly aware of this issue.

SOME INFORMATION OF INTEREST

50%

of savings in energy costs by using efficient bulbs and luminaires

The control of the consumption of resources is essential in any entity, and its minimization entails the reduction of immediate costs. Thus, the energy costs of heating can increase up to 8% for every 1°

of overheating in the entities, and the control of bulbs and the use of efficient bulbs and luminaires can be translated into savings of up to 50% of energy costs [AdviceLink].



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- Improve customer experience
- Generate added value to your products / services



BIOSPHERE

If you want to start incorporating sustainability measures in your company, check out our **Biosphere Sustainable Tourism Certification**



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