Tourism and Sustainable Food Management

Webinar no 07: 20th of September 2017, 14:00-15:15 CEST

Mr Nout van der Vaart, Humanist Institute for Co-operation with Developing Countries
Prof Dagmar Lund-Durlacher, MODUL University Vienna
Ms Wendy Moore, The Travel Foundation
Mr Terry Brown, The Travel Foundation
Mr Benjamin Lephilibert, LightBlue Environmental Consulting

Moderator:
Dr Dirk Glaesser, World Tourism Organization (UNWTO)
Introduction by moderator

Dr Dirk Glaesser
Director of the Sustainable Development of Tourism Programme of the World Tourism Organization (UNWTO)
A collaborative platform involving over 120 organizations with one common goal:
Decoupling tourism growth from the increased use of natural resources.

- Aggregating efforts of members
- Research and projects
- Gaining international visibility
- Exchanging knowledge

12 responsible consumption and production:
- Decent work and economic growth
- Climate action
- Life below water
- Life on land

Led by:
UNWTO
Liberté, Égalité, Fraternité
République Française
Morocco
Ministry of Culture, Sports and Tourism
Republic of Korea

Join us!
Tips for a smooth session

• All attendees are on listen-only mode.

• Attendees can ask questions to the panelists anytime throughout the webinar by posting them in the questions box of the control panel.

• When typing the question, please indicate to which panelist it is addressed.

• At the end of the webinar, during the Q&A session, the organizers will be reading out the questions and the panelists will share their replies.

• If you need to contact the organizers for other reasons e.g. connection problems, please use the chat box and address your message to « organizers ».

• The session is being recorded and a link will be shared tomorrow with all attendees.
Objectives of the webinar

“With 73 billion tourist meals estimated to be currently served per year at global level, it is clear that the tourism sector has a big responsibility towards safeguarding food supply and stock. Tourism can and must play an important role in raising awareness of the value of food. Tourism can promote changes in food management and consumption with very positive environmental and economic results. It can garner the power of the billions of tourists travelling each year making them a force for positive change”. Taleb Rifai

• Provide examples of methodologies for management of food and beverage value chains in the tourism sector.

• Discuss benefits of food waste prevention.

• Present approaches to integrate small, local producers into large, mainstream tourism value chains.
Introduction on sustainable food concepts

Mr Nout van der Vaart
Advocacy Officer Sustainable Food, Humanist Institute for Co-operation with Developing Countries & Co-leader of 10YFP Sustainable Food Systems
10YFP
Sustainable Food Systems (SFS) Programme

Sustainable Food Systems and sustainable food concepts

Nout van der Vaart, HIVOS
10YFP Sustainable Food Systems (SFS) Programme

• **VISION**
  • All food systems are sustainable, delivering food security and nutrition for present and future generations

• **GOAL**
  • To accelerate the shift towards more sustainable food systems
Definitions

“A **sustainable food system** (SFS) is a food system that delivers food security and nutrition for all in such a way that the economic, social and environmental bases to generate food security and nutrition for future generations are not compromised."  

*HLPE, 2014*

“A **food system** gathers all the elements (environment, people, inputs, processes, infrastructures, institutions, etc.) and activities that relate to the production, processing, distribution, preparation and consumption of food and the outputs of these activities, including socio-economic and environmental outcomes”.

*Ibid*

Sustainable Food Concept? →→ →
Sustainable food in the context of STP

Various *elements* one can think of:

- Sustainable sourcing/value chains (inputs, agr. methods used) [env]
- Healthy produce (nutritious) [health]
- Fairly produced (wages, labor circumstances) [social]
- Special offer of indigenous/local foods [social/cult./env]
  - Supporting local employment, local culinary heritage and promoting (local) agrobiodiversity
- No waste policy [economical, env]
- No losses at beginning of chain [econ]
Example: SFS initiative on

“Sustainable and healthy gastronomy as a key driver for sustainable food systems”

• Purpose: to stimulate the sustainable gastronomy sector to promote sustainable diets

• Revitalize a country's [indigenous/traditional/regional/healthy] cuisine as a driver of agriculture development and strengthening production opportunities for diversified family farming systems

• Pilot project planned for Costa Rica
Example: SFS Initiative on

**Value chain sustainability:** promoting local initiatives linking small-scale producers and consumers

- Promotion of *voluntary standards* such as geographical indications.
  - contribute to raising the profile of particular areas, developing local tourism sector
  - tourism in turn can provide opportunities for additional sources of income to smallholder producers in such areas (agrotourism, etc.)
Example: SFS Initiative on

**Value chain sustainability:** promoting local initiatives linking small-scale producers and consumers

*Case study: Brasso Seco Paria* community in Trinidad makes agritourism its business

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community is well organized, well informed and seriously motivated</td>
<td>serious illiteracy in the village;</td>
</tr>
<tr>
<td>Sponsorship and partnership with neighboring businesses and communities.</td>
<td>limited levels of output for value-added products from coffee and cocoa;</td>
</tr>
<tr>
<td>Through the Ministry of Community Development’s export centre, Brasso Seco</td>
<td>the transition from a community-based organization to a business entity that can efficiently manage</td>
</tr>
<tr>
<td>has a medium for marketing its products on a regional and int’l scale</td>
<td>the cocoa and coffee estate in addition to all other activities</td>
</tr>
<tr>
<td>Specialty foods could be produced for hotels and restaurants.</td>
<td>there is a need for more diligent recordkeeping pertaining to income generating activities;</td>
</tr>
<tr>
<td>A Brasso Seco recipe book could be produced, featuring indigenous cooking</td>
<td>the Land Settlement Agency and farmers need to deal with land tenure issues;</td>
</tr>
</tbody>
</table>
Application of sustainable food concepts in the holiday context

Prof Dagmar Lund-Durlacher
Full Professor, Department Head, Department of Tourism and Service Management, MODUL University Vienna
Application of Sustainable Food Concepts in the Holiday Context

Dagmar Lund-Durlacher, Department of Tourism and Service Management
Project Aim and Output

Support of the implementation of a sustainable culinary offer in holiday destinations

- Identification of the status quo of sustainability aspects of the food and drinks offer in holiday destinations → Project Report
  - Analysis and comparison of internationally recognized certification systems
  - Analysis of Best-Practice-Examples
  - On-Site Analysis of hotels and cruise ships in Gran Canaria and Antalya
  - Analysis of customer expectations, attitudes, expectations ($n = 7.915$)
- Compilation of a practical handbook with recommendations for hotels
Sustainable Food – Handbook

Handbook (released in March 2016, German version: July 2016)

- Facts & project results
- Practical advice, checklists & best practice examples
- Handbook and final report (German) available at: www.futouris.org/projekte/sustainable-food/

Topic areas

I. Sustainable Sourcing:
   - Local, seasonal, organic and Fair Trade

II. Sustainable menu planning, preparation & presentation/communication
   - Ressource use, material usage, guest information

III. Waste management
   - Monitoring, portion sizes, packaging

IV. Implementation of sustainable F&B strategies
   - Awareness raising, staff training & guest communication
On-site Analyses of Cruise Ships and Hotels - Research Tools

1. Checklist containing 44 criteria along the food production and consumption process

2. Structured interview guideline:
   - Managers’ attitudes and expectations towards sustainable food
   - Perceived drivers and barriers as well as opportunities for implementing more sustainable food operations
   - Interviews with chefs, F&B managers, facility managers, general managers
   - n = 22

Data collection in Dec 2015/Jan 2016 in Gran Canaria and Antalya analyzing company reports, standards, guidelines, supplier lists, own observations and interviews.
Use of Regional, Fair Trade and Organic Foods

• Use of regional and seasonal foods depends on agricultural situation in the destinations:
  • limited supply of local foods in Gran Canaria, local products are more expensive than imported goods
  • Great diversity of inexpensive local foods in Antalya
• Fair trade and organic foods are not yet on the agenda
• Awareness and knowledge about endangered animal and plant species is low, responsibility is given to food suppliers

Tourists care a lot about local products

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strong agreement (6+7)</th>
<th>Middle agreement (3,4,5)</th>
<th>Weak agreement (1+2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food and drink are a good way to become acquainted...</td>
<td>71.9</td>
<td>25.3</td>
<td>2.8</td>
</tr>
<tr>
<td>On vacation, I prefer local meals to familiar ones I...</td>
<td>61.5</td>
<td>33.7</td>
<td>4.8</td>
</tr>
<tr>
<td>On vacation, regionally-produced food is important to...</td>
<td>39.3</td>
<td>51.6</td>
<td>9.1</td>
</tr>
</tbody>
</table>
Food Arrangements and Sustainable Menu Design

- Huge differences in extent and composition
- The amount of food offered per guest and day is highest among all-inclusive offers (up to 4.3 kg)
- There is no awareness and knowledge about CO₂ footprint of foods
- Food offers influenced by culture and tradition and the perceived expectations of guests

Tourists value fresh food

On vacation, freshly-prepared food without any finished products is important to me.

Source: own photos
Resource Consumption at the Preparation of the Dishes

• Energy and water usage in kitchen and F&B area are not monitored separately (no criteria in certification schemes)
• High efficiency standards as important criterion for new acquisitions and replacements of kitchen equipment
• Measures to save water in the kitchen are viewed critically (keeping hygiene standards, ingredient of dishes)

Measurement and monitoring of energy and water usage in the kitchen and F&B-area
**Presentation of Dishes**

- Typical board is all-inclusive in the form of buffets
- Buffets are filled-up continuously
- Towards the end of the buffet hours, less plates refilled
- Smaller and flatter containers/tablets are used and the focus is shifted to front cooking
- Single portions are rare

Tourists are willing to accept smaller portions

To reduce waste, smaller portions can be offered on vacations.

<table>
<thead>
<tr>
<th>Strong agreement (6+7)</th>
<th>Middle agreement (3,4,5)</th>
<th>Weak agreement (1+2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>56.6</td>
<td>37.1</td>
<td>6.4</td>
</tr>
</tbody>
</table>

Source: own photos
Labelling and Information on the Food Offer

• Extent of information and content varies, in general little information
• Indications of origin of food, organic or fair trade are rare
• Influence of new EU allergen act and new dietary needs (vegan, vegetarian, lactose free)
• Little indications regarding the ingredients of the dishes

Tourists want to receive information

- Strong agreement (6+7)
- Middle agreement (3,4,5)
- Weak agreement (1+2)

Before the start of a journey, travel companies should provide detailed information about the range of food and drinks.

On vacation, I like to be informed about the origins and production of food and drink (i.e. notes in the menu or signs at the buffet)

Hotels or cruise lines that offer sustainable food should be marked accordingly in travel catalogues or online.

n=7,915
Prevention, Reduction and Reuse of Food Waste

• High volume of food waste (up to 60%)
• Different use of leftovers (legal requirements)
• Measures to reduce food waste: good purchase planning, optimal usage of foods at preparation, menu design, measures to reduce the dishes offered towards the end of the buffet time
• Great differences in awareness and behaviour of guests in dealing with food
• Little initiatives on awareness building and guest behaviour

- Elucidation and awareness raising of guests regarding wastage of food
- Knowledge raising and training of kitchen and F&B staff for prevention, reduction and reusage of food waste

Source: own photo
Management survey – Findings

- Sustainable food strategies were rarely incorporated in the strategies of the visited holiday resorts, however, managers showed high interest in the topic

- Only sporadic sustainable food measures were found (implementation mainly to save costs: e.g. avoiding waste by using smaller trays and front cooking, energy efficient kitchen equipment)

- Generally little awareness of food sustainability among staff

- Drivers: cost advantages, management support or external pressure (legal regulations, tour operators, certification schemes)

- Barriers: lack of awareness and knowledge among management and staff, insufficient staff training (high staff turnover)
Conclusion

• Sustainable food is important to tourists. There is a clear tendency towards „REGIONALITY“

• Regional food is hardly communicated by hotels as a special offer or used as a competitive advantage

• Key success factors for implementing sustainability strategies:
  • full support of the hotel management
  • education and training of employees
  • guest communication

• Additional drivers:
  • tour operators to claim a sustainable food offer from accommodation providers
  • modification of existing certification systems
Pilot Project: Sustainable Food Signage

• Study aims to evaluate the suitability of food communication tools and to show if consumers are willing to change towards more sustainable practices

• Study site: two holiday hotels in Gran Canaria (Spain) in July 2017

• Communication instruments were developed for two scenarios: local food and waste reduction
Examples of Signage
• Communication tools led to an immediate behavioural change on the part of guests (-15% edible plate waste, up to 300% increase of local food consumption)

• Indication that communication tools could be an effective means to encourage more sustainable guest behaviour at the buffet

• Communication tools will be available for free at Futouris e.V

http://www.futouris.org/projekte/sustainable-food/
Selected Resources

- Sustainable food policy: [www.sustainablefoodpolicy.org](http://www.sustainablefoodpolicy.org)
- [http://www.wrap.org.uk/hafsaresources](http://www.wrap.org.uk/hafsaresources) offers a collection of online information to prevent food waste and recycle more.
- [http://www.united-against-waste.de/de/](http://www.united-against-waste.de/de/) offers background information and tips to reduce waste
Critical success factors in developing agri-tourism value chains

Ms Wendy Moore
Head of Research and Evaluation, The Travel Foundation

&

Mr Terry Brown
Destinations Programme Manager, The Travel Foundation
Critical Success Factors in Developing Agri-tourism Value Chains: Taste of Fethiye
What motivates large mainstream hotels to buy locally?
It depends, and it’s probably not what you’d assume
Tour operator pressure/influence

What motivates large mainstream hotels to buy locally?
What motivates large mainstream hotels to buy locally?

Awards and certification
What motivates large mainstream hotels to buy locally?

Consumer demand
What motivates large mainstream hotels to buy locally?

PR opportunities
What motivates large mainstream hotels to buy locally?

“We consider ourselves very lucky being a part of the Taste of Fethiye project. As a part of the education programme we ran trials with shading nets in a small section of our tomato farm. This showed us how to grow better quality tomatoes and how to extend our harvest season.”

Ilknur Arican
A farmer from Keçiler Village in Turkey

Safety and quality standards
What motivates large mainstream hotels to buy locally?

Price
What motivates large mainstream hotels to buy locally?

Ease of doing business
“

This is a project I would like to see continuing forever. It is so important for tourism in this area and an important step in encouraging sustainable and responsible tourism in the area.

Salih Taşçı
Head of Fethiye’s TURSAB
(Association of Turkish Travel Agents)

What motivates large mainstream hotels to buy locally?

Doing the right thing
What motivates large mainstream hotels to buy locally:

- Price
- Ease of doing business
- PR opportunities
- Safety/quality standards
- Doing the right thing
- Tour operator pressure/influence
- Awards and certification
- Consumer demand
Key lessons:

The importance of testing ‘demand’

Don’t make assumptions
Other critical success factors

Matching supply and demand
Other critical success factors

The importance of intermediaries
62% of tourists surveyed felt more positive towards their hotel knowing it purchased locally grown, sustainable products.
“We have been working with the Taste of Fethiye project for 4 years and we are very happy with the progress. After all these years we feel ourselves as a big family with farmers, project manager and hoteliers.

We are receiving quality products from the farmers and delivering them to hotels as fresh as possible.”

Senay Coskun
Owner of one of the Fethiye wholesalers
**Achievements**

- **437 tonnes**
  - TASTE OF FETHIYE PRODUCE DELIVERED TO HOTELS IN 2015 (107 TONNES IN 2012)

- **70-85%**
  - PROPORTION OF THEIR FRESH FRUIT AND VEGETABLES THAT 16 HOTELS SOURCED FROM TASTE OF FETHIYE

- **24%**
  - INCREASE IN FARMERS’ REVENUE AFTER TAKING PART IN THE PROJECT

- **200,000**
  - TOURISTS HAVE EATEN TASTE OF FETHIYE FRESH FRUIT AND VEGETABLES

- **41%**
  - BY 2015 41% OF ALL TASTE OF FETHIYE PRODUCE WAS BEING BOUGHT BY HOTELS

- **17%**
  - 2012

- **41%**
  - 2015
Business case study for food waste prevention

Mr Benjamin Lephilibert
Managing Director, LightBlue Environmental Consulting
WANT TO
CUT ON FOOD WASTE
SAVE ON FOOD COST
AND GET YOUR EFFORTS
RECOGNIZED?

TAKE THE PLEDGE™
Why?

Situation in the Industry

Old Habits die Hard

Perception gap

Lack of DATA

Incomplete financial KPIs
The PLEDGE™

Independently verified standard* designed to maximize financial benefits related to food waste prevention

Organizations endorsing the PLEDGE:
The PLEDGE is articulated around 9 key guidelines...

1. **The Food Waste Policy** is drafted, signed, distributed and on display

2. A Food Waste **Monitoring System** is in place

3. Basic **KPIs** are used to track the financial impact of the program
4. **Best Practices** are implemented at critical food waste generation points

5. The *Food Lovers’ Committee* is holding regular meetings to find new ways to reduce food waste

6. Employees undergo **regular training** on how to cut food waste
7. Initiatives are in place to engage clients on eating responsibly/ reducing plate waste

8. Staff awareness raising campaigns are run regularly

9. Options for redistribution and/or transformation of food leftovers are adopted.
Approach

Phase 1
- Raise Awareness
- Measure
- Understand
- Monitoring System (Software)
- Champions
- Gap Analysis

Phase 2
- Keep Momentum
- Track Improvements
- Integrate into Daily Operations
- SOPs based on Best Practices
- Reduce, Share, Transform

Continuous Improvement

The Pledge on Food Waste
It helps

Raise Employees’ Mindfulness & Build Momentum

Implement an ongoing Food Waste Monitoring System

Build Capacity for Lasting Change of SOPs
Collect, Analyze and Access actionable data on the Food Excess Monitoring Platform.
It helps Identify & Address Wasteful Practices at critical food waste generation points
Benefits

Genuine Employee Engagement

89% would recommend other organizations to implement the program

94% changed their perspective on food waste

* survey covering 6 properties and 300+ respondents
Benefits

Cost Savings

25-100’000 USD/y*

*For organizations serving minimum 15+K covers/month + canteen and no system in place

In Thailand, member Organization of TICA or TEA that showed evidences of compliance with the PLEDGE receive 100’000 THB in subsidies by TCEB
Benefits

Marketing Material and Publicity

Communication toolbox for Partners

Unique PR opportunities
Case Studies - Thailand

33.3% Food Waste REDUCTION

22 tonnes food RESCUED

56.5 tonnes CO₂ PREVENTED

69,000 USD (12 months)
Credentials

Hilton Worldwide
Sonewa
Accor
Club Med
WWF
Sampran Riverside
Q&A session

Please send your questions through the questions box in the control panel
Thank you!

For more information on webinars, please contact: svitlana.mikhalyeva.affiliate@unep.org

For more information on the 10YFP STP, please download our Annual Magazine: http://sdt.unwto.org/annualmagazine-10yfp-stp