

Destination/Government

# Global Survey of Climate Action in Tourism

Thank you very much for your willingness to participate in this important survey!

Please submit your responses *no later* than **15 July 2021**.

[https://sfsu.co1.qualtrics.com/jfe/form/SV\\_6LkncChamW3kwK](https://sfsu.co1.qualtrics.com/jfe/form/SV_6LkncChamW3kwK)

Here are a few practical tips:

- There are no wrong or right answers, *all* information you share provides valuable insight.
- Words in blue can be hovered over to display their definition.
- Once you begin the on-line questionnaire, you can pause and resume later, as long as you return using the same device and browser.
- Please follow the instructions after certain responses (e.g., Skip to Q...).

If you have questions or need assistance, please do not hesitate to contact us at:  
oneplanetstp@unwto.org

Again, we appreciate your time and value your input.

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## ORGANIZATION PROFILE

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**Q1.** Name of your organization

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**Q2.** What **country** is your headquarters located in?

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**Q3.** What **city/town** is your headquarters located in?

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**Q4.** Respondent information

- First Name \_\_\_\_\_
- Last Name \_\_\_\_\_
- Job/Position Title \_\_\_\_\_
- Business Email Address \_\_\_\_\_

**Q5.** In 2019, what was your organization's total number of employees? Select one.

- 1-10
- 11-50
- 51-100
- 101-500
- 501-1000
- 1000+

**Q6.** Please indicate which stakeholder group you represent. Select one.

- Destination/Government (e.g., national and subnational governments, DMOs)
- Business (e.g., tour operators, accommodations, transport providers)  
↳ **See tour operator, accommodation, or transport PDFs**
- Association/Network (e.g., NGOs, business associations, alliances of cities, short term rental associations, other civil society groups) → **See association/network PDF**

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**Q7.** What type of stakeholder describes you best? Select one.

- National Government
- Sub National (regional/federal) Government
- Local Government
- Destination Management or Marketing Organization (DMO)
- Other, please explain. \_\_\_\_\_

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## CLIMATE STRATEGY

**Section 1 of 6. These questions ask about your organization's strategy to address climate change. Please note that all responses will remain confidential.**

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**Q8.** Does your organization have employees responsible for sustainability (e.g., sustainability officer, sustainability manager)?

Yes

No

**Q9.** Does your organization currently have a climate action plan/strategy/road map? Select one.

Yes, we have a climate action plan/strategy/road map

We are implementing some climate action activities but they are not embedded in a plan/strategy/road map → **Skip to Q13**

No, we do not have a climate action plan/strategy/road map → **Skip to Q14**

Other, please explain \_\_\_\_\_

└─→ **Skip to Q13**

**Q10.** Please provide a link to your plan/strategy/road map or upload the document below.

\_\_\_\_\_

**Q11.** If applicable, upload your plan/strategy/road map document below.

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**Q12.** What is included in your climate action plan/strategy/road map? Select all that apply.

- Measurement of emissions
- Reduction of emissions
- Adaptation to climate change
- Compensation of emissions (offsetting)
- Engagement of stakeholders
- Other, please describe \_\_\_\_\_

**-Skip to Q14-**

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**Q13.** What actions are you taking to address climate change? Select all that apply.

- Measurement of emissions
- Reduction of emissions
- Adaptation to climate change
- Compensation of emissions (offsetting)
- Engagement of stakeholders
- Other, please describe \_\_\_\_\_

## MITIGATION & REDUCTION

**Section 2 of 6. These questions ask about steps or actions your organization has taken to reduce greenhouse gas emissions from tourism operations.**

**Q14.** Which of the following areas are addressed by **policy instruments** (e.g., strategies, regulations, incentives, voluntary programs) in your Destination/Government? Select all that apply.

- More fuel efficient/electric transportation
  - Use of renewable energy sources
  - Adopting electricity, heating, and cooling efficiencies
  - Urban/building improvements
  - Other energy initiatives, please explain
- 
- Local sourcing
  - Plant-based menu options
  - Purchasing from suppliers taking action to reduce their emissions
  - Considering product life-cycle in purchasing decisions
  - Other sustainable procurement initiatives, please explain
- 
- Reducing solid waste
  - Reducing food waste
  - Integrating reusable items
  - Eliminating unnecessary plastics

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- Recycling
  - Other waste reduction initiatives, please explain
- 

- Conservation of forests
  - Conservation of coastlines (mangroves, corals, marshes, and wetlands)
  - Reforestation
  - Other conservation initiatives, please explain
- 

- Offering/supporting more sustainable trip options
  - Reviewing products to make them more sustainable
  - Developing new low-carbon products
  - Rethinking marketing efforts
  - Other development initiatives, please explain
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- None of the above

**Q15.** If you would like to provide more detail or supporting links/documents related to your mitigation actions, please share below.

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**Q16.** If applicable, upload supporting documentation below.

## MEASUREMENT OF EMISSIONS

**Section 3 of 6. These questions ask about how your organization measures greenhouse gas emissions from tourism operations.**

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**Q17.** Is your organization measuring (estimating/calculating) emissions from your tourism operations? Select one.

- Yes
- No, but we have identified how to measure and will begin measuring soon
- No, we do not measure because we do not know how → **Skip to Q29**
- No, we do not measure → **Skip to Q29**

**Q18.** How is your organization measuring emissions from your tourism operations? Select the measurement frequency for each items.

	On a <b>regular basis</b> (at least annually)	Ad hoc and/or in the context of projects ( <b>sporadically</b> )	We are <b>not</b> measuring
<b>Greenhouse gas emissions;</b> carbon dioxide (CO <sub>2</sub> ) <u>and</u> other gases	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Carbon emissions;</b> carbon dioxide (CO <sub>2</sub> ) <u>only</u>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



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**Q19.** Has your organization set an interim emission reduction target by 2030? Select one.

- 50% reduction or more
- 40-49% reduction
- 30-39% reduction
- 29% reduction or less
- No target yet, but we are working on defining one → **Skip to Q21**
- No target → **Skip to Q21**

**Q20.** Is the 2030 target related to **all** greenhouse gases or **only** carbon emissions?

- All greenhouse gases (CO2 **and** other gases)
- Carbon dioxide (CO2 **only**)
- Other, please describe \_\_\_\_\_

**Q21.** Has your organization made any formal climate commitments? Select all that apply.

- Net zero emissions goals
- 1.5 degree science-based target
- 2 degree science-based target
- Carbon neutral commitments
- Climate emergency declaration
- None of the above
- Other, please describe \_\_\_\_\_

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**Q22.** Which **methodologies, tools** or **approaches** does your organization use in measuring emissions?

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**Q23.** Which **metric(s)** does your organization use when referring to emissions from tourism operations?

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**Q24.** What **emission source(s)** is your organization measuring? Select all that apply.

- Stationary fuel combustion (e.g., owned furnaces, boilers, on-site electricity generators)
- Mobile fuel combustion (e.g., owned vehicle fleet)
- Refrigerant consumption (e.g., for refrigeration units/AC)
- Electricity consumption
- Heat, cooling or steam consumption from third providers
- Water consumption
- Waste generation
- Material consumption (e.g., embodied carbon)
- Air travel
- Land travel
- Water travel
- Accommodation
- Other purchased services (e.g., catering, internet, communications)
- Food
- Employee commuting
- None

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**Q25.** Which scope of emissions is your organization measuring? Select all that apply.

- Scope 1
- Scope 2
- Scope 3
- Not measuring with scopes
- Don't know what scopes are

**Q26.** Is your organization disclosing the information about emissions from your tourism operations? Select all that apply.

- Yes, as part of our internal sustainability reporting
  - Yes, as part of our **publicly** available sustainability reporting
  - Yes, as publicly available on our **website**
  - Yes, elsewhere. Please describe.
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- Not currently, but plan to do so in the future
  - No

**Q27.** What were the total emissions from your organization's tourism operations in 2019 (or last year available). Please include units **and** year.

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**Q28.** Is your organization outsourcing measurement of emissions? Select all that apply.

Yes, we recruit technical experts. Please provide the company(es) you work with:

\_\_\_\_\_

Yes, we are receiving support from ongoing project(s). Please provide the name(s) of the supporting project(s): \_\_\_\_\_

No, we measure emissions internally

Other, please explain \_\_\_\_\_

**Q29.** Is your organization buying offsets/carbon credits to compensate for emissions? Select all that apply.

Yes, we purchase certified emissions offsets equivalent to all (or more than) our **annual internal (office) emissions**

Yes, we purchase certified emissions offsets equivalent to all (or more than) our **annual tourism operations**

Yes, we purchase certified emissions offsets equivalent to **some of our annual emissions** (internal or external), please explain

\_\_\_\_\_

Other, please explain \_\_\_\_\_

No, but we offer our clients the possibility to offset their trips → **Skip to Q31**

No → **Skip to Q31**

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**Q30.** Please indicate the offset standard being used to compensate for your emissions. Select all that apply.

- Clean Development Mechanism (CDM)
- Gold Standard
- Verified Carbon Standard (VCS/VERRA)
- Carbon, Community and Biodiversity Standard (CCBS)
- Climate Action Reserve (CAR)
- Other, please describe \_\_\_\_\_

**Q31.** Is your organization investing in **nature-based solutions** for absorbing carbon dioxide from the atmosphere (e.g., forests, mangroves, corals)?

- Yes, please provide an example \_\_\_\_\_
- No

**Q32.** Is your organization investing in **technology-based solutions** for removing carbon dioxide from the atmosphere (e.g., direct air capture, enhanced weathering)?

- Yes, please provide an example \_\_\_\_\_
- No

**Q33.** Does your organization have any **sustainability certification**?

- Yes, please identify which certification(s)  
\_\_\_\_\_
- No

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**ADAPTATION**

**Section 4 of 6. These questions ask about how your organization is adapting to the impacts of climate change.**

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**Q34.** In your own words, how is **climate change affecting** your tourism operations?

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**Q35.** Which **adaptation actions** has your organization enacted to address climate change? Select all that apply.

Technical adaptations (e.g., rainwater collection, desalination of water, early warning systems) \_\_\_\_\_

Managerial adaptations (e.g., product diversification, impact management plans, insurance schemes) \_\_\_\_\_

Policy adaptations (e.g., participating with authorities in development) \_\_\_\_\_

Research adaptations (e.g., monitoring programs, addressing knowledge gaps) \_\_\_\_\_

Education adaptations (e.g., trainings and campaigns for employees and guests) \_\_\_\_\_

Behavioral adaptations (e.g., live webcams, conservation initiatives) \_\_\_\_\_

None of the above

**Q36.** If you would like to provide supporting documents or links for your adaptation actions, please share below.

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**Q37.** If applicable, upload supporting documentation below.



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**Q38.** Which of these characteristics apply to your organization? Select all that apply.

- Our organization's climate objectives are regularly reviewed as a part of the organization's broader structure
- Our organization assesses **existing** risks and vulnerabilities caused by climate change
- Our organization assesses **future** risks and vulnerabilities caused by climate change
- Our organization's **policies** and **practices** are flexible and adjusted when new information is available
- Our **policies** address future risks associated with climate change
- Our organization **monitors** and **reports** climate adaptation progress
- Other, please explain, text box, force response
- None of the above

## ENGAGEMENT

**Section 5 of 6. These questions ask about how your organization engages with travelers, staff and other partners about climate change.**

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**Q39.** Do you have partner organizations that you **share information** and **resources** with about climate change?

Yes, please provide an example. \_\_\_\_\_

No

**Q40.** Do you have partner organizations that you **collectively** address climate change with?

Yes, please explain. \_\_\_\_\_

No

**Q41.** Does your organization provide **guidance** and **training** to operational staff on climate change actions?

Yes, please explain. \_\_\_\_\_

No

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**Q42.** Do you engage your visitors in the following low carbon initiatives? Select all that apply.

- Discounts/rewards for using energy efficient transport
- Discounts/rewards for using less energy in room
- Discounts/rewards for choosing most sustainable options (e.g., on menu)
- Other, please describe \_\_\_\_\_
- Climate related education/information at point of booking
- Climate related education/information on site/during trip
- Climate related education/information after trip
- Other, please describe \_\_\_\_\_
- Electric car charging on site
- Bicycles available on site
- Recycling bins in rooms
- Offer low carbon trip alternatives
- Other, please describe. \_\_\_\_\_
- Climate change levy/surcharge on room/ticket
- Offer offsetting option
- Other, please describe \_\_\_\_\_
- None of the above

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**Q43.** If you would like to provide more detail about your efforts to engage visitors in low carbon initiatives, please share below.

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**Q44.** If applicable, upload supporting documentation below.

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**ADDITIONAL INFORMATION**

**Section 6 of 6. These last questions provide the opportunity for you to share additional information.**

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**Q45.** Would you or someone in your organization be willing to answer additional questions?

Yes

No

**Q46.** Are you aware of other initiatives and/or organizations you would like to bring to our attention?  
Please share below.

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**Q47.** Do you have any additional comments or anything that you would like to bring to your attention (e.g., barriers to climate action, successes, or struggles) or share?

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