

Marketing sustainability and influencing travelers' preferences

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Moral disengagement: we are all hypocrites

Behaviour locus

- We **morally justify** flying in order to do our job, ironically often to teach others how to be sustainable
- We **sanitise language** by saying that we are just *popping over* to the Azores for a conference
- **Exonerative comparison** allows us to identify other people in the room that flew further than us

Agency locus

- We **displace responsibility** by blaming flying on our employers, the conference organisers, the need to attend conferences in order to do our job
- We also **diffuse responsibility** by saying that all other sustainability experts are also flying (probably to the very same conference).

Outcome locus

- Limit our moral obligation by **minimising, ignoring or misconstruing** the impacts of flying
- The recipients of the negative impacts from flying are **depersonalised, marginalised** and potentially even **blamed** for their destiny
- The messengers of bad news are **derogated and discredited**

- Higham, J. & Font, X. (2020) Decarbonising academia: confronting our climate hypocrisy, *Journal of Sustainable Tourism*, 28(1)

In a society of instant self-gratification facilitated by technology, we need new routes to behaviour change...

	Sustainable consumption	
	NO	YES
Sustainability awareness	<div>NO</div> <div>UNAWARE OF BUYING UNSUSTAINABLE PRODUCTS</div> <div>A</div>	<div>UNAWARE OF BUYING SUSTAINABLE PRODUCTS</div> <div>D</div>
	<div>YES</div> <div>SUSTAINABLY AWARE BUT UNWILLING TO BUY</div> <div>B</div>	<div>PURPOSEFULLY BUYING SUSTAINABLE PRODUCTS</div>

➤ Font, X. McCabe, S. (2017) Sustainability and marketing in tourism: its contexts, paradoxes, approaches, challenges and potential, Journal of Sustainable Tourism, 25(7) 869-883.

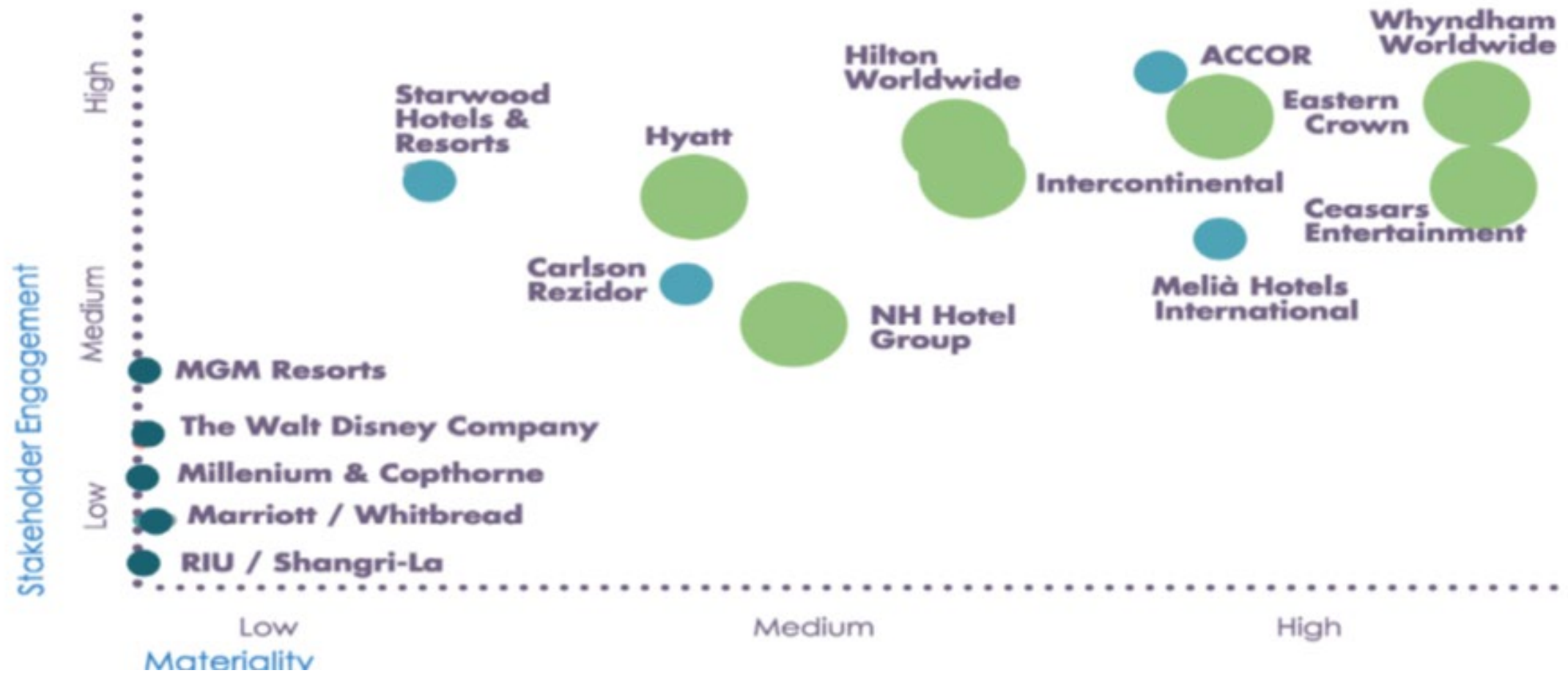
Step A: greenwashing: 25% of what is communicated is not happening



- Font, X. Walmsley, A., Cogotti, S. McCombes, L. and Häusler, N. (2012) Corporate social responsibility: the disclosure-performance gap, *Tourism Management*. 33: 1544-1553.

Step A: Immaterial communication

Only 18 of 50 largest hotel groups in the world produce CSR reports- and they do not respond to stakeholder expectations



- Guix, M., Bonilla-Priego, M. & Font, X. (2018) The process of sustainability reporting in international hotel groups: an analysis of stakeholder inclusiveness, materiality and responsiveness, Journal of Sustainable Tourism, 26(7) 1063 – 1084.

Step B: Sustainability as unique selling proposition

It works for sustainability aware markets

But this market is highly critical of anything you do that is perceived to not be sustainable

But it is insufficient to mainstream change

Consumers are not seeking ecolabels or sustainability differentiation to make purchase choices

Focus on benefits to the self

atmosfair 



Flybe Bombardier Q400		flybe
Local Environment		
Noise Rating		A
Take off & Landing CO ₂ Emissions	A (817 kg)	
Take off & Landing CO ₂ Emissions (per seat)	10.5kg	
Take off & Landing Local Air Quality*	2kg	
Journey Environment		
Total Aircraft Fuel Consumption By Journey Length	Domestic (500km) A (1044kg) Near EU (1000km) A (1896kg) Short Haul (1500km) A (2760kg)	
CO ₂ Emissions Per Seat By Journey Length	Domestic (500km) B (42kg) Near EU (1000km) B (77kg) Short Haul (1500km) B (116kg)	
Passenger Environment		
Minimum Leg Room	30"	
Number Of Seats	78	

* Emissions of Nitrogen Oxides as an indicator of the effects on local air quality

sustainable
10 TIPS
holidays



Step B: Greenhushing. 70% of sustainability actions are NOT communicated



- Font, X., Elgammal, I. and Lamond, I. (2017) Greenhushing: the deliberate under communicating of sustainability practices by tourism businesses, *Journal of Sustainable Tourism*, 25(7) 1007-1023.

Step C: Due diligence and quality assurance

Adapt your business model, embed sustainability as part of your quality offering

1. Reduce environmental and social impacts.
 - *Indicator: Percentage of tourism services certified as sustainable*
2. Decarbonise your products and services.
 - *Indicator: Carbon footprint (for transport) per customer per day*
3. Normalise the behaviour of travellers.
 - *Indicator: Social impact assessment per market segment*
4. Reduce seasonality and redistribute tourists.
 - *Indicator: Index of saturation of tourism*
5. Optimise sustainable profit.
 - *Indicator: Visitor expenditure that benefits the destination*



Step C: Use traditional marketing techniques for sustainability benefits



Lufthansa
City Center

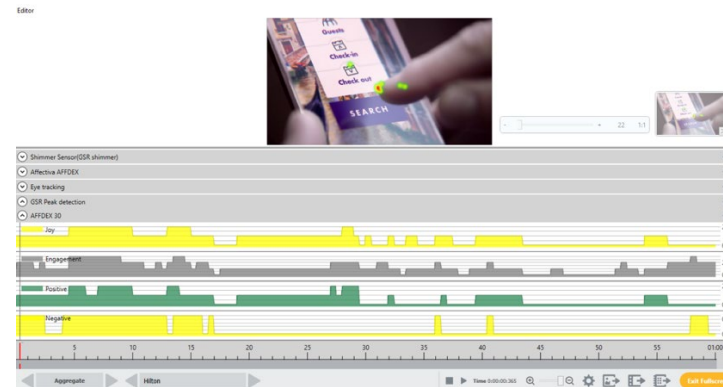


Measure emotional meaning of sustainability as part of product development and distribution channels

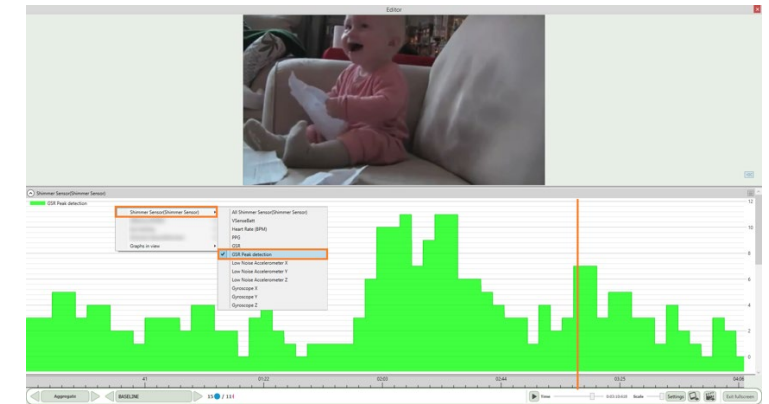
Eye-tracking: visual processing and attention captured by a special eye tracking camera



Facial Expression Analysis: small muscular movements of specific areas of the face: Joy, Anger, Surprise, Fear, Contempt, Sadness, Disgust



Galvanic Skin Response (GSR): the level of perspiration on the surface of your skin captured by electrodes attached to fingers





Route C/D: Plan your sustainability marketing objectives

1. Reduce your negative impacts
2. Attract more customers
3. Improve your customer satisfaction
4. Increase your customer expenditure
5. Increase loyalty and reduce seasonality



Clandeboyne Estate Yoghurt

Situated near Bangor in County Down, Clandeboyne Estate is one of Northern Ireland's most beautiful private estates and home to **Lady Dufferin, the Marchioness of Dufferin and Ava**, and a delicious range of creamy artisan yoghurts.

Clandeboyne Estate Yoghurts, the only yoghurts made in Northern Ireland, are created using milk from Clandeboyne's award winning herd of Holstein and Jersey cows.

The high quality milk is blended by hand using traditional techniques that guarantee a rich creamy texture without high fat content. It is then prepared and cultured very gently over 24 hours in small batches, which helps create an exceptional flavour and texture. Clandeboyne yoghurt is available in Greek, Natural and a range of flavours from Strawberry to Blueberry.



Route C/D: Make sustainability relevant

Sustainability is too abstract

Break it down to meaningful and manageable actions

Cost: (real or perceived)

Money, time, pleasure, convenience, knowledge, immediacy, searchability...

Benefit: (self, others, planet)

- Fun, service, exclusivity, cultural immersion, sense of belonging, sense of self worth...



50 THINGS TO DO BEFORE YOU'RE 11³/₄

Sign up online to get your own virtual explorer, plus top tips and extra secret challenges!

<p>Adventurer</p> <ol style="list-style-type: none"> Climb a tree Roll down a really big hill Camp out in the wild Build a den Skim a stone Run around in the rain Fly a kite Catch a fish with a net Eat an apple straight from a tree Play conkers 	<p>Discoverer</p> <ol style="list-style-type: none"> Go on a really long bike ride Make a trail with sticks Make a mud pie Dam a stream Play in the snow Make a daisy chain Set up a snail race Create some wild art Play pooh sticks Jump over waves 	<p>Ranger</p> <ol style="list-style-type: none"> Pick blackberries growing in the wild Explore inside a tree Visit a farm Go on a walk barefoot Make a grass trumpet Hunt for fossils and bones Go star gazing Climb a huge hill Explore a cave Hold a scary beast Hunt for bugs Find some frogspawn Catch a falling leaf Track wild animals 	<p>Explorer</p> <ol style="list-style-type: none"> Discover what's in a pond Make a home for a wild animal Check out the crazy creatures in a rockpool Bring up a butterfly Catch a crab Go on a nature walk at night Plant it, grow it, eat it Go swimming in the sea Build a raft Go bird watching Find your way with a map and compass Try rock climbing Cook on a campfire Learn to ride a horse Find a geocache Canoe down a river
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Tracker

 nationaltrust.org.uk/50things

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Route C/D: Communication needs to help/nudge customers

Nobody is deliberately unsustainable. It is a byproduct of our choices. So help customers make better choices

1. Prior to booking/purchase
2. Between booking and arrival
3. On arrival
4. During the stay/visit
5. After the stay/visit



Wildlife Calendar  @Visit											
Wildlife	Best place to see	Top Tip	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Adder	YWT Allertorpe Common	Visit early on a warm spring day to watch adders basking in the morning sun		✓	✓	✓					
Avocet	YWT North Cave Wetlands	Crossland Hide offers the best views of breeding avocets, with their distinctive curved beak				✓	✓	✓	✓	✓	
Barn owl	Tophill Low	Barn owls are most active in summer as they feed their chicks, look for them at dawn or dusk	✓	✓	✓	✓	✓	✓	✓	✓	✓
Bearded tit	RSPB Blacktoft Sands	Listen for high pitched 'pinging' calls and watch for roving flocks in the reedbeds in winter	✓	✓	✓	✓	✓	✓	✓	✓	✓
Bittern	RSPB Blacktoft Sands	Visit in spring to hear the unmistakable 'boom' or try the winter mudflats as they venture out onto the ice	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ducks in breeding plumage	YWT Wheldrake Ings, YWT North Cave Wetlands	Male ducks like widgeon, teal, pintail and shoveler take on their finest attire in winter – a dazzling array of colours ready to impress a new partner for spring	✓	✓							✓
Gannet	RSPB Bempton Cliffs	Watch for gannets seemingly hovering on the thermals from the viewing platforms				✓	✓	✓	✓	✓	✓

THANK YOU

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