



Presentation & Discussion

How to design fam and press trips more sustainably

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Christian Baumgartner

Christian Baumgartner

Austrian, Landscape Ecologist

20 years working for NGOs



Lecturer since 2004

Company owner since 2015:
response & ability gmbh



Prof. for Sustainable Tourism and
Internat. Development since 2018



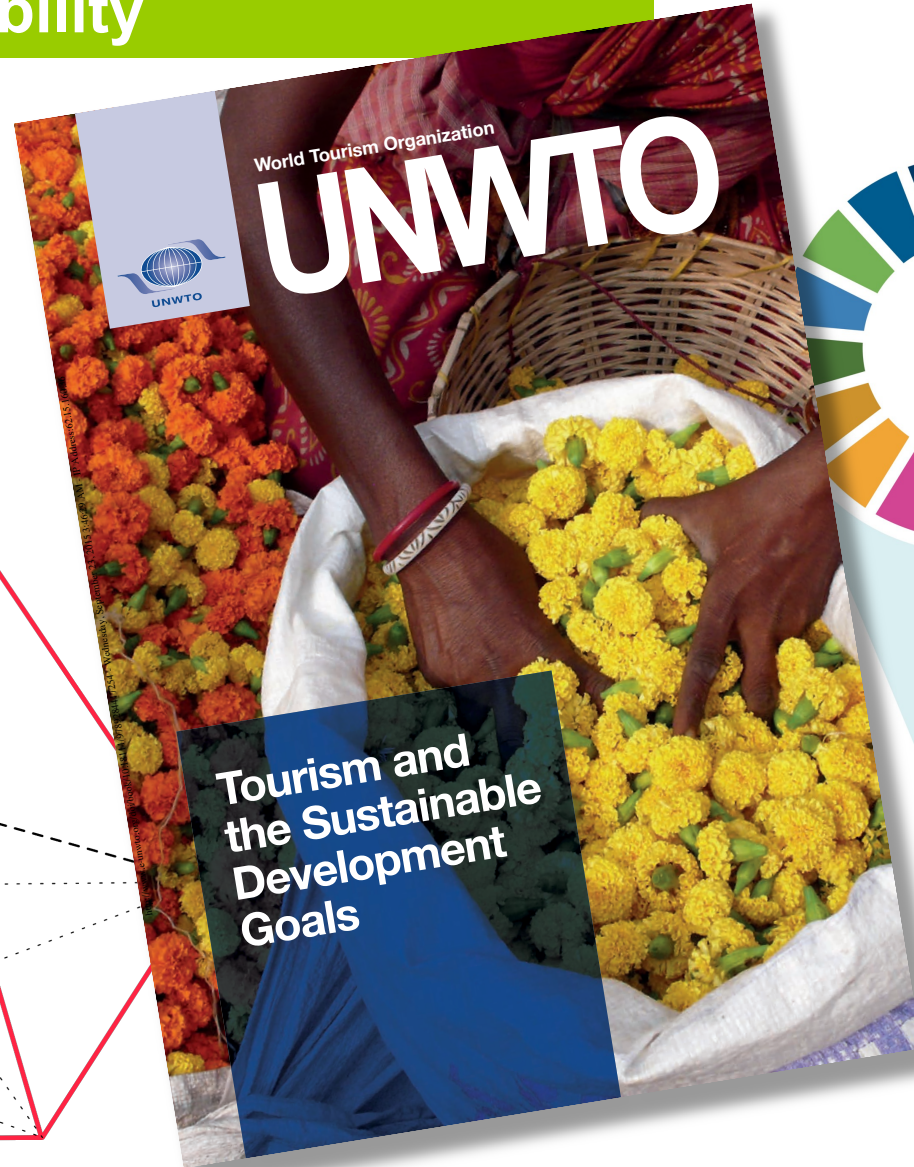
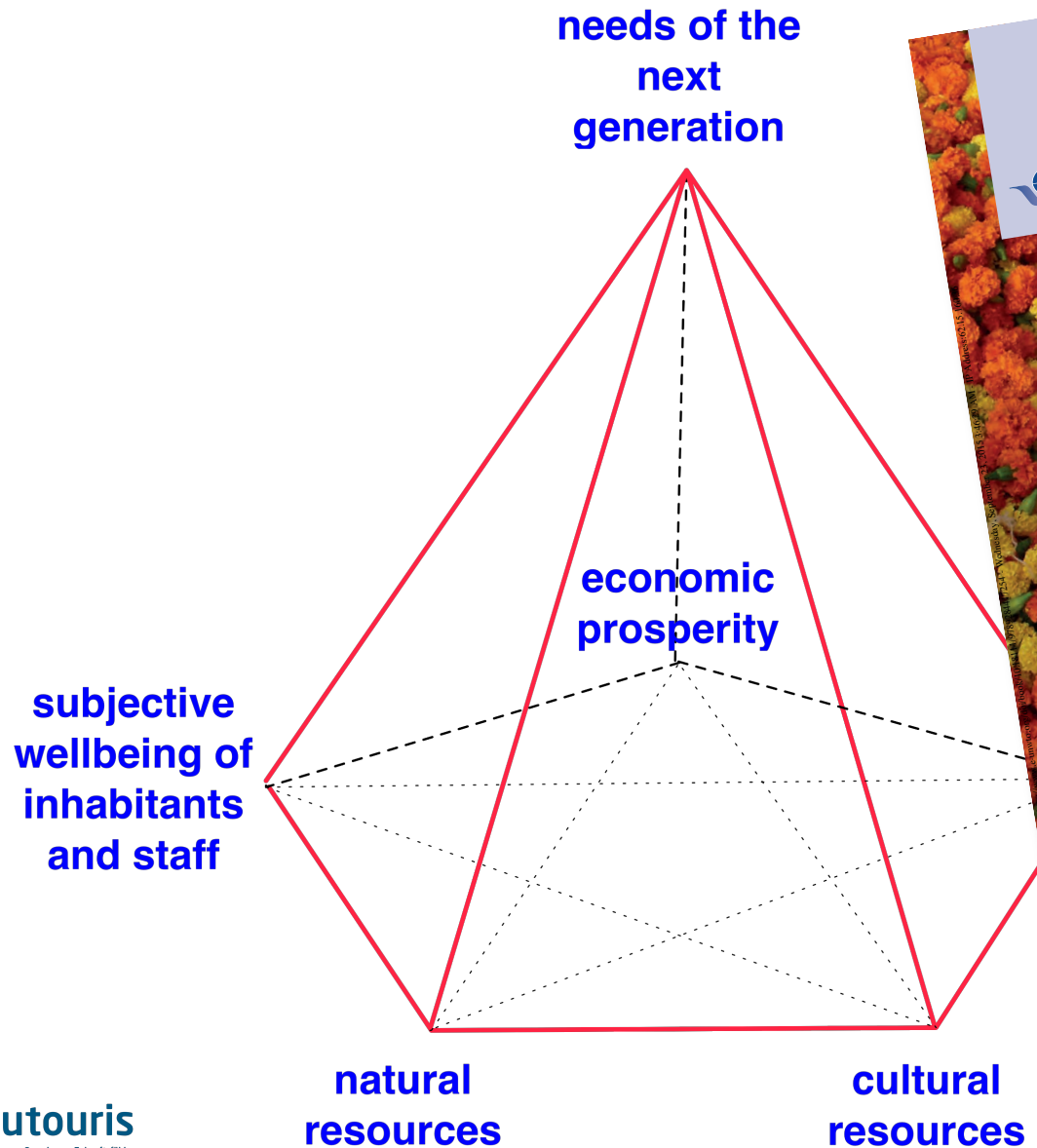
Fachhochschule Graubünden
University of Applied Sciences

- › Scientific Advisory Board of Futouris
- › Tourism Development in the Alps, SEE, SEA, CA, ...
- › EU expert group 'Tourism 4 Tomorrow', ...
- › EU Danube Strategy, EU Alpine Strategy, ...

christian.baumgartner@responseandability.com
christian.baumgartner@fhgr.ch



The Goal – 360 degree sustainability



Check out:

<http://tourism4sdgs.org>

Tourism and the Sustainable Development Goals – Journey to 2030:

<https://www.e-unwto.org/doi/epdf/10.18111/9789284419340>

The Challenge – Fam trips are special ...

Regular Package

- Longer stays
- More relaxation periods
- More nights in same accommodation
- Background information is rather an amendment
- Mixture of personalities
- Definition of 'successful trip' for the organisers = satisfied / relaxed ... tourist

Fam Trip

- Shorter stays
- Dense program
- Larger number / variety of included accommodations
- Need for promotion / background information
- Demanding clientele
- Definition of 'successful trip' for the organisers = media coverage

Futouris Project I

- Guidelines (from 2022)
- No certification
- Checkboxes (*to tick / ignore, if not appropriate*)
- Further readings / sources in boxes
- **NEW: (partly) translated to Italian**

GUIDELINE FOR RESPONSIBLE FAM TRIPS



In the frame of the joint project "Sustainable information and press trips" by Futouris and Turespaña.

FAM TRIP OVERVIEW

A trip summary with elements of improvements and relevant measures for a more sustainable approach to Fam trips.

PLANNING & INVITATION

- Promotion of destination
- Sustainable communication

TRIP TO DESTINATION

- Means of transportation to and within the destination
- Trip extension

PROGRAMME

- Choice of partners
- Content of discussions
- Focus of activities
- Safety and security
- Encouraging responsible behaviour
- Transportation within destination country

RETURN & POST TRIP

- Means of transportation back
- Staying in touch



Planning & Invitation I - checkliste

PLANNING & INVITATION

- Promotion of destination
- Sustainable communication

Information provided on the destination includes aspects of economic, ecological, and social sustainability.

The information provided not only promotes the beauties, but also **tackles challenges that the destination is facing** (water, waste management, corruption, ...).

Information on political and economic situation as well as history are provided.

The choice of **hotels** to be visited is depicted and represented in a true light

- Including information on their **efforts to a responsible management**
- Including type of accommodation, ownership etc.

Futouris ***Guidelines for Sustainable Tourism Communication(*)*** are applied in the own communication. And participants were actively motivated to implement it in their reporting.

Pictures and information used are from real experiences / convey an authentic image of the destination.

If pictures of people are used for promotion, they have given their consent to using the pictures.

* <https://futouris.org/en/learning-zone/guidelines-for-sustainable-tourism-communication/>

Planning & Invitation II - checkliste

PLANNING & INVITATION

- Promotion of destination
- Sustainable communication

All content is culture-, gender-, and diversity sensitive.

Information about the organising party is provided to the participants, including contact details.

More information on the destination can be provided upon request.

Information on the itinerary of the trip is provided

- Including tips how to contribute to a more responsible way of tourism as a traveller
- Including information on impact
- Including planned activities
- Including packing list

Information on safety, security and health issues are provided.

Level of accessibility is clearly stated.

Participants are asked for dietary preferences/allergies etc. Suitable options are provided throughout the trip.

Trip to Destination - checklist

TRIP TO DESTINATION

- Means of transportation to and within the destination
- Trip extension

Journey to Destination Country

Ground-based, and more **climate friendly means of transportation** are used for travelling to the destination country, if possible.

If flights are inevitable, **CO2 compensation of flights** to the destination country are covered by the organising party.

Arrival

If the visiting parties arrive at separate times, a collective pick-up is organised.

Welcome (or other) gifts are from local production and do not involve single-package goods.

Welcome (or other) **gifts do not reinforce stereotypes and clichés**, but represent authentic handicraft, art, or agricultural products of the destination country.

Other

Possibility to extend the trip is offered.

Programme I - checkliste

PROGRAMME

- Choice of partners
- Content of discussions
- Focus of activities
- Safety and security
- Encouraging responsible behaviour
- Transportation within destination country

Activities

The **hotels' efforts towards responsible behaviour** are a topic of presentation and discussion. *Ex. discussions about the challenges they face and how they approach them.*

Activities do respect and preserve nature, environment, and culture.

Protected areas are respected.

Activities with a focus on sustainability are included (activities to get to know local customs, focus on economic or ecological sustainability).

No activities that involve wildlife to be acquired, bred, or held captive.

Exchange with local community is encouraged, to give a local perspective of tourism in the destination.

Programme allows enough recreation time/ time for participants to write/work.

The person accompanying the group is trained on First Aid.

Programme II - checklist

PROGRAMME

- Choice of partners
- Content of discussions
- Focus of activities
- Safety and security
- Encouraging responsible behaviour
- Transportation within destination country

Responsible Behaviour

No use of single-portion packaging.

Use of reusable water bottles is encouraged.

The participants are actively informed about waste management such as food waste or water usage and are encouraged to act responsibly.

The different impacts of the trips offered are actively discussed.

The organising party actively discusses their efforts in encouraging tourists, suppliers, and partners to act more responsibly.

The organising party actively communicates their role in promoting responsible tourism, the role of the tourists and the role of the participants (media).

Programme III - checkliste

PROGRAMME

- Choice of partners
- Content of discussions
- Focus of activities
- Safety and security
- Encouraging responsible behaviour
- Transportation within destination country

Partners and Suppliers

Local businesses are chosen and promoted.

Certified partners are preferred.

Businesses that support and empower local communities are preferred.

Transportation

Ground-based and more climate-friendly means of transportation, especially public transportation such as trains and buses are used to travel between destinations within the country.

If flights are inevitable, CO2 compensation of flights within the destination country are covered by the organising party.

No off-road transportation / activities.

Return & Post Trip - checklist

RETURN & POST TRIP

- Means of transportation back
- Staying in touch

Transportation

If transportation to the airport is needed, the transfer is done collectively.

Staying in Touch

The participants are asked for **feedback on the trip** (to ensure continuous improvement).

The participants are provided with a summary of their trip, with further information.

Incentive: the **participants get an overview of their impact** (environment, local benefit, ...) with the trip. (*ex. Calculation of impact or overview of projects supported etc*).

Even after the trip the organising party is available for further questions and queries.

The organising party facilitates opportunities to support local initiatives, if possible.

Side step: The EU Green Claims Directive



What's most important in Communication?

Discover
the taste ...



„Each season offers typical fruits and vegetables, grown regionally. I enjoy that very much. You can taste home.“



Julia Klöckner, (former) German Minister for Nutrition and Agriculture

What's most important in Communication?



1921-22

"BP"

1922-30



1930-47



1947-58



1958-89



1989-2000



2000-

Side step: The EU Green Claims Directive

The Green Claims Directive seeks to promote sustainable products and services, facilitate a circular and clean economy, and foster the European Green Deal's broader goals by combating greenwashing.

The proposed Directive will apply to all companies in all sectors selling goods and services in the European Union (EU).



Green Claims Directive Proposal:

common criteria against greenwashing and misleading environmental claims



Key measures

- **common criteria** on how companies should **substantiate environmental claims**
- **clear requirements** to address the proliferation and credibility challenges of **environmental labels**
- **sound system** of independent verification and support to SMEs

Problematic claims

Sustainable exhibitions

"Our museum attaches great importance to designing sustainable exhibitions."

Supposed award

"Sustainable destination receives 'EcoVillage Excellence Award'". Our region has received the coveted "EcoVillage Excellence Award". We came out on top among many applicants from over 30 countries based on the assessment of an expert jury in several categories...

Future environmental goals and services

"As pioneers in the global tourism industry, we are striving to be the first tourism region to be completely CO2-neutral by 2030."

Ecologically sound economic practices

"It is important to us to operate in an ecologically sound manner."

Mindful interaction with nature

"As an open-air museum, we are committed to treating nature with respect."

Sustainability and environmental awareness

"Sustainability and environmental awareness are important to us."

The only eco-labelled beach

"We are the only beach in the country to have been awarded the Blue Flag."

Environmentally friendly cleaning agents

"We use environmentally friendly cleaning agents."

Reduction of energy consumption

"We have further reduced our already minimal energy consumption by an impressive 75%!"

Short delivery routes

"When it comes to the ingredients for our delicacies, we ensure the shortest possible delivery routes and focus on regionality."

Environmentally friendly takeaway

"We offer an environmentally friendly takeaway."

Sustainable, animal-friendly livestock farming

"We source our meat products from farms that are committed to sustainable and species-appropriate animal husbandry."

Ecological building

"Our hotel was built ecologically."

Green cinema

"A sustainable film experience in a green cinema!"

Pure organic hotel

"Your organic hotel - luxury in harmony with nature!"

Environmentally friendly theatre work

"We are committed to environmentally friendly theatre work."

Energy-efficient building

"The museum building is characterised by energy efficiency and the use of renewable energy."

Environmentally friendly use of resources

"We use resources in an environmentally friendly way."

Mobility in the holiday region

"We prioritise environmental protection and mobility. We have successfully combined both aspects harmoniously."

Reducing emissions

"We are constantly striving to lower or reduce the emissions of our theatre operations."

Trees as CO2 reservoirs

"If you come to us by public transport, we will plant a tree for you! Each of these trees helps to permanently neutralise 12 kg of CO2 every year."

Ecological water world

"Immerse yourself in our ecological water world."

Thank you

christian.baumgartner
@responseandability.com

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TURESPAÑA 

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Publishers



Futouris e.V.
Heidenkampsweg 58
D-20097 Hamburg
E-Mail: info@futouris.org
www.futouris.org



TURESPAÑA 

Spanisches Fremdenverkehrsamt Berlin
Lichtensteinallee 1
D-10787 Berlin
E-Mail: berlin@tourspain.es
www.spain.info

Author

Prof. Dr. Christian Baumgartner, response & ability
Support: Mag. (FH) Jasmin Hadorn

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2



https://futouris.org/wp-content/uploads/2024/07/2022_Guideline-for-Responsible-Information-Trips.pdf