Towards New Times
Thriving Beyond Uncertainty
building a better tourism for more
for
The Icelandic Tourist Industry Association

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My Purpose Today

- We are in between Times and Stories
- Pushed to make the journey across the chasm of uncertainty
- Pulled by opportunities on the other side
- Today I’ll focus on the better tourism we can create
NOT here to talk about Trends
A Radical Re-think Is Needed
Problems cannot be solved with the same level of awareness that created them.  Albert Einstein
Re-thinking has Started Elsewhere

Medicine

Education

Agriculture
Grassroots initiatives are appearing

But the mainstream mantra the same....
This is how tourism is presented
This is how the world works
Where on this curve are we?
Tourism Borrowed the Production-Consumption Model

- Travelers → Tourists
- Places → Products
- Experiences → Packages
- Guests → Consumers
- Hosts → Suppliers
- Partners → Wholesalers
- Fulfillment → Efficiency
- Value → Price (cheap)

Standardization, homogenization, automation, commodification
The Result

- Growth in volume but more:
- Volatility
- DIMINISHING RETURNS
- Lower Spending per capita
- Growing congestion
- Mountains of waste
- Resident backlash

90% + of demand factors outside of the control of anyone in tourism
Drivers That Push and Pull

- Environmental Pressures
- Economic Realities
- Tech Innovation
- Values Shift
Human Development

Source: Richard Barrett

- Service
- Making a difference
- Internal Cohesion
- Transformation
- Self-esteem
- Relationship
- Survival

Positive Focus / Excessive Focus

1. Financial Security & Safety
   - Creating a safe secure environment for self and significant others. Control, greed

2. Belonging
   - Feeling a personal sense of belonging, feeling loved by self and others. Being liked, blame

3. Self-worth
   - Feeling a positive sense of pride in self and ability to manage your life. Power, status

4. Personal Growth
   - Understanding your deepest motivations, experiencing responsible freedom by letting go of your fears

5. Finding Personal Meaning
   - Uncovering your sense of purpose and creating a vision for the future you want to create

6. Collaborating with Partners
   - Working with others to make a positive difference by actively implementing your purpose and vision

7. Service to Humanity and the Planet
   - Devoting your life in self-less service to your purpose and vision
Volatility
Rate of Change

Uncertainty
Unclear About the Present Situation and Future Outcomes

Complexity
Multiplicity of Key Decision Factors

Ambiguity
Lack of Clarity About the Meaning of an Event
Precariousness Increasing

Conferences, Summits, Codes, Declarations won’t get us across the chasm!
The Root Cause is the Root Solution!
The Transformational Change Agent Framework: Being-Seeing-Doing
Towards Zero Impact Growth
Strategies of leading companies in 10 industries

“A world of 9 billion by mid-century will demand fundamental changes in our mindsets, behaviors, cultures and overarching paradigm.”

John Elkington in ‘The Zeronauts – Breaking the Sustainability Barrier’

The conclusion is obvious: we need a new paradigm, underpinning new mindsets and tools to survive and thrive in the twenty-first century. We need to move from a fundamentally unsustainable path to a fundamentally more sustainable one.
What do you see?
What do you see?
So, how Do YOU Perceive This Floating Sphere?

Real Estate?
Spaceship Earth?
Living Organism?
The Journey

Old Seeing
Old Story
Old Times

New Seeing
New Story
New Times
The Old Story

- Universe is like a dead machine,
- “Nothing but” parts we can label, analyse, link
- Parts including us are Separate
- Humans are “top dog”
- Universe is hostile, stuff is scarce
- Must Compete
- Money, gains to be hoarded
- Stripped out the sacred, mysterious
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The Industrial Model of Tourism
The New Story

- Universe is alive
- It’s a dynamic, self-organising system
- Interconnected
- System is greater than sum of parts
- Universe is intelligent & creates abundance
- Collaboration & cooperation
- Let it flow
The Tourism Ecosystem
You never change things by fighting existing reality

To change something, build a new model that makes the existing model obsolete.

Buckminster Fuller
When you want to build a ship, you don’t start collecting wood, cutting planks and distributing work, but waken in the heart of people, a longing for the great and endless sea.

Antoine St Exupury
What might tourism look like?
• The Why?
• Maximise profit?
• Increase well-being?
• GDP or GNH?
• Net benefit to host community?
• Just about growth, or
• Thriving?
• Needs or values?

• Not more, but better and better for more!
THE ENCOUNTER

• Guest meets Host
• Involves all senses
• Affects the whole person – body, mind, heart and soul
• Engaged, passionate hosts creating happy, transformed guests

More…
The Encounter is CRITICAL!

What factors influence choice of hotel?

- Location: 30.2%
- Price: 15.7%
- Past experience: 11.9%
- Someone else's choice: 7.5%
- Recommendation by friend or colleague: 6.8%
- Reputation of hotel or brand: 5.5%
- Special Promotion: 5.0%
- Convention or event location: 4.0%
- Loyalty program or rewards: 3.8%
- Positive online reviews: 2.9%
- Special amenities: 2.7%

38% = experience
Great Encounters!

- Both parties must flourish and thrive
- Flourishing is more than a transaction
- Occurs when:
  - Happy, fulfilled guests
    - Refer others
    - Return
    - Rave
- Happy fulfilled hosts enthusiastically encourage & enable their guest to explore more, stay longer, value more and care more
• Places are NOT commodities
• Each has its own unique essence or spirit
• Unique mix of geography, history, people
• Can’t be outsourced
• Places are COMMUNITIES
• Identity
• Celebrate Revere
If we are going to take care of Mother Earth, we must learn to love her.
• SLOW down
• LOCAL
• Small
• Experience don’t do
• Wonder & awe
Through Experiencing Wonder & Awe
“it’s the wild that preserves humanity”
You’ll move your guests from numbness to aliveness from indifference to empathy
Your Higher Purpose – to help your guests fall in love with life and Mother Earth and so that they too can “read the love letters sent by the wind and the rain, the snow and the moon”
• Conservation
• Stewardship
• Regeneration
• Minimum Harm
• Protect and revitalise cultures
• Respect residents
• Nurture Conscious travelers
• Attracting the right visitor
• Support not sell
• All business is social
• Need for Digital Literacy
• It’s the ENCOUNTER remember?
• Rave, Refer, Return
All Business is Social
• We manage what we measure
• Measure what matters!
• Not volume but net benefit – community health & well-being
• Customer delight ----
• R3 NPS
• Smaller footprint
• Sense of welcome & enthusiasm from hosts
Integrated, Holistic Model
Conscious Travel

• A concept
• A collaborative learning tool for hosts
• To enable hosts to become change agents in their communities
• 12 Step Transformation Program
• A Network of Conscious Travel Destinations
Final Takeaways

- “Business As Usual” won’t work
- We need a new tourism for new times
- Together we can create a tourism that’s
  
  *Not bigger but better and better for more*
Imagine......

a network of host communities
each exploring how to deliver
net benefits from tourism,
a good living for people,
and transformative experiences for guests
each in their own way?
In the same way that cells combine to form different organs of the body, so will the collective output of these cells combine to create a new organic, ecological form of tourism -

one that is

*environmentally sustainable, socially just and spiritually fulfilling*

www.conscious.travel
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