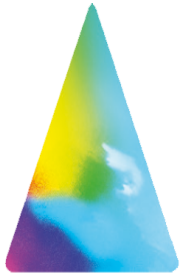
Forging Strategic Business Alliances for Sustainable Tourism in the Americas



LEVE

Cooperative Elevation for Tourism, Trade & Lives

LEVE

Presented by:

Dr. Auliana Poon, CEO
Leve-Global

About Leve-Global

Leve-Global, formerly Tourism Intelligence International, is a highly respected consultancy firm, serving government and private sector partners in both established and emerging economies world-wide.

Cooperative Elevation for Tourism, Trade and Lives

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INNOVATION • INTELLIGENCE • TRANSFORMATION
20 YEARS

Our Reputation

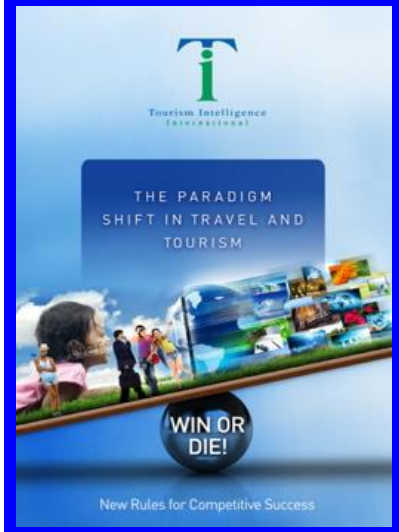
At Leve-Global, we have earned a reputation for research, analysis and consultation that is often exhaustive.

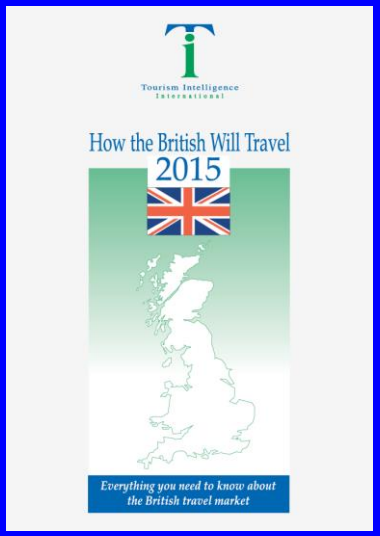
How We Work

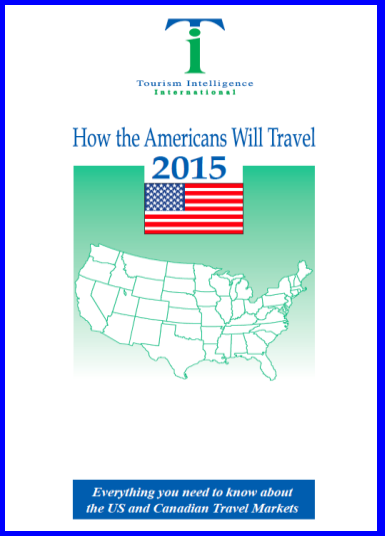
However, we are results-oriented, not merely task-oriented.

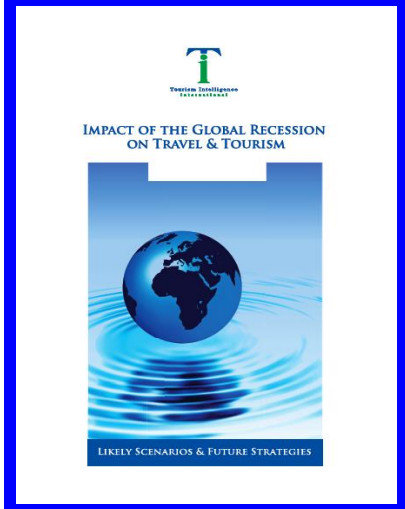
We insist that good intelligence must lead to practical advice, clever competitive strategies, innovative solutions to well-defined problems, and guidelines to put them in place.

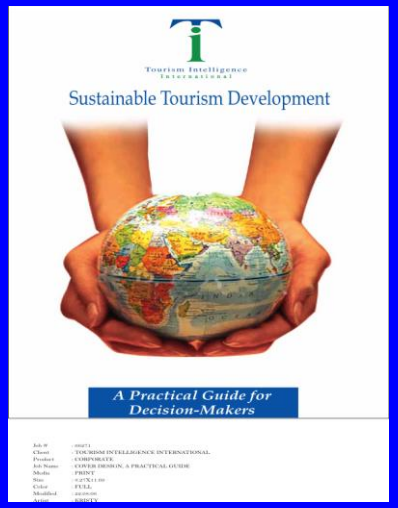
Our Publications

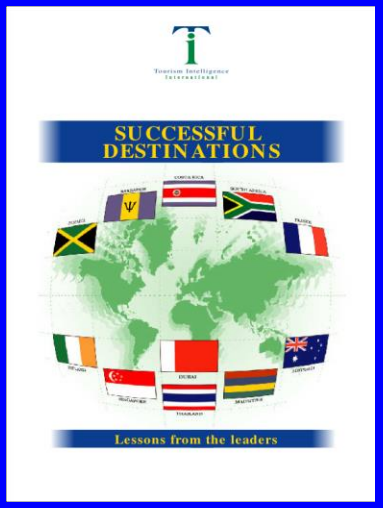












Our Experience

Tourism Development & Investment Strategy

EUR 6 Million – Eco-Tourism Development Project

Chinese Market Development

Our Experience

National Export Strategy (2016-2020)

Emerging Market Development –
How to target the BRICs

Invented Responsible Tourism
Post-Mandela (1994-1996)

Our Experience

National Export Strategy 2016-2020

Training of Tourism Professionals

Caribbean Tourism Strategic Plan 2017-2020

Tourism Development Plan for Abu Dhabi

Abu Dhabi Tourism Flourishes

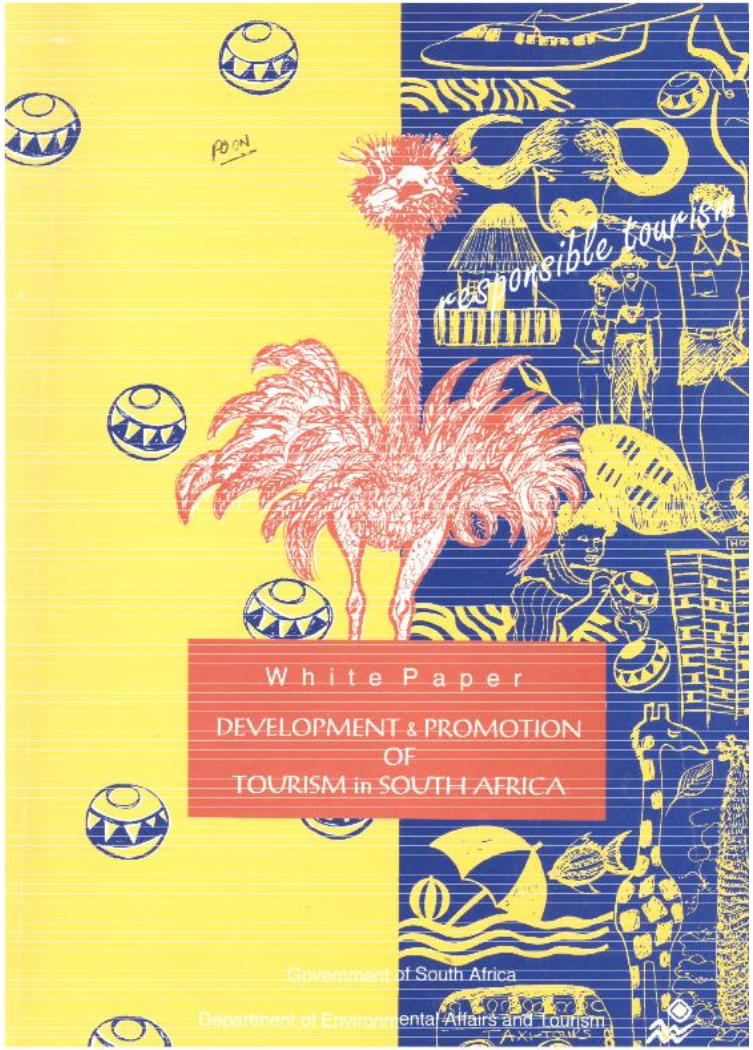
Abu Dhabi welcomed a record 4.875 million visitors during 2017, an impressive 9.8 per cent year-on-year rise.

Be Authentic - Focus on Culture and Heritage

TII Invented Responsible Tourism in South Africa (1994-1996)

SOUTH AFRICA

The Necessity of Sustainable Tourism - South Africa



3.3 Any kind of tourism?

To achieve the true potential of the tourism industry it must be clear that any old tourism will not work. A new tourism is required that would boost other sectors of the economy and create entrepreneurial opportunities for the previously neglected groups; that would be kind to the environment; that will bring peace, prosperity and enjoyment for all South Africans.

3.4 Responsible tourism

Based on an assessment of the problems, constraints and opportunities facing the South African tourism industry, the imperatives of global change as well as the ideas and concerns raised in the country-wide workshops in South Africa, the concept of "Responsible Tourism" emerged as the most appropriate concept for the development of tourism in South Africa

This White Paper proposes **Responsible Tourism** as the key guiding principle for tourism development. Responsible tourism implies a proactive approach by tourism industry partners to develop, market and manage the tourism industry in a responsible manner, so as to create a competitive advantage. Responsible tourism implies tourism industry responsibility to the environment through the promotion of balanced and sustainable tourism and focus on the development of environmentally based tourism activities (e.g. game-viewing and diving). Responsible tourism means responsibility of government and business to involve the local communities that are in close proximity to the tourism plant and attractions through the development of meaningful economic linkages (e.g. the supply of agricultural produce to the lodges, out-sourcing of laundry, etc.). It implies the responsibility to respect , invest in and develop local cultures and protect them from over-commercialisation and over-exploitation. It also implies the responsibility of local communities to become actively involved in the tourism industry, to practice sustainable development and to ensure the safety and security of the visitors. Responsibility to visitors through ensuring their safety, security and health is another consequence of responsible tourism. Responsible tourism also implies the responsibility of both employers and employees in the tourism industry both to each other as well as to the customer. Responsible trade union practices and responsible employment practices will be the hallmarks of the new tourism in South Africa. Responsible tourism also implies responsible government as well as responsibility on the part of the tourists themselves to observe the norms and practices of South Africa, particularly with respect to the environment and culture of the country.

The Global Travel and Tourism Industry is Shifting Rapidly and Radically

THE PARADIGM
SHIFT IN TRAVEL AND
TOURISM
WIN OR
DIE!

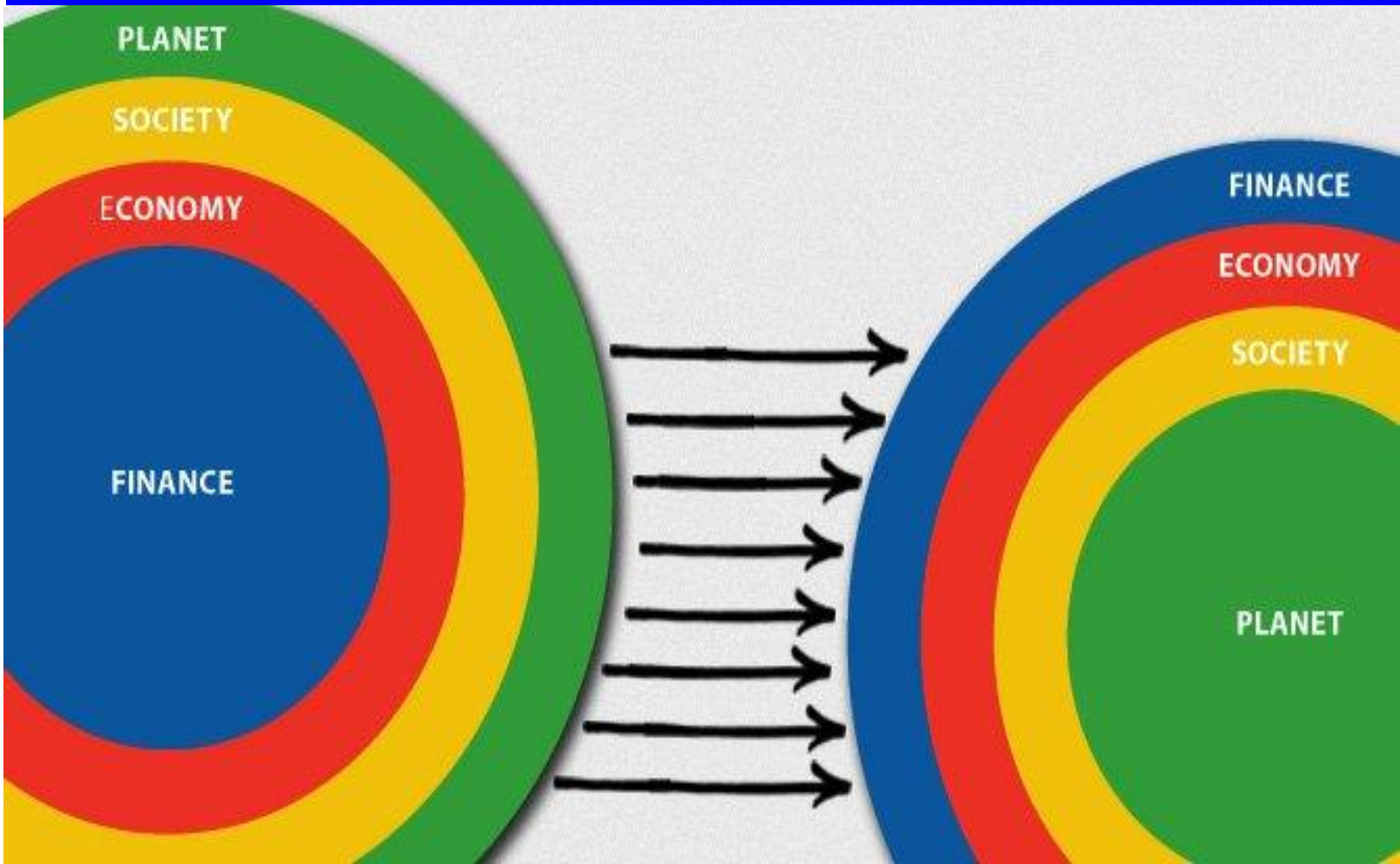
There is a Paradigm Shift taking Place in Travel and Tourism

Old "Mass" Tourism

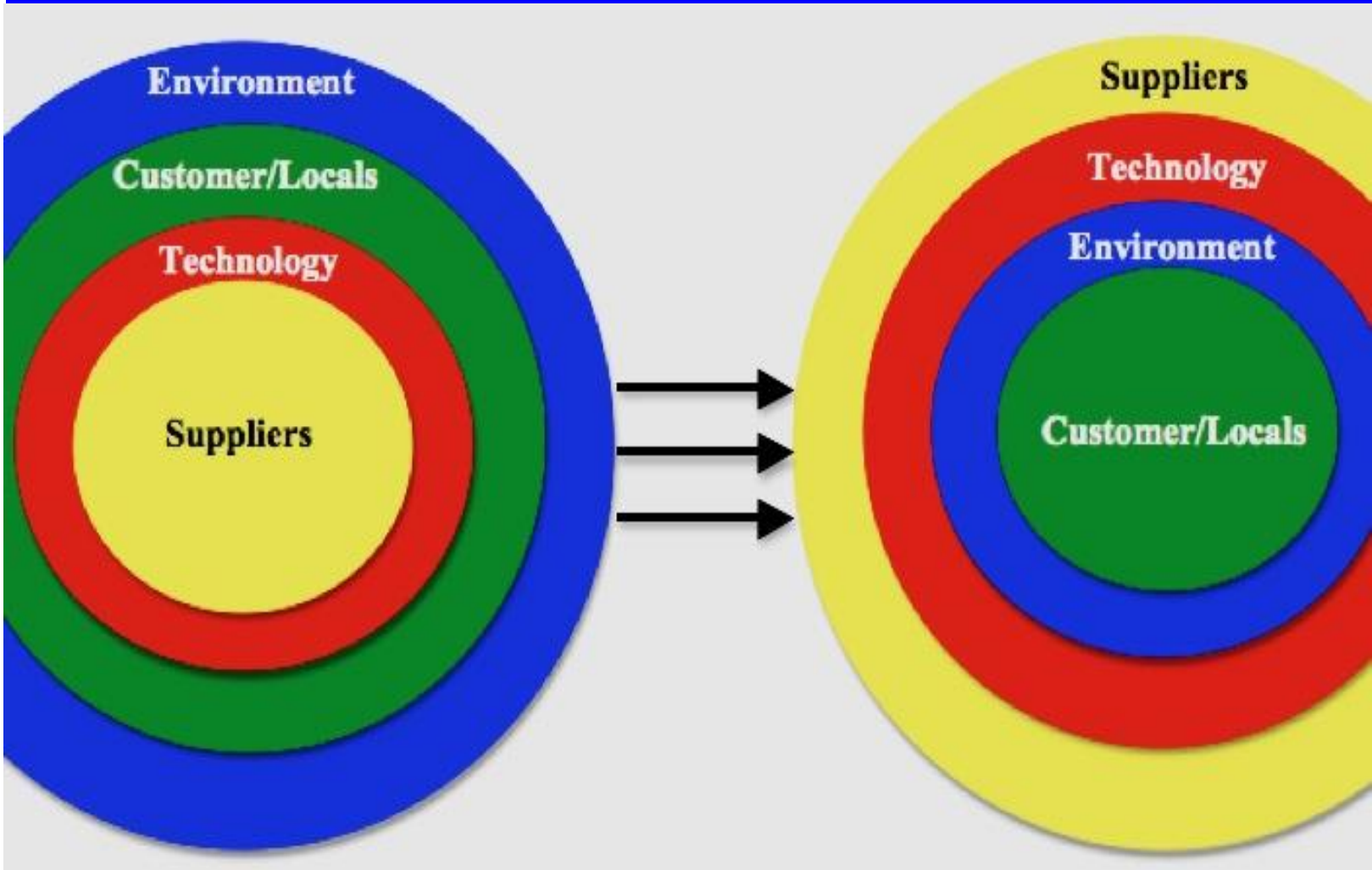
New “Customised” Tourism

What is a Paradigm Shift?

- A radical change in thinking



The Paradigm Shift in Travel and Tourism



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Some Players are Winning.

Others are Dying.

Today's Challenges

- Political Uncertainties, e.g. USA, Russia, North Korea
- BREXIT
- BRICs Economic slowdown
- Disruptive Technology (AirBnB)
- Natural Disasters, Climate Change
- Terrorism

The Only Constant is Change

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Tomorrow there will be other challenges.

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Change = Opportunity

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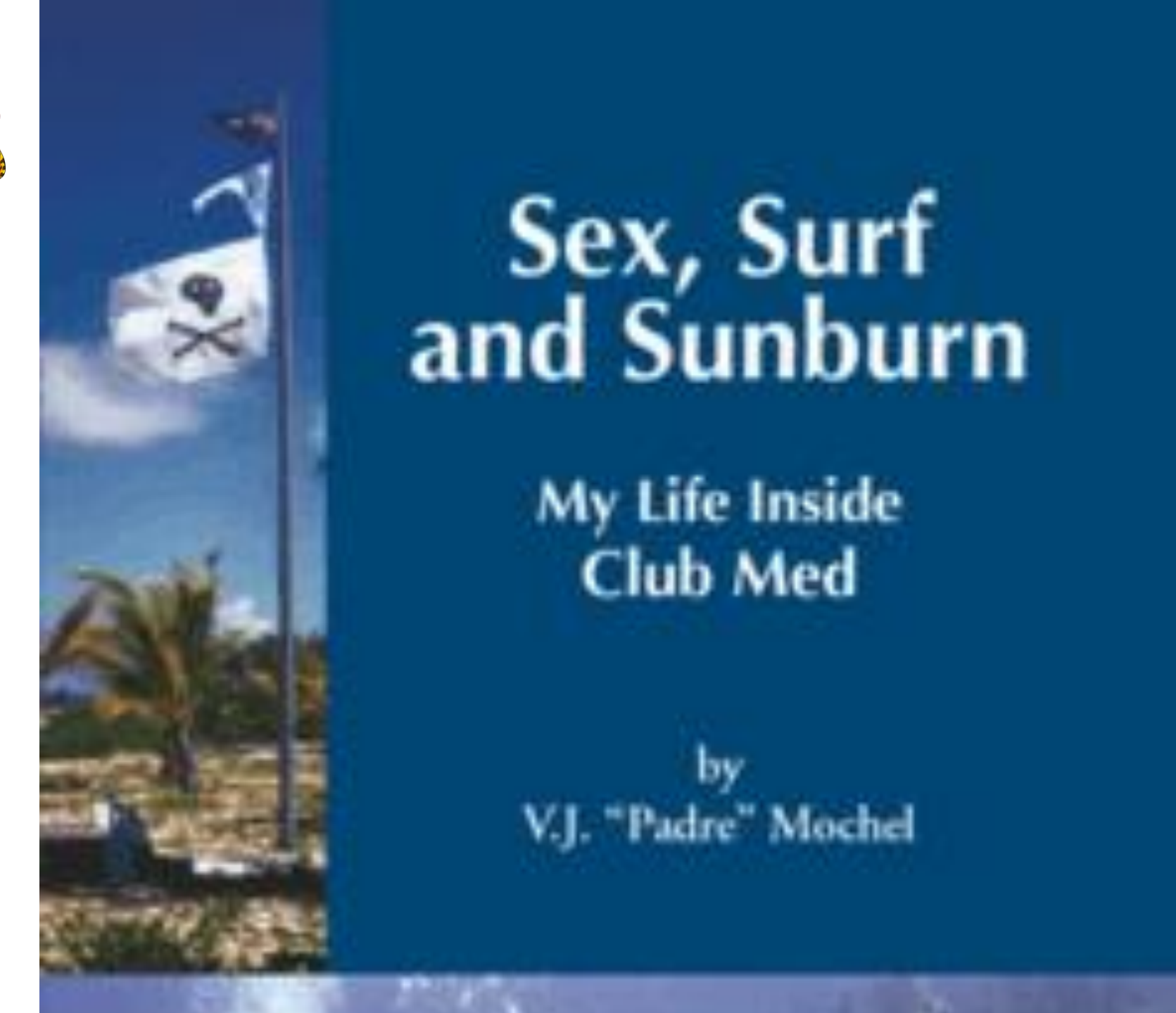
The key is to realise that this is no ordinary change, but a fundamental and radical shift in the way we do business.

There is a Paradigm Shift taking place Globally.

Travel Trade Gazette
TTG
UK & Ireland

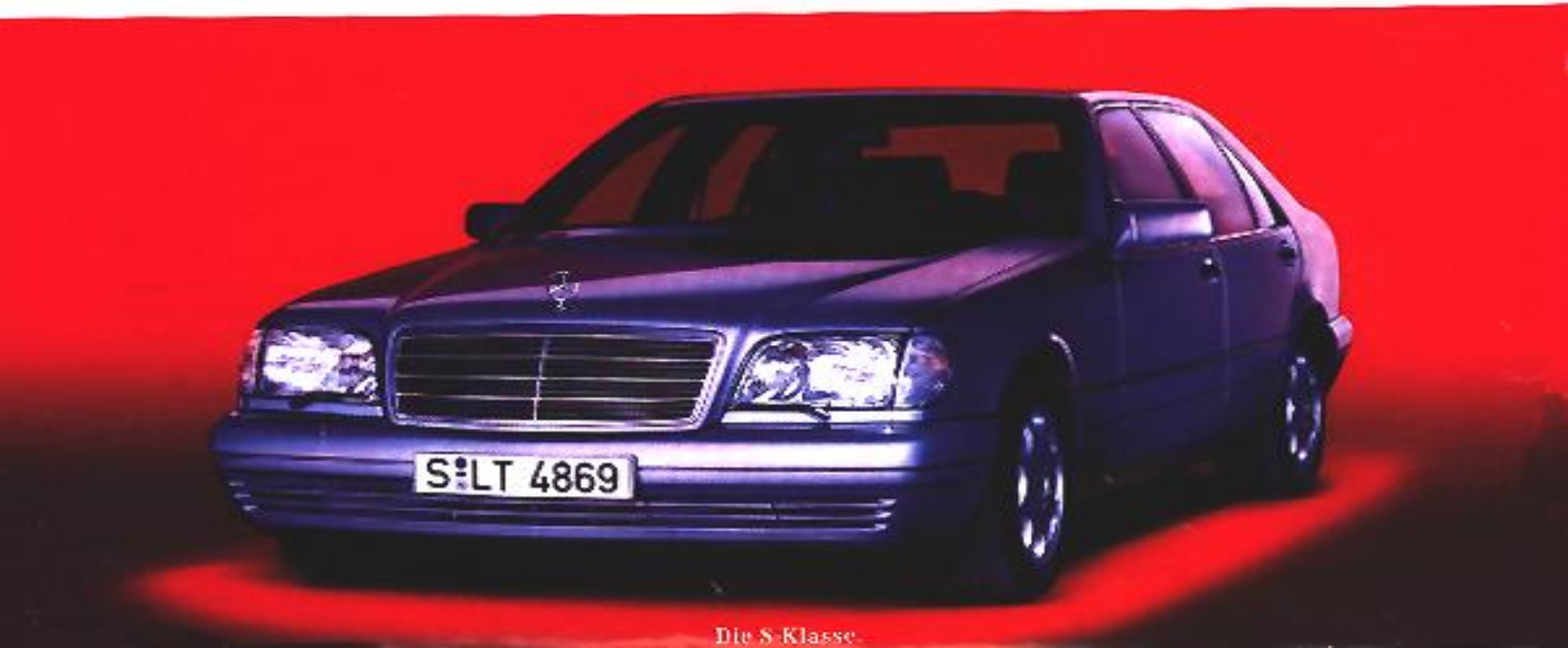
Number 2075 **September 8 1993**

Unrest and slump pushe
Club Med in to the red


Sex, Surf
and Sunburn
My Life Inside
Club Med
by
V.J. "Padre" Mochel

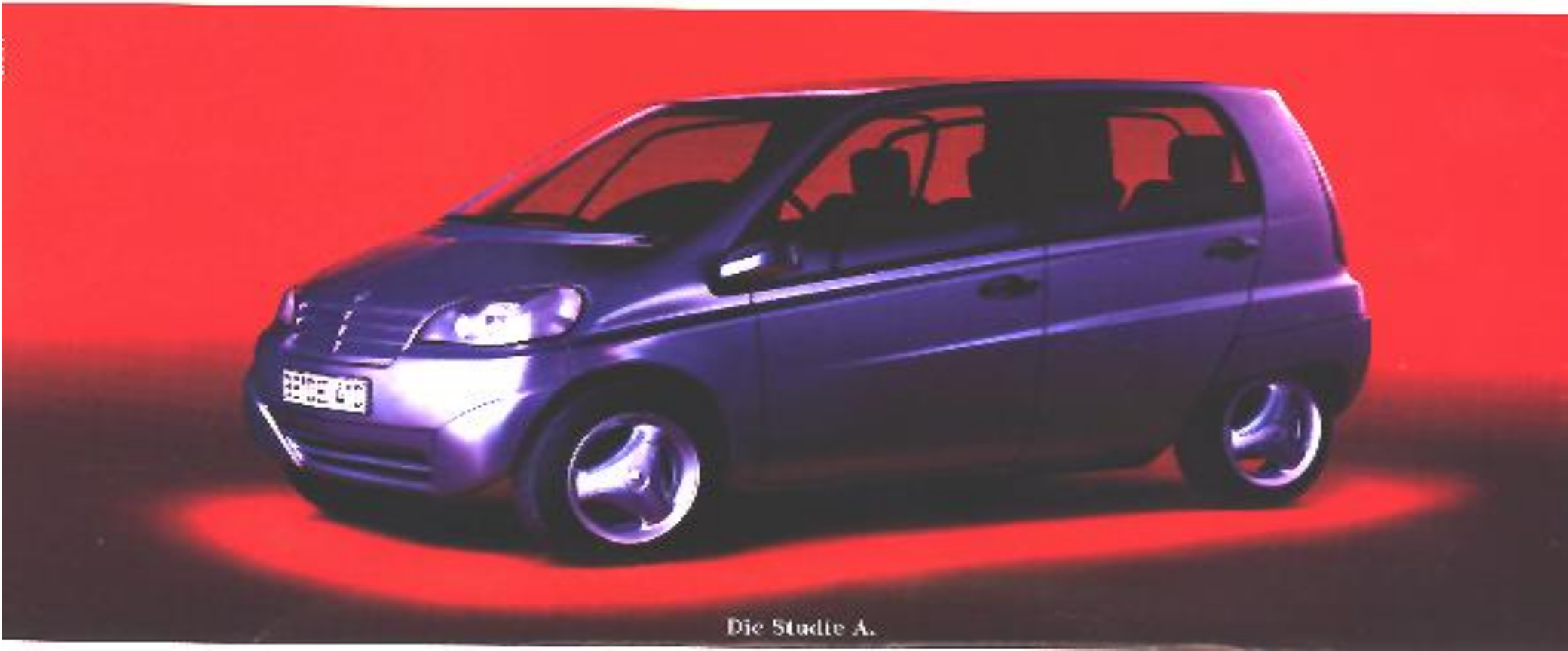
Club Med
WHERE HAPPINESS MEANS THE WORLD

Das werden wir nicht lassen.



Die S-Klasse.

Das werden wir tun.



Die Studie A.

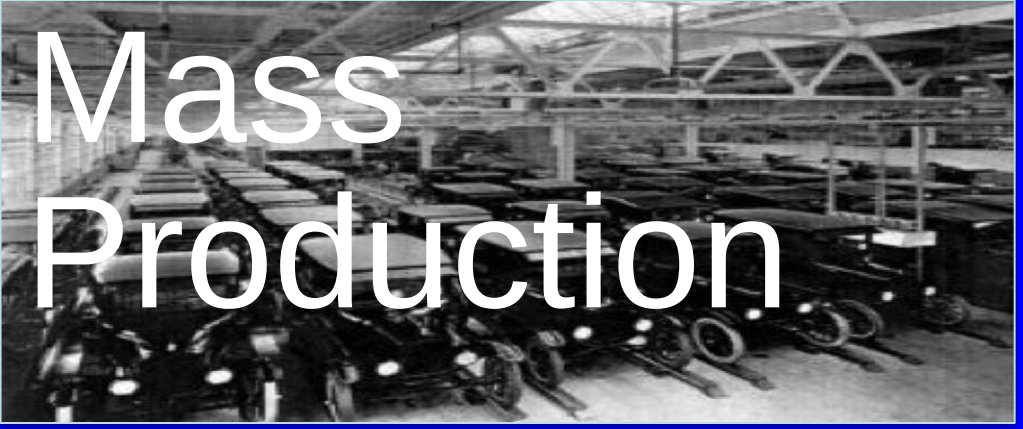
Here Comes Tesla Electrical Vs Combustion Engines

Hydrogen-Powered Cars

Self-Drive Cars

This is NOT ‘Business as Usual’

Unless we Change our thinking, unless we Adapt and Innovate, we will die.



Mass Production

- Set Products
- Fixed Price
- Economies of Scale
- Suppliers in Control
- Consumers are price takers

Mass Tourism

- Rigidly Packaged Holidays and Hotels
- Inflexible Price Options
- Economies of Scale
- Suppliers in Control
- Consumers are price takers

www.hiren.info

Old Tourism

- Mass
- Standardised
- Rigidly-Packaged

AFFORDABLE

CHANGE
AHEAD

Key Drivers

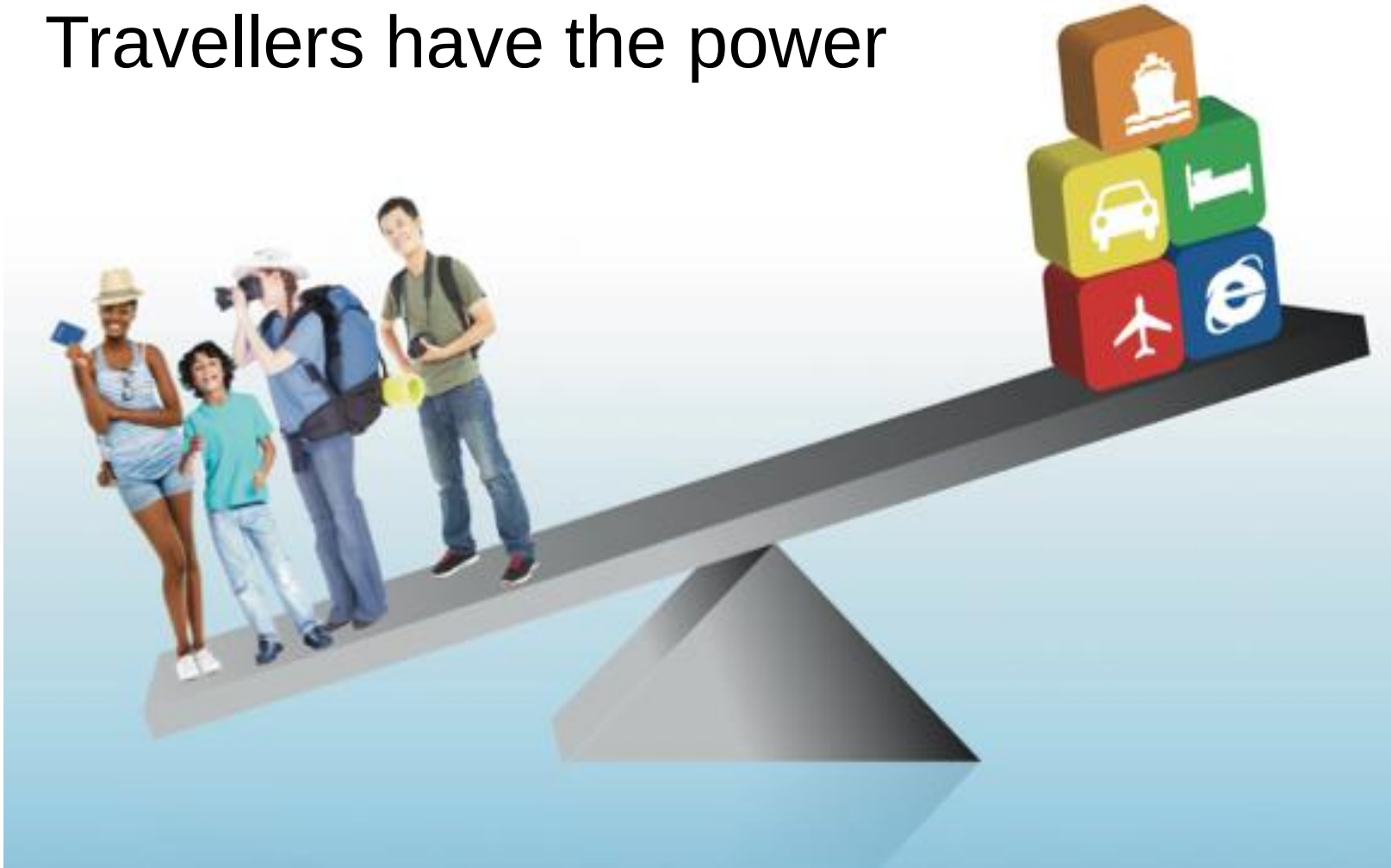
There are fundamental shifts taking place in each of the elements that created mass tourism.

Change Agents of the New Tourism Paradigm

Travellers	→	Driving
Technology	→	Facilitating
Environment	→	Limiting
Locals	→	Demanding
Destinations	→	Caring

The Balance of Power is Shifting

Travellers have the power



Travellers are Changing

- Demographic Shifts
- Psychographic Shifts
- Geographic Shifts

Tourists make the right moves at the Atlantic Hotel, Banjul, the Gambia

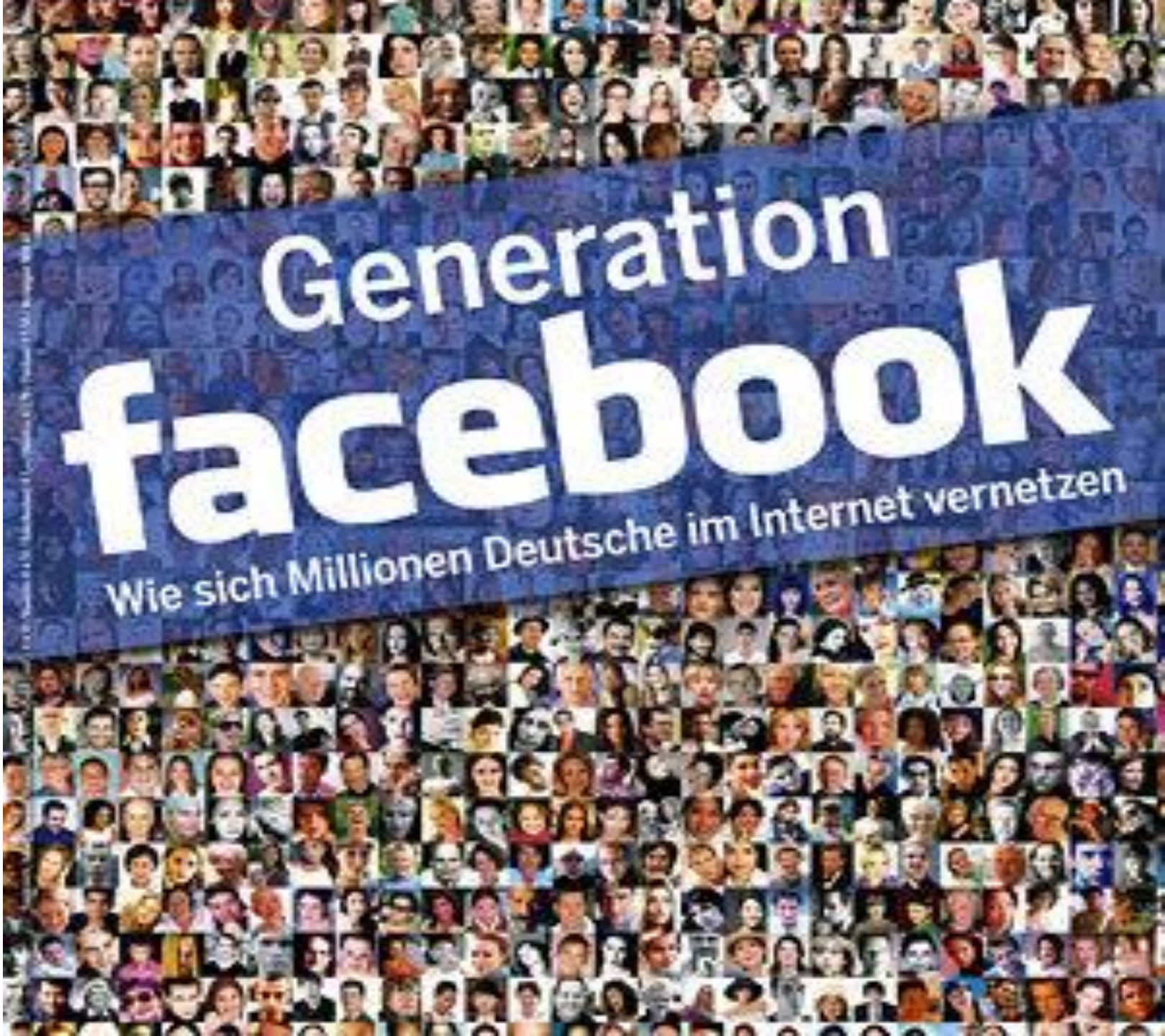
Touristen sammeln Mühl

Guilt-free Holidays

Travellers are Getting Older

People are living longer

Gen Zeds are Digital Natives


Generation
facebook
Wie sich Millionen Deutsche im Internet vernetzen

To Stay alive in the New Paradigm you must **ADAPT** to Change

Halal
KFC
Brooklyn, NY

Chicken Maharaja Mac™

The Largest Retail Store in the World without any buildings

The Largest Taxi Company in the World without owning any cars

The largest hotel company in the world without owning a single hotel

airbnb

Catering to the Customer with Surgical Precision

airbnb

airbnb superhost

Plus

BEYOND BY AIRBNB

airbnb

Painting & Tango in San Telmo, Argentina

airbnb

Cook Rasta food with a wellness author,
Kingston, Jamaica

airbnb

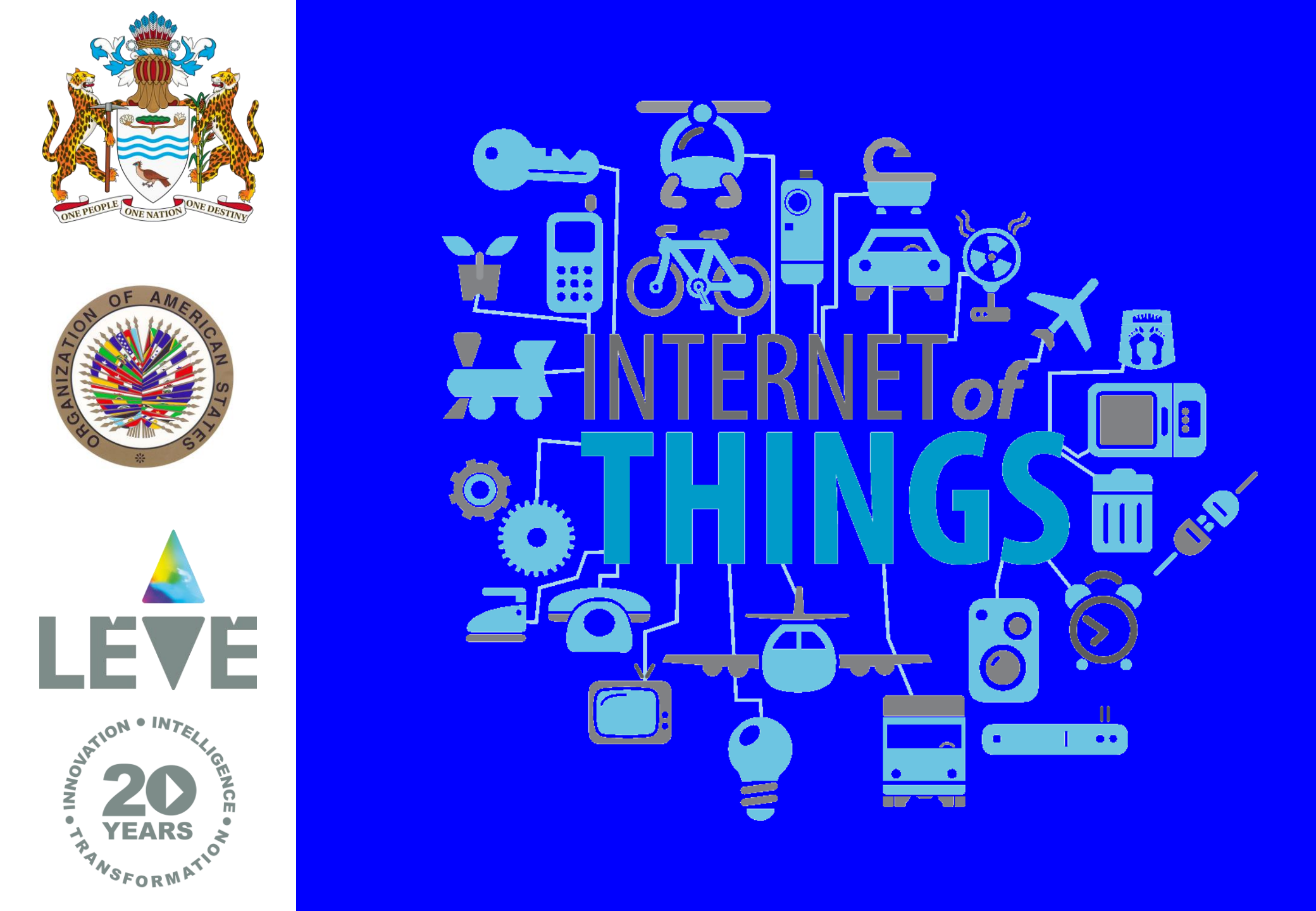
Foraging for Mushrooms, San Juan, Puerto Rico

airbnb

Backstreet Samba Party, Rio de Janeiro, Brazil

airbnb

Lucha Libre and Tacos with a Filmmaker, Mexico City


ONE PEOPLE
ONE NATION
ONE DESTINY
ORGANIZATION OF AMERICAN STATES
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INTERNET of THINGS

BLOCK CHAIN

No More Middle Man

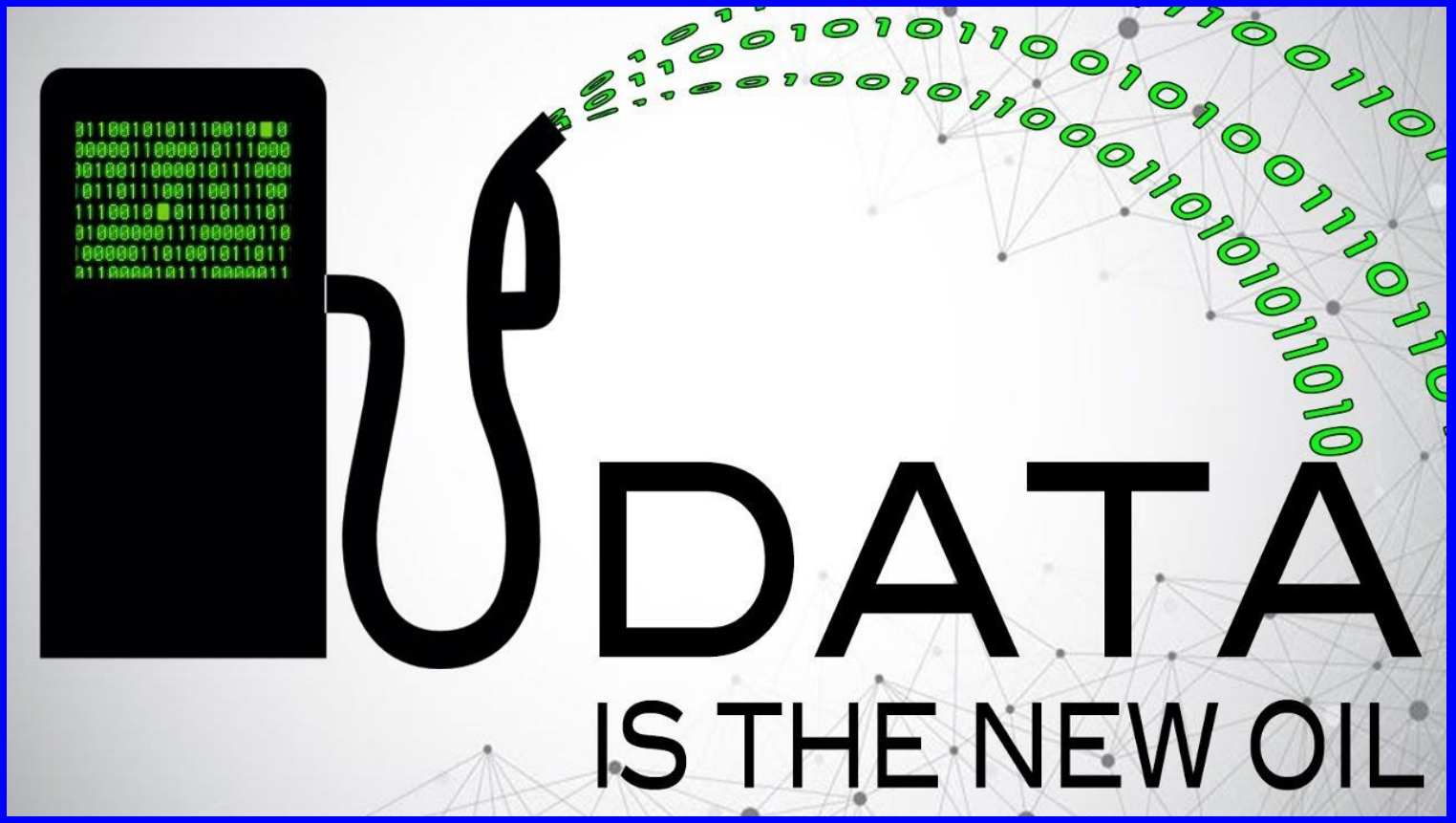
Computers replaced many mundane human tasks

Computers came for the Blue-Color Workers

Now Artificial Intelligence is coming for the White and Gold Color Workers

Doctors, Lawyers, Engineers, Accountants, Designers, Teachers, Managers, etc.

Data is the New Oil



Oxygen is the New Natural Gas

A Global Warning

By far the most terrifying film
you will ever see.
aninconvenienttruth
A GLOBAL WARNING

ONE PEOPLE
ONE NATION
ONE DESTINY

ORGANIZATION OF AMERICAN STATES

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20
YEARS
• TRANSFORMATION

GREENPEACE

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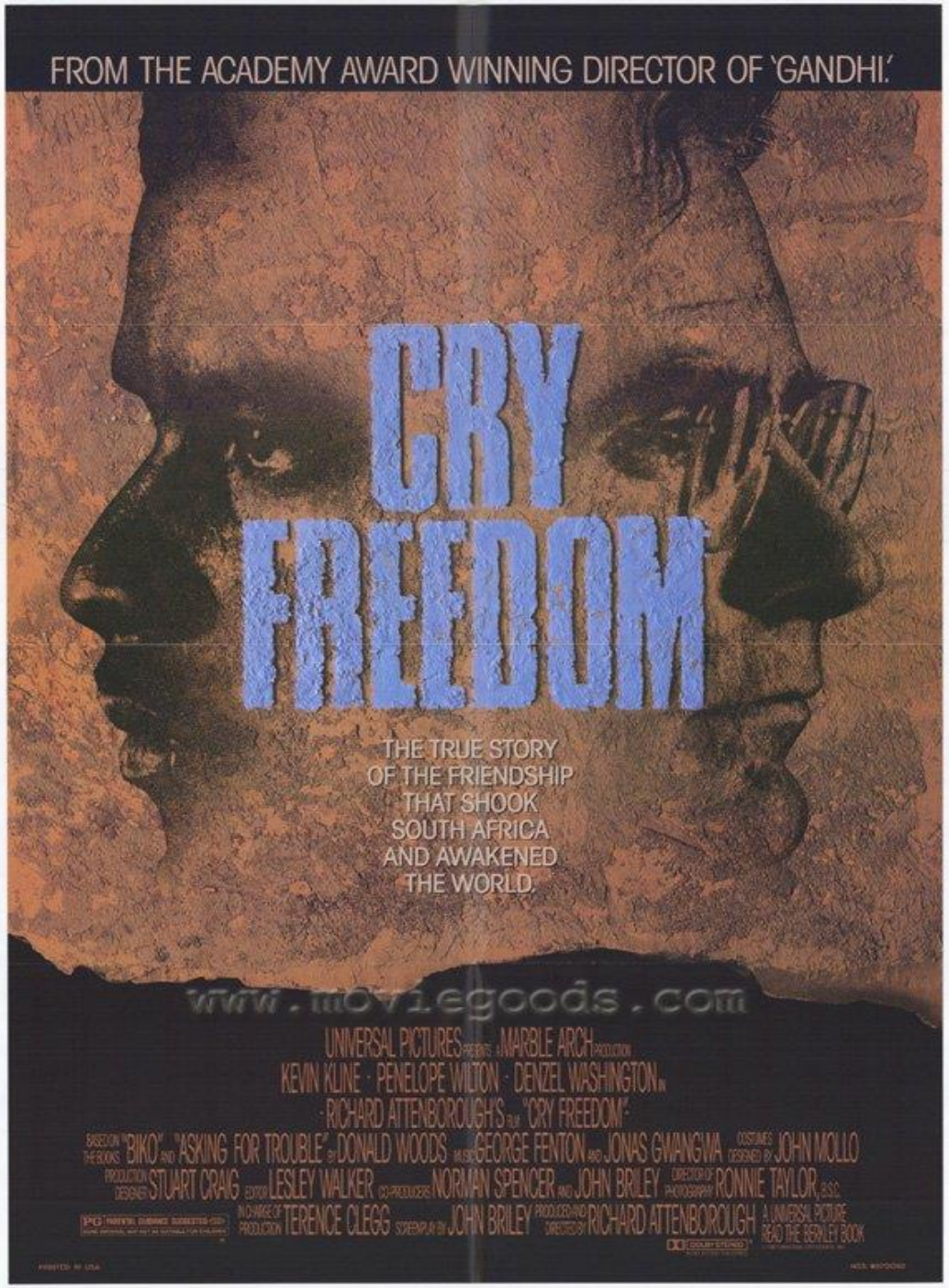
20 YEARS



ONE PEOPLE
ONE NATION
ONE DESTINY

ORGANIZATION OF AMERICAN STATES

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20
YEARS
• TRANSFORMATION

AMNESTY INTERNATIONAL

ONE PEOPLE
ONE NATION
ONE DESTINY
ORGANIZATION OF AMERICAN STATES
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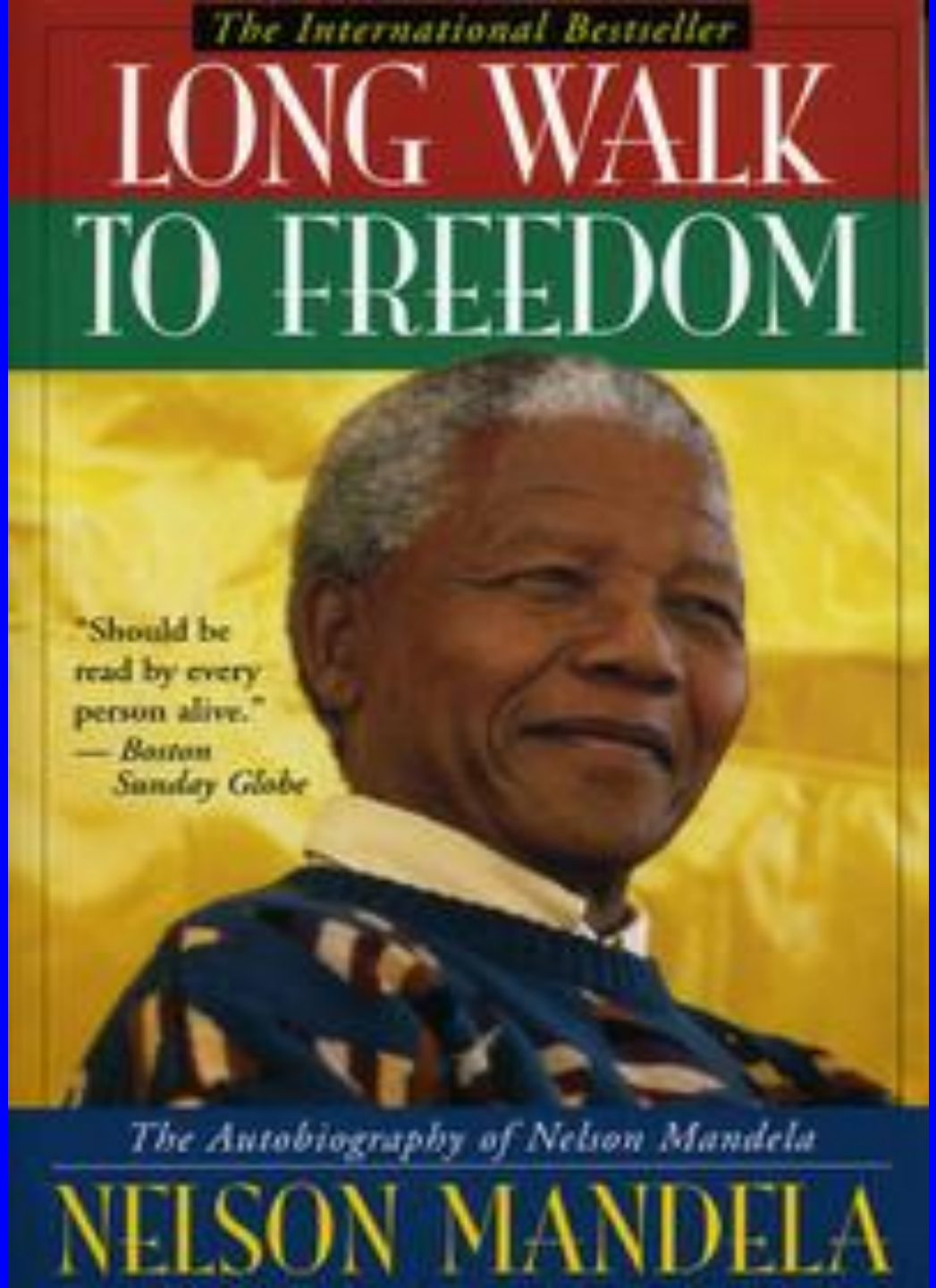
20 YEARS


The International Bestseller
LONG WALK TO FREEDOM
"Should be read by every person alive."
— Boston Sunday Globe
The Autobiography of Nelson Mandela
NELSON MANDELA

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What does this mean for the Tourism in the Americas?

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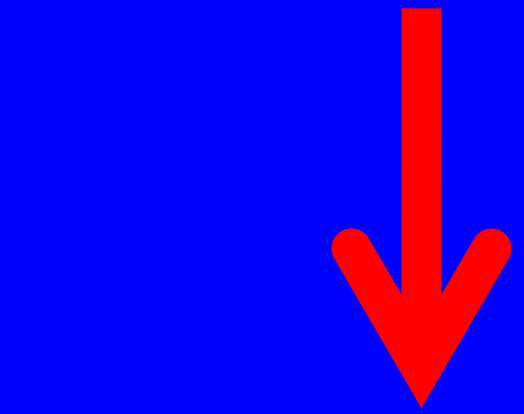
We Cannot Compete on Sun, Sand and Sea alone.

We Need to Compete with

Information
Intelligence
Innovation
Inclusion

Tourism must be
Beyond the Beach

To:



Strategic Partnerships for Success, Survival and Sustainability

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20 YEARS

There are 365 Ways the Visitor Experience Could Go Wrong

Need to Partner to Orchestrate a Complete Visitor Experience

- Better for:
  - The visitor
  - The environment
  - Locals
  - The Economy

Examples of Successful Strategic Partnerships

Jamaica

St. Lucia

Shangri-La

Costa Rica

Jamaica

Tourism Linkages Network

Costa Rica

Certification for Sustainable Tourism - CST

St. Lucia

The Virtual Agricultural Clearing House (VACH)

Linking hoteliers to farmers via WhatsApp and the TriFarm software

Shangri-La

Shangri La Sustainable Supply Chain Policies

- Inputs must be 75% local
- Hotels deal with farmers within a 20-kilometre radius
- Only work with suppliers and partners who meet the company's values – *The Supplier Code of Conduct*

Shangri La Sustainable Supply Chain Policies

- Rooted In Nature Initiative
  - *Use of local small-scale producers*
  - *Fair trade and fair pay to farmers*
  - *Encourages and support local food traditions*
  - *Promotion of organically-grown produce*

SUSTAINABLE TOURISM		SUSTAINABLE TOURISM 4.0
Free Trade	→	Fair Trade
PPP	→	PPCP
In-house	→	Out-source
Greenwashing	→	True Greening
Making Money	→	Making a difference

SUSTAINABLE TOURISM		SUSTAINABLE TOURISM 4.0
Same old, same old	→	Fresh, exciting and engaging
Saving Birds, Bees and Trees	→	Saving People & Planet
Supply what we have	→	Give Customers what they Want
Press as a Problem	→	Press as a True Partner
Making Money	→	Make a difference

What does this mean for Caribbean Tourism?

1. This is not business as usual – Change and disruption are the norm. It is not about Trump or Brexit or Airbnb or Uber. Tomorrow there will be more "fast balls" and "googlies" coming our way. We need to be tomorrow-ready; future-ready

What does this mean for Caribbean Tourism?

2. We cannot continue to compete with Sun, Sand and Sea alone – We need to compete with Information, Intelligence, IT and Innovation!

What does this mean for Caribbean Tourism?

3. We need to diversify our Products AND our Markets: How many of our products are truly gay-frendly?; Halal-ready? how many of us can say "Thank You" in Chinese?

What does this mean for Caribbean Tourism?

4. We need to invest in Plant, Planet AND People.

What does this mean for Caribbean Tourism?

5. We need to engage our local communities; locals need to benefit from tourism – not just through careers and jobs, but through entrepreneurship. Our products and experiences need to be truly Caribbean!

What does this mean for Caribbean Tourism?

6. Our products and experiences need to be truly Caribbean! Our Caribbean Aesthetic, Culture, Cuisine, Lifestyle need to infuse our Products and Experiences – they make us unique.

What does this mean for Caribbean Tourism?

Finally, we need to move beyond morals to developing effective mechanisms for sustainability – linkage hub Jamaica and Sustainable tourism standards in Costa Rica. We need to ACT!

Thank YOU!

Cooperative Elevation for Tourism, Trade & Lives