Forging Strategic Business Alliances for Sustainable Tourism in the Americas
Cooperative Elevation for Tourism, Trade & Lives
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
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

- The Paradigm Shift in Travel and Tourism
  New Rules for Competitive Success

- How the British Will Travel 2015
  Everything you need to know about the British travel market

- How the Americans Will Travel 2015
  Everything you need to know about the US and Canadian travel markets

- How Germans Will Travel 2015
  Everything you need to know about the German, Austrian and Swiss travel markets

- Impact of the Global Recession on Travel & Tourism
  Likely Shockers & Future Scenarios

- Sustainable Tourism Development
  A Practical Guide for Decision-Makers

- Successful Destinations
  Lessons from the Leaders

- Successful Hotels and Resorts
  Lessons from the Leaders
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)
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 government, 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 tourist plant and attractions through the development of sustainable 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-commercialization and over-exploitation. It also implies the responsibility of local communities to become actively involved in the tourism industry to promote sustainable development and to ensure the safety and security of the visitors. Responsibility to visitors through ensuring their safety, security and health is another cornerstone 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 customers. Responsible leadership 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!

20 YEARS
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
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
Tomorrow there will be other challenges.
Change = Opportunity
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.
Unrest and slump push Club Med in to the red
WHERE HAPPINESS MEANS THE WORLD
Das werden wir nicht lassen.
Das werden wir tun.
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
Old Tourism

- Mass
- Standardised
- Rigidly-Packaged

AFFORDABLE
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
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
Chicken Maharaja Mac™
The Largest Retail Store in the World without any buildings

amazon
The Largest Taxi Company in the World without owning any cars
The largest hotel company in the world without owning a single hotel
Catering to the Customer with Surgical Precision
Painting & Tango in San Telmo, Argentina
Cook Rasta food with a wellness author, Kingston, Jamaica
Foraging for Mushrooms, San Juan, Puerto Rico
Backstreet Samba Party, Rio de Janeiro, Brazil
Lucha Libre and Tacos with a Filmmaker, Mexico City
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.

an inconvenient truth

A GLOBAL WARNING
FROM THE ACADEMY AWARD WINNING DIRECTOR OF ‘GANDHI’.

CRY FREEDOM

THE TRUE STORY OF THE FRIENDSHIP THAT SHOOK SOUTH AFRICA AND AWAKENED THE WORLD.

www.moviegoods.com
What does this mean for the Tourism in the Americas?
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
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
Costa Rica

Certification for Sustainable Tourism - CST

TURISMO SOSTENIBLE

CERTIFICACION PARA LA SOSTENIBILIDAD TURISTICA

www.turismo-sostenible.co.cr
St. Lucia

The Virtual Agricultural Clearing House (VACH)

Linking hoteliers to farmers via WhatsApp and the TriFarm software
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

- Same old, same old
- Saving Birds, Bees and Trees
- Supply what we have
- Press as a Problem
- Making Money

SUSTAINABLE TOURISM 4.0

- Fresh, exciting and engaging
- Saving People & Planet
- Give Customers what they Want
- Press as a True Partner
- 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-friendly?; 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