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Sustainable Tourism Challenges: Getting Started - Sustainable Supply Change Management

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SUSTAINABLE TOURISM CHALLENGES: GETTING STARTED

SUSTAINABLE TOURISM SUPPLY CHAIN MANAGEMENT

Sustainability is a team activity. No single company creates a sustainable tourism experience – we each rely on each of our travel partners to do their part in making sure the final consumer experience is sustainable. By taking responsibility for our own businesses and encouraging our suppliers and customers to adopt sustainable tourism, all tourism businesses can contribute to a better future.

WHAT ARE SUSTAINABLE TOURISM SUPPLY CHAINS?



A supply chain is simply the businesses that contribute components to a final product. For example, let us say you bought a vacation to an island resort from a travel company. The resort, the operator that supplies the tours on the island that are included in your purchase, and the flight to the island and the transportation that took you to the resort are all part of the supply chain. But the supply chain extends further, it includes the food suppliers providing ingredients for the restaurant at the resort, the small attractions that are included in the tour and the artists supplying souvenirs to the resort gift shop. Each of these suppliers contributes to the sustainability of your vacation. **Only by ensuring that each supplier in the supply chain is committed to sustainability can you be sure that you are creating a sustainable tourism experience.**

THE BUSINESS CASE FOR ENSURING A SUSTAINABLE SUPPLY CHAIN IN TOURISM

There are many reasons businesses should adopt sustainable procurement for their tourism products. They include:

- Encourage the creation of new goods and services that reflect consumers desire for authenticity and sustainability.
- Increase efficiencies in the supply chain through improved communication and shared goals.
- Maintain social license to operate and be recognized as creating positive impacts across the tourism system.
- Attract and retain staff by demonstrating commitment to sustainability related issues.
- Meet changing expectations of customers and other stakeholders.
- Boost competitive advantage and reduce organizational risk.

5 WAYS TO LEAD A SUSTAINABLE SUPPLY CHAIN

All businesses have the ability to influence their supply chain to adopt sustainable tourism practices. Here are 5 things you can do now to encourage your supply chain:

- **Commit to Sustainable tourism.** Ensure that you are “walking your talk” and ensure your organization is working towards sustainability.
- **Promote the importance of sustainable tourism.**
- **Encourage suppliers and customers** to adopt sustainable tourism practices.
- **Set expectations for future business.** Set expectations for suppliers about your expectations and the need to comply with sustainability standards. Create a timeline for adoption of sustainability through the supply chain.
- **Ensure comprehensive, systematic approaches to sustainability.** Getting all the members of your supply chain “on the same page” can be challenging. GSTC accredited sustainable tourism certification programs can help create a shared commitment to recognized standards.

THE IMPORTANCE OF CERTIFICATION

Certification is a powerful tool to reach sustainable tourism goals. Good certification programs help businesses undertake systematic adoption of sustainable tourism programs. They help with what to do and how to get there. Good certification programs help businesses level up their operations to achieve world class sustainability outcomes. When choosing a certification program, make sure that you choose a **Global Sustainable Tourism Council** Accredited certification.

GSTC CRITERIA AND KEY SDGS



Destinations Criteria:

- A4 Enterprise Engagement and Sustainability Standards
- B3 Supporting Local Entrepreneurs and Fair Trade

Industry Criteria:

- A7.3 Sustainable Practices and Materials
- B2 Local Employment
- B3 Local Purchasing
- B4 Local Entrepreneurs



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