



Anna Pollock

Prosper with purpose



Vlaanderen
is toerisme

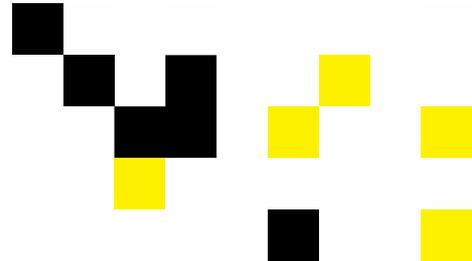
Goedemiddag!





- **WHY** it's time to re-think how we do tourism
 - Push factors
 - Pull factors
- **HOW** to seize the big opportunity to co-create a healthier tourism fit for the future

WHY push the factors



Are you bewildered by all the change?

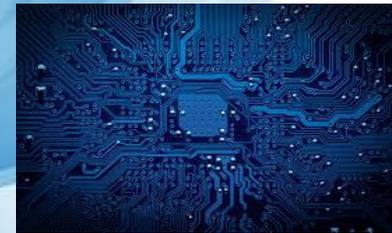
Environmental Distress



Economic Instability



Socio-Political Unrest



Technology – that's promising & terrifying

Volatile
Uncertain
Complex
Ambiguous

The Anthropocene

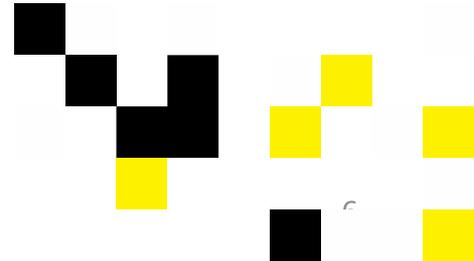


Welcome to the Anthropocene

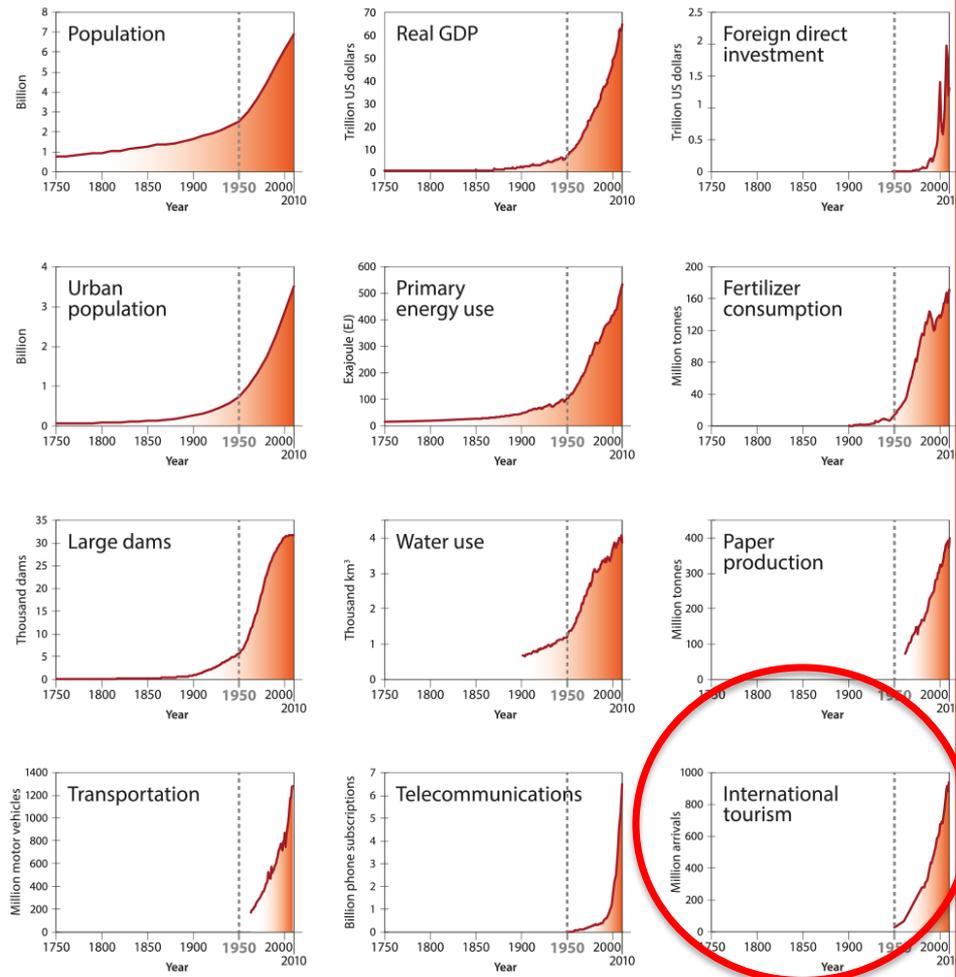
A 3-minute journey through the last 250 years from the start of the Industrial Revolution to today. This film opened the UN's Rio+20 summit, the largest event in the UN's history.

<https://vimeo.com/390489>

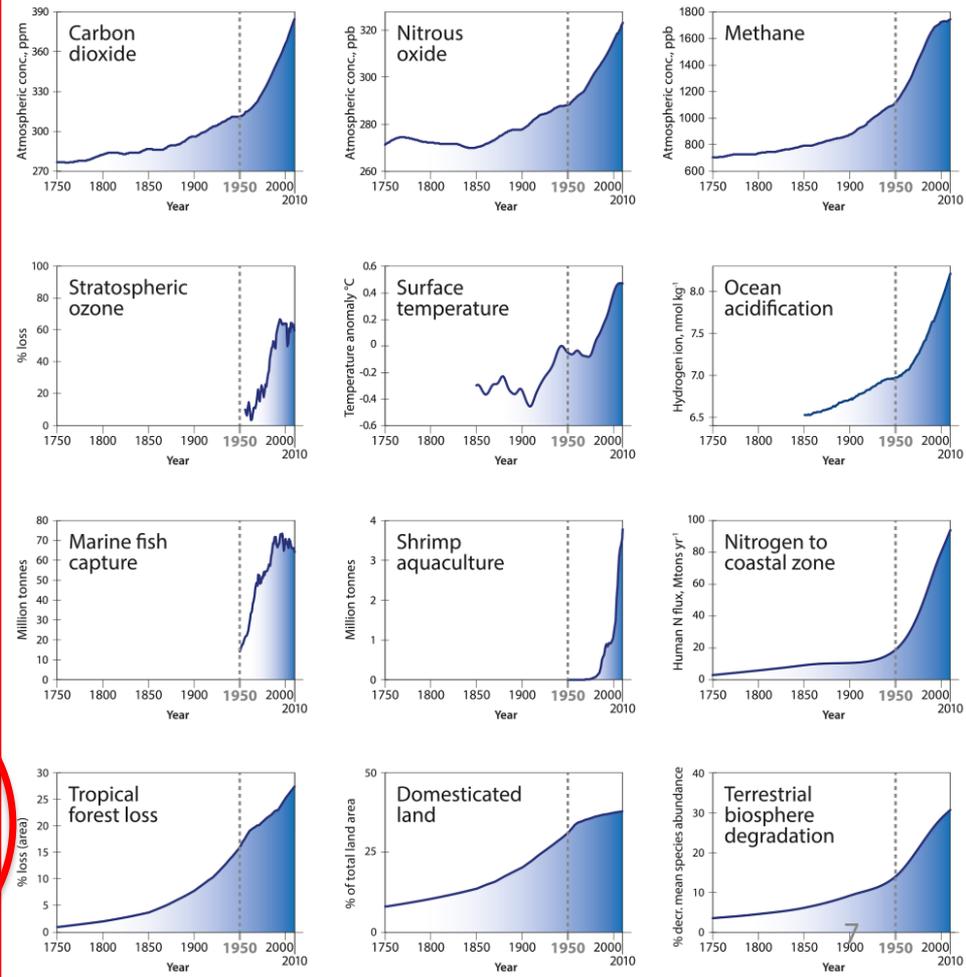
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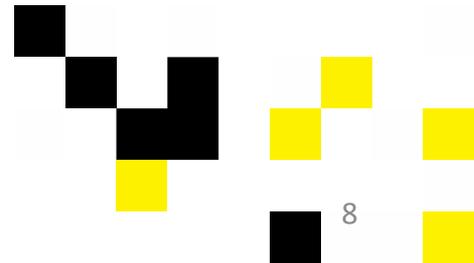
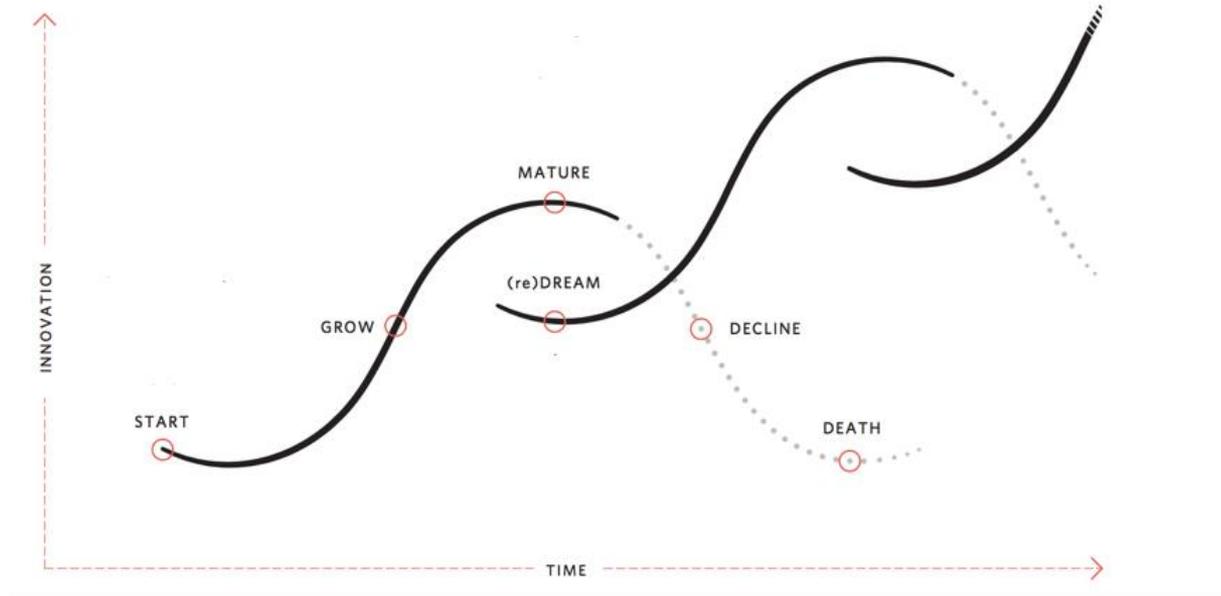
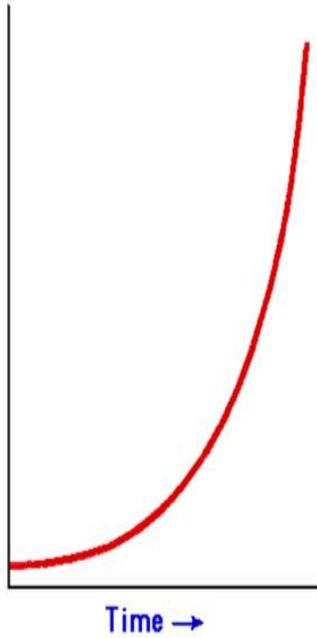
Socio-economic trends



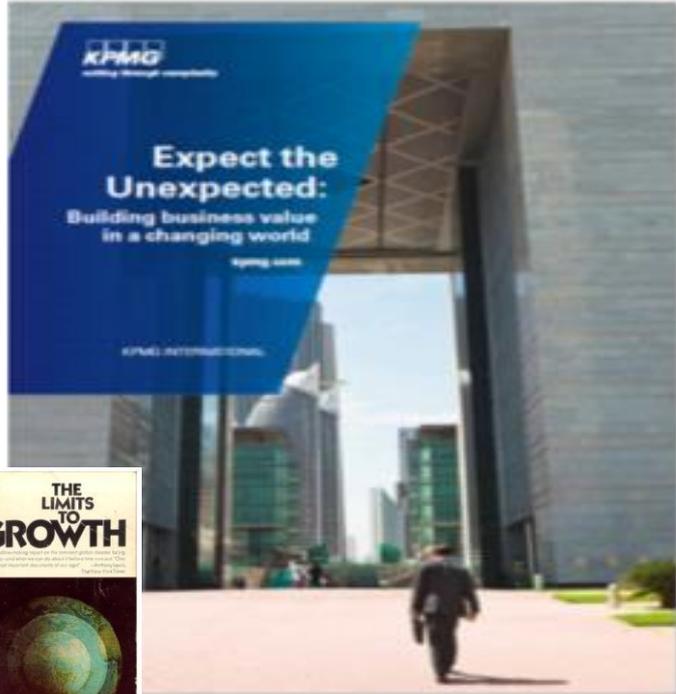
Earth system trends



Choose your pattern!

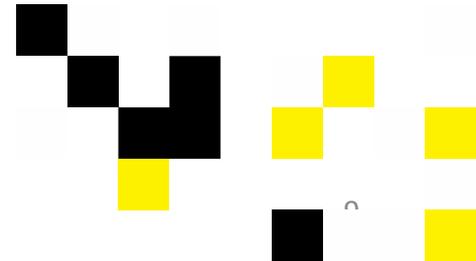


Confirmed: business as usual is unsustainable

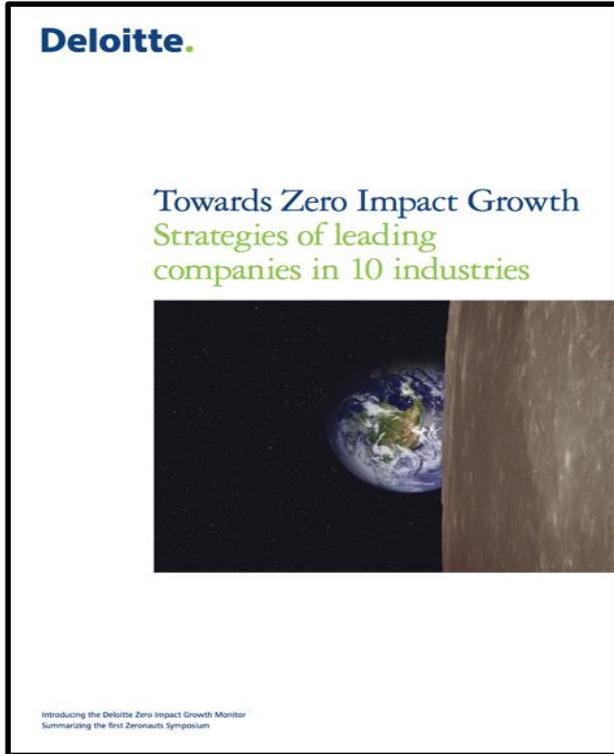


“Population growth, exploitation of natural resources, climate change and other factors are putting the world on a development trajectory that is not sustainable...**if we fail to alter our patterns of production and consumption, things will begin to go badly wrong**”

2012



Changing our minds, our mindsets



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.

Changing our Story

Guardian Sustainable Business

Ideas and insights for progressive business leaders

Sustainability movement will fail unless it creates a compelling future vision

We will only create prosperity within planetary boundaries if we start to really believe it is possible, writes **Jo Confino**



Jo Confino

Guardian Professional, Saturday 23 November 2013 10.00 GMT

[Jump to comments \(46\)](#)



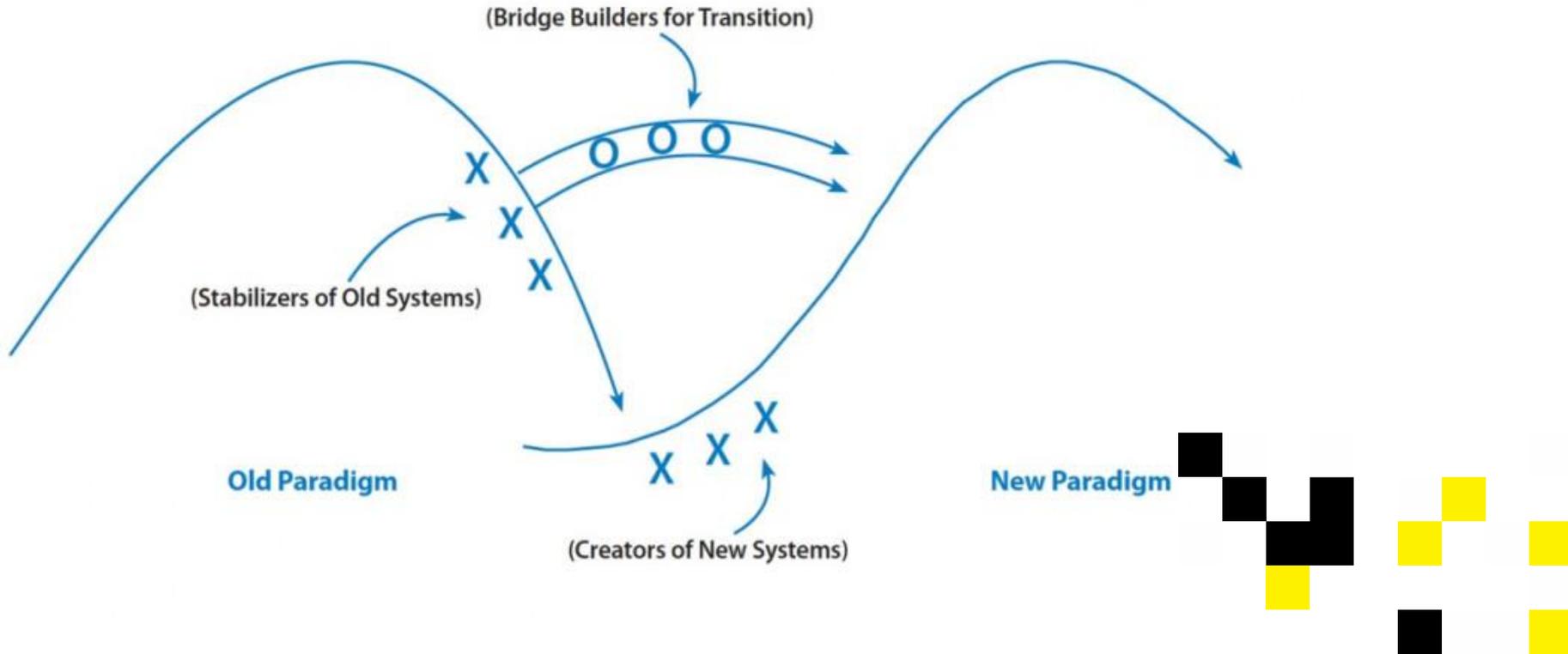
We need to look further into the horizon and develop a new narrative for sustainability, argues Jo Confino Photograph: Alamy

 "It's all a question of story. We are in trouble now because we don't have a good story" - Thomas Berry

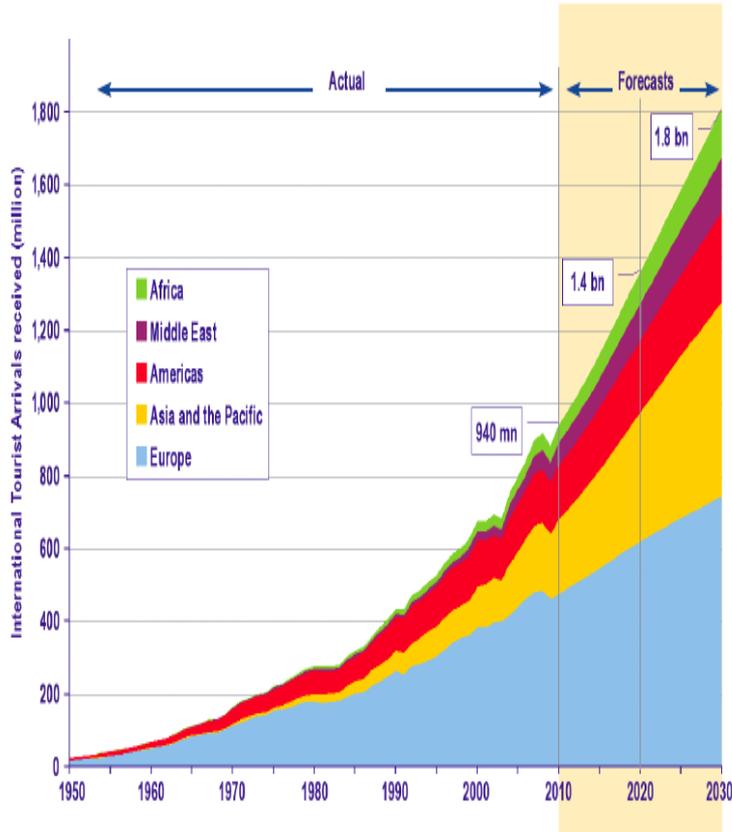


"It's all a question of story. We are in trouble now because we do not have a good story. We're in between stories. The old story, the account of how we fit into it, is no longer effective. Yet we have not learned the new story" **Thomas Berry**

An Old System is Dying – a new way is emerging



Where is tourism?



BAU – just managed better?



Specialized agency of the United Nations
World Tourism Organization UNWTO

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[Press Release](#)

Tourism: growth is not the enemy; it's how we manage it that counts.

PR No.: Opinion article 1
15 Aug 17

By Taleb Rifai, Secretary General, World Tourism Organization (UNWTO)

In recent months, reports from all around the world have spoken of 'tourism-phobia', showing us pictures of citizens protesting against the 'invasion of tourists' and the expulsion of locals by tourism businesses.



Tourism's appetite becoming too great for world resources

travindy^{BETA}
essential tourism news

Assessing tourism's global impact 1990-2010

Stefan Gossling and Paul Peters

Journal of Sustainable Tourism, 2015

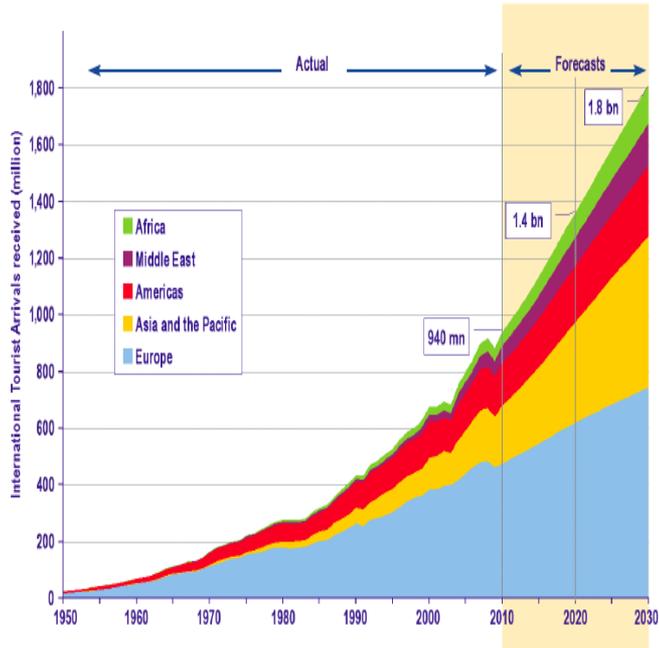
Vol23, No 5, 639-659

“Anyone who believes exponential growth can go on forever in a finite world is either a madman or an economist”.

Kenneth Boulding



How do we manage a tsunami of demand?





Eiffel Tower in Paris at night, with the throng of tourists.

Destinations

Exploring the Coming Perils of Overtourism

Rafat Ali, Skift - Aug 23, 2016 6:30 am

[@rafat](#)

A Skift Original Series

ICELAND AND THE TRIALS OF 21ST CENTURY TOURISM

A DEEP DIVE INTO DESTINATIONS

READ IT NOW ▶



VIVO
y
VIVIRE
EN LA
BARCELONETA

LIGAREMS
INSTA
EL FINAL

RECUPEREM
L'ESSENCIA
DE LA
BARCELONETA

TANCAMEN
PIS TURISTIC
YA VOLEM
DESCANS PERS
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CLN ET
LVT !!
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S
ORA
EL
CARRI

PIS

TURÍSTI



Barcelona's war on tourists

Locals feel they are being priced out by the visiting hordes, and the mayor agrees.

By DIEGO TORRES | 11/22/16, 8:45 PM CET | Updated 3/14/17, 4:37 PM CET



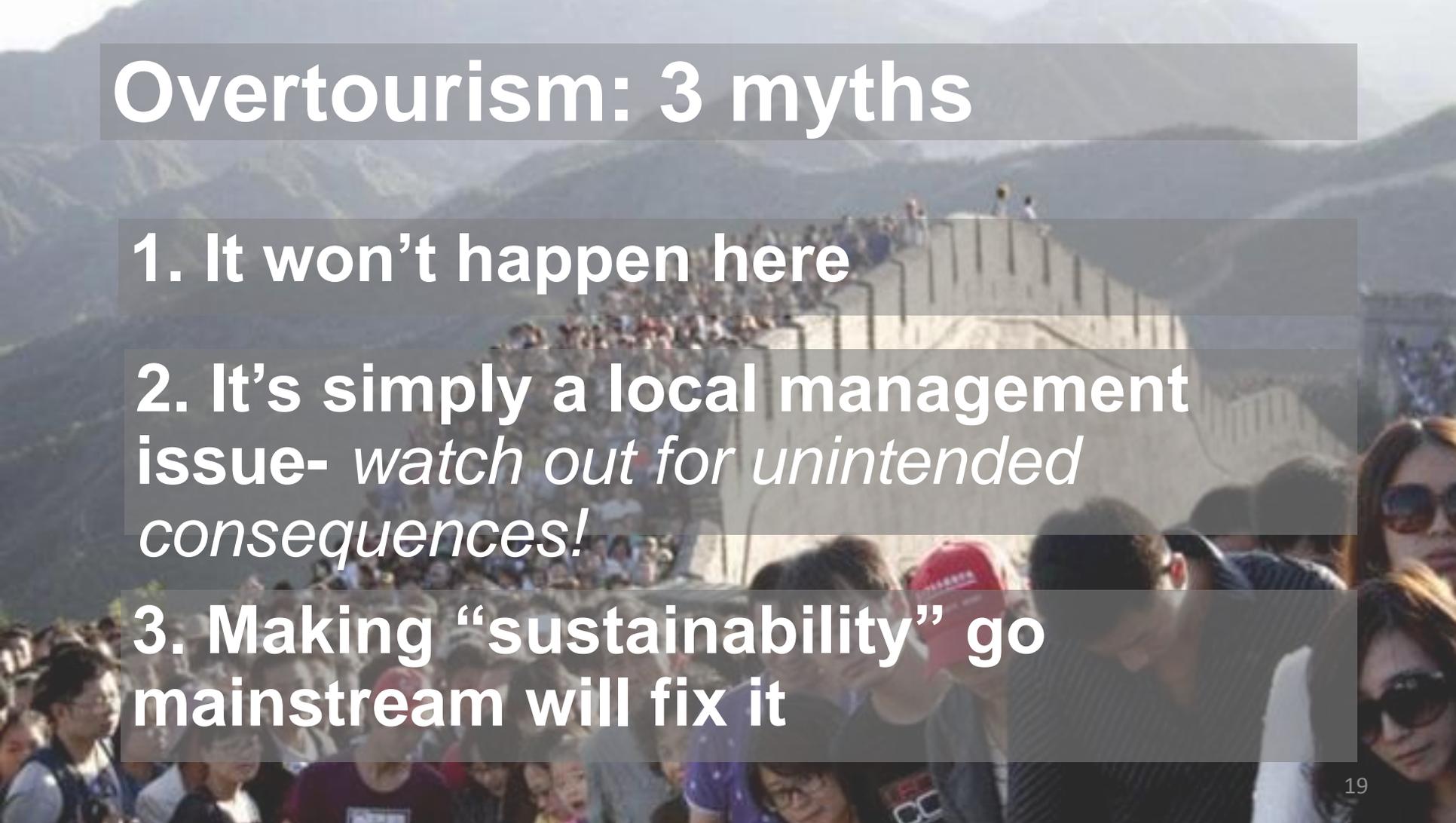
FORUM

Amsterdam attempts to stem its tourist flood and regain its soul

Millions flock to the Dutch city every year, and residents say it is becoming unrecognisable.

By MARIANNE SLEGERS | 1/15/17, 7:15 AM CET | Updated 1/20/17, 1:16 PM CET

Overtourism: 3 myths

The background of the slide is a photograph of a massive crowd of tourists walking along the Great Wall of China. The wall stretches across the frame, with people visible on top and along the sides. In the distance, there are rolling mountains under a clear sky. The foreground shows the heads and shoulders of many people, some wearing hats and sunglasses, indicating a sunny day.

1. It won't happen here

2. It's simply a local management issue- *watch out for unintended consequences!*

3. Making "sustainability" go mainstream will fix it

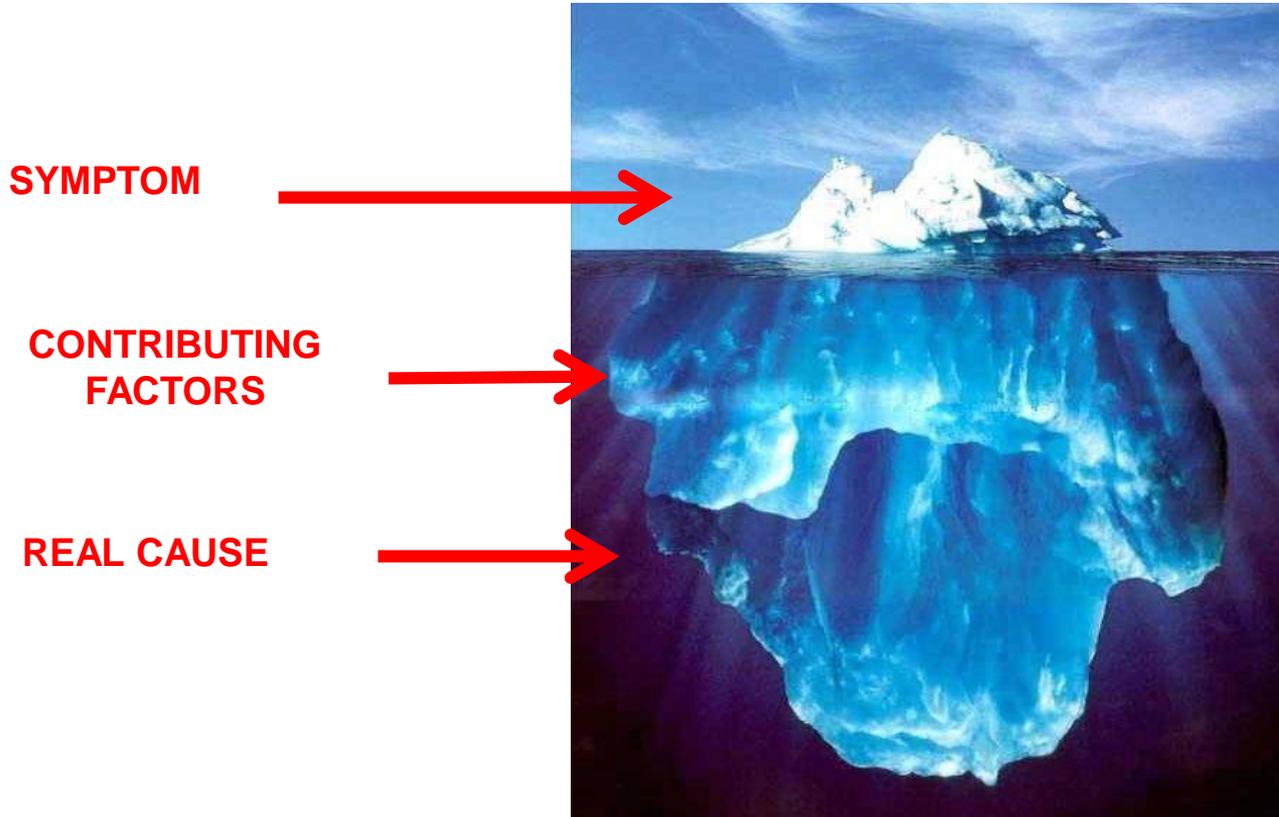
Overtourism: 2 questions

A photograph of a crowded street in Venice, Italy, with many tourists walking along the Grand Canal. The street is filled with people of various ages and ethnicities, some wearing backpacks and hats. The buildings are multi-story and colorful, and the canal is visible in the background.

1. Is it “the” problem or “a” symptom?

2. Is it a crisis or “the” opportunity of a lifetime?

Is overtourism a problem or a symptom?

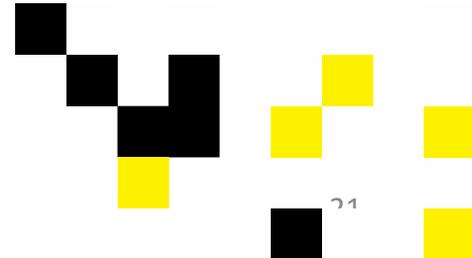


REAL CAUSE

We're not SEEING ourselves right

The **operating model** and **the mindset** on which it is based is:

- Inaccurate
- Inappropriate
- Obsolete
- Underperforming



Tourism was built on an Industrial Model



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

Standardization, homogenization,
automation, commodification

A Crisis or BIG Opportunity?

Dying OLD “INDUSTRY” EXTRACTIVE

- More # € & \$
- Exclusive, benefitting the few
- Tourist – wallet, \$
- Financial Transaction
- Standards, sameness, commodity
- Hierarchical, “top down” leadership
- Silo’d, separate
- Disempowering

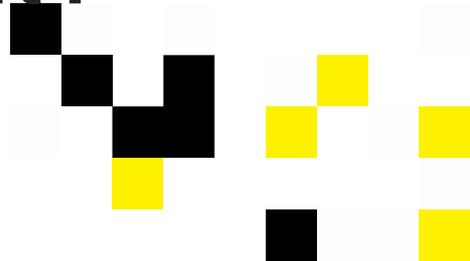
Emerging NEW “Visitor Economy” REGENERATIVE

- More positive net benefit, **health**
- Inclusive, benefitting the many
- Guest – meaning, delight
- Human Encounter
- Uniqueness, difference, value
- Networked, grassroots, leadership is shared
- Fully Integrated with all sectors
- Empowering communities

WHY push factors

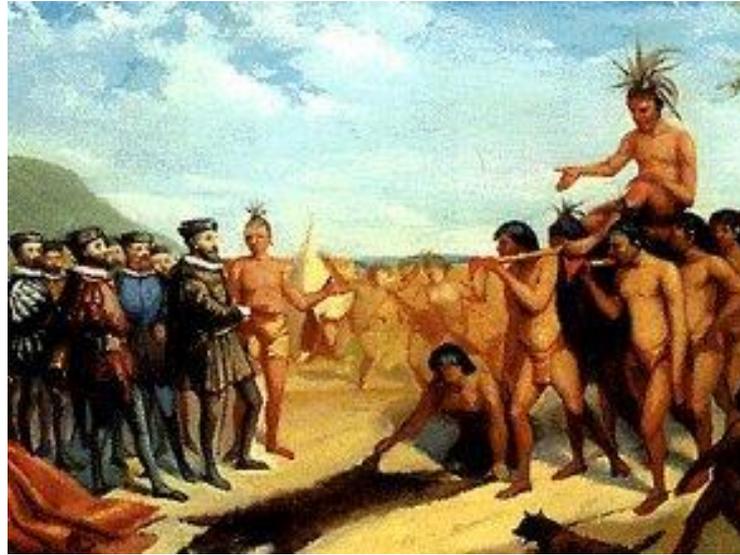
BACK TO BASICS

WHAT is tourism all about?



People & Life

Guest



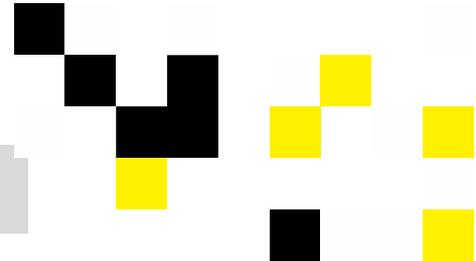
Host

An Encounter

Perspective

Purpose

Power



People & Life

Guest



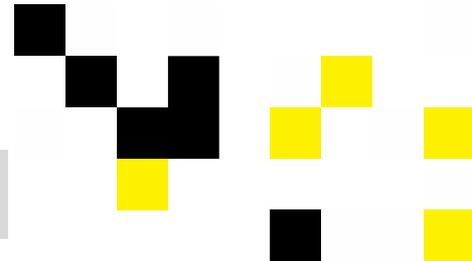
Host

An Encounter

Perspective

Purpose

Power



Place

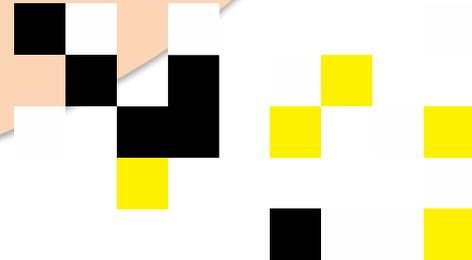
People & Life

Guest



Host

An Encounter



Place

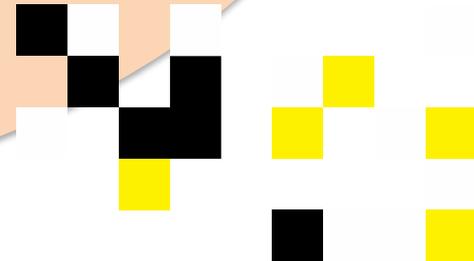
People & Life

Guest



Host

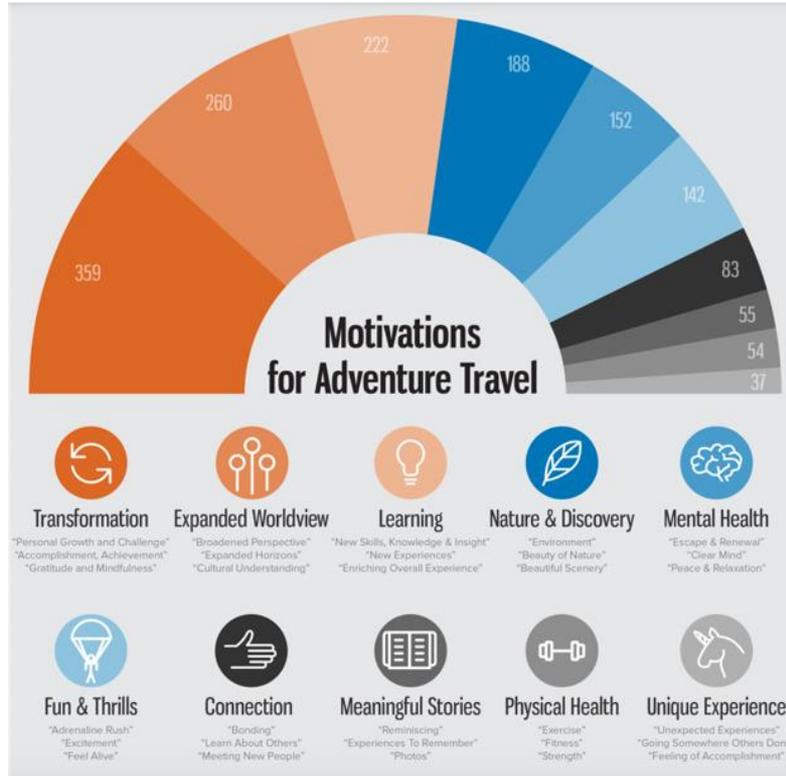
An Encounter



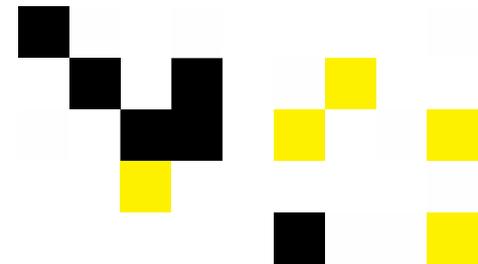
People – we do grow up!



Changing Travel Motivations – growth on the inside



Source: Adventure Travel Trade Association



We travel, initially, to lose ourselves; and we travel, next, to find ourselves. -Pico Iyer



Transformational Travel is an experience that:

- Empowers the person to make a meaningful change in their lives or outlook
- Involves traveling with intention, openness and mindfulness
- Involves challenging physical or cultural experiences
- Taking time for reflection and meaning



Welcome to a community
of dreamers and doers
united by a love of exploration
and doing good.

We are **Travel+SocialGood**

A Shift in Business Purpose

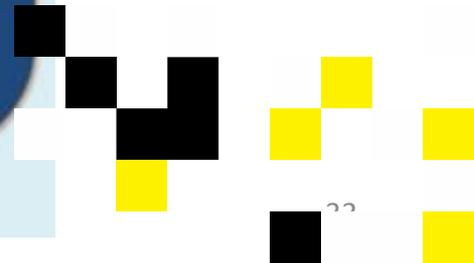
1970's



Milton Friedman,
1970s

The sole purpose of a business is to make money for its shareholders...

(Any business executives who pursued a goal other than making money were), unwitting puppets of the intellectual forces that have been undermining the basis of a free society these past decades.



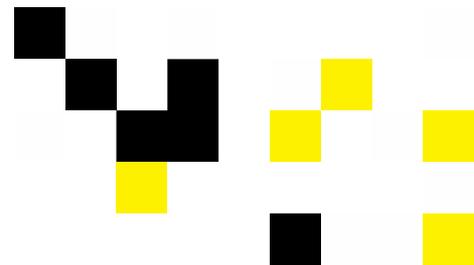
A Shift in Purpose

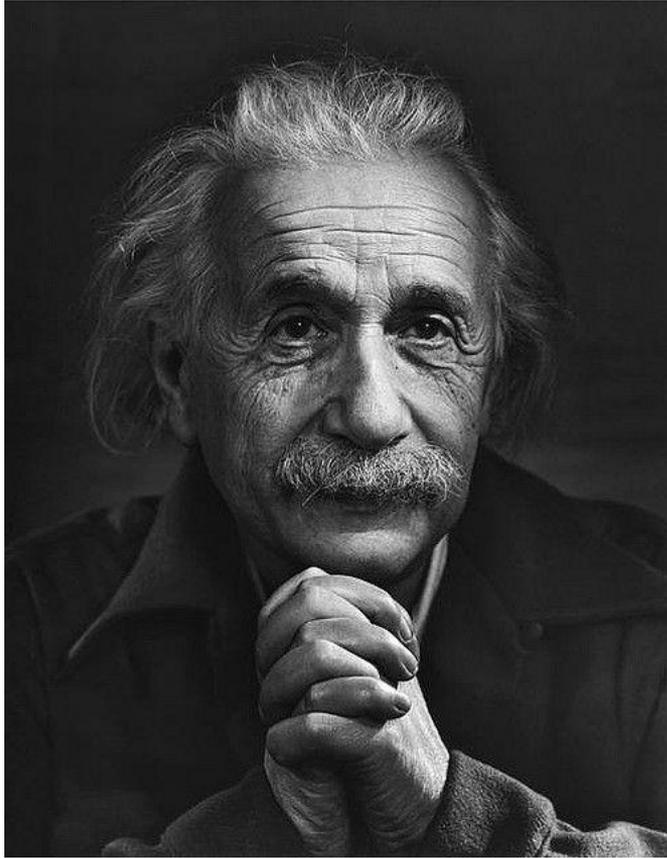
40+ years later



If you want to make a contribution as a company, you have to go beyond CSR and philanthropy. You actually have to make a positive contribution.

How?

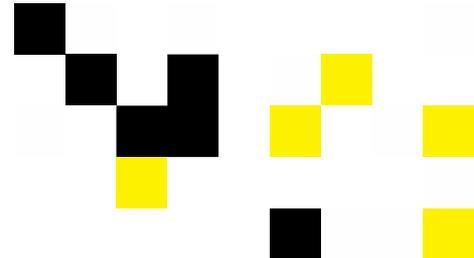




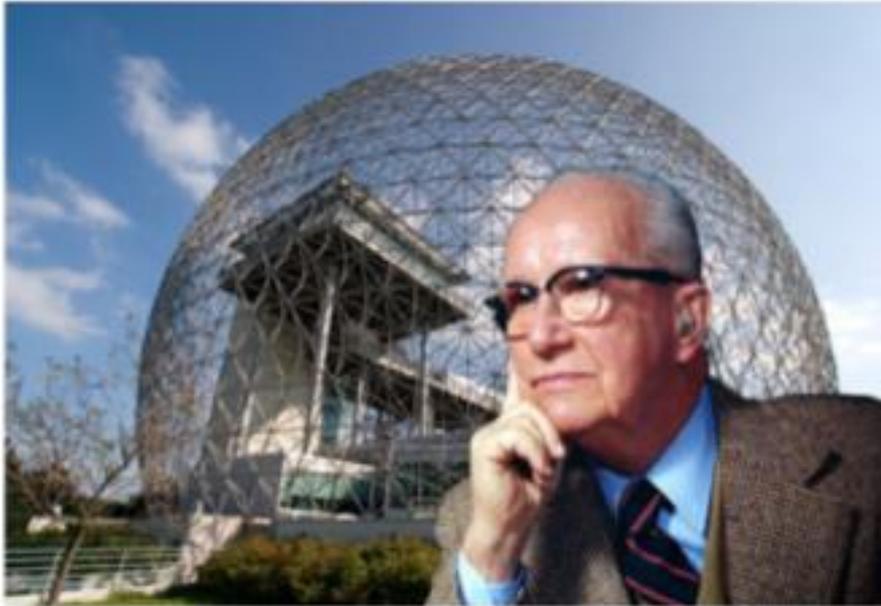
The world we have created is a product of our thinking; it cannot be changed without changing our thinking.

No problem can be solved with the same consciousness that created it.

We must learn to **see** the world anew...



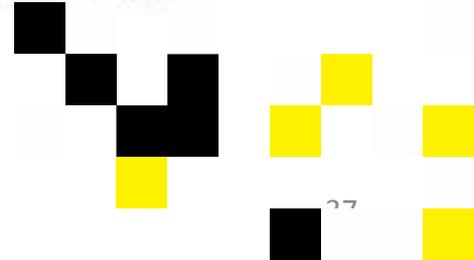
...and **create** a better one out of the **new**
seeing and thinking



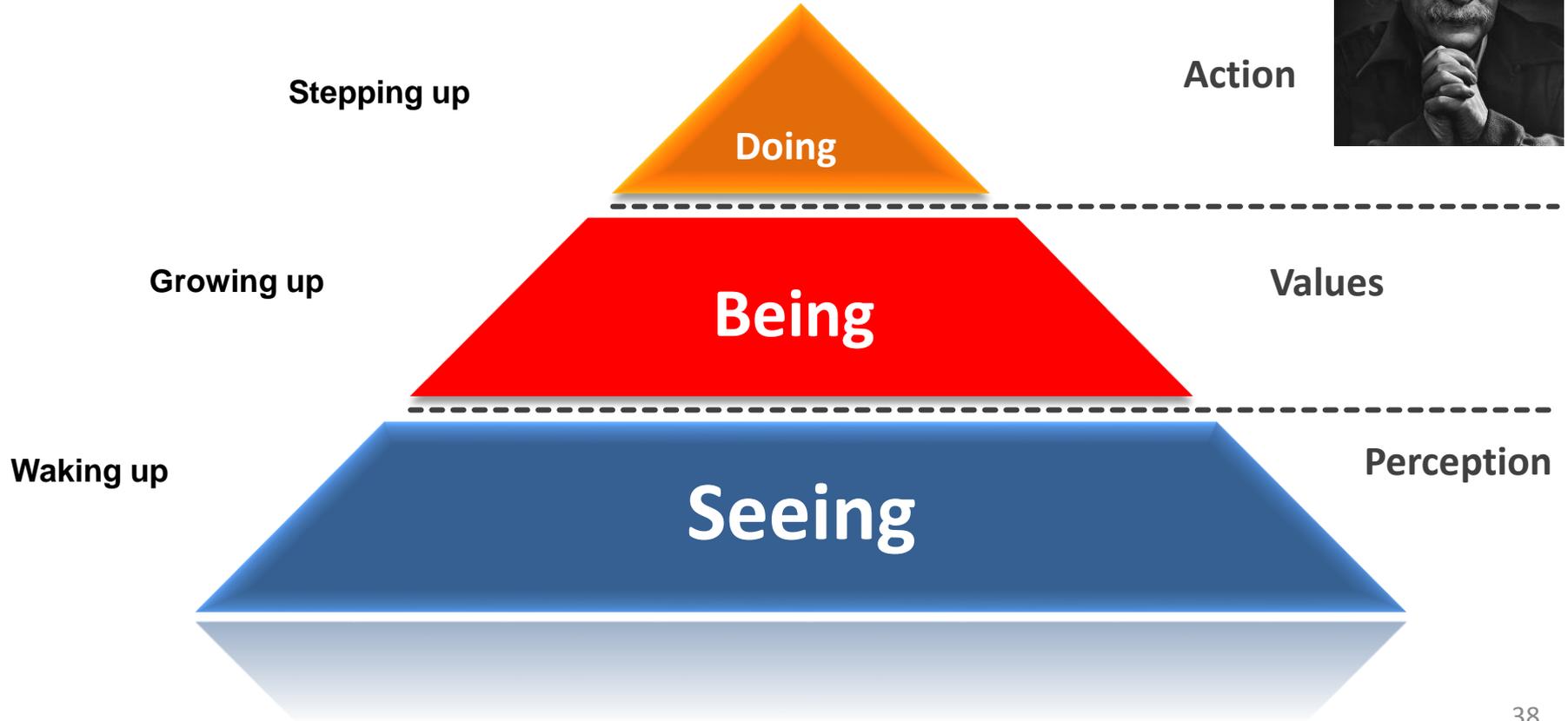
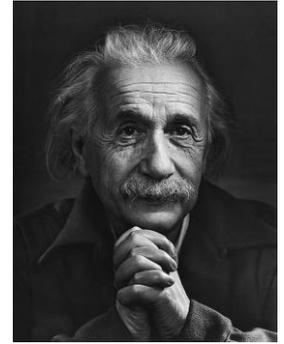
*You never change things by
fighting existing reality*

*To change something build a
new model that renders the
existing model obsolete.*

Buckminster Fuller



That means ...



Two ways of
“seeing”

Re-framing

Re-imagining



RE-FRAMING as changing our:

- Lenses, filters
- Assumptions, beliefs
- Habits of thinking
- Mindsets
- Paradigms



Re-framing as seeing ourselves differently

Old extractive



NOT as a collection of industrial production and consumption machines made up of independent separate parts competing to expand.

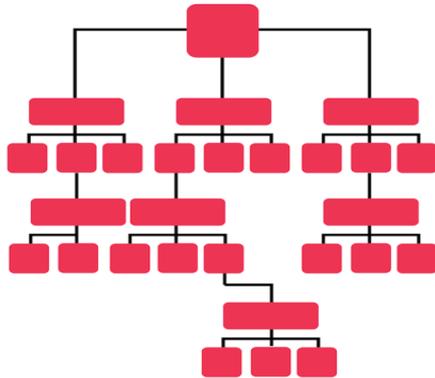
New regenerative



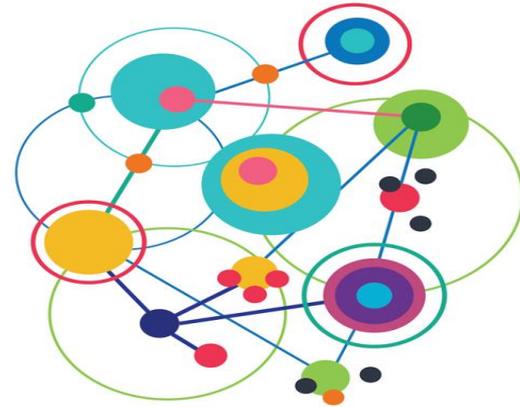
BUT as Living human ecosystem of interdependent self organizing participants who have learned to collaborate in order to create and co-evolve

Practicing a new way of BEING, together

old



new



RE-IMAGINING

*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.*



*Think of your loved ones
what do you **long for**
for them?*

*Did any of you long for
them to be sustainable?*

What do we want our actions to generate?

What would we want for our children?

Well-being, Wealth
Health
Vitality
Resilience
Creativity
Aliveness
Peak performance
Joy



To FLOURISH

To PROSPER

What does it **FEEL** like to flourish?

*“Don't ask yourself what the world needs. Ask yourself what makes you come alive, and go do that, because what the world needs is people who have come **alive.**”*



What does true Prosperity look like?



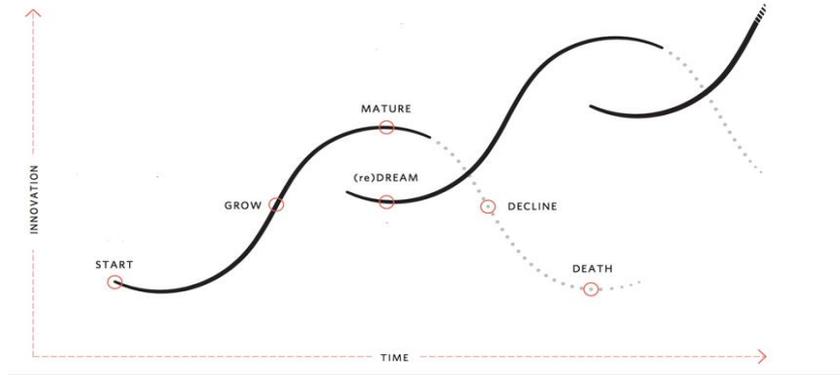
See video
<https://www.youtube.com/watch?v=6yBTbNZGqW0>

What does a FLOURISHING person, company, business or place look, feel and operate like?

Does prosperity simply mean more or bigger?

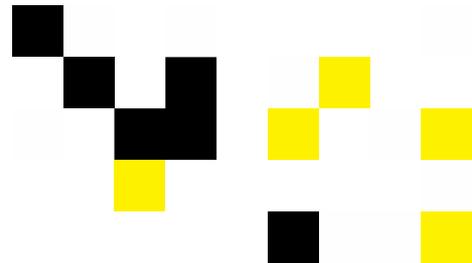


LINEAR (MECHANICAL) SYSTEMS MAXIMIZE;
LIVING SYSTEMS **OPTIMIZE**



LIFE DEVELOPS, EVOLVES!
RE-DEFINE GROWTH!

Shift focus from
MORE to BETTER
Quantity to quality
Numbers to flourishing



How can Tourism contribute to FLOURISHING?



**Individual hosts, guests,
investors, suppliers**



**Enterprises, agencies,
associations**



**Communities –
neighbourhoods, villages**

We can only do that one community at a time

HEALTH and FLOURISHING can be experienced & tracked & measured

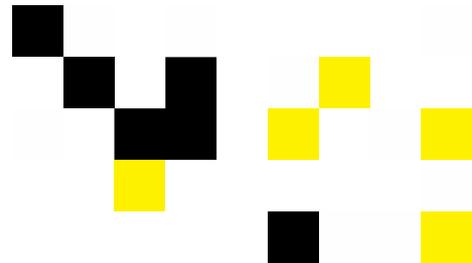
POSITIVE PSYCHOLOGY

- Positive Emotions
- Engagement (passion)
- Relationships, connections, caring & cared for
- Meaning, sense of purpose
- Sense of mastery, autonomy

ECOLOGY

- Identity
- Vitality
- Diversity
- Balance
- Resilience
- Capacity to grow, adapt, self-organise

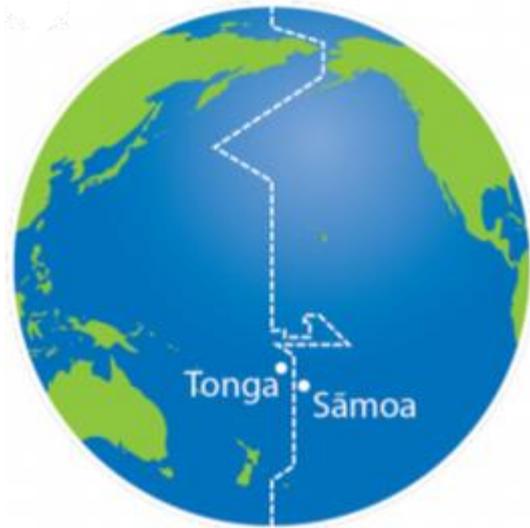
What will this mean?



1. Learning to see “Destinations” differently

Not as a place on the map “to do”

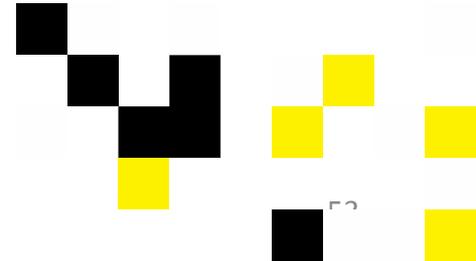
Not as a place “to develop” or add value



... but as a community of families for whom this Place is HOME

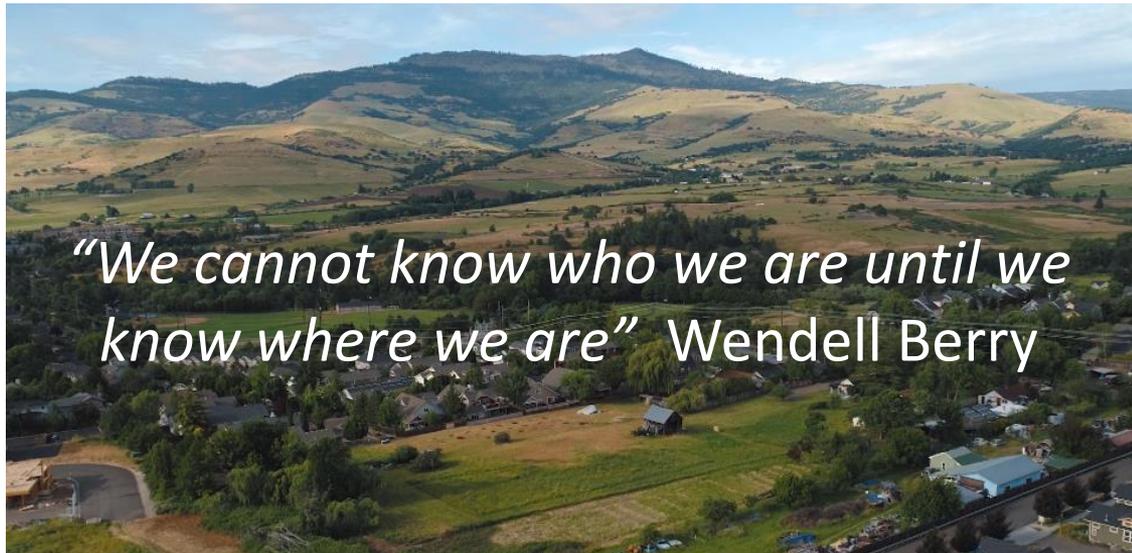


... where people have aspirations and rights too

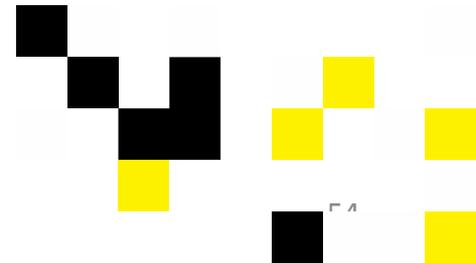


From income maximising engines to...

... to **unique places, each** with its own story and its own unique essence that is lovingly cared for by its unique inhabitants and willingly shared with guests.



<https://vimeo.com/222686956>



2. Create living containers where people can meet, interact and co-create



*As **com-unities** to
create unique places that care*

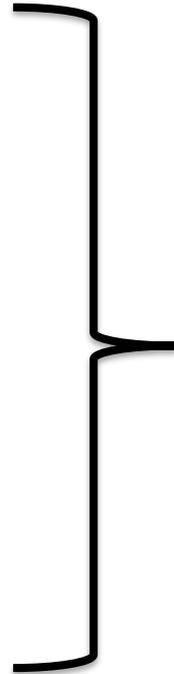
PEAK PLACES where all life flourishes



Indicators from Positive Psychology (People) & Ecology (systems, enterprises & places) to track
Long-term **NET BENEFIT** – HEALTH/VITALITY – RESILIENCE - PASSIONATE/ENGAGED –
BALANCE – SELF ORGANIZING – SELF GENERATING

3. Learning to BE differently

- Competing
- Adding Value
- Fixing problems



- Collaborating
- Revealing unique potential
- Co-evolving, thriving



Revitalise tourism one community at a time

“If each place on earth is healthy, we can build the kinds of reciprocal relationships between the human communities and their ecosystems, so that they contribute something unique to the world, we have a world whose sum total is health”

Ben Haggard, Regeneration



“If each place on earth is healthy, we can build the kinds of reciprocal relationships between the human communities and their ecosystems, so that they contribute something unique to the world, we have a world whose sum total is health”

Ben Haggard, Regeneration

And you won't have to feel powerless anymore!

Change our perspective



Unique Places

People who Care



Vision
Understanding
Caring
Alive



Potential unleashed

Thank you and good luck

Anna Pollock, Founder, Conscious Travel

For more please ask!
anna@conscious.travel



www.conscious.travel

