Tomorrow’s Professionals in the tourism workforce

“Yes we care”

Leonie Bowles
Millennials/Gen Z want to work for an organisation that is authentic, that has purpose beyond profit and that contributes positively to the community and the environment... and if they can't find what they are looking for, they will make it themselves!
Zachary and Mikayla are creating change through social entrepreneurship
Our responsibility:
Be a mentor
Challenge them to think about who they are and what impact they want to have long term
- Lecturer in Responsible Tourism & Ethics at University of Queensland

- Program Manager at Ecotourism Australia

- Previously External Collaborator at UNWTO
They intend to change the world

26% of 16-to-19 year-olds are currently volunteering

Social listening reveals that Gen Z are determined to “make a difference” and “make an impact.” Social entrepreneurship is one of the most popular career choices.

Source: U.S. Department of Labor, 2013
By 2020, Gen Z will form 50% of the global workforce.
“If you love what you do, you never work a day in your life.” The next generation workforce is not interested in work. They are not lazy. They don’t think the world owes them a living. They want more out of life and want to leave the world a better place because they lived.

Forbes, 2015
The brands that appeal to young people as consumers, including those that stress their environmental and social record, are the same brands that appeal to them as employers.

In 2008, 88% of those questioned said they were looking for an employer with CSR values that reflected their own, and 86% said they would consider leaving an employer if they found their CSR values to be lacking.

In 2011, this intention decreased slightly. PWC attributed the decrease to hard economic times.

Opportunity vs Challenge

PwC commissioned Opinium Research to carry out an online survey of 4,364 graduates across 75 countries between 31 August and 7 October 2011.
Forbes 2014: The next generation of leaders will be more socially concerned and committed as employers, consumers and investors.

You must have a tie to the teaching that goes on in classrooms where the next generation of leaders is trained.

In business school classrooms, students are offered courses on CSR, social accountability, leadership and corporate accountability, and authentic leadership.

Doug Guthrie, International Business and Management at the George Washington University School of Business – Forbes 2014 contributor
Focus on the non-monetary forms of compensation. Sense of purpose, development plans, a quality work culture and an aspirational brand are a more important driver for millennials than higher compensation.

Source: Korn Ferry 2015
Social conscience and CSR is particularly important.

2015 Nielsen Global Corporate Sustainability Report: “66% of global consumers say they’re willing to pay more for sustainable brands—up from 55% in 2014.” It also found that 73% of global Millennials are willing to pay extra for sustainable offerings—up from 50% in 2014.
Tourism as the perfect career for Tomorrow’s Professionals

International experience is seen by millennials as a vital element to a successful career.

Millennials have a strong appetite for working abroad, with 71% keen to do so at some stage during their career. Many international employers are already recognising and taking active steps to meet this need.

The tourism sector makes for an appealing career choice that offers a sense of freedom, flexible shifts and opportunities for accelerated career advancement and growth.

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The concept of corporations as social entities doing philanthropic deeds is supported by many. CSR can be a critical strategic direction for the firms’ long term success. Others argue that the only social responsibility of business is to make a profit. ‘Acceptability for firms to reject altruism’ (Henderson, 2005)
Challenge: CSR in practice

- Growing interest in CSR and a diverse interpretation of how to put it into practice
- A gap between perceptions (what should be) and what is actually done is evident
- Easy to support CSR in principle, but putting aside resources and making it part of strategy takes knowledge, commitment, and work
- A 2008 survey found that only 30% of those supporting CSR in principle said they have taken actions
- Reasons for not practicing CSR-related activities included higher strategic priorities and a lack of skills and resources
Opportunity: CSR in practice in tourism

* 75% of tour operators surveyed made charitable donations, with the majority donating to charities in the destinations (UK study)
* Increasingly, operators will highlight the charitable organisations that they work with in the destinations visited

(Mosselaer, 2012)
Opportunity: CSR in practice in tourism

* In Australia, we have over 500 commercial tourism operators regularly contributing to conservation, tackling climate change and impacting their local community – through their certification with Ecotourism Australia
WE’RE PROTECTING THE ENVIRONMENT FOR FUTURE GENERATIONS

Our Mission is to operate a business that reveals the splendour and wonders of this very special place we call home. We strive to educate and excite all who visit and to create a legacy of conservation to preserve the places we love for future generations. Our ultimate aim is to reinvest into the local community and the environment that we live and work in.

As a business that showcases the natural environment, Pennicott Wilderness Journeys works hard to minimise its environmental footprint. All of our tours are 100% carbon offset and our energy use, water consumption and waste output are measured through the internationally recognised EarthCheck system. Pennicott Wilderness Journeys consistently exceeds EarthCheck’s global best practice level across all indicators.

All of Pennicott Wilderness Journeys products have achieved Advanced Ecotourism certification. The ECO certification program assures travellers that certified products are backed by a strong, well-managed commitment to sustainable practices. The accreditation recognises high-quality nature-based tourism experiences with strong interpretation values, commitment to nature conservation and helping local communities.

This page outlines some of the key initiatives and programs we undertake.
RESTORING ISLAND ECOSYSTEMS

To date, the business has contributed $160,000 to enable important island restoration projects to be undertaken by the Tasmanian Parks and Wildlife Service.

Tasman Island - The first of these was undertaken on Tasman Island in 2010, where a population of feral cats were eradicated. The island is home to Australia’s largest colony of Fairy Prions and cats were killing around 50,000 seabirds per year. This project has been declared a success and is now in a monitoring phase. Results have shown that Fairy Prion and Shearwater numbers have increased remarkably and some bird species not seen on the island for decades are returning, such as the Lewin’s Rail. In March 2015 a team of Pennicott Wilderness Journeys staff visited the island to assist in the ongoing monitoring of short-tailed shearwaters.

Big Green Island - In 2016 the Pennicott Foundation contributed a $50,000 donation to kick-off the restoration of Big Green Island. Big Green Island is a 125 ha island located off the coast of Flinders Island. Big Green Island is a nature reserve with high biodiversity values and supports significant breeding colonies of Cape Barren Geese, shorebirds and seabirds. In the 19th Century black rats arrived on the island surviving severe drought and numerous baiting cycles. Rats continue to compromise the island’s biodiversity values and impact on the breeding success of seabirds. The project aims to eradicate the rat population to restore the island’s natural values and allow native species to thrive.

Pennicott Wilderness Journeys also supports a number of Tasmania’s “Friends Of” groups through sponsorship and donations of cruise tickets for fundraising.
WINNER OF THE AUSTRALIAN TOURISM AWARD FOR EXCELLENCE IN SUSTAINABLE TOURISM 2012, 2013, 2014

Local Employment

Our dedicated team of passionate local staff proudly provide an authentic, local insight into the areas we explore. Pennicott Wilderness Journeys endeavours to deliver a work/life balance for its staff and the business provides training and development opportunities. The company's workforce continues to grow each year, with very low staff turnover.

Local Purchases

We purchase goods and services from local suppliers where possible. This year 78% of all purchases were through local suppliers, a $3.2 Million direct injection into the regional economy. We showcase and promote local cafes, providers and tourist attractions as part of our tours. Our retail outlets in Adventure Bay, Port Arthur and Hobart showcase local jewellery, books, clothing, cards, photography, artwork, woodwork and produce.

Supporting Schools

Discounted Cruises - Each year we host a considerable number of primary, secondary,
“By reporting on the environmental and social impact of our activities, as well as looking at the economic costs and benefits, we ensure that these aspects get the focus they deserve if we are to move towards a sustainable society. The content of the social and environmental report is not grounds for complacency but does give confidence in the progress made, particularly when we look back over 10 years of reporting on environmental performance. We are now moving into a wider area of transparency covering environmental, economic and social performance. These are clear hallmarks of a business that is properly contributing towards a sustainable society”.

Hugh Somerville, Head of Sustainable Business Unit, British Airways
Tourism and the travel industry “is essentially the renting out for short-term lets, of other people’s environments, whether that is a coastline, a city, a mountain range or a rainforest. These ‘products’ must be kept fresh and unsullied not just for the next day, but for every tomorrow”

Sir Colin Marshall, British Airways
A number of studies have explored the differences between environmental behaviours that are adopted at home versus those on holiday.

Most have concluded that pro-environmental behaviours (or responsibility) were strongest in a household setting but less so while on holidays.

UQ 2016 class of TOUR3006: 51 out of 53 students said their behaviour on holidays was the same as at home (recycle, pick up rubbish, have same length showers).
TOUR3006 Responsible Tourism and Ethics

- Assessment – ‘Knowledge Experts’

- What would you do when faced with these responsible tourism dilemmas when you are a tourism practitioner?

- Consider all stakeholders, consider all impacts

- Where do you stand?
"NEVER DOUBT THAT A SMALL GROUP OF THOUGHTFUL, COMMITTED CITIZENS CAN CHANGE THE WORLD. INDEED, IT'S THE ONLY THING THAT EVER HAS."

- MARGARET MEAD

Thank you