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‘Real World’ experiment to engage guests to
save energy & water,
conserve local biodiversity
and buy from local communities

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Responsible
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Aims

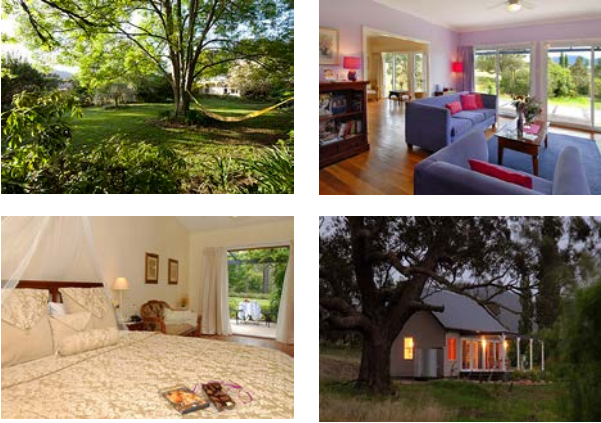
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1. **'Real World Experiment'** 4 tourist cottages
2. **Engage** guests to save energy and water
3. **Teach** guests no/low carbon comfort practices
4. **Direct** fiscal savings to biodiversity conservation
5. **Recommend** guests visit sustainable consumption partners in destination





How: used integrated 'biomimicry' solution*



4 sites
Self-contained
accommodation
Located NSW, Australia

The study was undertaken for 17 months, using 4 hosts, where 1,101 guests' consumption was monitored by smart meters

The intervention used a patented* three phase Biomimicry approach which replicated strategies and patterns from nature

*patent: 2016202033

Intervention consisted of 3 parts

a) sustainable reporting
and building technical assistance

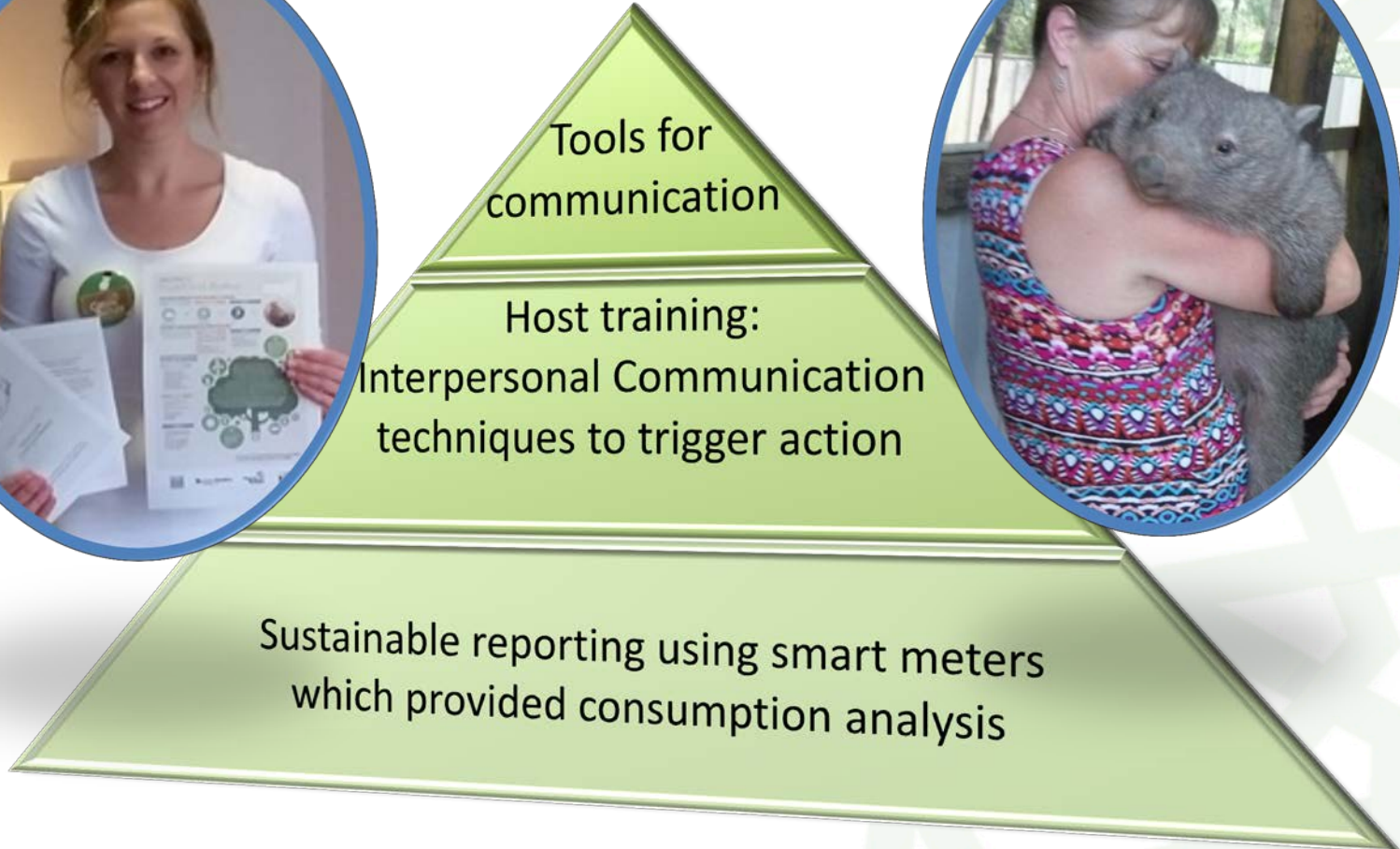
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Sustainable reporting using smart meters
which provided consumption analysis



Intervention c) Guest engagement to save resources and support conservation



Results: Relative Change

During the same months

‘Control’ resource use rose above ‘Intervention’

Comparison experiment conducted over 17 months, using four hosts applied to each site

	Electricity	Gas	Water
Site A	34%	29%	27%
Site B	34%	28%	21%
Site C	31%	10%	13%
Site D	36%	13%	23%

E: kWh mean per hour per guest

G: LPG litres mean per hour per guest

W: Litres mean per hour per guest

N: 1101 guests

Control N 649

Intervention N 452

Results

Combined Control Guests Higher Resource Use (mean average per hour per guest)

Electricity: 34%

Gas LPG: 20%

Water: 22%

Biodiversity

Sponsor: 14 baby wombats

Wallabies: Monitoring

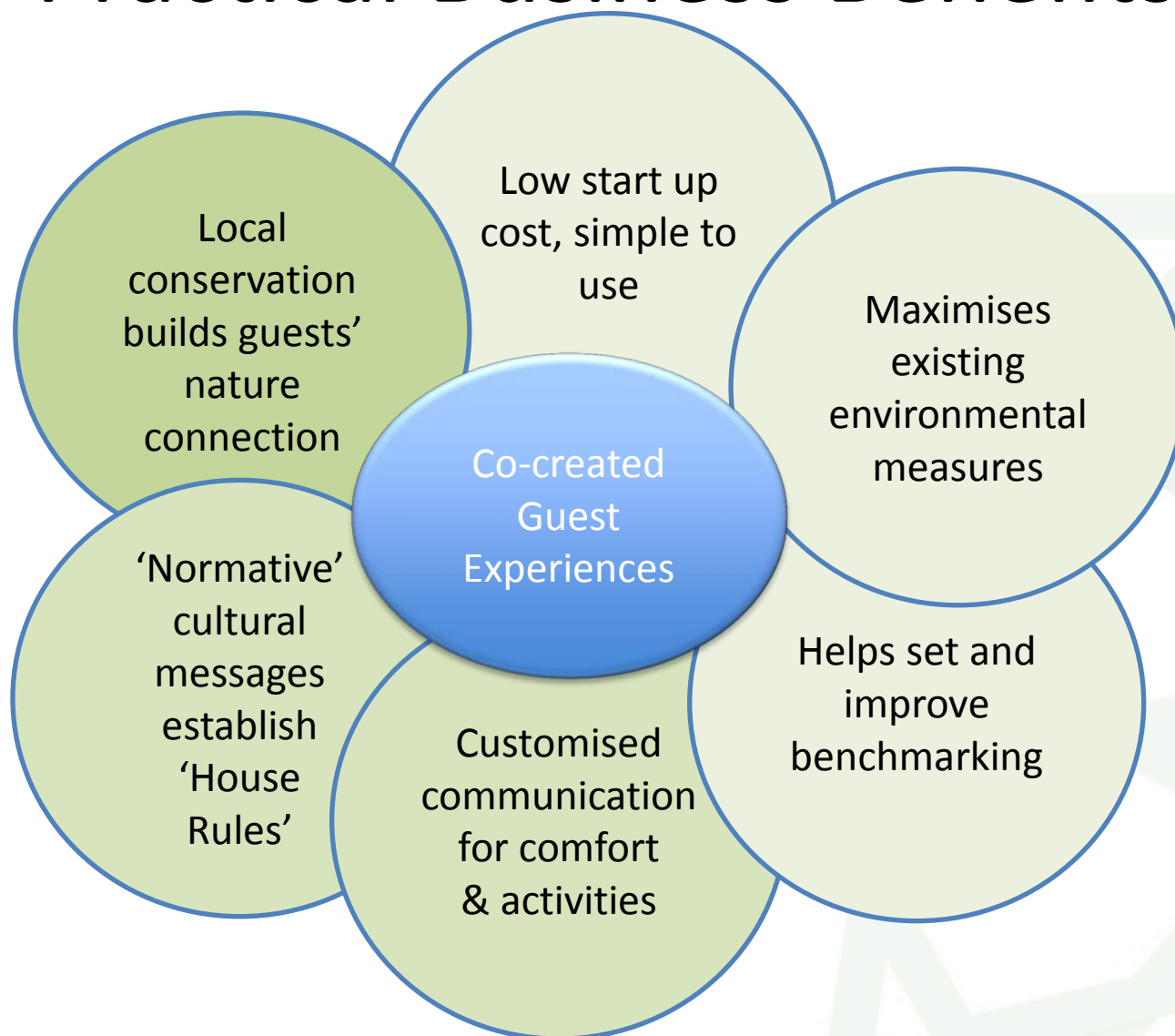
Satisfaction

- Intervention vs. Control held same level of stay satisfaction
- Intervention 60.8% 'agree' happy to receive eco-feedback vs. 39.6% Control
- 76.5% Intervention felt daily information sheet 'added' to stay experience





Practical Business Benefits





Strategic Destination Benefits

UN Sustainable Development Goals

- **Water** Increase water efficiency (Goal 6.4)
- **Energy** Improve energy efficiency (Goal 7.3)
- **Biodiversity** Fiscal savings directed to halt biodiversity loss (Goal 15.5)
- **Training** Builds technical assistance and resilience (Goals 8.11 & 13.1)
- **Technology** which helps sustainable reporting and capacity building (Goals 12.6 & 17.6)



Opportunity for you to trial system

Behaviour change that

saves resources, contributes to guest satisfaction and sustainable tourism for development

Link to peer reviewed article:

<http://www.tandfonline.com/eprint/nU7MbkFdDYiUFhRwxiMF/full>

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patent: 2016202033