

CELTH Climate Action Plan

Glasgow Declaration climate action in tourism





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Introduction

CELTH is the Centre of Expertise for Leisure, Tourism and Hospitality. Its purpose is to stimulate collaboration concerning knowledge and research between universities of applied sciences and partners in the professional field. CELTH is the only Centre of expertise within the Dutch Leisure, Tourism and Hospitality domain and is, therefore, the structural and independent knowledge and research partner for stakeholders in the domain at a regional, national and international level. Within CELTH, Breda University of Applied Sciences, NHL Stenden University of Applied Sciences and its' European Tourism Futures Institute (ETFI), HZ University of Applied Sciences and its' Coastal Knowledge Center (KCKT) collaborate on a structural basis, with the support of other universities and domain partners on a project basis.

In November 2021, CELTH signed the Glasgow Declaration Climate Action in Tourism. The Declaration requires CELTH to systematically make a contribution to the set objectives. As a knowledge developer and Centre of Expertise, CELTH has a different role compared to other partners. This Action plan provides information regarding the research and actions taken by CELTH relating to sustainability and climate on the one hand and the plans and communication strategy on the other hand.

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1. CELTH and the Glasgow Declaration

The goal of CELTH is – in short – to accelerate the transition of the Leisure, Tourism, and Hospitality domain. This goal means that CELTH aims to bundle the universities of applied sciences within the domain and their expertise, lecturers, researchers and students and match them with market parties at national and international level and their societal challenges to help destinations and industry worldwide in their choices for conscious, sustainable development. This means that CELTH:

- Bundles: CELTH is a developer of multi-stakeholder research projects with combined expertise from the three partner universities of applied sciences in collaboration with the field on current challenges for the Leisure, Tourism & Hospitality domain.
- Is a matchmaker: due to its market position, CELTH is a facilitator of the third flow of funds, with CELTH resources as a booster. CELTH matches the expertise, experts and resources with questions, needs and available resources from the Leisure, Tourism & Hospitality field.
- Makes an impact: research collaboration results in new insights, knowledge, and expertise, which flows back to education and contributes to a sustainable environment development of the domain.

By signing the Declaration, CELTH has committed to:

- Support the global commitment to halve emissions by 2030 and reach Net Zero as soon as possible before 2050.
- Deliver climate action plans within twelve months from becoming a signatory (or updating existing plans) and implementing them.
- Align plans with the five pathways of the Declaration (Measure, Decarbonise, Regenerate, Collaborate, Finance) to accelerate and coordinate climate action in tourism.
- Report publicly on an annual basis on progress against interim and long-term targets, as well as on actions being taken.
- Work in a collaborative spirit, sharing good practices and solutions and disseminating information to encourage additional organisations to become signatories and supporting one another to reach targets as quickly as possible (Source: Glasgow Declaration).

To ensure climate action is aligned across all of tourism, five shared pathways have been defined in the Glasgow Declaration:

- **Measure:** measure and disclose all travel and tourism related emissions. Ensure our methodologies and tools are aligned with UNFCCC-Relevant guidelines on measurement, reporting and verification and that they are transparent and accessible.
- **Decarbonise:** set and deliver targets aligned with climate science to accelerate tourism's decarbonisation. This includes transport, infrastructure, accommodation, activities, food

& drink, and waste management. While offsetting may have a subsidiary role, it must complement real reductions.

- **Regenerate:** restore and protect ecosystems, supporting nature's ability to draw down carbon, as well as safeguarding biodiversity, food security, and water supply. As much of tourism is based in regions most immediately vulnerable to the impacts of climate change, ensure the sector can support affected and at-risk communities in resilience building, adaptation, and disaster response. Help visitors and host communities experience a better balance with nature.
- **Collaborate:** share evidence of risks and solutions with all stakeholders and guests, and work together to ensure our plans are as effective and coordinated as possible. Strengthen governance and capacity for action at all levels, including national and sub-national authorities, civil society, large companies and SMEs, vulnerable groups, local communities, and visitors.
- **Finance:** ensure organisational resources and capacity are sufficient to meet objectives set out in climate plans, including the financing, of training, research, and implementation of effective fiscal and policy tools where appropriate to accelerate transition (source: Glasgow Declaration).

With the status of being a signatory of the Glasgow Declaration, CELTH shows active involvement in realising climate goals. This action plan is the first after signing the Declaration November 2021. As CELTH is a Dutch Centre of Expertise, it is not an organisation with the ability to decrease emissions of the branch, nor has it the mandate to order organisations within the branch to do so. However, CELTH can accelerate the domain in its sustainability path and accelerate its transition by contributing with knowledge building and knowledge sharing, stimulating and – financially – supporting research related to sustainability and emissions within the domain.

From that perspective, this Climate Action Plan is developed, will be carried out and will be further developed in a continuous development process over the coming years.

2. CELTH initiated and related projects related to sustainability

During the last few years, CELTH has initiated and completed a variety of projects in order to accelerate sustainability within the Leisure, Tourism and Hospitality domain, all in collaboration with partners from the sector(s) and/or (Dutch) universities. A list of the most important and relevant projects is provided below.

2.1 Agenda Conscious Destinations

In 2022 CELTH launched the Agenda Conscious Destinations, referred to as the ABB (Agenda Bewuste Bestemmingen in Dutch). The aim is to achieve an outcome in which the Hospitality domain – Leisure, Tourism & Hospitality – has the most significant possible positive ecological, social and economic impact. The ABB provides space for academic research and building blocks for sustainable curriculum development in education for professionals of tomorrow. CELTH will invest one and a half million euros over the next three years. Knowledge of five urgent themes is being developed around this Agenda. (Knowledge) partners are challenged to co-invest and thereby strengthen the much-needed knowledge foundation in the hospitality domain.

The ABB provides a guideline for the knowledge and education partners of CELTH to develop new, relevant knowledge and skills for national and international destinations. This knowledge enables companies, governments, knowledge institutes and other stakeholders to deal with the increasing complexity and dynamic in the hospitality domain. At the mentioned ‘destination’ level, the various subsectors of the hospitality domain come together, with some subsectors focussing more on residents and others more on visitors. The Agenda Conscious Destinations has identified five themes that should be prioritised within the domain. The core themes are:

- Living Environment;
- Human Capital;
- Organisational Capacity;
- Smartness;
- Leisure Offer.

Each theme has its core challenges, but each has close mutual ties. The agenda is dynamic; themes and challenges are subject to change. The ABB is currently at the heart of CELTH as within destinations all actors of the subsectors meet and it shows an integral perspective.

CELTH's Agenda Conscious Destinations was included in the UNWTO 'G20 Bali Guidelines for Strengthening Communities and MSME's as Tourism Transformation Agents - A People-centred Recovery' (2022) and the OECD 'Tourism Trends and Policies 2022', a publication undertaken in co-operation with the European Travel Commission. This publication presents the Agenda Conscious Destination as a new approach to regional and destination management. "The approach to integrally optimising a destination is gaining more and more support, and CELTH expects that this will become dominant in the (near) future, not only in the Netherlands but worldwide", writes OECD in her report.

2.2 Research Agenda Sustainability Leisure, Tourism & Hospitality

In order to address the sustainability challenges of the Leisure, Tourism and Hospitality domain it is urgent to collaborate. Sustainability and climate are transcending destinations as mentioned in the previous paragraph and CELTH has therefore decided – next to the ABB – to put sustainability on the Agenda as urgent theme.

The CELTH Research Agenda Sustainability Leisure, Tourism & Hospitality focuses on knowledge development within the network. The Agenda provides a prioritised list of the six most urgent areas for knowledge development. The six themes are:

1. Communication for sustainable consumption;
2. Business models and products for more sustainable consumption;
3. Sustainable cities;
4. Tourism as a catalyser for sustainability within other domains of the environment;
5. Circular economy for destinations & events;
6. Implementation of sustainable fuels in every way of transport and production.

All these themes have the potential for the development of collaborative research projects in which researchers can collaborate with stakeholders within the domain. The Agenda acknowledges the challenges to be cross-sectoral and sustainability policies (i.e. the SDGs) does not make a distinction between specific sub-sectors within the domain.

The six themes of the Sustainability Research Agenda LTH will be regarded as a guidance for new projects CELTH collaborates on and/co-finances as part of the CELTH Glasgow Declaration Climate Action.

In collaboration with the Ministry of Economic Affairs and branch organisations, CELTH is currently exploring the development of a Fieldlab Sustainability. The Fieldlab will aim to boost developments, connect network partners and set up concrete 'test & learn' projects

based on urgent themes and Research questions from the Research Agenda Sustainability LTH. It is assumed that the partners in the network feel a need for knowledge to be able to accelerate sustainability.

2.3 Course Document to Climate Neutral Tourism

Original title: Koersdocument Op Weg naar Klimaat Neutraal Toerisme

The working group Climate Neutral Tourism is a collaboration of CELTH, NBTC and the Ministry of Economic Affairs (EZK). Partly based on the research of a.o. the IPCC and the KNMI, the Royal Netherlands Meteorological Institute, the working group has established the Course Document Climate Neutral Tourism. The document gives insight into the current situation and the initiatives to be taken to achieve a Climate Neutral Tourism in the Netherlands. The course document shows that more than innovation is needed; entrepreneurs have good intentions but find it difficult to come to action; cross sectoral steps are required. Five here-and-now actions have been identified: start and follow-through, standardise and stimulate local to national level, program development, collaborative research and creating an action-oriented network.

2.4 Envisioning Tourism 2030 and Beyond: on target to net zero

Envisioning Tourism in 2030 is a report published by the Travel Foundation in collaboration with CELTH, Breda University of Applied Sciences, the European Tourism Futures Institute (ETFI) of NHL Stenden University of Applied Sciences, and NBTC, and with additional input and perspectives from a broad range of businesses, tourism destinations and other stakeholders across the world. The report shows that destinations and tourism businesses must take action now to identify new opportunities and build resilience to changes in visitor patterns, potential new restrictions and regulations, and the worsening impacts of climate change. A sophisticated 'systems modelling' technique has been used to explore future scenarios for global travel and tourism.

The researchers found only one decarbonisation scenario that could match current growth forecasts, approximately doubling revenue and trips in 2050 from 2019 levels. The best-case scenario identified means the world can still travel and tourism can support the destinations and businesses that rely on it, avoiding COVID-like restrictions and regulations. Step out of this scenario, and it will be much worse for the planet and tourism. The report emphasises the considerable undertaking required to achieve this future but shows it is technically possible if the will exists. The Envision Tourism in 2030 recommendations aims to support the Glasgow Declaration on Climate Action in Tourism, a UN-led initiative supporting the Paris Agreement goals, which the Travel Foundation helps implement (source: [New study finds just one scenario for tourism that meets climate 'net-zero' goal, given current growth forecasts](#) - Travel Foundation (thetravelfoundation.org.uk).

2.5 Sustainable Travel in an Era of Disruption: Impact of Covid-19 on Sustainable Tourism Attitudes

This study builds on previous research of ETC (monitoring sentiment for domestic and intra-European travel – wave 5) and CELTH & ETFI (Four scenarios for the leisure, tourism, and hospitality sectors post Covid-19). The core of the research contains a large-scale consumer survey within large European outbound tourist markets, clarifying how consumers in a post-Corona time field feel about sustainability and to what level they are prepared to change their travelling behaviour to contribute to a more sustainable travel industry. The report concludes with recommendations for the branch and the governments.

2.6 Carbon Footprint of Dutch vacationers

Original title: Carbon Footprint van de Nederlandse vakantiegangers

Trendrapport Toerisme, Recreatie en Vrije Tijd (Trend report Tourism, Recreation and Leisure) is an annual collection of the leading (statistical) research and sources for the most important trends and developments within the domain. Being a joint edition of NRIT, NBTC and CELTH, it provides a coherent annual view, facilitating data, knowledge and inspiration. CELTH permanently contributes to this report by writing the chapter The Carbon Footprint of Dutch vacationers. Data is updated annually and made available to the domain, distinguishing holiday destination (country), type of transport and type of accommodation. The report of 2022 shows the growing awareness and urgency by stating that the subject of CO2 emissions and Climate change are climbing on the touristic agenda in the Netherlands.

2.7 Food interventions

This project is about food and health and how the consumption of healthy food can be stimulated through interventions. The project aims to gain more insights into the long-term effects of interventions to eat healthier and more sustainably within care institutions and the catering industry. The project was carried out at three Accor hotels in the Amsterdam region, in which these interventions were developed and tested, aiming to support employees in their approach to offering healthy and sustainable food. The project is conducted in cooperation with [Wageningen University & Research](#), [NHL Stenden University of Applied Sciences](#) and [Breda University of Applied Sciences](#). It is part of a large consortium where the hospitality industry is one of the research environments. The project's reason is the challenge of making people eat healthier and more sustainable. Eating healthy helps to limit and/or prevent food-related diseases, improving the quality of life, and reducing healthcare costs.

3. Collaboration for sustainability and climate

Being a Centre of Expertise, CELTH has a different position compared to production or service organisations within the Leisure, Tourism and Hospitality domain about change and prove changes according to the five pathways of the Glasgow Declaration. CELTH enables the domain to accelerate in its sustainability path and in its transition, by contributing with knowledge building and knowledge sharing, stimulating and – financially – supporting research related to sustainability and emissions within the domain.

3.1 Collaboration via Taskforce Hospitality domain: Working Group Sustainability

Translated: Taskforce Gastvrijheidsdomein

As a knowledge partner, CELTH is part of the [Taskforce Samenwerking Gastvrijheidssector](#), founded recently (2020). This taskforce is a triple-helix collaboration in which the Ministry of Economic Affairs & Climate, the Association of Provincial Authorities (IPO) on behalf of the provinces, the Association of Netherlands Municipalities (VNG), sector organisations and research & knowledge institutes continuously collaborate in the field of corporate support, sustainable development and the required research and knowledge development.

- Actieagenda Perspectief 2030. (Translated: Agenda for action perspective 2030). The Actieagenda Perspectief 2030 is a collaborative agenda by the Taskforce Gastvrijheidsdomein and was launched in September 2021. This agenda describes concrete actions to obtain the set goals. This way, in collaboration, the required steps can be made to help creating a liveable, loved and valuable destination of the Netherlands.
- Samenwerkingstafel. (Translated: Collaboration table). During the first half year of 2023, the Collaboration table established a strategic plan, focussing on the development of the hospitality domain for the next ten years. This strategic plan helps to enable the urgently required transition, needed to obtain a larger social and economic value of the domain, based on qualitative, attractive and distinctive offer, within the social requirements as set in Perspectief 2030. After approval by the management board, the second half of 2023 will focus on the implementation agenda, which will be more sectoral and regional focussed.

3.2 Collaboration to test & learn collaboration: Field lab Sustainable Tourism

Translated: Fieldlab Verduurzaming Toerisme

The main goal of the Field lab is to support entrepreneurs with little knowledge-based applications in the area of sustainability. Ideally, the field lab is part of a more extensive network in triple-helix construction, focussing on sharing knowledge and boosting necessary

sustainability via present and newly developed knowledge and methods within this field lab. Partnerships are strengthened, and new partnerships will be established. The actions to be taken in 2023 and onwards:

- Developing, testing and applying concrete solutions for sustainability in collaboration with partners of the domain;
- Creating and sharing insights from experience as well as regional and (inter)national / EU sources;
- Shaping and contributing to a national strategy for tourism sustainability strategy and sustainability goals based on developed knowledge and experience.

4. Action plan: Guiding framework for the Glasgow Declaration

The Glasgow Declaration defines five pathways: Measure, Decarbonise, Regenerate, Collaborate and Finance. With research, knowledge development, the development of new methodologies and tools and sharing of these, CELTH aims to help the domain with measurement, decarbonisation and – even better – regeneration. The fourth theme – collaboration, in the sense of networking and sharing outcomes of research and projects – is at the heart of CELTH at regional, national and international level. Finally, research and projects undertaken and supported via CELTH are co-financial constructions with market partners, other universities or governmental partners.

4.1 Test and learn phase 2023-2025

Based on the Glasgow Declaration and the Research Agenda Sustainability LTH, CELTH focuses its efforts on the development of sustainability research projects and or pilots with a ‘test & learn’ character, using the following guiding frameworks:

- Projects need to be in line with at least one of the six themes of the Sustainability Research Agenda LTH, and;
- Project proposals for CELTH need to show which one(s) of the first three pathways of the Glasgow Declaration it positively affects, and in which way.

The visualisation in the table below shows where the Agenda and the Declaration meet: project proposals from now on need to underpin these mentioned effects. The period 2023-2025 will be considered as a pilot phase to better understand the five pathways and the ability of researchers to contribute via their projects to the Glasgow Declaration. If needed, the Climate Action plan of CELTH may be adapted during that period.

		Pathways Glasgow Declaration		
		Measure	Decarbonise	Regenerate
Research Agenda Sustainability LTH	Communication for sustainable consumption			
	Business models and products for more sustainable consumption			
	Sustainable cities			
	Tourism as catalyser for sustainability within other domains of environment			
	Circular economy for destinations & events			
	Implementation for sustainable fuels in every way of transport and production			

4.2 CELTH investment and co-financing

From CELTH's role to connect and accelerate sustainability in the Leisure, Tourism and Hospitality domain, as mentioned, CELTH has decided – next to the ABB – to put sustainability on the agenda as an urgent theme. As CELTH is able to co-invest in relevant research and knowledge development to develop and share new knowledge and insights, a yearly amount of € 100.000,- on average, will be invested in the years 2023-2025 on research directly linked to sustainability and projects that align with the Glasgow Declaration and the Research Agenda Sustainability LTH.

