



“My Green Butler” host training programme engages guests in resource conservation

Research shows that guests are an essential partner to help tourist accommodations to become more sustainable. Guests directly account for over half the resource used in a hotel and a higher share in self-catering accommodation. So if tourist accommodations are to achieve net zero carbon emissions, they must adopt measures beyond discreet guest encouragement to stimulate larger guest participation to save, whilst maintaining hospitality quality and guest satisfaction.

“My Green Butler” offers a solution to this challenge combining host skills training with a cloud-based digital advisory service which measures behaviour change and provides persuasive guest

advice. It was trialled with 1,000 guests at four sites in Australia over 17 months (May 2015–October 2016). Using a mixed method approach (controlled experiment using smart metering, big data, quantitative surveys and action research) researchers were able to understand resource saving opportunities, guest participation motivations, impact on guest satisfaction and identify capacity building opportunities for staff. Results showed savings of 34% electricity, 21% water and 20% gas. Notably, a fundamental lesson emerged during the system trial - the value of traditional hospitality offered by one to one contact. Guests responded positively to the host’s empathy, sustainability proposals and practical assistance.

Developed and patented by Crystal Creek Meadows in Kangaroo Valley, Australia, the service innovation is now being researched in Australia, Dubai and UK by the International Centre for Responsible Tourism and Griffith Institute For Tourism. The project aims to test the system with partner tourist destinations and tourist accommodation taking into consideration different climates, cultures and building types. Supporting the project include Dubai Sustainable Initiative, Ecotourism Australia, Emirates Wildlife Society/WWF, International Tourism Partnership, Sheraton, and Venus Bay. In addition, accommodation staff will receive the specialised skills training and outputs will introduce building owners and practitioners to sustainable reporting,

including measuring guest use and setting savings targets. Fiscal savings will be directed to local biodiversity conservation.



Engaging guests to partner with tourism accommodations for an enriching experience.

For more information:

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The Responsible Tourist e-book: How to find, book and get the most from your holiday

Travelling responsibly can provide an enriching holiday experience. Instead of just being a passing traveler, tourists can positively contribute to the wellbeing of places and people they visit.

“The Responsible Tourist,” released in May 2016, provides travelers with the tools they need to make informed decisions about their holidays. The book gives recommendations on

finding responsible destinations, using online booking platforms that promote sustainable holidays, and booking directly with a responsible hotel or tour operator.

“The Responsible Tourist” was co-authored by Dr. Anna Spenceley, international tourism expert and Chair of the IUCN World Commission on Protected Areas Tourism and Protected