

Promoting Sustainable and Responsible Tourism in Ireland



Rob Rankin

Founder and Owner - Vagabond Tours of Ireland

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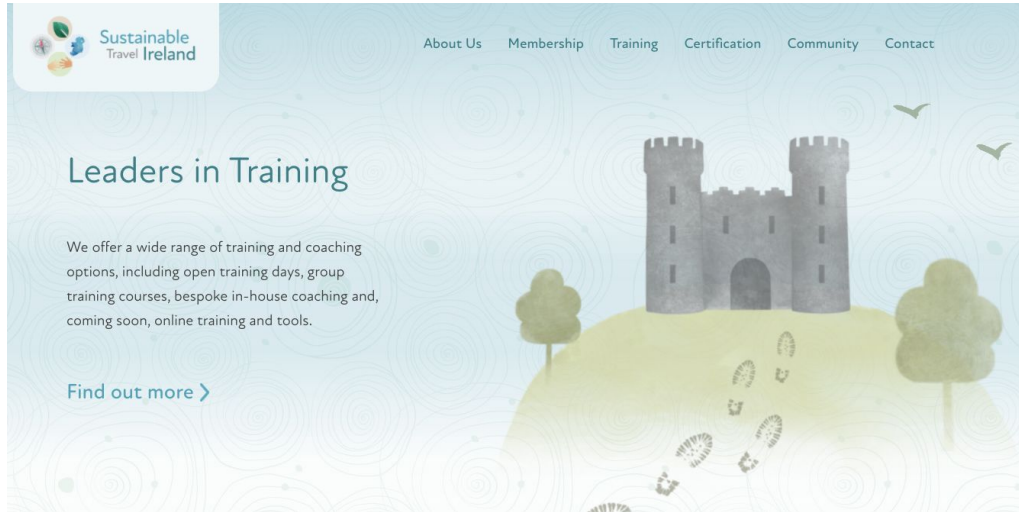
President - ITOA

Founding chairman - IAAT

Husband and Father of three (and youngest of six..)



Sustainable Travel Ireland



Tourism that takes full account of its current and future environmental, social and economic impacts, addressing the needs of visitors, the industry, the environment and communities in equal measure.

UNWTO



Promoting Sustainable and
Responsible Tourism in Ireland
=
Building the business case for
sustainability

But there is also an opportunity...

‘Until everybody on the whole planet gets sustainability there is a real competitive advantage in moving in this direction’

Neil Carson, CEO of British multinational Johnson Matthey in 2010



What's the goal? The endgame

- Changing mindsets - 50 year stress test
- Make Small changes now - lasting impact
- Build the community - make sustainable business the norm



Win wins - sustainable business is good business

What we did, what it cost and what were the benefits?

a. Cost savings

- i. Capital Investments that bring a tangible cost saving - long and short term
- ii. Behavioural change that result in cost saving

b. Opportunity creation

- i. Investment that leads to opportunity = sell more tours
- ii. A bit of time and effort that leads to opportunities

c. **Sensible business** decisions connect to sustainability

d. Investing in people

- e. By far the smallest commitment, **investments that haven't paid for themselves**:
 - i. Financial investment with no return expected
 - ii. Time spent with no return expected

Collaboration is absolutely vital...

If you want to go fast - go alone.
If you want to go far - go together.



Thank you very much!

Please feel free to ask any questions...

Rob Rankin

<https://vagabondtoursofireland.com/>

<https://www.sustainabletravelireland.ie/>

