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| KEY FIGURES – Quantitative study on responsible tourism |
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General information:

These are the results of an opinion poll conducted by Dedicated Research and commissioned by [the Trade for Development Centre](#) (TDC) to promote fair and sustainable trade.

The study was carried out with Belgians who travelled outside Europe during the last five years. Only people who travelled in Africa, Latin America, and Asia or Oceania were interviewed. An overview has been provided in the following table:

| | Sub-Saharan Africa | Latin America | Asia | Maghreb (North Africa) |
|-------------------|--------------------|---------------|------|------------------------|
| Belgian average | 18% | 23% | 42% | 63% |
| Meet local people | 20% | 24% | 49% | 55% |
| Walloons | 18% | 18% | 34% | 77% |
| Flemish | 23% | 25% | 46% | 55% |

The table shows that North Africa is the first destination for the respondents, especially for the Walloons (77%). Flemish and people looking for local meetings are less interested in this.

- Less than one in five Belgians travels to Sub-Saharan Africa and less than one in four to Latin America.
- What interests most people when they travel is **rest and leisure**, followed by discovery and a change of scene. Rest and leisure are the most important travel criteria.
- When talking about responsible tourism, we think first about preserving (for persons with more passive behaviours) fauna and flora, heritage and culture and then meeting local people (for active people).

According to the respondents, responsible tourism is in a better position to answer the following contents (compared to “conventional” travel) : **fauna and flora, meeting with inhabitants, nature and landscapes, discover and change landscapes, culture and history.**

Responsible tourism rather than conventional tourism is, however, **not at all** associated with **luxury and well-being, sports and leisure, celebration and attractions, good food and gastronomy.**

For most people, responsible tourism means having to **restrict their comfort.** (*Photos of clean rooms can help diminish this perception...*).

- Everyone agrees on one thing: agencies do not spontaneously present opportunities to travel more responsibly!
- Belgians are not prepared to compensate the CO₂ emissions related to the mode of transport, by putting aside a percentage of the price of their holidays for a recognised association to fight climate change – even if respondents travelling to Africa or Latin America would be most likely to do so.
- Internet is the main source of information, followed by conventional media (audio-visual and written media) and travel documentaries.
- Guidebooks (Routard, etc.) are important for the circulation of information.

Profile of travellers who are interested in “meeting local people”:

Tourists who choose North Africa (18%) and Latin America (19%) are significantly more interested in meeting local people than those visiting **Asia** (33%) and **Sub-Saharan Africa** (30%).

Profile of travellers that indicated “meeting with local population”:

- There is no difference between Dutch-speaking and French-speaking respondents.
- **Women** are slightly more interested than men (25% / 21%) to meet the local population.
- **Older people** are **more interested** than young people (29% > 54; 23% between 35 and 54; 18% < 35).
- More **Brussels respondents** (31%) than Flemish (23%) or Walloon respondents (22%).
- **Couples without children**; and **people travelling on their own**.
- But there are no differences between social classes.
- They are more interested, in decreasing order, in **discovering and a change of scene** (40%), in **culture and history** (37%), in **nature and landscapes** (33%) but also **rest and leisure** and **good food and gastronomy**.
- 50% of the respondents are **travelling for a long time, for 3 weeks or more**.
- Tourists interested in meeting local people are **travelling further than North Africa**;
- Adopted behaviours: tourists interested in meeting local people are clearly more **involved/committed** and, in decreasing order, participate much more in **folklore**, traditions and **local** celebrations and attractions (more than 15 points of difference); eat more at **local restaurants**; purchase **local crafts** and gather more information about **behaviours** to adopt when travelling.
- They plan less and improvise more, even if more than half of the tourists plan their accommodation.
- They make less use of agencies than average travellers, and slightly more than the average of local agencies. But still more than half uses an agency for **transport to the destination** and **accommodation**. The reasons why they use the agencies are : they **can save time** and the agency proposes **alternatives, different ways of travelling** (although the main reason is security, followed by promotions and new ideas).
- More than a half uses internet to plan the trip.
- This profile is by far the category that has already heard of the **concept of “responsibility vis-à-vis local people”** (65%) and feels significantly more responsible at all levels (as well as those who travel to Africa): 81% towards environment, 75% at cultural level, 65% at social level, but still a lot less on an economic level, 59%.
- Even though they pay more attention to all these aspects than other travellers, they are **paradoxically more sceptical** than the average **as to the positive impact on economic issues**.
- Even though the concept of ecotourism is known, it is **responsible tourism** that is practised most (1 out of 4), followed by **fair tourism** (17%).
- It is the group **that understands responsible tourism best, or that grants it an active dimension**. For them, responsible tourism first and foremost stands for respecting the heritage and culture, followed by preserving fauna and flora; and after that, and significantly stronger than other tourists, the most important thing is the desire to meet local people, to live like them and to find an alternative to conventional tourism.
- Half of them are ready to personally contribute to responsible tourism.
- The perception of and the meaning given to the **concept of ‘responsible tourism’** matches their expectations and incentives. Responsible rather than conventional tourism can **better fulfil their desire** to "meet local people", to "discover and a change of scene" and for "culture and history". It is, however, not at all associated with "luxury and well-being" and "sports and leisure".
- Responsible tourism seems to meet their current way to travel, but paradoxically, compared to the average, they have **difficulty recognising** fairer benefits; for them, responsible travel **is not more expensive** than conventional travel; they even perceive it is as being **less restrictive**; they can contribute more on a **personal level**.

- More than for other categories; **internet** is the **number one source of information**.
- According to them, actions to promote responsible tourism are: first of all to help destinations develop their infrastructure and then inform, educate and show the impact through **reports**, **travel guides** and **website about responsible tourism**.

Profile of travellers in Africa:

Of all travellers, one in ten Belgians goes to Africa. It is the one of the less frequented destinations (before Oceania).

- There are more men than women; no difference between French and Dutch speakers; there are **more young** people than old; more people from **Brussels**; there are more people looking for meetings with locals; **couples without children or singles**.
- They prefer long trips; at the very least 2 weeks (42%) and 48 % from 3 weeks.
- They are looking for **nature and landscape**, **rest and leisure**.
- This is the most **educated and informed group** on responsible tourism. They are by far the category that feels more responsible vis-à-vis local populations (followed by travellers in Asia and then in Latin America).
- They are very involved: they look for information about behaviours to adopt, about local craft, about **local guides** (more than other groups) and they are interested in hiking.
- More than other travellers, for those who choose Africa responsible tourism means: preserving fauna and flora, travelling with a responsible tour operator, **maximise financial benefits for local people** and **pay part of the budget to an association**.
- For them, responsible tourism first and foremost stands for respecting fauna and flora, meeting with local people, nature and landscape, discovering and a change of scene.
- They recognise that they should not think like others that responsible tourism means having to **restrict your comfort**.
- They recognise the fairer “benefits” **more easily than the average**.
- The reasons why they use an agency more than the average are: first of all for **safety** and, very significantly above the average, because agencies can propose **alternatives, very different ways to travel**.
- Among the actions to promote responsible tourism, they mention in the first place: show the impact, consolidate **labels** (*perhaps related to the fact that they have more trouble identifying responsible tourism*) –through **specialised agencies** in responsible tourism and **travel guides**.
 - *Agencies that organise trips to Africa receive most value in terms of responsible tourism .*
 - *African destinations particularly are responsible tourism destinations.*

Comparison between Africa and Latin America:

- People travelling to **Africa** seem more concerned by their **economic and social impact**, while those travelling to **America** are more concerned on an **environmental and cultural level**.
- Travellers going to **Africa** consider doing **a good deed** and their actions can make a **difference** for more responsible tourism. Those travelling to **Latin America** think about **future generations** and for them responsible tourism seems fully compatible with their current way of travelling.
- People going to Africa say most have already practised **responsible** (27%), **sustainable** or **equitable** tourism, followed by those travelling to Latin America.
- People travelling in Africa seem to be more keen to contribute to responsible tourism, followed by those going to Latin America.

Profile of travellers going to Latin America:

Less than one Belgian in six travels to Latin America; more Dutch-speaking than French-speaking; slightly more men than women; no difference between young and old people; **couples without children or singles**.

- They prefer longer trips : 53% travel for 3 weeks or more;
- They are looking for **nature and landscape** (46%) and then **rest and leisure** (43%).
- **They don't know the concept of responsibility** toward local people and they don't feel responsible on an economical level.
- They look more for trips and hiking, but they also participate in local folklore.
- Responsible tourism is more in keeping with fauna and flora and meetings with the local population.
- According to them, the actions to promote responsible tourism are: show the impact of this type of tourism, especially through **promotions and information in travel agencies**.

Profile of travellers going to North Africa:

North Africa is the most visited destination by Belgians (one in two travellers); slightly more French-speaking than Dutch-speaking; more women than men, between **35-54**; it is the main destination for **couples and families** (68%); they stay **one to two weeks**; the main priority is rest and leisure (58%), followed by discovering and a change of scene (41%).

- **The majority of travellers has not heard about responsibility vis-à-vis the local people** and they do not feel less responsible. They don't feel socially and economically responsible.
- Tourists going to North Africa are **much less involved/engaged** in all the points of view (< local restaurants, etc.), but they participate more in excursions to learn about local life (= hotel tourism).
- They choose to contact **travel agencies** at all levels, they seek **safety** and **promotions**.
- They prefer conventional travel agencies.
- The actions to promote responsible tourism are: offer more alternatives to travel sustainably, through **promotions** and **information in travel agencies**.

Significant differences by region/age

- Walloons, more than the others (52%), look for rest and leisure and 52% of these travellers prefer discovering and a change of scene; the Flemish look for rest and leisure (46%), followed by nature and landscape; Brussels residents (50%) prefer first discovering and a change of scene, followed by rest and leisure (44%).
- Seeing other tourists not making any (or very little) effort does not demotivate Walloon to make an efforts.
- More than half of the Walloons has never heard of responsibility towards local populations (weaker awareness of the concept for Flemish); but they pay more attention to their negative impact and are more willing to contribute to responsible tourism.
- The **Flemish** are not convinced that their actions can make a difference for more responsible tourism and they **see less** than French-speaking **what responsible tourism could bring them personally; they are more sceptical and less likely to participate**.
- People from Brussels seem more interested and are less afraid to participate in local life (according to behaviour). These are the "champions" of integration. Their opposites are in Flanders, where travellers inform themselves less about the behaviour to adopt, they integrate less the local craft and pay less attention to history.
- In contrast with them, Flemish people travel longer, they are more interested in hiking and trekking. Their opposites are in Wallonia, where more than half of Walloons are not interested in hiking and trekking.

- The 35-54 group appears to look for rest and leisure; the <35 look for action, adventure, sports and party.
- More than half of all <35 is convinced that responsible tourism restricts their comfort (more than > 54). Young people see significantly more negatives in responsible tourism and see less what it can bring to them personally.
- Young people prefer trekking more than the others; they also pay attention to folklore.
- People > 54 do not trek, but they do use a local guide.