

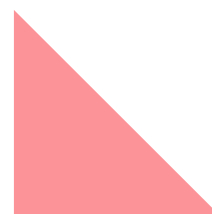
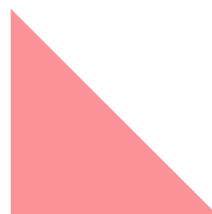
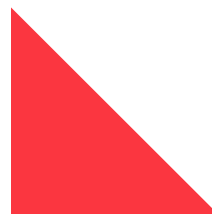
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# Sustainable Quality Tourism

The importance of attracting  
high value, low impact travelers

by  
Hi,hi Guide

*Hi,hi*  
— guide —



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# The future of travel is sustainable

At Hi,hi Guide, we promote sustainable tourism - people driven tourism. It should benefit travelers who are seeking authentic experiences and locals who share their passion for the city, but also want their city to remain liveable. To accomplish this, we are constantly searching for new ways to utilize our platform to connect more travelers with locals in order to educate them about the destinations they're visiting.

This white paper is for DMOs and governments that are not only promoting destinations, but also managing destinations tourism activity. We believe that our technology combined with passionate local hosts contribute to safeguard the DNA of the city, promote local businesses, spread tourism and educate travelers. By doing this, we make sure that tourism is healthier and more sustainable.

## The high value, low impact traveler

Tourism is one of the world's fastest growing sectors and an increasingly important source of income for many destinations. However, it is a challenge for destinations to find a balance between maximising the positive effects (i.e. economic impact) and, at the same time, minimise the negative effects (i.e. overtourism and its consequences).

The Bhutanese government is reserved about allowing visitors into the country. Tours to Bhutan are set by the government in order to control tourism, to protect the environment and to preserve their authenticity. This “high value, low impact” policy focuses on quality tourism and has led to a regulated stream of high value tourists.

“Because of high value low impact tourism, we have been able to welcome tourists in a manner that contributes to the nation’s socio-economic development. At the same time it helps us nurture and preserve our cultural and natural assets. We are fortunate that such a unique policy has allowed us to conduct tourism without being overrun,” says Damcho Rinzin of the Bhutan Tourism Council.

Sounds amazing, right? Well, almost. The Bhutanese goal of attracting high value travelers can be criticised for only attracting wealthy tourists, as the country imposes a daily fee on visitors. Nevertheless, we got inspired by the vision of high value, low impact tourism and think it can and should be adopted by European cities too.

We define high value, low impact travelers as educated visitors who have a genuine interest in a destination’s DNA, support the local economy, respect the local culture, and therefore have a low impact on the liveability of the city.

In order to attract this type of traveler, it is important that the supply of activities matches the above definition.

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# Safeguard the DNA of the city

According to TrekkSoft, people are increasingly interested in visiting destinations where they can experience something unique and authentic. Therefore, it is important for destinations to ask themselves what makes them unique. It often turns down to their cultural, historical and natural heritage. In other words, their DNA. There are multiple ways to transfer this DNA to visitors. But we believe that the most powerful one is through the locals, simply because they themselves are the DNA of the city.

We have created a digital platform where locals sign up to become hosts and share their passion for the city. Local hosts affect the experience of travelers in four important advantages:

## 1. Personalized experience

Every local is unique and therefore no tour is identical. By matching travelers to locals based on their mutual interest, such as architecture, food or photography, travelers will get an introduction of the destination on a more personal level.

This does not only enrich the experience of travelers, but they will also establish a deeper connection with the destination.

## 2. Promote local business

City centres are more and more flooded by a monoculture of tourist shops, international chains, and low-value cafes and bars. Locals are ambassadors of the local economy and would rather introduce authentic products rather than recommend tourist traps.

This will not only improve the experience for the visitor, but also promote local businesses to thrive.

### **3. Spread tourism**

“People of Amsterdam do not connect with the DNA of the city anymore,” said Martijn Badir who initiated a petition against mass tourism in Amsterdam.

The image of the streets being dominated by tourists is unattractive to both visitors as local residents. Touristic hotspots are and will always be popular among visitors. That is not something our local hosts will change. Though, it is often ignorance and lack of information why travelers are stuck in the city centre.

Locals lure them away from the overcrowded place and spread tourists across the city.

### **4. Educate visitors**

Another reason for local residents to turn against the tourism industry is the behavior of tourists. It comprises minor offences, such as not knowing and, thus, not following the rules, for example, sitting on the Spanish Steps in Rome, and not respecting the local culture and customs. When destinations want their visitors to act responsibly, the best way is to educate them.

When locals explain why certain behavior is discouraged, visitors will quicker show understanding and behave accordingly.

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# Let's focus on quality

It is important for destinations to envision their future. What kind of experience do you need to provide travelers in order to make your vision come true?

We are convinced that quality tourism is an important part of the answer. Quality tourism encompasses all of which is stated in this white paper and many more topics that we have not addressed in this paper.

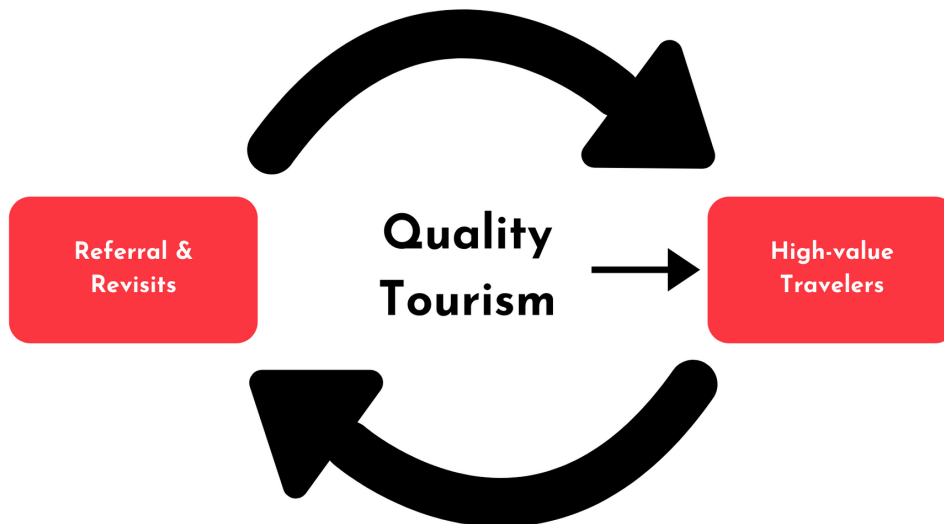


Figure 1: The Quality Tourism Circle

We believe that high value, low impact travelers will only be attracted to a destination when there is a broad supply of local activities.

Through these activities, travelers will get a better understanding of the DNA of a destination and establish a deeper connection with it.

It is more likely that they will revisit the destination in the future and recommend it to friends & family. Eventually, this vicious circle of high value, low impact travelers will contribute to healthier and more sustainable tourism.

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# About Hi,hi Guide

Hi,hi Guide's is a platform connecting travelers with locals for private tours. Our dream is that every traveler has a local friend at their destination. To prevent them from stepping in tourist traps, to introduce them to the local culture and to show them the local's favorite places to go.

We are active in 100 destinations with over 3000 local guides who have passed our quality check.

## Where to go from here

We would love to learn about your vision on sustainable travel. Also, it would be amazing if we could create high value, low impact tourism together. Even though it will not be accomplished overnight, it is a continuous journey we should walk together.

Here is what we're aiming for:

- Collaborate with destinations marketing organizations to create more value for travelers.
- Establish a broad supply of locals who would love to share a destination's DNA.
- Stimulate travelers to explore destinations with a local.
- Contribute to finding solutions for your overtourism challenges.

Let's get in touch! Contact us at [hi@hihiguide.com](mailto:hi@hihiguide.com)

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