

# 旅遊業界與低碳旅遊

## Travel trade and low carbon tourism

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在協助解決氣候變化一事上，旅行社並非無能為力。

**Travel agents are not powerless to help address climate change.**

**造**成氣候變化的溫室氣體，一大源頭來自旅遊業，這觀點現已獲普遍公認。根據估計，全球二氧化碳的排放量中有百分之五來自旅遊業；把其他溫室氣體計算在內的話，總排放量中更有高達百分之十四來自旅遊業(Scott, Amelung, Becken, Ceron, Dubois & Gossling 2008)。把旅遊業當作國家的話，它是名列第五的溫室氣體排放大國，僅次於中國、美國、印度和俄羅斯(Pang, McKercher & Prideaux 2012)。

### 旅遊業界可以多做一點

雖然溫室氣體的直接排放中，據估計只有微不足道的百分之零點二來自旅遊業界(Perch-Nielsen, Sesartic & Stucki 2010)，但很多研究人員認為，業界對此大有可為，因為旅行社是供應商與顧客之間的商業連繫。從一方面來說，業界可以影響顧客的行為。多數人旅遊時，都不會想到他們的旅程對環境有甚麼影響(Hares, Dickinson & Wilkes 2010)，或者以為旅遊與環境問題沒有多大關係(McKercher & Prideaux 2011)。再者，遊客都擺脫不了習慣，要他們在坐言起行與行為照舊之間作一選擇，多數都會選擇維持現狀(Roehovde-Tiller and Schott 2013)。有些研究呼籲遊客，要以對社會、對環境負責的方式思考和行動，並且呼籲旅遊業界，要以令人信賴的專業人士身份，採取主動，促成行為轉變(Yang 2010)。

從另一方面來說，鼓勵供應商開發創新的低碳旅遊產品，以及挑選綠色或碳中和的酒店，以業界的購買力應能起關鍵作用(Yang 2010)。例如聯合國世界旅遊組織等的一份報告(UNWTO, UNEP & WMO 2007)，就呼籲組團商開發節能行程，更有效地推銷這些產

It is now generally accepted that tourism is a significant source of greenhouse gases that contribute to climate change. It is estimated that tourism contributes about 5% of global CO<sub>2</sub> emissions and up to 14% of all emissions when other greenhouse gases are considered (Scott, Amelung, Becken, Ceron, Dubois & Gossling 2008). **If considered as a country, tourism would represent the fifth largest producer of greenhouse gases behind only China, the United States, India and Russia** (Pang, McKercher & Prideaux 2012).

### Travel trade can do more

Even though the travel trade is estimated to contribute as little as a 0.2% share of direct greenhouse gas emissions (Perch-Nielsen, Sesartic & Stucki 2010), many researchers feel it can play a vital role in this issue, for travel agents represent the commercial link between suppliers and consumers. On the one hand, the trade can influence consumer behaviour. Most people do not think about the impact their holidays have on the environment when they travel (Hares, Dickinson & Wilkes 2010), or rank tourism as a low priority environmental issue (McKercher & Prideaux 2011). Moreover, tourists are creatures of habit, and given a choice between action and maintaining current behaviour, generally choose the status quo (Roehovde-Tiller and Schott 2013). A number of studies call on tourists to think and act in a more socially and environmentally responsible manner, and call on the travel trade, as trusted professionals, to take a proactive role in effecting behaviour change (Yang 2010).

On the other hand, **it is believed the buying power of the trade can be decisive in encouraging suppliers to develop innovative, low carbon tourism products, and to select green or carbon neutral hotels** (Yang 2010). A report commissioned by the UN World Tourism Organisation and other organisations (UNWTO, UNEP & WMO 2007), for example, calls on tour operators to develop itineraries that reduce energy, market these products more effectively as well as promote a shift in transport from car and aircraft to rail and coach. It also encourages the promotion of longer stays as a means of reducing carbon footprint per tourist day. In addition, the sector could take a more active role in de-marketing products that create adverse impacts,

品，並且推動不坐汽車及飛機而改乘鐵路及旅遊車。那份報告還鼓勵業界推動較長的逗留期間，藉以減少每名遊客每天的碳足跡。此外，業界還可以主動出手，不推銷損害環境的產品，憑藉購買力來影響供應商。

一向以來，旅遊業界及它對應付氣候變化的助力都為人所忽視，這未免使人有點意外。這點發現促使本文作者向可持續發展委員會提交建議書，藉以審視旅行社的前線職員及管理層對氣候變化有甚麼認識、態度和意見。在二零一二年十一月至二零一三年三月期間，我們選取了有代表性的香港旅行社，深入訪問了它們的高級管理人員及東主兼營運者，之後再要求在香港的前線職員自行回答調查問卷。研究的發現雖算差強人意，但也找到了很多需要克服的難題。

### 管理層及東主需要坐言起行

高級管理人員及東主兼營運者都明白到氣候變化非同小可，相信旅遊業要負上相當責任，也覺得業界對緩解問題可以發揮作用。他們還覺得公眾人士都知道氣候變化這回事。不過，目前並沒有公司在積極應對氣候變化，沒有公司在這方面著手培訓員工或考慮在短期內會那樣做，沒有公司覺得不妨要求顧客付錢參加碳補償安排，也沒有公司把企業社會責任的活動擴寬至包含氣候變化在內。

我們反而強烈感到，高級管理人員及東主覺得此事未免太大了，他們無法自行應付，於是把責任轉嫁給他人，自己則無須負責。他們典型的反應，是把責任推往價值鏈下層，呼籲供應商製造更省碳的產品，或者把責任推往價值鏈上層，呼籲消費者改變行為。又或者他們會說，政府立法的話就不會坐視，卻不願意由我做起。多數東主及管理人員會把他們的生意視為無能為力的受害者，因為他們只是中間人，既然消費者沒有需求，而供應商的產品又寥寥可數，他們也就縛手縛腳。此外，他們覺得消費者不願意多付金錢。

可惜的是，上述反應很典型，而且不限於旅遊業，而是處處一樣。解決氣候變化所引起的真正威脅為甚麼會那樣困難，這就是一大原因。把責任歸咎他人，叫他人先採取行動，這遠比由自己擔起一些個人



and in doing so, exert its buying power to influence suppliers.

It is somewhat surprising that little emphasis has been placed on the travel trade and its ability to help address climate change issues. This observation prompted the authors to submit a proposal to the Council for Sustainable Development to examine the awareness, attitudes and opinions to climate change among front-line travel agency staff and their managers. In-depth interviews with senior managers and owner-operators of a representative sample of travel agencies in Hong Kong, followed by a self-response survey of front-line staff in Hong Kong, were conducted between November 2012 and March 2013. The results showed some promise, but also identified many obstacles that need to be overcome.

### Managers and owners need to take action

Senior managers and owner-operators recognised climate change as an important issue, believed tourism was a significant contributor and felt the sector had a role to play in mitigation. They also felt the general public was aware of climate change. However, **at present no businesses were actively doing anything to address climate change, none initiated training in this issue or contemplated doing so in the near future, none felt comfortable asking clients to pay for offsetting programmes and none identified climate change as part of their broader corporate social responsibility activities.**

Instead, we got the strong impression that senior managers and owners felt this issue was too big to address by themselves, and as a result, tended to transfer responsibility to others, while accepting no responsibility themselves. The typical response was to shift responsibility down the value chain by calling on suppliers to produce more carbon efficient products or up the value chain by calling on consumers to change their behaviour. Alternately, they stated they would respond if government enacted legislation, but were unwilling to act unilaterally. **Indeed, most owners and managers portrayed their businesses as powerless victims who, as middlemen, were constrained due to a lack of demand from consumers or limited product offerings from suppliers. In addition, they felt customers were unwilling to pay additional fees.**

Unfortunately, this response is typical, not only in tourism but elsewhere as well. It is one of the main reasons why addressing the

或企業責任，並坐言起行來得容易。

## 前線員工需要加深認識

對前線員工做的調查揭示出截然不同的情況。雖然他們都知道氣候變化，卻知道得不夠深入。多數前線員工(百分之五十九點三)都關心環境問題，熟悉與氣候變化有關的用語，但馬上就承認所知不多；結果就是他們難以正確辨識氣候變化的成因。比如說，他們之中多數人聲稱明白「氣候變化」及「碳排放」這兩個詞，覺得對氣候變化的認識相當深入的人卻佔少數(百分之十六點六)，而表示對這問題徹底瞭解的人更只有百分之二點一。

結果就是多數前線員工並不覺得氣候變化對業界非常重要，或許除了認為旅遊業是受害者吧。少於一半人認為，旅遊業界在減輕氣候變化的可能衝擊上可以出一分力。四個人之中大約只有一個人知道，旅遊業是造成氣候變化的溫室氣體的一大源頭，而即使把排放量告訴他們，也只有少於百分之三的人覺得那是相當大的數量。

之所以會那樣，主因有三個。缺乏培訓是原因之一：少於百分之十的人，說他們接受過關於氣候變化、碳排放以及旅行社所要負上責任的正式培訓。原因之二是多數零售旅行社都依賴供應商來提供產品知識，要麼直接通過簡介會及考察團，要麼間接通過獲派發的推廣材料。可是，少於四分之一回應者表示知道有低碳旅遊產品。由接續的問題可知，很多人都把自然主導、生態旅遊及其他綠色的旅遊活動混淆了低碳產品。最後的原因，是前線員工覺得無須認識這些事情，因為少於百分之四的人說曾有顧客詢問過低碳產品。可是，有四分之三員工表示很想增進這方面的瞭解，而大約有三分之二表示在原則上支持接受培訓，藉以提高認識，以便向顧客詳盡解說。

## 旅遊業界可以做的事情

我們為此開發了一個旅遊業界氣候變化工具箱網站([www.climate-change-toolkit.com/index.html](http://www.climate-change-toolkit.com/index.html))，並且舉辦了好些出席人數還算不錯的工作坊。這個互動網站除了概述氣候變化外，還解釋旅遊業界可以發揮的作用，提出一些可以採取的行動，以及包括一些連結及

real threat posed by climate change is going to be so difficult. It is always much easier to blame others and call on them to act first, than to accept some personal or corporate responsibility and then begin to act yourself.

## Front-line staff need to learn more

The survey of front-line staff revealed a different story. **While climate change is a well known issue among staff, it is not known well. A majority of front-line staff (59.3%) are concerned about environmental issues, familiar with the terminology associated with climate change, but readily admit their knowledge is limited. As a result, they had difficulty identifying accurately causes of climate change.** For example, while a large majority claim to understand the terms “climate change” and “carbon emissions”, few (16.6%) felt they had a considerable knowledge of climate change, and only 2.1% indicated a deep understanding of the issue.

As a result, most front-line staff do not see climate change as a critical issue for this sector, other than perhaps tourism being a victim. Less than half felt that the tourism sector has a role to play in reducing the likely impact of climate change. Only about one in four was aware that tourism is a significant source of greenhouse gases that contribute to climate change, and even when told what the contribution was, fewer than 3% felt it represented a significant amount.

There are three main causes. Part of the problem lies with lack of training. **Fewer than 10% of respondents said they had received any formal training about climate change, carbon emissions and their responsibilities as travel agents.** A second part is due to the fact that most retail travel agencies are reliant on suppliers to provide them with product knowledge, either directly through briefings and familiarisation tours or indirectly through promotional literature disseminated to them. Yet fewer than one-quarter stated they were aware of low carbon tourism products. Follow-up questions indicated many confused nature-based, ecotourism and other green tourism activities with low carbon offerings. Finally, front-line staff see no need to become aware of these issues, for fewer than 4% said their clients had asked about low carbon products. However, **three-quarters of staff showed a strong desire to learn more about this subject and about two-thirds provided in-principle support for training programmes that would raise their awareness levels and help them better inform their clients.**

## What can be done by travel trade

To this end, we developed a Travel Trade Climate Change Toolkit website ([www.climate-change-toolkit.com/index.html](http://www.climate-change-toolkit.com/index.html)) and ran a series of reasonably well attended workshops. The interactive website provides an overview of climate change, looks at the role of the travel industry in this issue, provides a set of actions that could be developed and also includes links and other material. The home page also has a car-

其他材料。網站的主頁還有一個碳足跡計算器。

儘管如此，培訓前線員工只是推動低碳旅遊的一個方法而已。我們研究的最大發現，是培訓的功用受制於公司對此的承擔。對轉變沒有更大承擔，就不會有真正行動。不過，業界可以做的事情其實多得很，包括自行開發低碳旅遊產品，要求供應商對其產品提供更多資料，鼓勵碳補償，甚至是以此為退出選項。所謂退出選項，就是把碳補償的費用包含在團費的總金額內，如果顧客不願補償，就可以退出。例如乘坐經濟艙往曼谷的話，廣告上平均的票價大約要港幣一千八百元(另加稅項)，而為此補償碳排放的費用卻少於港幣四十元；大概很少人會為這麼一點錢而選擇退出吧。

究竟有沒有對轉變的承擔？對這個問題，我們的答案沒有那麼肯定，因為旅遊業界目前並沒有非變不可的誘因：生意暢旺之餘，新的旅遊目的地又陸續出現，而且新產品不斷開發出來。更重要的是，近年發生的經濟危機，使得解決氣候變化的政治意志有點減弱了，於是組團商又用以往的模式經營了。☐

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bon footprint calculator.

Training of front-line staff is only one of the ways to promote low carbon tourism, though. **What the study found, more than anything else, was that training is only as effective as the corporate commitment behind it. Without a deeper commitment to change, real action is unlikely to occur. And yet, there is much the industry can do, including developing lower carbon products themselves, demanding suppliers provide more information on their products, encouraging carbon offsetting, and even offering it as an opt-out option.** An opt-out option includes the price of carbon offsetting in the total price of a package and then gives clients a chance to opt out if they do not want to offset. For example, the cost of offsetting one's carbon emissions on an economy class air ticket to Bangkok is less than HK\$40, while the average advertised airfare is about HK\$1,800 plus taxes. Few people would choose to opt out for such a small amount of money.

Does the commitment to change exist? The answer to that question is less certain, for at present, the travel trade has no compelling incentive to change. Business is strong, new destinations are emerging and new products are being developed. Most importantly, the political will to address climate change seems to have abated somewhat in the light of the recent economic crisis, enabling operators to adopt a business-as-usual approach. ☐

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