The Net-Zero challenge for tourism and hospitality educators

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Thank you for your participation in this study. We had a 92% response rate from Higher Education Institutes (HEIs), that provide tourism and hospitality education, across Ireland. As you are aware, Ireland is obliged to reach emission targets by 2030 and Net-Zero emissions before 2050. Additionally, all organisations are now required to report their environmental and social impacts - under the new EU 'corporate sustainability reporting' directive established in 2022. Hence, this research identified the level of skills and training required to transition the Irish tourism industry towards Net-Zero emissions. The preliminary results are outlined below to aid HEIs in establishing curriculums that will provide skilled graduates to contribute to climate action and transition towards Net-Zero emissions. While also enabling the tourism sector to become more efficient and profitable, benefiting communities and destinations.

























50 % of HEIs have aligned their tourism and hospitality programme(s) with the United Nations Sustainable Development Goals (UNSDGs)

8%

8% of HEIs have aligned their tourism and hospitality programme(s) with Goal 13 (Climate Action) of the UNSDGs

9% of HEIs have their tourism programme(s) learning outcomes focused on decarbonisation



34% of HEIs have their tourism module(s) learning outcomes focused on decarbonisation

Sustainable literacy:

Tourism & climate action literacy

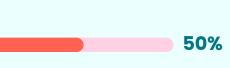
Impact of tourism on carbon emissions

Bi-directional relationship between tourism & climate change

Impact of carbon emissions (CO2eq) on climate change

Need for behavioral adaptations to achieve decarbonisation

92%



33%

Sustainable tourism and decarbonisation policies

Establishing the Tourism Satellite Accounts

Customer Relationship Management Systems

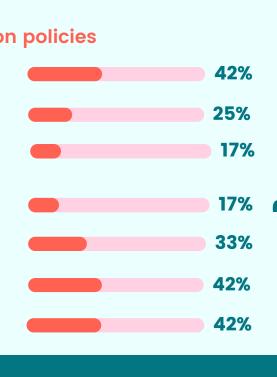
Environmental Social Governance Sustainability Management

Demarketing long-haul markets

Low-carbon transport & tourism

Slow tourism

Circular economy



Training on measuring tourism emissions:

How to measure emissions

Identifying system boundaries to measure tourism emissions

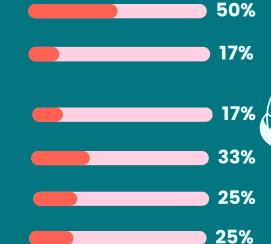
Data collection and distribution

Monitor emissions

Sustainable performance measurement

Digital carbon footprint management systems

Energy & water management systems











Technological University







50 % of HEIs provide tourism and hospitality graduates with training on tourism decarbonisation practices

Training on decarbonisation practices:

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Responsible travel	92%
Roles & responsibilities of sustainability officer/manager	25%
Reducing emissions	42%
Reducing energy usage	42%
Reducing water waste	42%
Reducing food waste	42%
Reducing solid waste	25%
Reducing fossil fuel consumption	33%
Using more fuel-efficient/ electric transportation	17%
Optimising ground fleet	25%
Eliminating unnecessary lights	42%
Observing how staff use energy appliances	42%
Developing a strict policy of turning off equipment	25%
Compensating emissions (offsetting/ carbon credits)	25%
Eliminating unnecessary plastics	42%
Reduce, reuse and recycle	42%
Integrating reusable items	33%
Introducing free water stations	17%
Low-carbon menu options	33%
How to provide guidance & training to operational staff	42%
Offering/supporting more sustainable trip options (for visitors & employees)	17%
Sustainable cloud computing, IT & software	17%
Encouraging investment in the conservation of biodiversity	25%
Encouraging investment in technology-based solutions (direct air capture, enhanced weathering, biodigester)	25%
Local product sourcing	42%
Urban/ building improvements	17%
Sustainable finance & insurance	17%
Consulting with energy providers on reducing costs & consumption	17%
Adopting electricity, heating, & cooling efficiencies	25%
Adopting renewable energy sources	42%
Utilising Geographic Information Systems (GIS) mapping	17%

Continued professional development



The majority (83%) of the tourism and hospitality educators in HEIs would like training on tourism decarbonisation practices







