



Planet Happiness

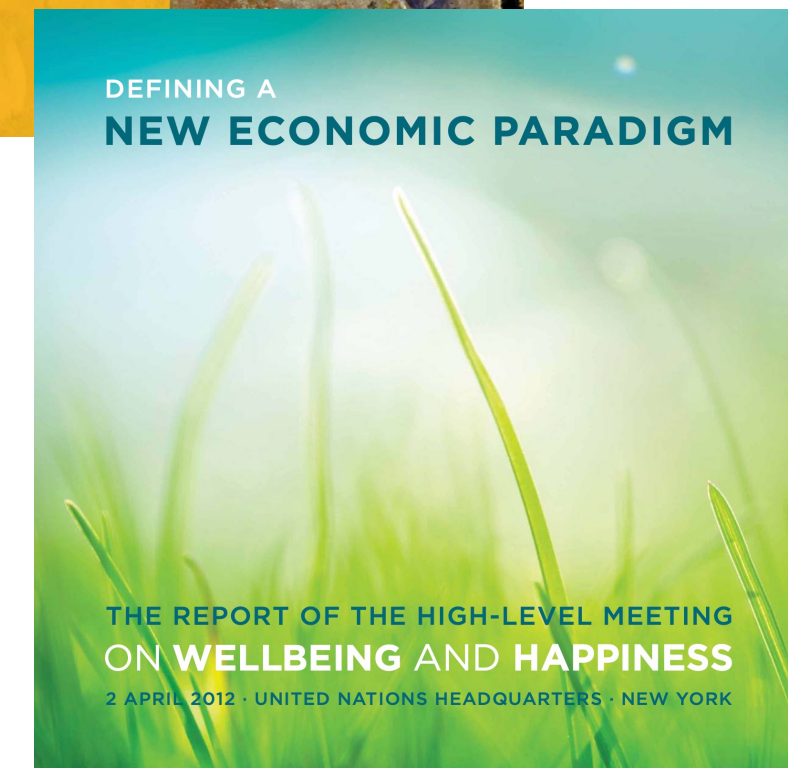
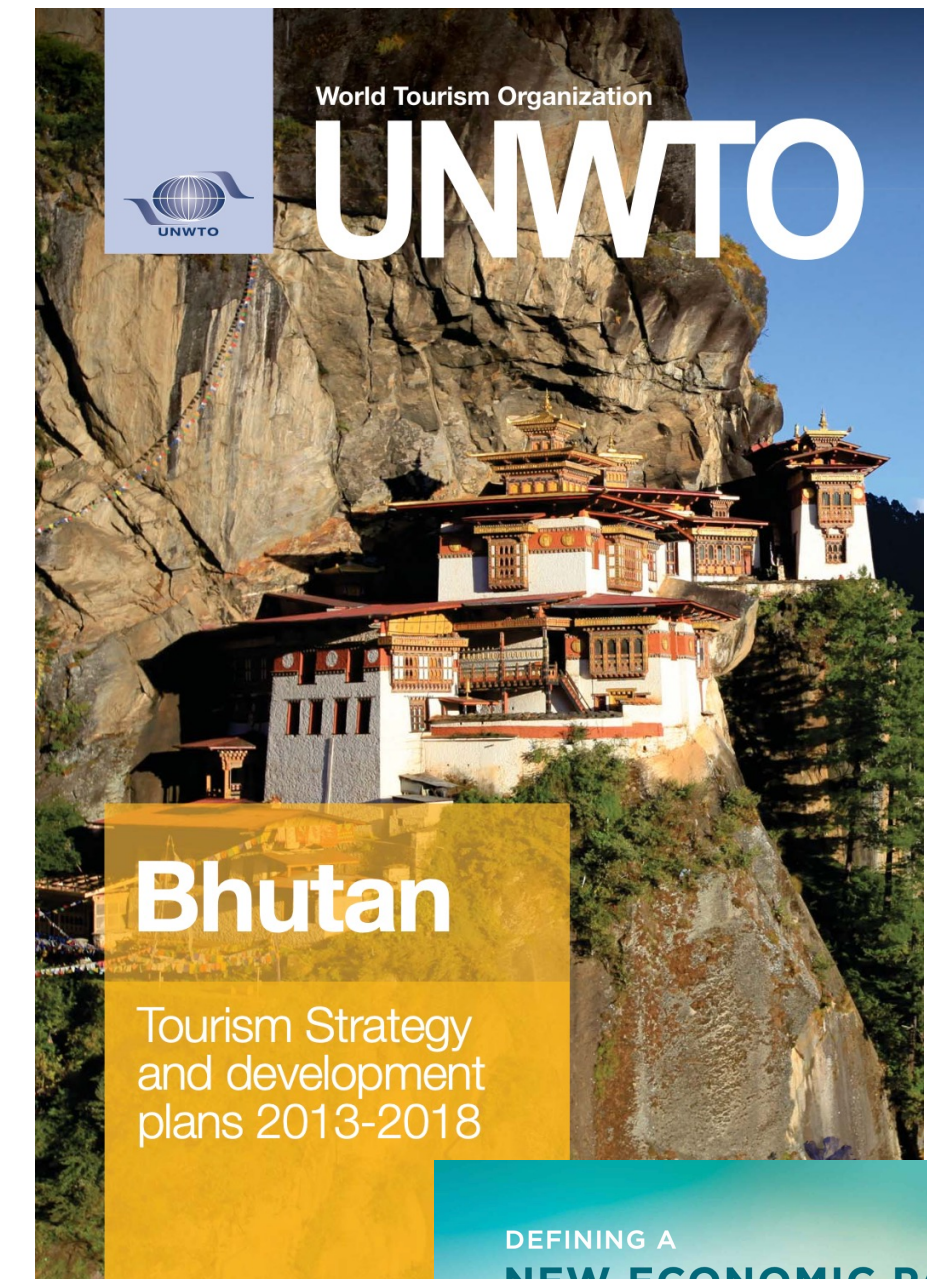


Tourism Planning
Inspiration from
Bhutan

Context & Learning

Paul Rogers – Bhutan consulting assignments

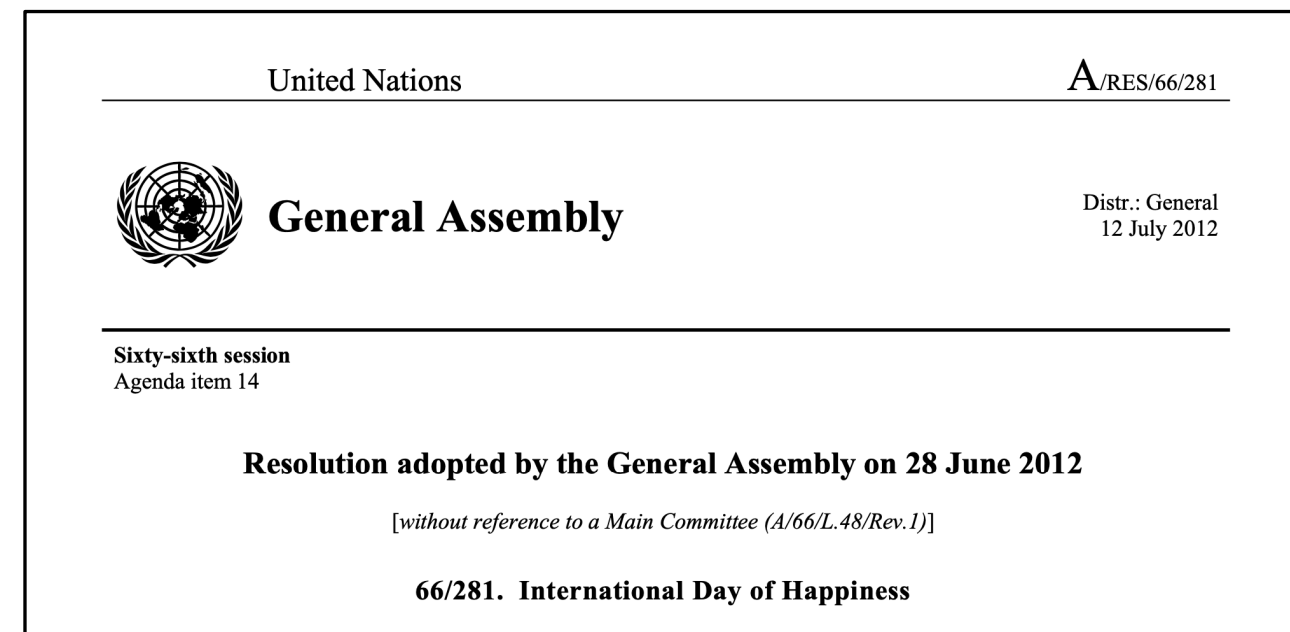
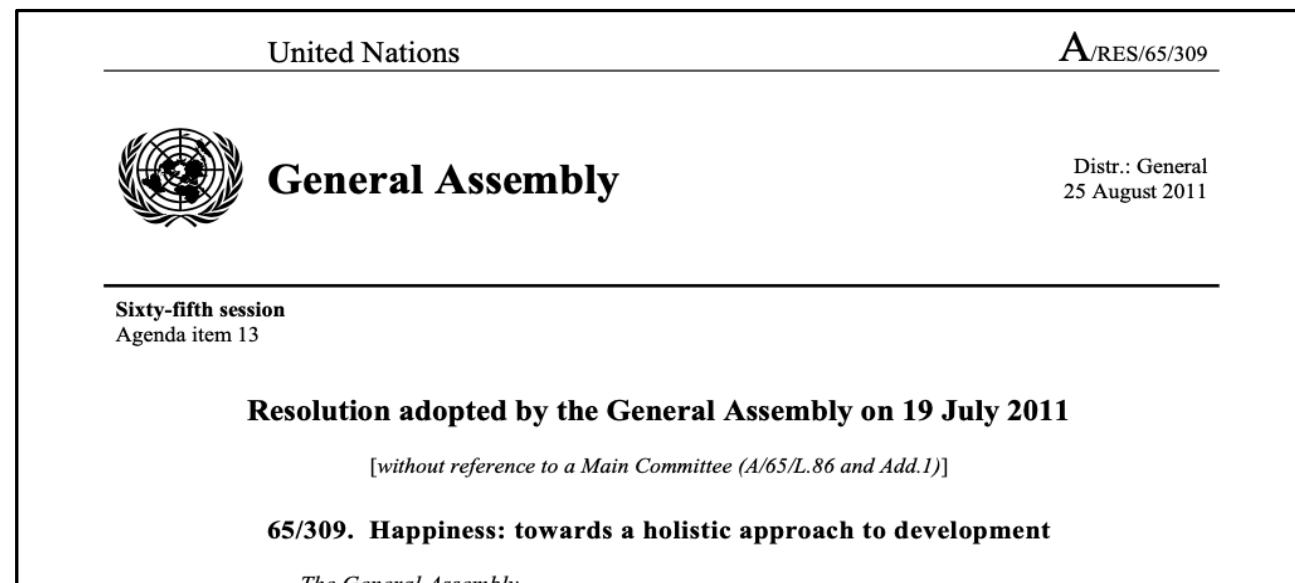
1. July – Sept 2002: Review Bhutan’s Tourism Tariff system (Sustainable Development Fee) & make recommendations for change.
 2. Aug – Sept 2011: UNDP Trade Integration Study – strengthen the role of tourism in poverty alleviation international trade.
 3. Dec 2011 – Feb 2012: UNWTO assignment – technical assistance to prepare Bhutan’s 2013 – 2018 National Tourism Strategy.
 4. April 2012: Invited by PM & represented UNWTO at “High-Level Meeting on Happiness & Wellbeing” at UN, NYC.
 5. June 2012: UNWTO Executive Training programme in Bhutan.
 6. July 2012: UNWTO – moderate stakeholder workshop on the 2013 – 2018 National Tourism Strategy.
 7. Jan – Feb 2013: invited by PM to observe Expert Working Group on GNH (to replace GDP with GNH).
 8. March 2014: Discussion moderator, Bhutan “Better Business Summit”.
 9. June 2019: UNWTO Expert for Asia Pacific Regional Conference on Sustainable Development through Tourism, hosted by Bhutan.
- 2000 – 2024, 60+ tourism planning / destination development assignments



The Happiness Agenda Globally

Interest in wellbeing policy and practice is growing on multiple levels, from the individual to the state. Progress is underpinned by:

The 2011 & 2012 UN Resolutions “Happiness: towards a holistic approach to development” & “International Day of Happiness”.



Happiness, Wellbeing & “Quality of Life” – three terms that are used interchangeable, sharing the same meaning !

11 years of the UN’s annual Global Happiness Reports.



The Happiness Agenda Globally

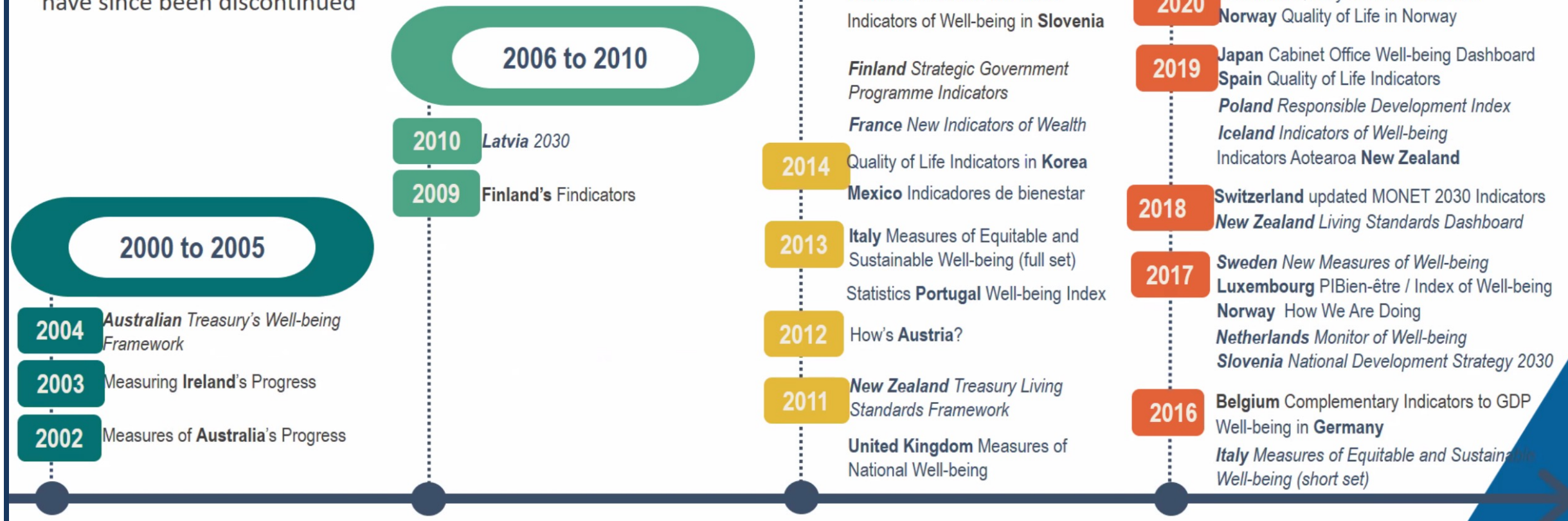
Today, more than two-thirds of OECD countries have developed national frameworks, development plans or surveys with a multidimensional wellbeing focus.

LEGEND

Regular = Measurement frameworks

Italicized = Policy frameworks

Initiatives in grey font are known to have since been discontinued



Multiple new actors, organisations & events emerging



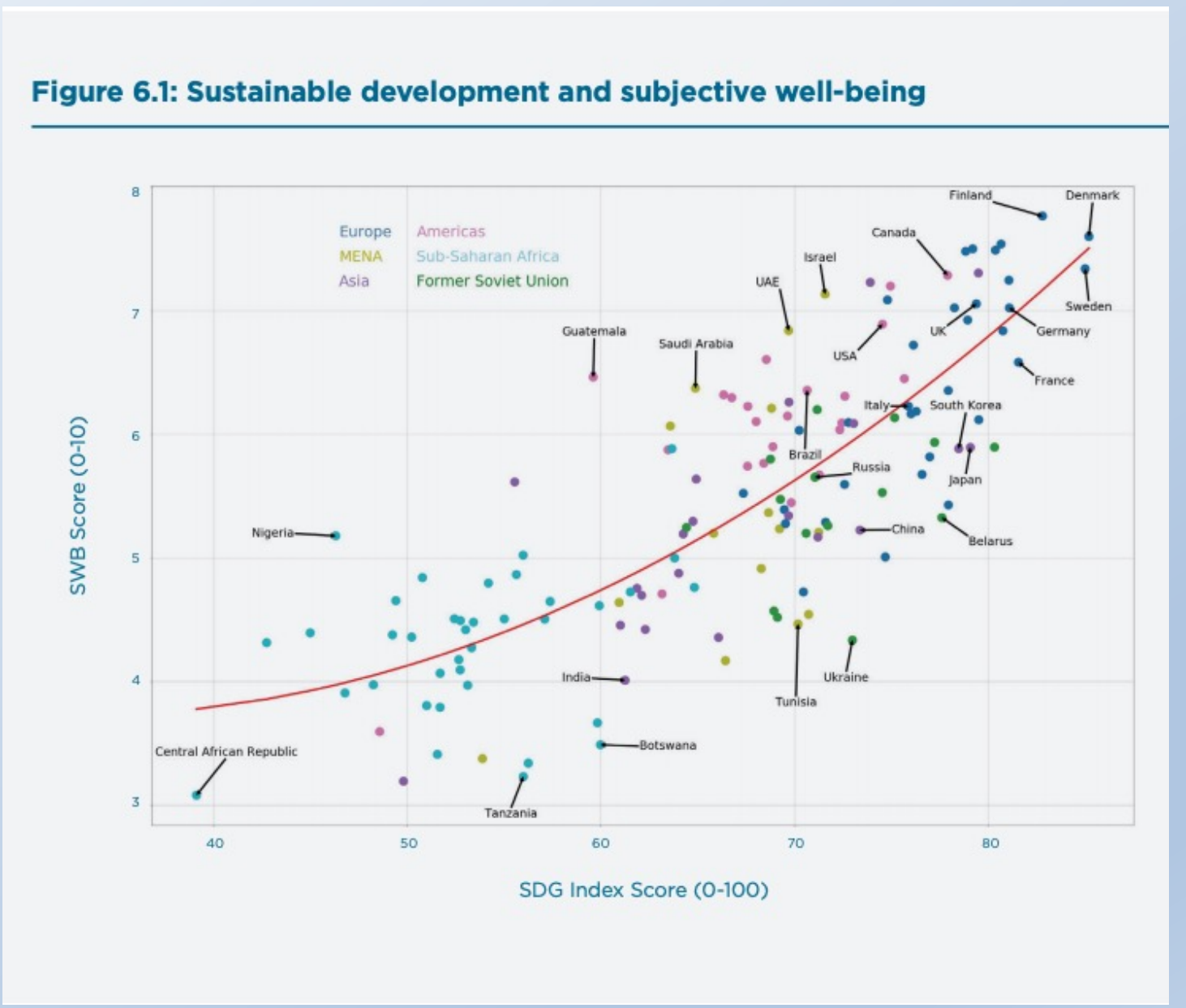
Towards developing WHO's agenda on well-being



The Wellbeing Agenda Aligns With the 17 UN SDGs

The grid shows the following dimensions and their corresponding SDG icons:

- Community:** SDG 5 (Gender Equality), SDG 10 (Reduced Inequalities)
- Environment:** SDG 6 (Clean Water and Sanitation), SDG 13 (Climate Action), SDG 14 (Life Below Water), SDG 15 (Life on Land)
- Life-long learning, arts and culture:** SDG 4 (Quality Education)
- Psychological Wellbeing:** SDG 3 (Good Health and Well-being)
- Government:** SDG 16 (Peace, Justice and Strong Institutions), SDG 17 (Partnerships for the Goals)
- Health:** SDG 1 (No Poverty), SDG 2 (Zero Hunger), SDG 7 (Affordable and Clean Energy), SDG 11 (Sustainable Cities and Communities), SDG 12 (Responsible Consumption and Production)
- Standard of Living:** SDG 8 (Decent Work and Economic Growth), SDG 9 (Industry, Innovation and Infrastructure)
- Social Support:** SDG 8 (Decent Work and Economic Growth), SDG 12 (Responsible Consumption and Production), SDG 14 (Life Below Water), SDG 17 (Partnerships for the Goals)
- Time Balance:** SDG 8 (Decent Work and Economic Growth), SDG 9 (Industry, Innovation and Infrastructure)
- Satisfaction with life:** SDG 8 (Decent Work and Economic Growth), SDG 9 (Industry, Innovation and Infrastructure)
- Work:** SDG 8 (Decent Work and Economic Growth), SDG 9 (Industry, Innovation and Infrastructure)
- Tourism:** SDG 8 (Decent Work and Economic Growth), SDG 9 (Industry, Innovation and Infrastructure)



Sustainability is connected to happiness

Additional supporting documentation available

Tourism & Wellbeing: 3 Critical Points of Synergy

The Drive for Wellbeing in the Workplace

Hospitality industry largest stakeholder at destination level.

Hospitality sector low-paid.

Need to retain and incentivise employees (especially post COVID 19).

Appointment of (chief) happiness officers.

Visitor (Client) Demand for Wellness & Wellbeing

Growth in wellness tourism.

Visitors seeking to "give-back" engage with locals and contribute to destination's "social capital".

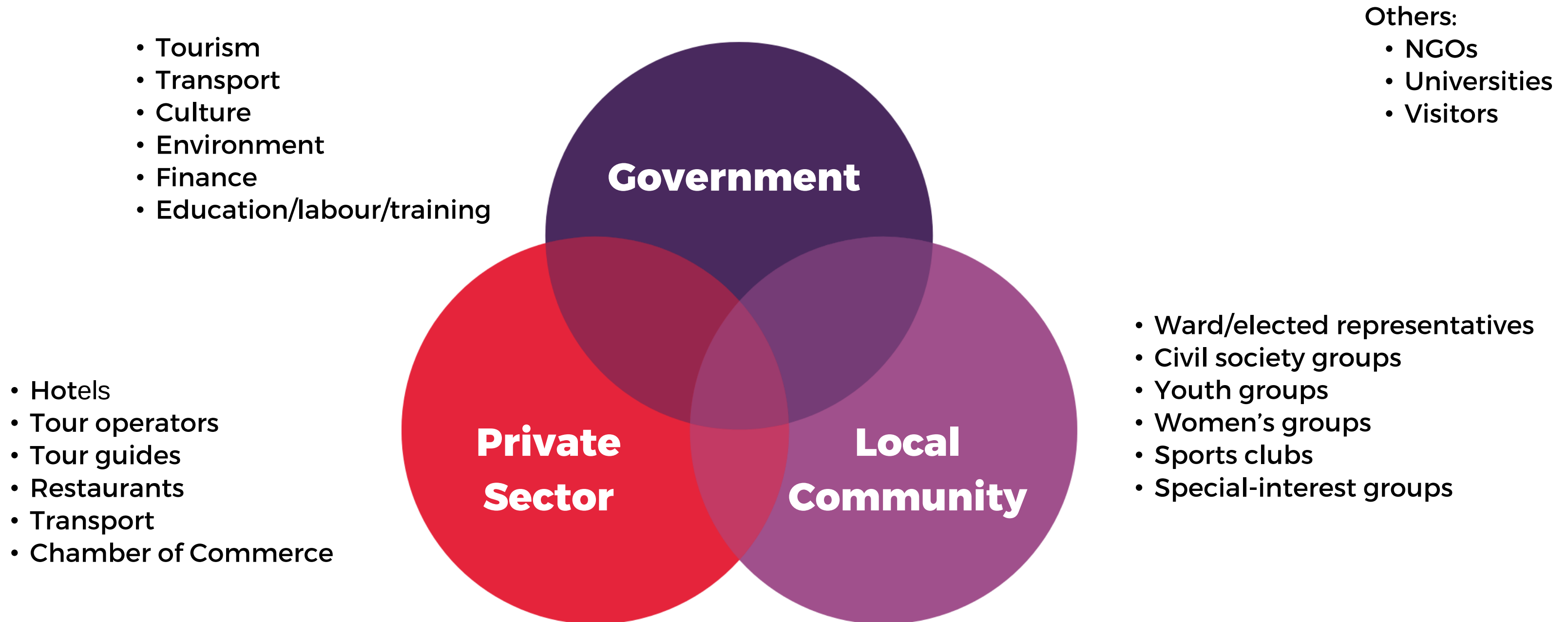
- Learning;
- Active participation;
- Donations & giving to local projects

Tourism Destination Planning to Strengthen Host Community Wellbeing

The Planet Happiness framework is recognised by:



Tourism Destination Planning: the Process



Tourism Destination Planning: The Problem

A Systemic Weakness

Host community wellbeing isn't considered in tourism planning.

Tourism development routinely prioritises business and government interests over the needs and concerns of host communities.

The Outcome

Tourism's economic objectives undermine, rather than improve the **Quality of Life (QoL)** of host communities.

Overcrowding persists as one of the industry's biggest impediments to sustainability.



Mount Fuji: Iconic view to be blocked to deter tourists

3 days ago

By Alex Binley, BBC News

Share



One of Japan's most iconic photo spots is to be blocked by authorities exasperated by badly behaved tourists.

A big black barrier is to be erected to obscure views of Mount Fuji.

Residents of Fujikawaguchiko accuse mainly foreign tourists of dropping rubbish and parking illegally as they search for the perfect photo.

Planet Happiness: Our Solution and Mission

The Solution: Resident happiness and wellbeing can be measured and integrated into evidence-based policymaking.

Our mission is to focus the attention of all tourism stakeholders on the wellbeing agenda; and use tourism as a vehicle for development that demonstrably strengthens destination sustainability and the quality of life of host communities.

**The Wellbeing Pragmatic Shift:
11 Domains of Happiness
+ Tourism Sentiment Measurement**



Community



Environment



Life-long learning,
arts and culture



Psychological
Wellbeing



Government



Health

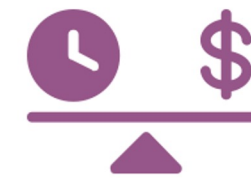


Standard of Living



Social
Support

Additional domains not measured among Bhutan's 9 GNH domains



Time Balance



Satisfaction
with life



Work



Tourism

The Happiness Index: Personal Scorecards

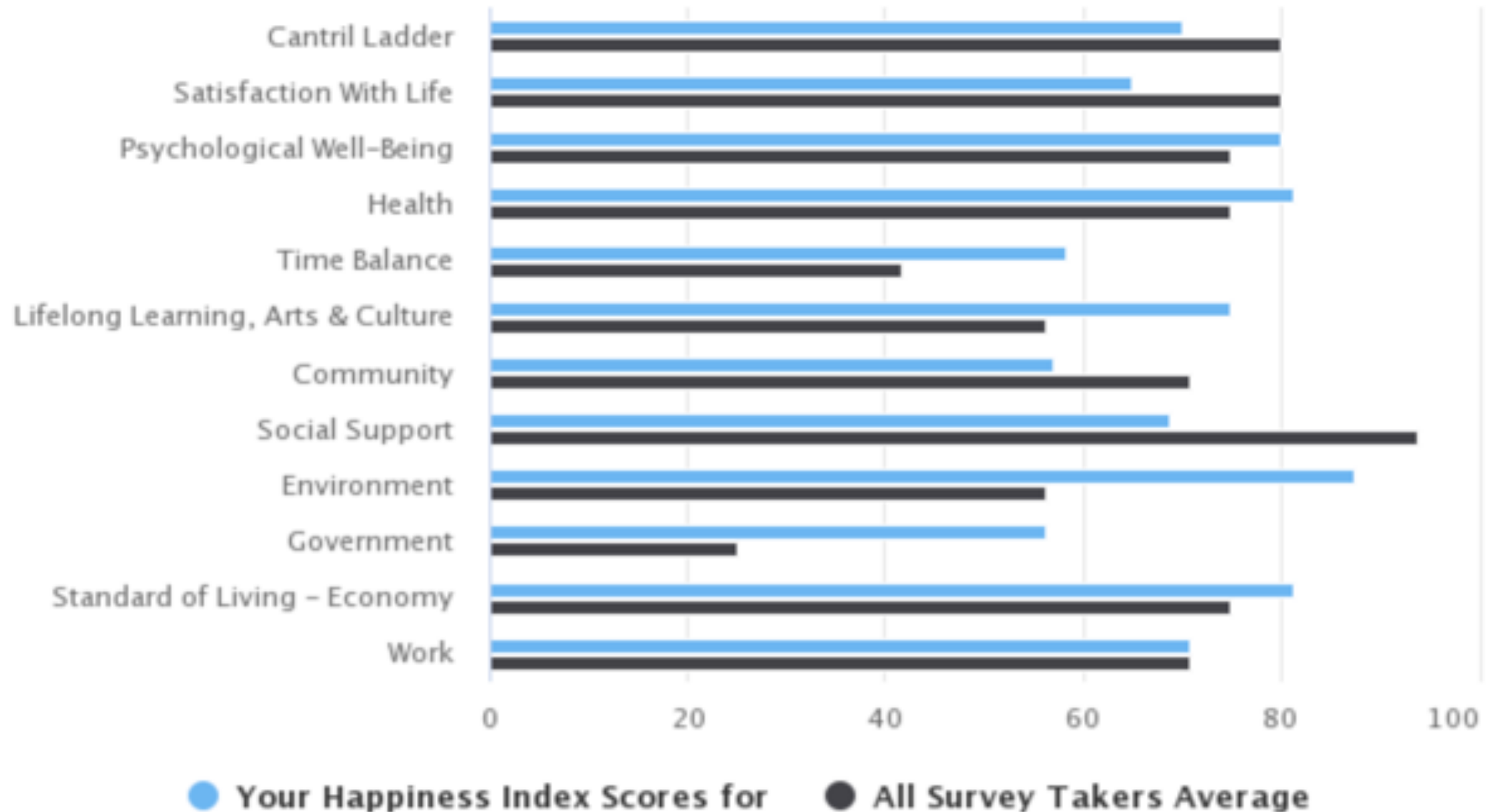
Available in 24 languages with unique URLs that allow for customization.

Takes 10-15 minutes to complete, with downloadable scorecards for personal and destination comparison, analysis, and conversation.

[Take the Planet Happiness Survey](#)



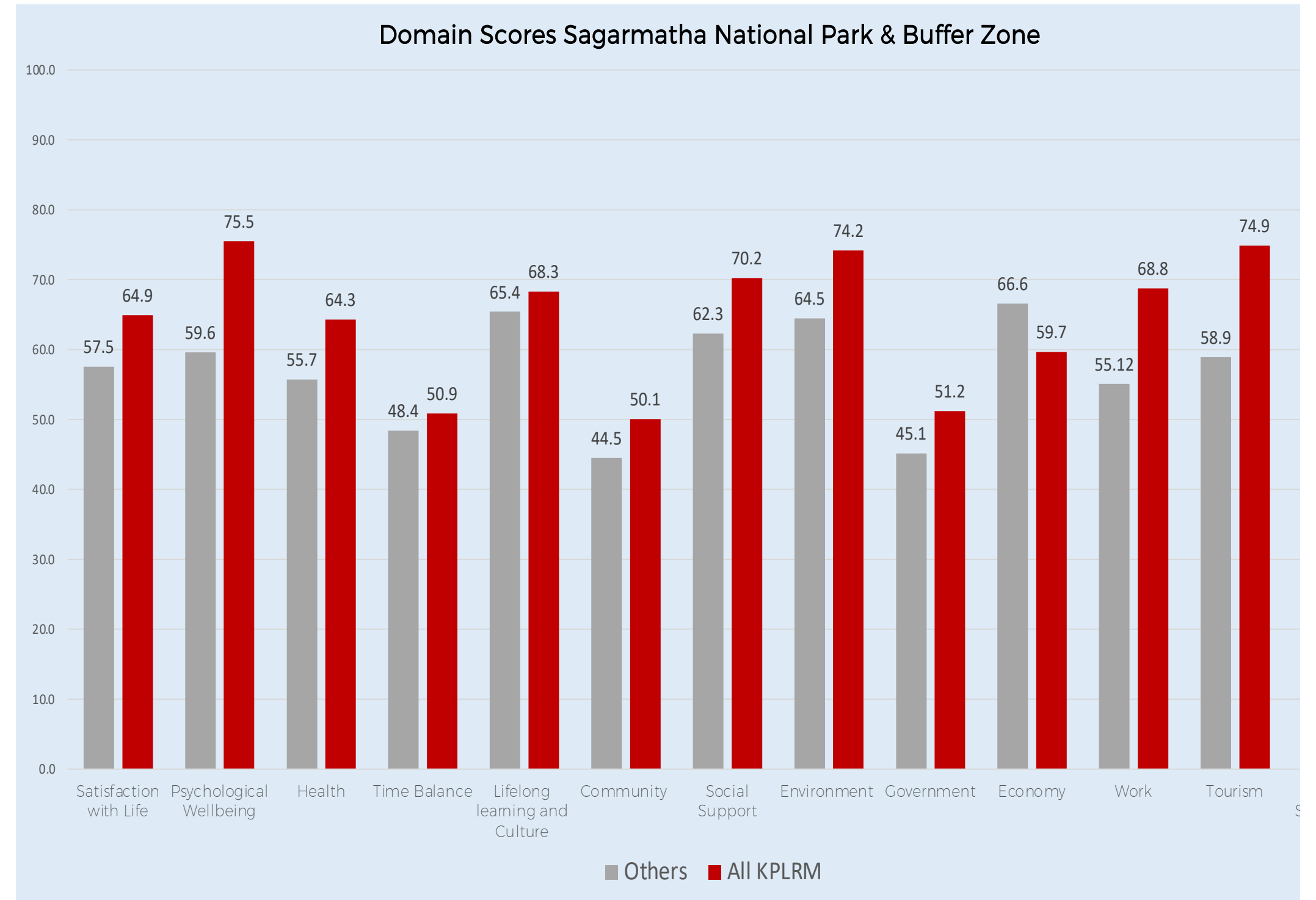
Your Happiness Results for 2020-08-13



Highcharts.com

The Happiness Index: Destination Scorecards

Our Methodology is Intuitive & Engaging: Planet Happiness Supports Individuals, Communities & Destinations to Measure & Strengthen their Wellbeing

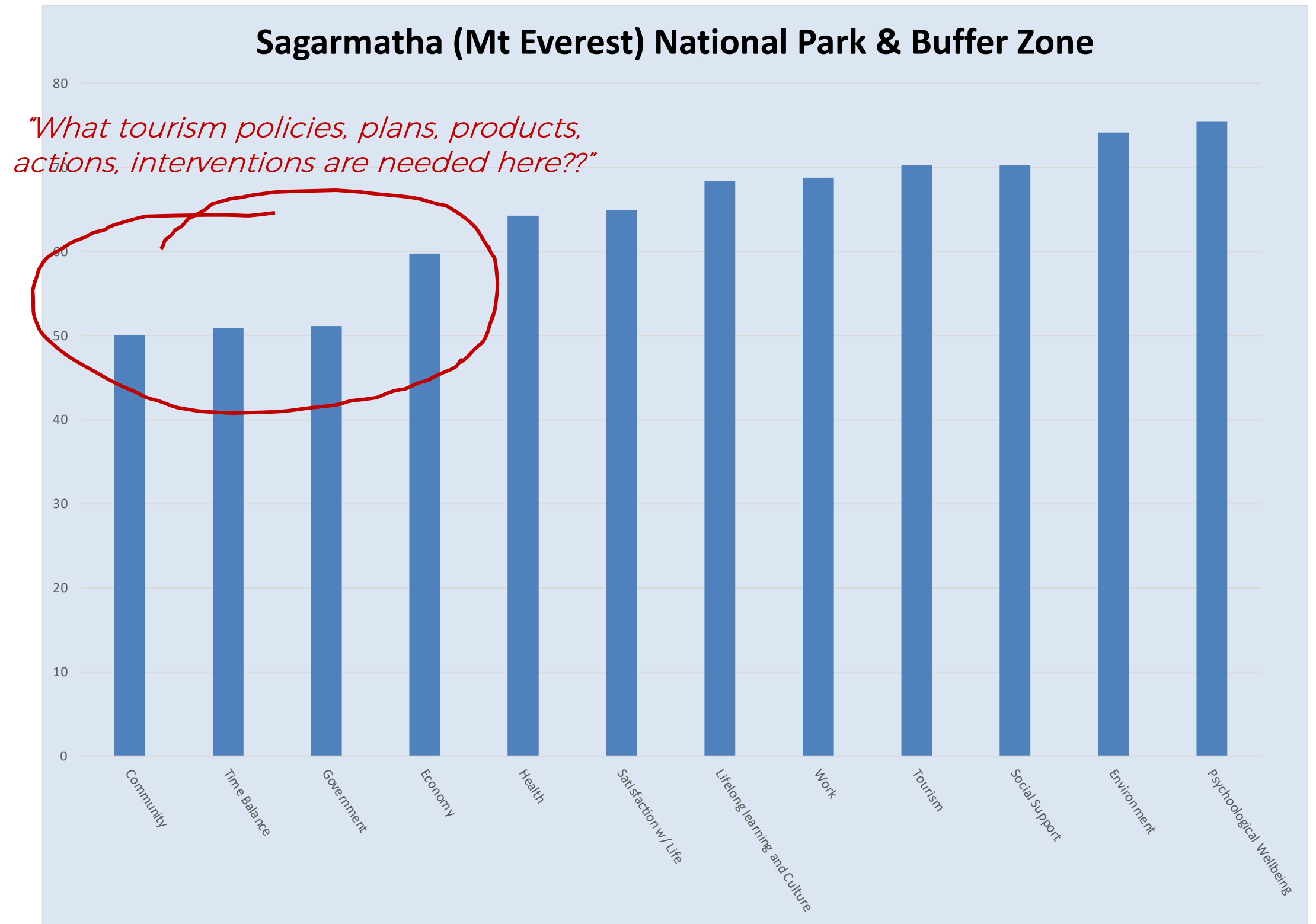


The Happiness Index: Destination Scorecards

Domain scores are stacked from low to high to engage host communities in conversations about their collective happiness.

Conversations enlighten & engage governments, businesses, and tourists.

Host communities propose interventions to strengthen destination wellbeing.



What We Do - Summary



SURVEY

Using our online [OECD-recognised best-practice Happiness Index survey](#), we measure the happiness of residents and host communities, and their acceptance of tourism as an agent of change.



DATA ANALYSIS

Our data measures how residents and communities view (i) their wellbeing, and (ii) their sentiment towards tourism and the way it's developing.

Data is granular and can be used for wider government and resource planning purposes.



REPORTING

Our targeted reporting:

Engages communities in decision-making;

Informs evidence-based policy-making and interventions to strengthen host community wellbeing;

Provides benchmarking and ***a social licence for tourism investment***

Planet Happiness: Our USP & Powerful Proposition

Repurposes the Tourism Narrative to Engage with the Wellbeing Agenda

We empower our clients & destination partners to engage residents, communities and wider stakeholders to re-purpose the tourism narrative, focusing its development on measuring, improving and strengthening host community wellbeing.

Provides Traction & Starting points for:

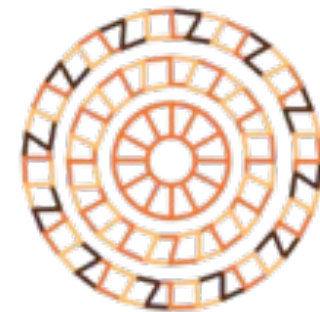
- product and event development,
- land regeneration and beautification projects,
- marketing and branding, and
- wider adoption of wellbeing policies and interventions increasingly taken up across government departments and by civil society organisations.

Our process delivers a social-licence for tourism investment.

STRATEGIC PARTNERS. MOUs. CLIENTS.



Plan For Our Kids



WORLD TOURISM ASSOCIATION FOR CULTURE AND HERITAGE PARTNER



WORLD HERITAGE BID



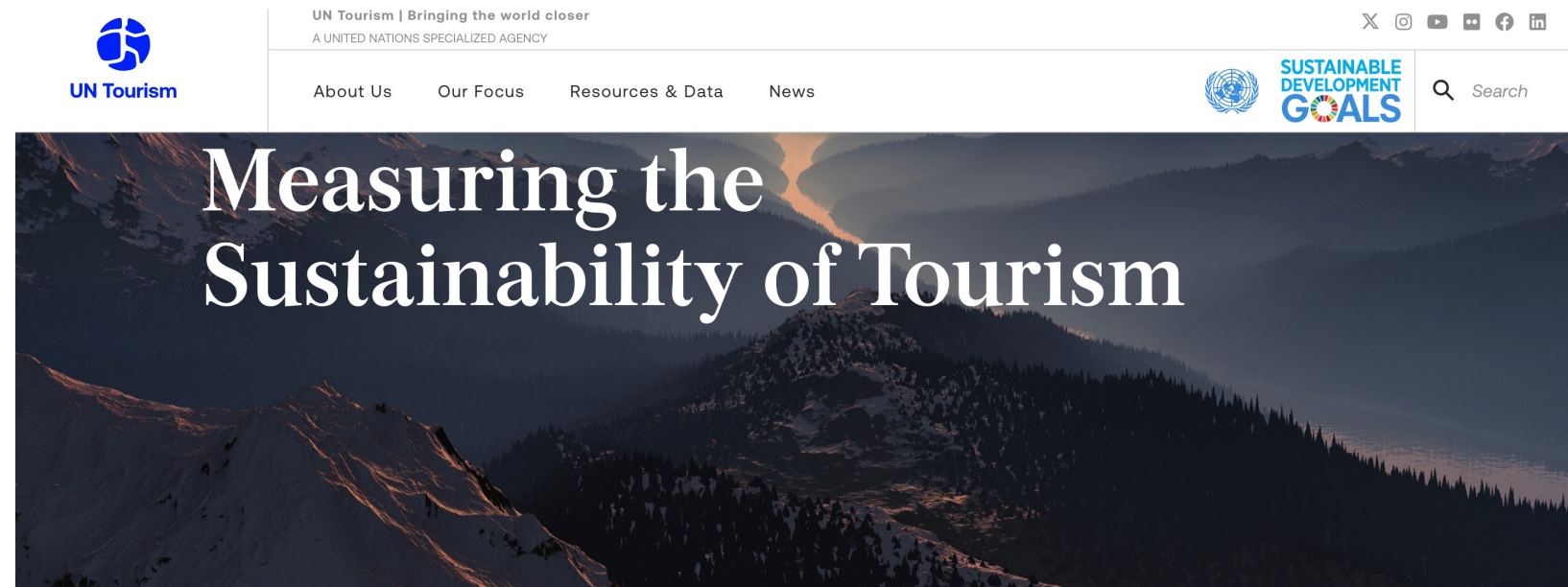
德安杰环球顾问集团
D & J Global Communications



Looking Ahead



The Journey to Net Positive Hospitality....



UN standards for measuring tourism [Measuring the Sustainability of Tourism \(MST\)](#)

Social indicators – continue to be a gap & weak spot in sustainability reporting.

Resident sentiment and citizen engagement provide for benchmarking and a social licence for tourism investment.

“As part of our collaboration with Planet Happiness, we aim to measure diversity and inclusivity, and embed this further across the value-chain, as well as increase awareness of ways in which hotels and tourism companies can support local communities. I look forward to working closely with the Planet Happiness team, as we accelerate the transition to a more sustainable and inclusive future.”

Glenn Mandziuk, CEO, Sustainable Hospitality Alliance | Taskforce Co-Chair, Sustainable Markets Initiative | Global Top 30 Champion of Environmental Sustainability in Tourism and Hospitality



PLANET HAPPINESS

OurHeritageOurHappiness.org

Paul Rogers PhD - Co-Founder & Director
paul@happycounts.org