



Annual Report and Accounts 2016/17



Alleppey

Animals

Ethical Travel

Indigenous Ppl

Slum Tourism

Volunteering

Chair	:	Kiran Gupta
Vice Chair	:	Roger Goode
Treasurer	:	Taylor Rourke
Directors	:	Dr Albert Kimbu, Felipe Zalamea, Whitney Wilson, Ann Noon
Chief Executive	:	Mark Watson
Bankers	:	The Co-operative Bank Plc, National Westminster Bank Plc
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Tourism which is ethical, fair and a positive experience for both travellers and the people and places they visit

International tourist arrivals grew by 3.9% to reach a total of 1,235 million in 2016 according to the latest UNWTO World Tourism Barometer. Some 46 million more tourists (overnight visitors) travelled internationally last year compared to 2015.

2016 was the seventh consecutive year of sustained growth following the 2009 global economic and financial crisis. A comparable sequence of uninterrupted solid growth has not been recorded since the 1960s. As a result, 300 million more international tourists travelled the world in 2016 as compared to the pre-crisis record in 2008.

Tourism is now a key development driver in the global South and main foreign exchange earner for 65 (out of 69) developing countries. Tourism can be a huge force for good, helping local communities by providing employment, improving living standards and acting to protect natural resources and habitats. Unfortunately a lot of tourism does exactly the opposite.

Set up in 1989 Tourism Concern is a unique independent charity that campaigns for ethical and fairly traded tourism; development and human rights - as well providing educational resources and advice. We campaign for Better Tourism – trips where people experience the real community and the community gets real benefits as a result. Holidays that bring long term benefits to the local community, create decent jobs

for local people, promote sustainable growth and are welcomed by the local people. Our campaigns support communities in challenging harmful practices and promote forms of tourism that bring real benefits to local people.

Our Vision

Tourism which is ethical, fair and a positive experience for both travellers and the people and places they visit

Our Mission

To ensure tourism always benefits local people by challenging bad practice and promoting better tourism

Our Principles

Independence - Tourism Concern is a non-industry based organisation and believes that its independence is vital to its role.

Listening - We ensure that we listen to the opinions and perspectives of our partners in destination communities.

Shared values and vision - We believe in working with organisations that share our values and vision.

Inclusivity - We believe that all people have the right to participate in all decision-making that affects them both internally and in the work we do.

Section 2: Annual Report

Campaigns included: Slum Tourism, Indigenous People & Volunteering

Despite a small staff team (2.2FTE) we achieved a lot this last year – highlighting human rights abuses, promoting better tourism, engaging with the industry and government, speaking up for local communities, giving lectures to university students, collaborating with other civil society organisations and raising awareness of the issues with tourists and industry. We also have an active and engaged Ethical Tour Operators Group and Ethical Volunteering Group and have assessed hundreds of places listed in our Ethical Travel Guide

Additionally over the year we have:

- ★ Launched the new Tourism Concern website, which should be simpler to navigate and make it easier for the 30,000 monthly visitors to have a better understanding of the issues.
- ★ Launched a brand new website for our Ethical Travel Guide (www.ethical.travel), which allows small scale tourism providers to reach interested travellers.
- ★ In March we were on the UNWTO Panel on Indigenous Peoples and Tourism – and the only panelist that raised any of the negative impacts of tourism on indigenous communities.
- ★ We worked with civil society organisations from around the world to draft the Berlin Declaration on Transforming Tourism
- ★ We have organised a number of Member events - the most recent a film and discussion night on Porters Rights

- ★ We launched our latest report on Indigenous People and Tourism to a packed room at the House of Commons.
 - ★ We have continued our work to protect the backwaters of Alleppey
 - ★ We launched our briefing on Slum Tourism - speakers included leading academics and local guides / residents from the favelas in Rio.
 - ★ Our annual Volunteering Conference provided advice and support to potential volunteers, ensuring that they avoided causing harm or wasting their money.
 - ★ Organised a very successful Ethical Trek to the Imil Valley to better understand how tourism has impacted local communities.
 - ★ Launched a report on Cruise Ship Tourism and appeared on Rip of Britain explaining why Flags of Convenience are a problem in the industry.
 - ★ Appeared on Ch5 news explaining the wider issues surrounding the use of elephants in tourism.
- We produced and launched two briefings:
1. [Indigenous Peoples & Tourism](#) (January 2017).
 2. [Slum tourism: helping to fight poverty or voyeuristic exploitation?](#) (December 2016).



SHOULD YOU VOLUNTEER OVERSEAS?

The desire to travel and experience new cultures around the globe is essentially a good thing, and so is the desire to volunteer; people who volunteer generally hope to do something they will find interesting, something they will learn from and

CONTINUE READING

Edit Slide

We have also added over 500 places to our recently launched new online Ethical Travel Guide (www.ethical.travel) and have updated country information and ethical travel advice on most of the popular destinations as well as engaging with industry and academics.

We have focused on making tourism better, recognising that tourism can be a force for good and as a tool for international development. We have also worked with industry to improve their operations and found ways to influence their supply chains to create long-term dividends to local communities as well as ensuring that their relations with their suppliers and clients are beneficial, sustainable and equitable.

We have provided advice and information to tourists, in order that they can make better and more informed decisions about their holidays - ensuring that holidays bring real benefits to destination communities. Our focus is on practical solutions, such as the code of conduct for houseboat owners in Kerala and providing advice and support to tourists in order that they can have better and more informed choices about their holidays.

Equally we have undertaken education and outreach by providing lectures to universities around the UK - from Plymouth to York - reaching hundreds of students. We have also organised film nights and discussion evenings, conferences and social events.

The impacts of International Volunteering remain a major issue, with many people using commercial companies to organise their volunteering overseas trips. We have had an extensive outreach programme to ensure we reach as many people considering volunteering as possible and in addition to the annual conference, we undertook outreach at universities.

Tourism Concern
research briefing

Indigenous Peoples & Tourism

Research briefing 2017 • Helen Jennings

Introduction

Across the world, different terms are used with reference to indigenous peoples, such as Aboriginals, First Nations and Native. These names are often used for groups of people who originally populated certain parts of the world, now often marginalised by nation states. 'Indigenous tourism' - often subsumed within 'cultural tourism' - is a term that has gained currency in recent years. The 'off the beaten path' trails once reserved for specialists, have now become well-worn paths for millions of tourists searching for 'authentic' experiences. This can be positive: it can assist cultural revitalisation and be a force for empowerment. On the other hand, it may see the often marginalised people and their villages becoming more showcases for tourists, their culture reduced to souvenirs for sale, an environment to be photographed and left without real engagement.

This report aims to introduce some of the key issues surrounding indigenous peoples and tourism. It is split into sections dealing with main themes, offering examples of both good and bad practice. The themes included are: marketing, restrictions, spirituality, land rights and control. Our aim is to promote discussion and offer guidelines for best practice in this growing industry.

Indigenous peoples?

There are roughly 370 million indigenous people in the world today, belonging to 5,000 different groups. They have their own languages, cultures and traditions, all situated in very different political circumstances. They define themselves as ethnically and culturally distinct from other inhabitants of the countries/regions in which they live. Typically, their cultures and traditions have had to withstand the social, cultural and economic effects of colonisation, industrialisation and more recently, globalisation. Indigenous peoples often have a deep affinity with their lands and natural environment, but have frequently been regarded as 'inferior' and 'under-developed' by mainstream society. Their individual and collective human rights have often been damaged in the name of 'development'. Indigenous peoples tend to be marginalised geographically, politically, socially and economically. Examples of indigenous peoples across the world include: Aboriginals in Australia, First Nations in North America, The Maasai in Kenya, The Karen people in Thailand.

tourismconcern
Action for Ethical Tourism

This report introduces some of the key issues surrounding Indigenous peoples and tourism. It is split into sections dealing with main themes, offering examples of both good and bad practice. The themes included are: marketing, ecotourism, spirituality, land rights and control. Our aim is to promote discussion and offer guidelines for best practice in this growing industry.

Slum tourism – which involves touring marginalised and impoverished areas that tourists would normally never visit – is becoming increasingly popular in many locations around the world. Proponents argue that it can enable economic and social mobility for residents and that it can also change the perspectives of those visiting. However, many critics see it as little more than voyeuristic classicism with potentially damaging consequences and few benefits for those who live in the slums.

Tourism Concern
research briefing

Slum tourism: helping to fight poverty ... or voyeuristic exploitation?

Research briefing 2016 • Elizabeth Monroe & Peter Bishop

Introduction

Slum tourism - which involves touring marginalised and impoverished areas that tourists would normally never visit - is becoming increasingly popular in many locations around the world. Proponents argue that it can enable economic and social mobility for residents, and that it can also change the perspectives of those visiting. However, many critics see it as little more than voyeuristic classicism with potentially damaging consequences, and few benefits for those who live in the slums.

The United Nations defines a slum as 'a run down area of a city characterised by substandard housing and equal and lacking in secure tenure' (UN, 2007). From street tours of the favelas in Amsterdam to fanatical rides above slummy towns in Rio, visits to these run down areas are becoming a familiar adjunct to tourism itineraries around the world.

In South Africa, hundreds of tourists visit the famous Johannesburg township of Soweto every day. Similar numbers travel with the 40 to 50 companies now offering tours of townships in Cape Town. In India, Mumbai's famous Dharavi slum is fabled on the tourism trail. And in Brazil, hundreds make daily visits to favelas in Rio de Janeiro.

Similar tours are being developed all over the world in Medellin, Colombia, Jakarta, Indonesia, Windhoek, Namibia, Kampala, Jamaica, Cairo, Egypt, Bangkok, Thailand, and Mexico City. Even Newcastle, a neighbourhood in Berlin known for high rates of poverty and crime, now has its own walking tours. With bed and breakfast holidays in some areas, it is even possible for tourists to spend a night or two in a slum.

Ethical debates often appear polarised between concerns about exploitation on the one hand, and potential economic and social benefits to slum residents on the other. So, how can operators ensure that their tours are beneficial? How can visitors to slums know if they are choosing an ethical tour?

This report presents findings from desk-based research which sought to answer the following questions:

- What is slum tourism and why do people choose to visit slums?
- How can slum tourism benefit people in deprived areas?
- What is slum tourism: voyeuristic and exploitative?
- Is it possible to define best practice principles in slum tourism?

tourismconcern
Action for Ethical Tourism

Section 2: Feature

Slum Tourism

Many people are probably instinctively uncomfortable with the idea of wealthy tourists paying money to look at poor people. However as tourists seek out new experiences these tours are growing in popularity. Although there are a number of terms used to name this controversial phenomenon of tourism including, "Poverty tourism", "poorism", "slum tourism", "favela tours", "township tours" and "reality tours" they all describe the same practice: organised excursions to informal settlements, or "slums".

The earliest form of poverty tourism can be traced to the 1800s in London. In this era, the Victorian elite developed excursions to see how the poor lived. These trips to slums or "slumming", came primarily from curiosity, excitement, and thrill, but others were also motivated by moral and altruistic reasons. As with tourism in general, slum tourism has expanded and developed into an entire industry in itself, but the driving motivators for going on these tours remain similar to those that were documented in Victorian London.

Today slum tours are sold as an alternative to traditional tourism and a more realistic form of experiencing a country – getting in touch with real people and the local culture. It is estimated that 40,000 tourists visit favelas in Rio de Janeiro each year while around 300,000 visit the townships in Cape Town. Tours are also widespread in India, Kenya, Mexico, and many other countries in the developing world.

According to UN-Habitat slums are groups of people living in urban areas that lack one or more of the following: durable housing, sufficient living space, easy access to safe water, access

to adequate sanitation and security of tenure that prevents forced evictions. However, it is important to highlight that not all slum dwellers suffer from the same degree of deprivation. In some cases, such as visiting street children who scratch a living from collecting rubbish in India's main railway stations or people surviving on debris they can find on rubbish heaps, the tours are focussed on the activities rather than the places where people live.

Despite the growing popularity of slum tours there is much criticism and controversy in relation to this form of tourism. On the one hand, proponents of poverty tourism argue that this form of tourism can contribute to a change in the representation of the slums and its people and that slum tourism is a legitimate way to fight poverty. They also argue that the tours help tourists to better understand the world and become more compassionate.

Opponents argue that it's exploitative of poor people and really doesn't add much to the understanding of the complicated issues. Moreover, they highlight the fact that the motivation to undertake this kind of experience is only related to voyeuristic consumption of poverty and that the basic human rights of the local residents to dignity and privacy are often undermined. Additionally the inhabitants of these communities, have an uneven access to the benefits generated by tourism.

Of course the reality is more complex. For example if the tours are community based, where negative stereotypes are challenged and local residents have control over and benefit from tourism activities, then this could bring real and lasting benefits to some of the poorest communities.

However, given that almost every tour operator will market their



tour as beneficial to the community, it is difficult for tourists to know which tours are supported by the communities and will bring real benefits and which are just marketing hype and exploitative. Of course the best people to advise tourists are the residents themselves; so local people must have a say in any tourist development and will provide a better understanding on how these tours affect their communities.

Slums in Brazil are called “favelas” and are commonly associated with drug traffic and violence but also known for being places of great cultural expression. While many Brazilian’s avoid the favelas and try to hide it from tourists, the mixture between poverty, violence, drugs and cultural richness caught the eye of tourism entrepreneurs who see it as a great product to be sold to foreign tourists craving for an authentic experience.

Rocinha, the biggest slum in Brazil with an official population of 69,356 inhabitants (although community leaders claim that the real number is at least 200,000) attracts about 40,000 tourists each year. There are a number of formal tour operators offering tours and visiting the location has become a must do for many foreign tourists. It is estimated that at least 3500 tourists visit Rocinha per month paying around £25 for a tour with an average duration of 3 hours.

Besides providing wealthy tourists with a taste of the favela life, Rocinha is a showcase of the social inequality present in Brazil. As Rocinha is located on a hill between Gavea and Sao Conrado, two of the most exclusive neighbourhoods, tourists are struck by the sight of luxurious mansions in the surrounding neighbourhoods as well one of the most beautiful views of Rio de Janeiro.

We spoke to residents in Rocinha about their view of the possible tourism-related benefits and challenges in their community and about their perception of tourists. When asked about actual benefits or what changes tourism has brought to their community the most common answer was “none”.

Any actual benefits reach just a small percentage of the community and are mainly directed to the ones involved with

selling souvenirs or handicrafts; however residents still believe that tourism has the potential to impact positively on a larger number of people. Residents hoped that at some point tourism would bring financial resources for social projects and generate jobs for local people.

However, despite the belief that these tours will one day benefit the community this doesn’t necessarily mean that the residents agree with the way these tourism activities take place in their community. Residents were clear that greater benefits could be achieved if there was a stronger commitment from the companies who operate tours in Rocinha. Community leaders were also concerned by the limited economic benefits that stayed in the community, compared to the amount of profit that was being made by the companies.

According to the president of Rocinha’s community association (UPMMR), people in Rocinha are fed up with the exploitation of the favela by the tour operators without receiving almost anything back. Even residents who benefit directly from tourism complained about the lack of collaboration of the tour operators.

Besides claiming that their tours are financially beneficial, some tour operators also claim that the benefits go beyond the economic – they claim that by changing the image of the favela and its residents that it can bring further benefits and improve the image of the favela. The argument is that the tours will enlighten tourists about the real situation in favelas and dispel the myth that the favela is associated with drugs and violence.

However, according to some residents, the way Rocinha is presented in the tours might actually be reinforcing the negative aspects with tour operators exaggerating the negative aspects and ignoring many of the positive aspects of life in Rocinha. As the majority of tour guides are not Rocinha residents it seems there is no real concern about the veracity of the facts presented and how it can affect the perceptions of tourists.

Since our report was produced we are aware that at least one local tour operator in Rocinha has set up a social project with funding from tourism.

Section 3: Campaigns for 2017/18

Helping tourists make better and more informed choices about their holidays

We have a clearly defined work programme for 2017/18 and ambitious plans to promote our research, engage tourists and support local communities. Our campaigns have helped raise awareness of issues such as All Inclusive, Water Equity in Tourism, Voluntourism and Orphanage Tourism; our online ethical travel guide enables travellers to make better and more informed holiday choices; we are educating a new generation of tourism professionals via our academic network and our latest campaign on cruise ships which was featured on the BBC.

Additionally our website now has a greater focus on information that is useful for the traveller and provides easily accessible advice to consumers on ethical travel. We now include country specific information via an interactive map and for each country we list some background information, ethical travel issues, information on local etiquette and language. We have now moved the Ethical Travel Guide to a new site, which we will launch in April 2017 (www.Ethical.Travel)

This year we have an ambitious work plan, which includes a Code of Conduct, for Tour Operators organising trips to Indigenous communities (we are working with the UNWTO on these). We will also be undertaking research and campaigning around Airbnb, looking at the impacts on local communities, workers rights and the local economy; we will produce a briefing on Animals in

Tourism and work with Unite to highlight how unethical the hotel sector is in London. We also plan to produce briefings for ethical travellers and organise more events providing advice and information on how to travel better.



THE ETHICAL TRAVEL GUIDE

Unethical London

Whilst Tourism Concern has primarily concentrated on human rights abuses and exploitation in developing countries, it is a national scandal that London, in terms of hotel workers, is now one of the most 'unethical' tourist destinations in the world. In comparison in New York, which has many similarities to London, the hotel workers have safe, secure and very well paid employment. They have career and development opportunities; their contribution to the hotel sector is appreciated and valued and, very importantly, they are treated with dignity and respect. In short the very opposite of the experiences of their colleagues working in the same types of jobs for the same global chains in London.



Indigenous People and Tourism - Code of Conduct

Businesses, including tour operators, remain unaccountable when working with Indigenous communities and on their territories. In the light of this, Tourism Concern sees an increasingly pressing need to produce guidelines for tour operators. The aim is to support them in navigating the cultural, social, economic and political complexities associated with developing and operating tourism initiatives that are on or near indigenous land, or which otherwise impact on indigenous communities. We will work alongside 'The Minority Rights Group', as well as other stakeholders, to create and implement a 'code of conduct' for tour operators to use when working with Indigenous Peoples.



Animals in Tourism

In many tourism destinations opportunities to view or interact with wildlife are readily available and are very popular with a large number of consumers. Animals can be part of festivals, used as street entertainment, in captivity or viewed in the wild. Animals are often linked to the livelihoods of local communities – whether directly, such as mahouts or snake charmers or indirectly, such as safaris hosted on indigenous people's land. Even well managed animal tourism such as gorilla trekking, have some negative impacts on the animals. These have to be weighed against the income generated from tourism, without which many of these conservation projects would fail. That is why tourists need the information to make informed and better choices when engaging with animals via tourism.



Section 3: Transforming Tourism

Berlin Declaration on Transforming Tourism

Tourism Concern joined over 30 participants, from civil society organisations from 19 countries in Africa, Asia, Europe and Latin America, in Berlin to discuss how tourism could be improved, especially as this is the UN International Year of Sustainable Tourism for Development.

All participants are committed to achieve the vision of the 2030 Agenda for Sustainable Development of a just, inclusive and equal world. Not only was the event a great opportunity to understand the challenges and issues faced by colleagues around the world, but the group also collectively drafted the Berlin Declaration on Transforming Tourism.

The declaration includes some reflections on the 2030 Agenda, current trends in tourism and a number of recommendations for international bodies, governments industry and travellers. The declaration also includes three core principles:

3.1 Human rights and self-determination of communities must be at the core of every tourism development. This includes the right to meaningful participation and consultation including free, prior and informed consent on whether, to what extent and in what form tourism takes place.

3.2 If tourism is developed, it needs to seek a widespread

and fair distribution of economic and social benefits throughout the recipient communities, including improving local prosperity, quality of life and social equity.

3.3 Tourism should be a positive and beneficial experience for travellers and hosts alike in order to act as a force for mutual understanding, empathy and respect.

The group, which includes some of the worlds leading tourism campaigners, professionals and practitioners, were concerned that the current dominant tourism model is not able to support the necessary transformation of the world envisaged by the 2030 Agenda. On the contrary, in too many cases it is exploiting people, harming communities, violating human rights and degrading the environment.

We believe that transforming our world is not possible without transforming tourism. With this declaration we want not only to encourage further reflection and debate, but demand concrete activities and actions.

The declaration was presented at ITB, the worlds leading travel trade show, on 8th March 2017.



Ethical Tour Operators Group

Tourism Concern's Ethical Tour Operators Group highlights how tourism can be a force for good; by collaborating with the socially responsible tour operators who are passionate about minimising negative impacts within the industry. ETOG is formed by a group of small to medium size tour operators that strive to improve their Ethical and Responsible Tourism practices. We facilitate an exchange of ideas and explore and promote best practice amongst members - in a non-competitive atmosphere. We have created a package of activities designed to facilitate dialogue, provide essential information and skills to support operators in the challenge of running a socially responsible tourism business. For those who are not quite there yet but want to move towards ethical and responsible tourism, ETOG offers an opportunity to learn from other members and improve their practice and ethos about tourism.



Ethical Volunteering Group

Our Ethical Volunteering Group seeks to ensure that volunteering is a force for good by collaborating with ethical and responsible international volunteering organisations who are passionate about maximising the positive developmental outcomes of volunteering, whilst also working to minimise potential negative impacts. With volunteering overseas on development projects rapidly growing in popularity and increasing numbers of adventure tour operators offering 'voluntourism' packages, serious questions have arisen about how some such projects are managed and how the benefits are being shared. It is also a challenge for prospective volunteers to identify organisations that embrace best practice. We will organise a repeat of our very successful voluntourism conference in Oct 2015 to provide advice and information to potential volunteers.



Ethical Travel Partners

Our Ethical Travel Partners Group includes some of the most committed organisations listed in our Ethical Travel Guide. Members include community based tourism projects, local responsible tour operators, homestay's etc. But they all have one thing in common. They all support the local economy, bringing much needed wealth to communities. It is a tribute to enterprising people all over the world and a fulfilment of Tourism Concern's commitment to ensure that people in destinations benefit from tourism. All Members have completed an online application and demonstrated how they met our criteria. Equally they have been assessed on each of the three strands of sustainability (social, economic and environmental).



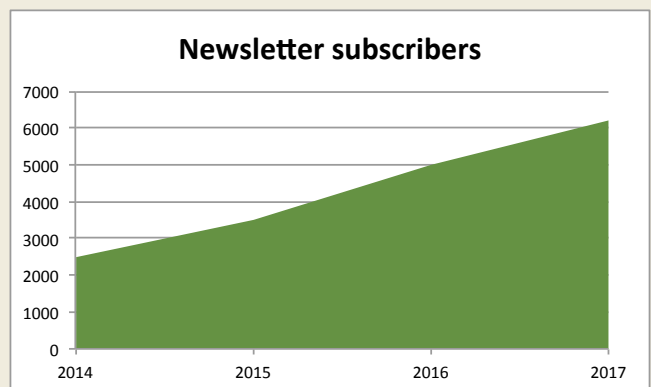
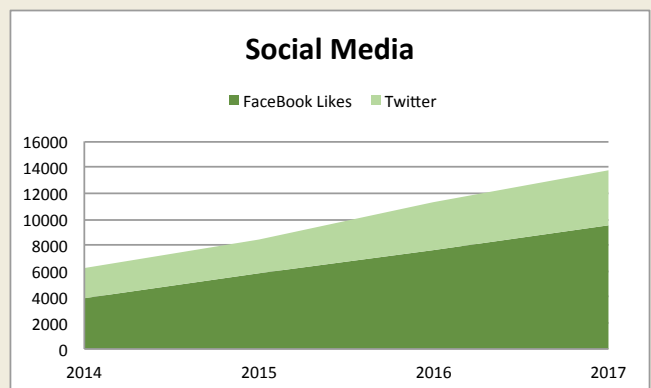
Section 4: Digital Engagement

New website includes interactive map, social media and ability for members to connect easily with each other

In 2016/17 219,332 people visited our website, which is 15% higher than the previous year. Most are looking for advice and information on how to travel ethically. Our website now includes country specific information via an interactive map, which combines our campaigns, research, library resources, Ethical Travel Guide, Ethical Tour Operators Group and Ethical Volunteering Group into one easily accessible resource. For each country we list some background information, ethical travel issues, information on local etiquette and language. We also incorporate a Map, which includes places listed in our Ethical Travel Guide.

The new website also allows us to manage Membership better – Members can now manage their membership, upload photos and connect easily with other Members who live near them via our website. The My Account tab allows Members to view and edit their profile online and we now have a range of Groups for Members with specific interests.

We moved to a new email list provider in 2014; to ensure our data was best practice compliant we asked supporters to resubscribe, which resulted in an initial drop in subscribers. However we have made good progress at increasing engagement on social media and via the regular monthly newsletter, which now has an open rate of 20.1%.





Academic Network - Student Engagement

Our Academic Network is for institutions who share the same values as us. It is critically important that tourism teaching considers the potential of tourism to be a driver for the positive social change that we believe is necessary, rather than just a means to employment in the tourism industry. Our Academic Members not only support the work of Tourism Concern but, more importantly, have the opportunity to collaborate on relevant and practical research that can bring real benefits to local people.

Our resources section includes details of our reports and publications. The section is being developed and will eventually provide a detailed online library of resources for students, academics and interested travellers. Members can access all of our reports and briefings for free in the Members Area.



Ethical Travel Dilemmas - Tourist Engagement

Is it OK to ride an elephant? Go on a cruise or haggle for goods? Most people don't set out to cause harm, but can unwittingly do so. Our aim is to change consumer behaviour in order that people make better and more informed choices about their holidays. Our series includes everything from elephant trekking, haggling for goods, whether it is ethical to fly, should tourist buy souvenir, should tourists go on a cruise or visit spiritual sites. Further work on the issues around the sharing economy, especially sites such as Airbnb are having on local communities and hotels etc.



Voices in Ethical Tourism

We have recently launched our Voices in Ethical Tourism travel blog. This includes a wide selection of contributors who bring a different perspective to some of the issues we campaign on. The blog includes academics, bloggers, members, other NGOs, community organisations and local experts.



Section 5: Finance Report

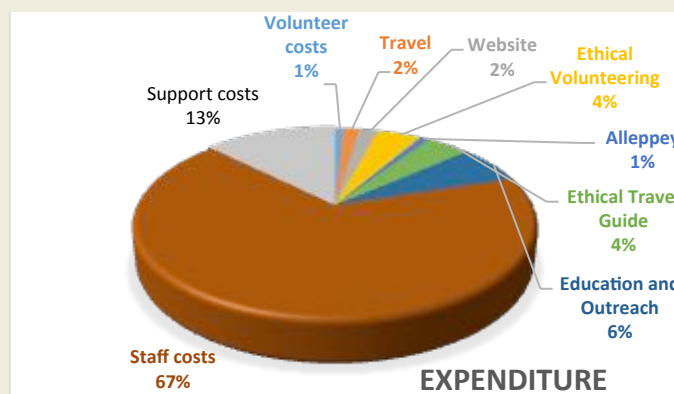
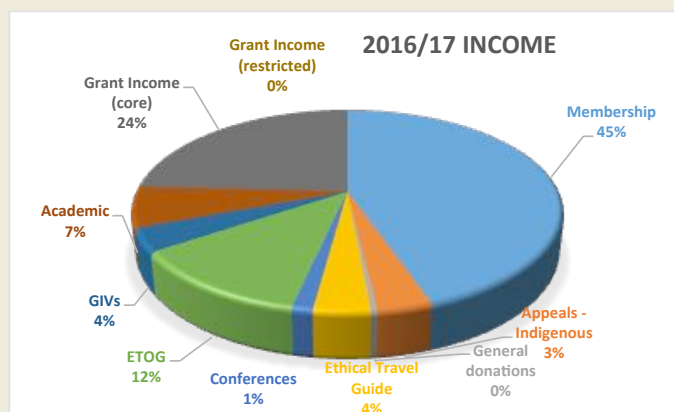
We have reduced the amount spent on admin and maintained campaign spending

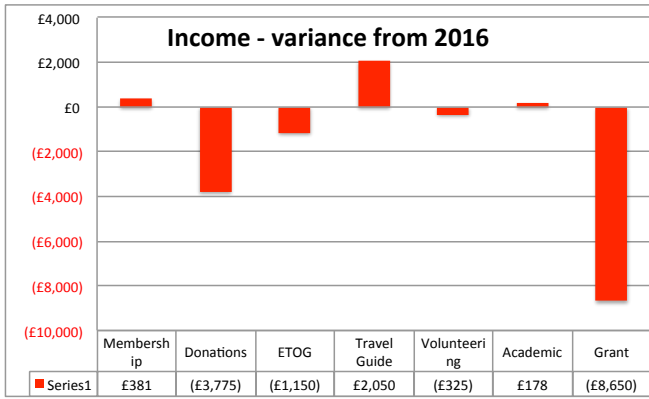
Finance update

Raising funds for Tourism Concern has always been a challenge; grant funding has been difficult to secure, as our work doesn't fit the neat categories many funders want and donations to charities have fallen across the sector - and fewer people now pay for charitable membership. Despite this the charity have always been clear that the long-term stability of the charity depends on regular, reliable income and that membership has to be a key component of that.

In 2016/17 we increased staff capacity by employing a full time Campaigns Officer plus increased the hours of the Programme Manager - however not having a physical office made it difficult to co-ordinate and get the most out of the extra resource. The extra staff costs, combined with expected income being lower meant that we made a loss of £16.5K; which resulted in us using some of our reserves.

Despite our best efforts core income is still not at a level we need and there is little scope for reducing overheads further - other than reducing staff. In 2017 we will have access to free office space - this will make it easier for staff and volunteers to work together.





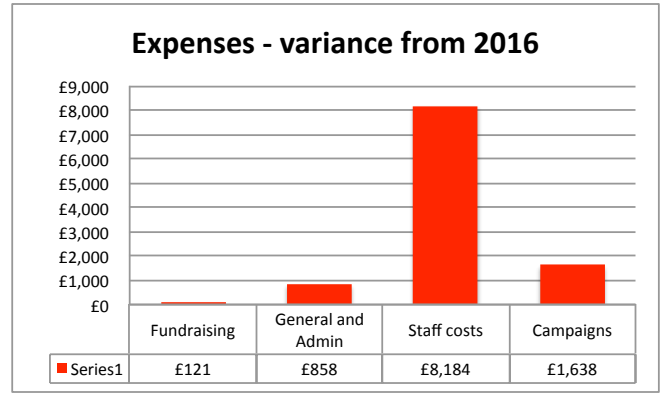
Income was 16% down on previous year

2017 - £72K

2016 - £85K

2017 Surplus (£16,482)

2016 Surplus £8,647



Expenses were 14% higher than previous year

2017 - £88K

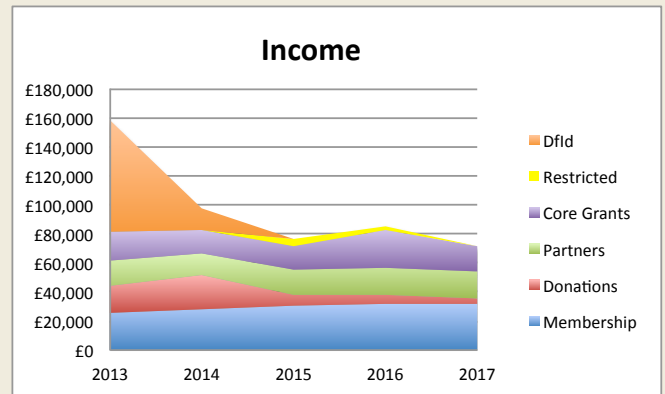
2016 - £77K

2017 Balance £5765

2016 Balance £22,257

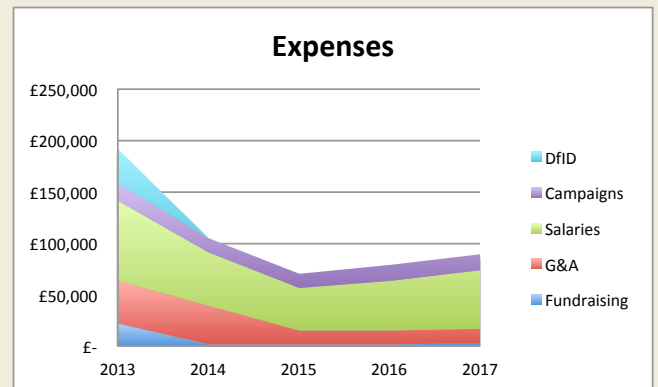
Income

Membership income was slightly up on 2016 and the newly designed ethical.travel site also generated extra income. However donations and ETOG subscriptions were down. The biggest drop however was in core grant income. We continue to be supported by the Margaret Hayman Trust and CAFOD, both long term supporters. Over the last 10 years unrestricted income has averaged around £75K; equally Individual Membership income has rarely been above £30K. Grant income, either restricted or unrestricted remains difficult to generate. An expected grant also never materialised in 2016/17, which was disappointing.



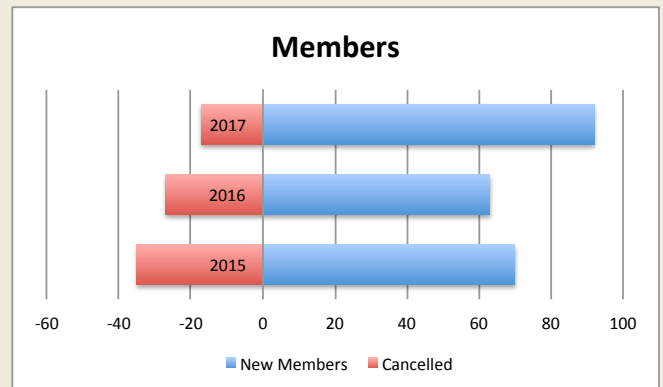
Expenses

In 2016/17 we increased staff resources with a full time Campaigns Officer and p/t Programme Manager (staff count 2.2 FTE). Both posts were focused on our campaigns and research, rather an income generation - however it was hoped that the extra campaigning would also increase membership income. We were also expecting grant income to cover the staff costs. The loss of the grant and resulting drop in income, combined with the increase in costs resulted in a loss of £16K, which was funded out of reserves. In 2017/18 staffing has been reduced to 1.4 FTE.



Members

Although Tourism Concern has always been a membership based organisation it has never generated more than around £30K from Membership subscriptions. Despite this we still believe that membership has to be our main source of income as it gives stability. In 2016/17 most of our income came from Members and partners. Managing Members via the website has reduced costs and provides a better experience to Members; although Members are still paying in a variety of ways. In 2016/17 we had the highest number of new members join (92) and the lowest level of cancellations (17). All members, that are paying the correct rate, should now be listed on the website.



Section 6: Accounts: 2016/17

Statement of Financial Activities - year ending 31st March 2017

Tourism Concern					
Statement of financial activities					
For the year ended 31 March 2017					
	Note	£	Restricted £	2017 Total £	2016 Total £
Income from:					
Donations and legacies	3	8,016	-	8,016	10,628
Charitable activities	4	45,497	-	45,497	56,967
Other trading activities	5	18,772	-	18,772	18,275
Investments	6	3	-	3	6
Other income		-	-	-	-
Total income		72,288	-	72,288	85,876
Expenditure on:					
Raising funds	7	2,780	-	2,780	2,716
Charitable activities		85,999	-	85,999	74,513
Total expenditure		88,780	-	88,780	77,229
Net income / (expenditure) before net gains / (losses) on investments		(16,492)	-	(16,492)	8,647
Net gains / (losses) on investments		-	-	-	-
Net income / (expenditure) for the year	8	(16,492)	-	(16,492)	8,647
Transfers between funds		-	-	-	-
Net income / (expenditure) before other recognised gains and losses		(16,492)	-	(16,492)	8,647
Gains / (losses) on revaluation of fixed assets		-	-	-	-
Actuarial gains / (losses) on defined benefit pension schemes		-	-	-	-
Other gains / (losses)		-	-	-	-
Net movement in funds		(16,492)	-	(16,492)	8,647
Reconciliation of funds:					
Total funds brought forward		22,257	-	22,257	13,610
Total funds carried forward		5,765	-	5,765	22,257



Balance Sheet

Tourism Concern Balance sheet As at 31 March 2017

	Note	2017 £	2017 £	2016 £	2016 £
Fixed assets:					
Tangible assets	10		-		-
Current assets:					
Debtors	11	3,054		3,134	
Cash at bank and in hand		4,986		21,545	
		8,040		24,679	
Liabilities:					
Creditors: amounts falling due within one year	12	2,275		2,422	
Net current assets / (liabilities)			5,765		22,257
Total assets less current liabilities			5,765		22,257
Creditors: amounts falling due after one year			-		-
Total net assets / (liabilities)			5,765		22,257
The funds of the charity:					
Restricted funds	14		-		-
Unrestricted funds:					
General funds		5,765		22,257	
Total unrestricted funds			5,765		22,257
Total charity funds			5,765		22,257

A full set of accounts are available on both the Tourism Concern and the charity Commission website

Tourism Concern

We are a Membership based independent organisation that campaigns for better tourism.

We are registered as a charity in England and Wales and incorporated as a company limited by guarantee. We are governed by our memorandum and articles of association.

The management of the company is the responsibility of the trustees who are elected and co-opted under the terms of the Articles. The trustees, known as Council Members are elected at the Annual General Meeting (AGM); or may be co-opted during the year and elected at the subsequent AGM. The minimum number of trustees allowed is three, the maximum is nine. Tourism Concern's Council is its governing body and it meets approximately four times per year.

We would like to thank all the staff, volunteers, members and supporters who have helped us make tourism better in 2016/17

Registered Charity No. 1064020.
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