



Q&A Justin Francis

The managing director of the travel agent website for responsible holidays, responsibletravel.com, is a speaker at Qantas Sustainable Tourism Seminars being held around Australia this month to support tourism operators.

■ How often do you travel

for work? Surprisingly little given that I work in travel. I try to make my business flights count as much as possible. In the past year I've been to weird and wonderful Madagascar with Conservation International to advise the Ministry of Tourism, and to Madrid to meet the president of Fuerteventura [in the Canary Islands] to discuss promoting a greener side of their island.

■ **Favourite style of holiday?** I'm an adventurer at heart and love escaping into the wilderness with a small backpack and a tent. But sometimes there's nothing I need more than a week relaxing in a beautiful hotel by the beach.

■ Latest trend in responsible travel?

The industry is alive with invention to improve the benefits of tourism to destinations and local people. It's rightly happening in different ways in different places based on local issues. Is it enough? No. Is it better than five years ago? Yes, transformed.

■ Where are the exciting initiatives in sustainable tourism?

I'm excited to be visiting Australia. It feels like responsible tourism is rising up the agenda fast. There is a lot happening in Western Australia and the Northern Territory. I'm planning to visit Kangaroo Island, which I hear has a strong conservation focus. One of the best examples in a big city is Cape Town.

■ Any large operators making commendable changes?

Of the large operators I think TUI Travel have done a good job at the corporate level with mainstream tourism. Melbourne-based Intrepid Travel has become an outstanding small-group adventure operator.

■ Coolest recent eco-friendly innovation?

It looks pretty ugly, like a car jack, but I have a paper log maker, which I use to crush newspapers to make logs for our fire.

■ What are you reading?

Waterlog by Roger Deakin, about wild swimming in rivers, lakes and moats.

For seminar details visit qantas.com.au/travel/airlines/environment/global/en

Business speak

WORDS PAUL ROBINSON



BENDABLE LEARNINGS

Don Watson (Knopf, \$33) Is your mission statement in synergy with drivers and performance indicators going forward? Manager speak made easy.



HERD

Mark Earls (Wiley, \$28) Move the focus away from the individual and on to the group. Only for sheep marketing heresy, or sense and survival?



THE 50TH LAW

50 Cent & Robert Greene (Profile, \$35) Greene's previous work was a corporate bible – and user's manual for the rap biz. Add 50 Cent's worth.



URBAN REVOLUTION

Jeb Brugmann (UQP, \$35) Cities now contain half the global population. In Australia it's almost 90 per cent. A building code for a better metropolis.

Q Radio

OCTOBER TALKING BUSINESS

This month on *Talking Business* (Q Radio channel 3 or 11) Peter Switzer talks to Launa Inman, managing director of Target Australia and former Telstra Business Woman of the Year, about the retail industry; sheep farmer and successful businesswoman Robbie Sefton about doing business in the bush; Sue Forrester of The CEO Institute on workplace diversity and equality; and Peter McGauran, CEO of Aushorse, on the Australian thoroughbred breeding and racing industry.