

Introduction to Sustainable Tourism

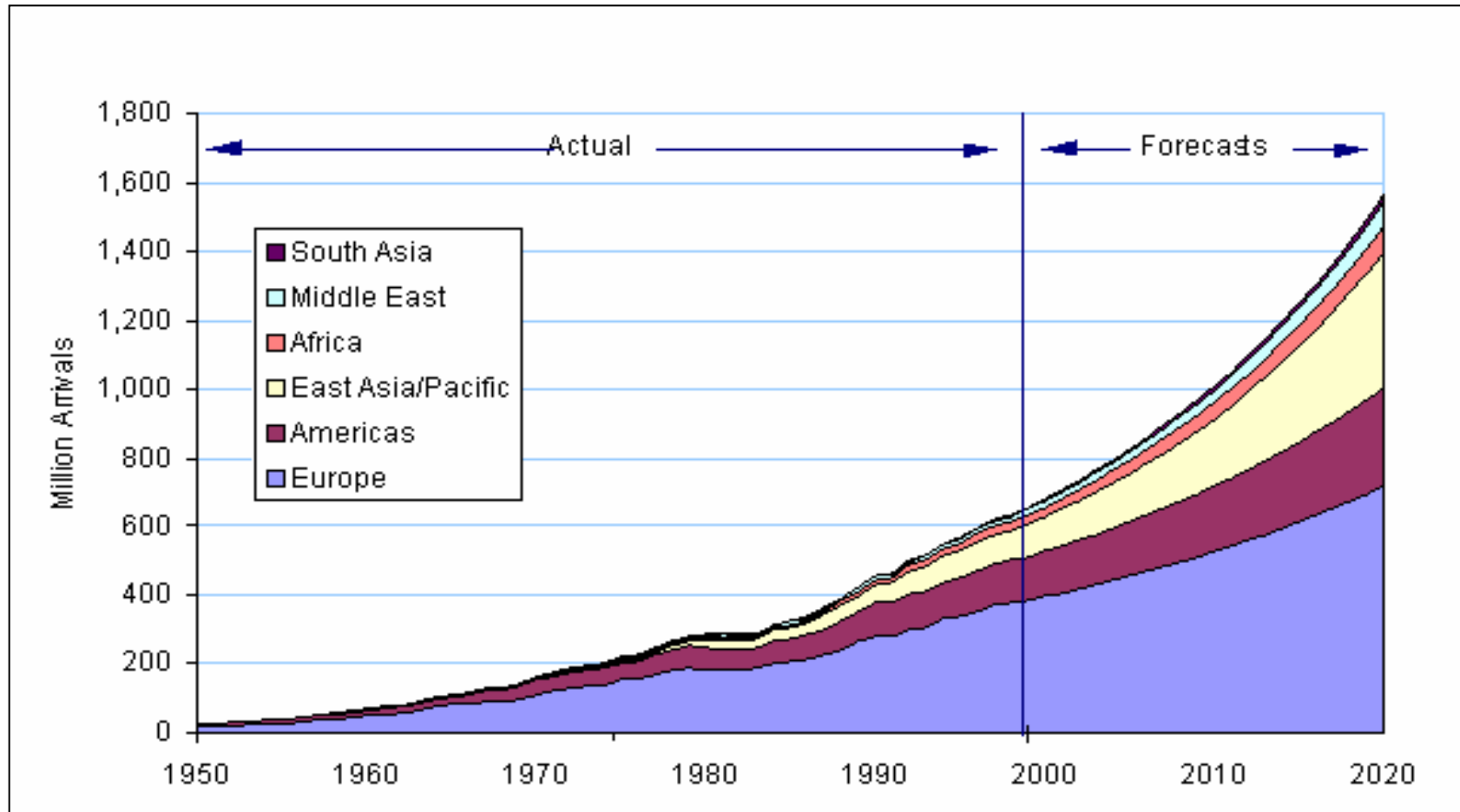
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Travel and Tourism

- Currently the biggest industry in the world
- Accounts for 11% of world's economy
- Creates over 8% of all jobs
- Over 700 million international travelers yearly

The largest migration in mankind – every year!

Tourism double over 20 years

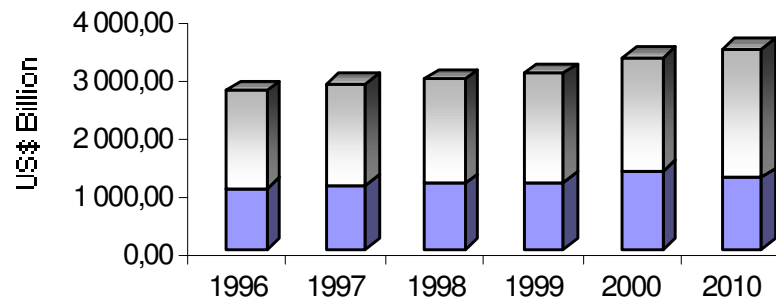


Source: World Tourism Organization, 2001

Tourism creates economic

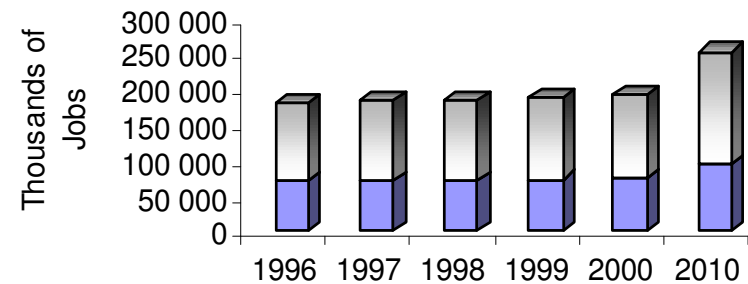
Directly ... growth!

Travel & Tourism Economy GDP
(1996-2010)



□ Indirect impact from tourism's supporting activities
■ Impact of T&T Industry

Travel & Tourism Employment
(1996-2010)



□ Indirect impact from tourism's supporting activities
■ Impact of T&T Industry

... but mostly indirectly, through its boosting effect on other economic sectors!

However, there are hidden costs ...

- Economic leakages through foreign ownership, international tour operators, and tourism imports of high quality products
- From US\$ 100 spent by you in a developing country stays only US\$ 5!
(UNEP)

And more costs

- All-inclusive tourism resorts
- High costs for infrastructure development
- Increased prices for locals
- Tourism replace traditional industry
- Low income seasonal jobs

Tourism can contribute to environmental protection!

- Generating government revenues
- Supporting conservation and protection initiatives
- Raising environmental awareness

But there are also environmental costs

- Depletion of resources
- Air and water pollution
- Contribution to climate change
- Waste and littering
- Energy consumption
- Ecosystem degradation

And More ...

- Physical impacts from
 - Infrastructure and house construction
 - Deforestation and land degradation
 - Marina development and activities
- Loss of biodiversity

Tourism in support of society

- Contributes to job creation and improvement of life standards
- Educates and raises awareness of local communities on local values
- Enhance local pride & identity
- Contributes to understanding between religions & people of different cultures

But social impacts are probably the most shocking!

- Ethical issues

- Crime generation & drug introduction
- Child labor (e.g. Approx. 13-19 million children are employed in tourism ~ 10-15% of all employees in tourism)



- Prostitution and sex tourism

- Of 100 school children in a village in Sri Lanka, 86 had their first sexual experience at the age of 12 or 13, the majority with a foreign tourist (*Tourism Concern*)

And more ...

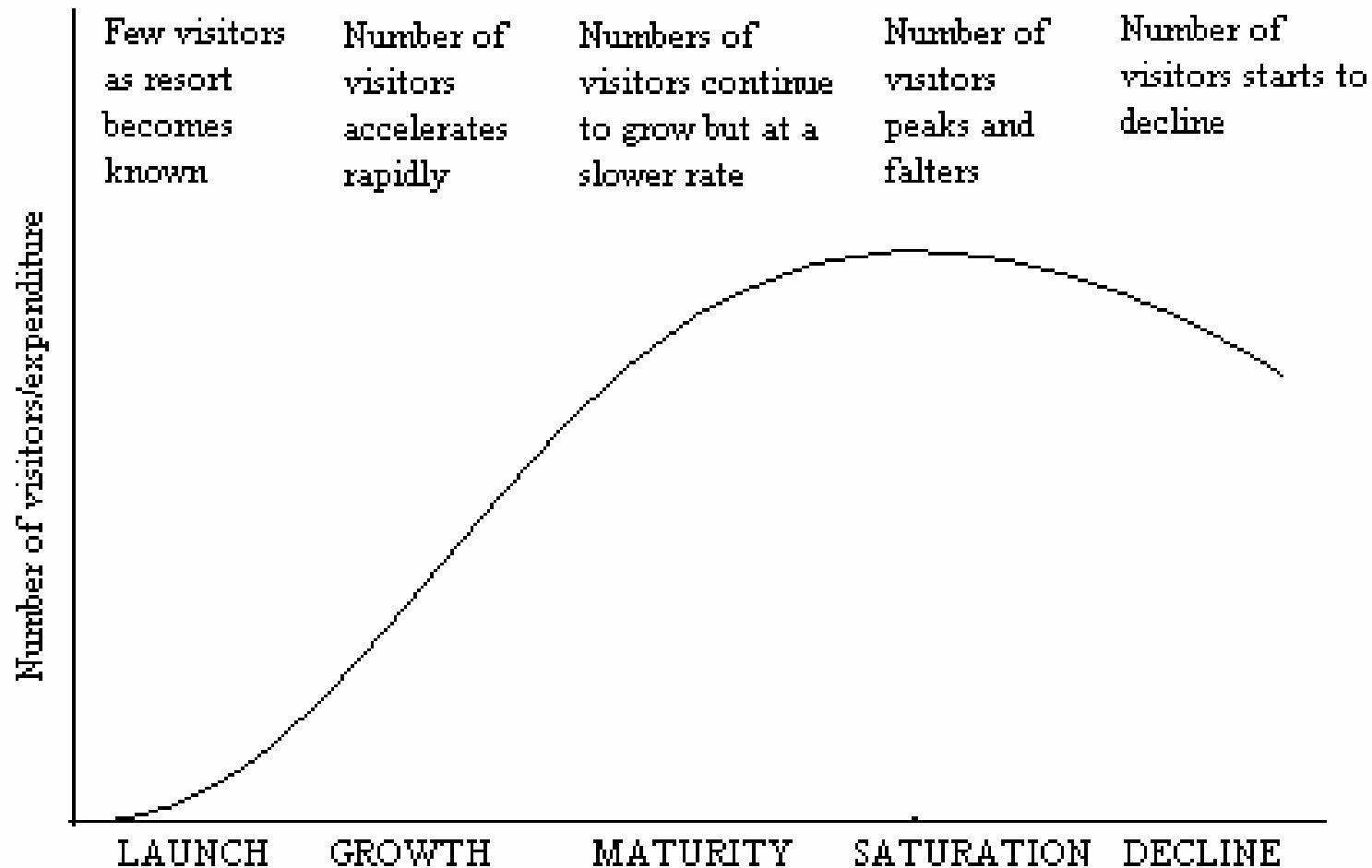
- Loss of cultures and traditions
- Social disruption
- Cultural clashes
- “McDonaldization”

As a result....

There is a rise and fall in locals' acceptance of tourism!

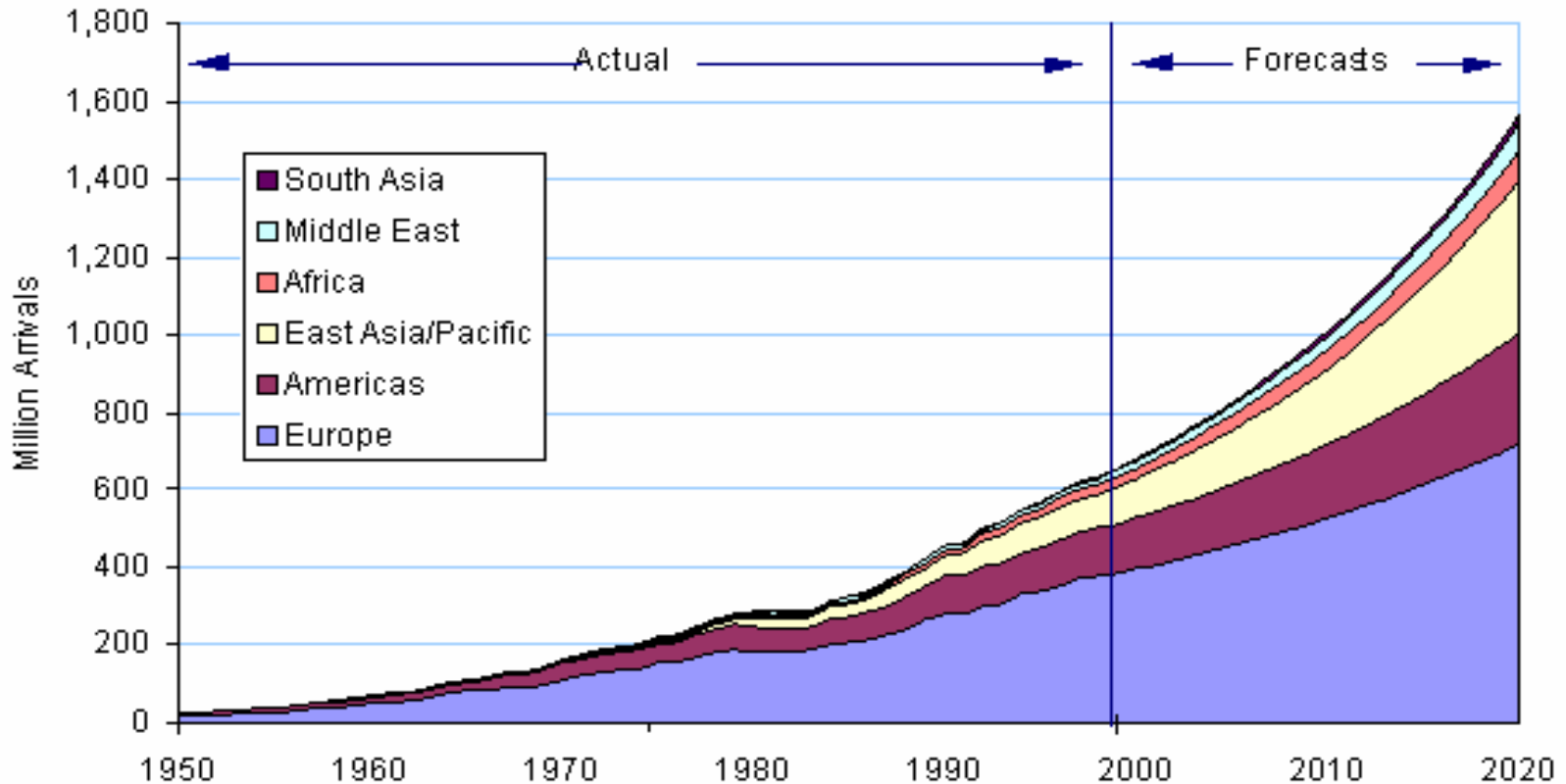
Stages	Characteristics	Symptoms
Stage 1	EUPHORIA	visitors welcomed, little formal development
Stage 2	APATHY	visitors taken for granted, contacts become commercial and superficial
Stage 3	IRRITATION	locals concerned about tourism, efforts made to improve infrastructure
Stage 4	ANTAGONISM	open hostility from locals, attempts to limit damages and tourism flows

..and a rise and fall for tourism destinations!



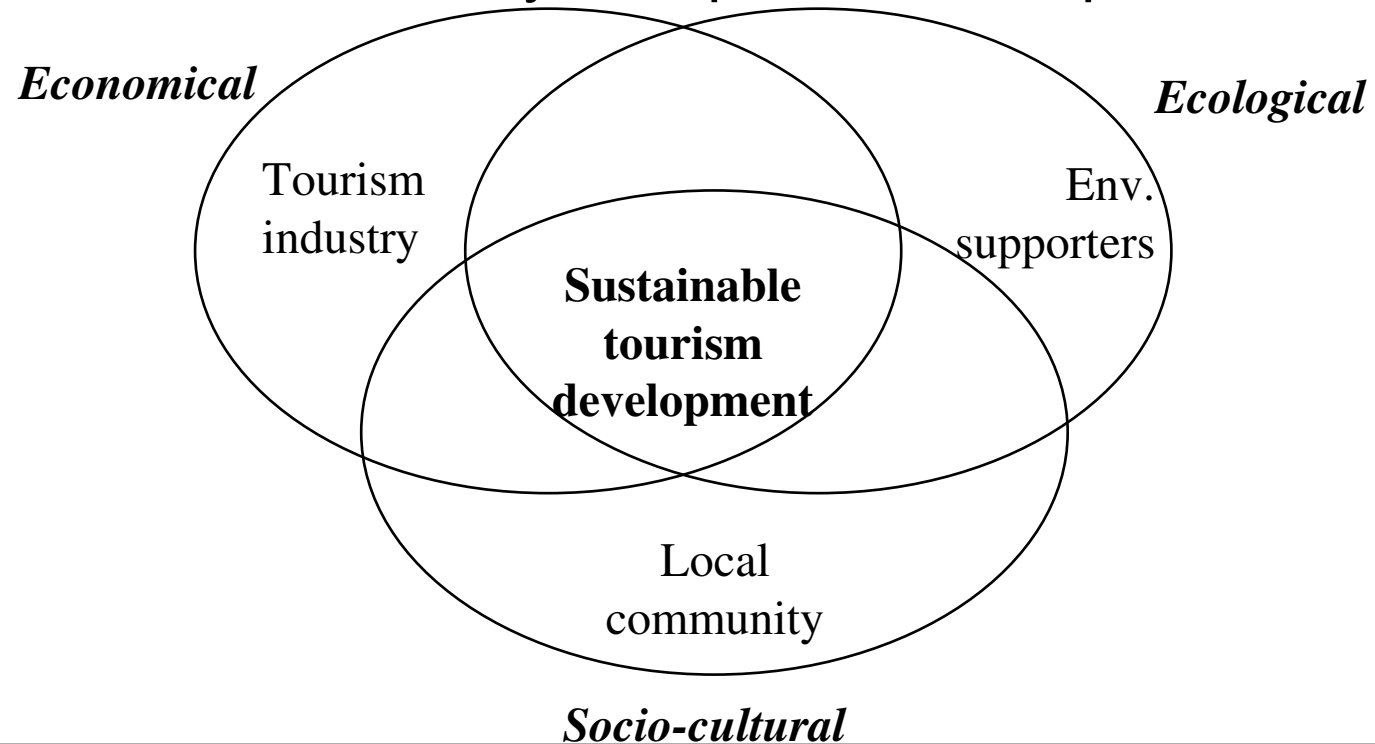
And tourism double over 20 years ...

What about the impacts ???



Response: Sustainable Tourism

Any form of tourism development which respects the environment, ensures long-term conservation of historical and cultural resources, and is socially and economically acceptable and equitable.



... and related concepts

Eco-tourism – promoting and protecting natural values, providing a learning experience and delivered in small groups.

Community-based tourism – aim to increase the involvement of the host community.

Pro-poor tourism – tourism that generates net benefits for the poor.

Principles of Sustainable Tourism

- Utilize resources in a sustainable way
- Reduce overconsumption and pollution
- Maintain biodiversity
- Integrate tourism in local and national planning
- Benefit local economies

...and more

- Cooperate with local populations
- Consult with all interest groups and stakeholders
- Educate staff
- Market tourism in a responsible way
- Execute and make follow up on surveys

Source: WWF

Sustainable Tourism – Key words

- Diversity
- Genuinity
- Authensity
- Identity
- Local values
- Quality
- Responsibility

In practice

- A majority still go for mainstream 'sun-sand-sea' products
- A growing market for alternative (complementary) thematic products:
 - Cultural tourism
 - Agro-tourism
 - Nature tourism
 - Health tourism
 - Adventure tourism

Mass tourism vs. Eco-tourism

- *Mass tourism* – “consume” tourist places, but concentrated impacts can be managed easier
- *Eco-tourism* – small numbers create manageable impacts, but can also affect sensitive natural or cultural valuables and pave the way for mass tourism

Mass tourism must adopt sustainable tourism principles!

In Sum – At its best

Tourism can contribute to:

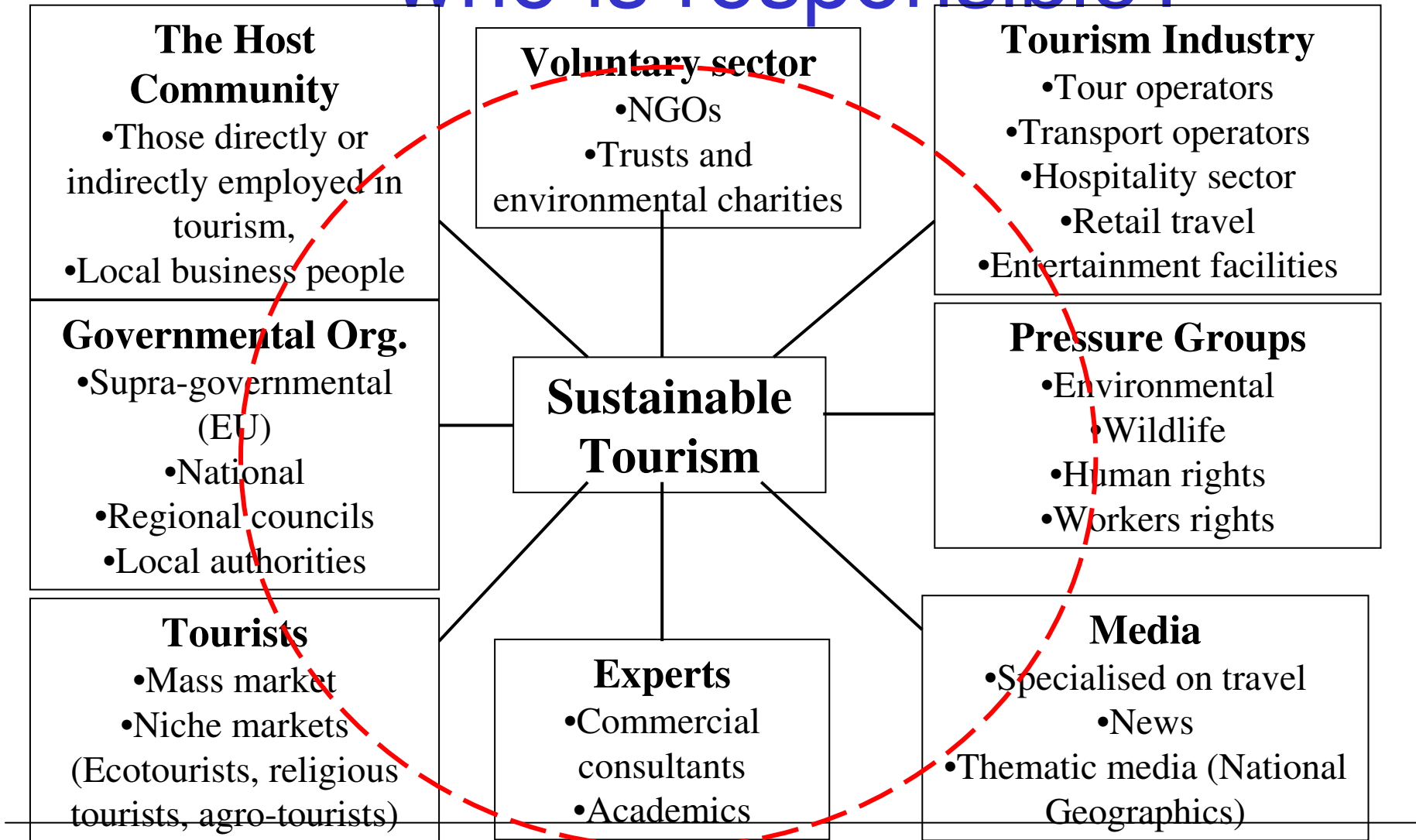
- Economic development
- Protection of nature and cultural heritage
- Understanding between people
- Peace on Earth !

In Sum – At its worst

Tourism is an industry that:

- Exploits local people and their natural & cultural assets for short term profits
- Leads to environmental & cultural degradation and social disruption
- Eventually kills itself

Complex array of actors – who is responsible?



Tourism Trends

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Trends affecting progress

The Tourist

- Traveling patterns are changing
- The emergence of a “new tourist”

The Industry

- “Business as usual” is not good enough
- Industry needs differentiation

The Destination

- Impacts of tourism are not accepted anymore
- Destinations reject current forms of tourism

The Tourist

A “new tourist” is emerging

- Full of knowledge
- In search for memorable experiences
- The 50+ is growing fast (“old and gold”)
- Selfish

*I've worked my entire life, my kids have everything,
now is time for ME to enjoy life!*

- Changing values in holiday selection!
Cost falls on the 3rd place!
- “The new tourist” is not always new, the once young and restless tourist grow older

What satisfies “the new tourists”?

- Clean environment
- High quality services
- Authentic & genuine products
- Other cultures & local identity
- Memorable experiences
- Intellectual learning activities
- Few other tourists
- Value for time & value for money

The Industry

What used to be...

- the domination by large tour operators and streamlined hotels;
- disconnected from local reality;
- with commitments to sustainability as nice statements; and
- fighting on price

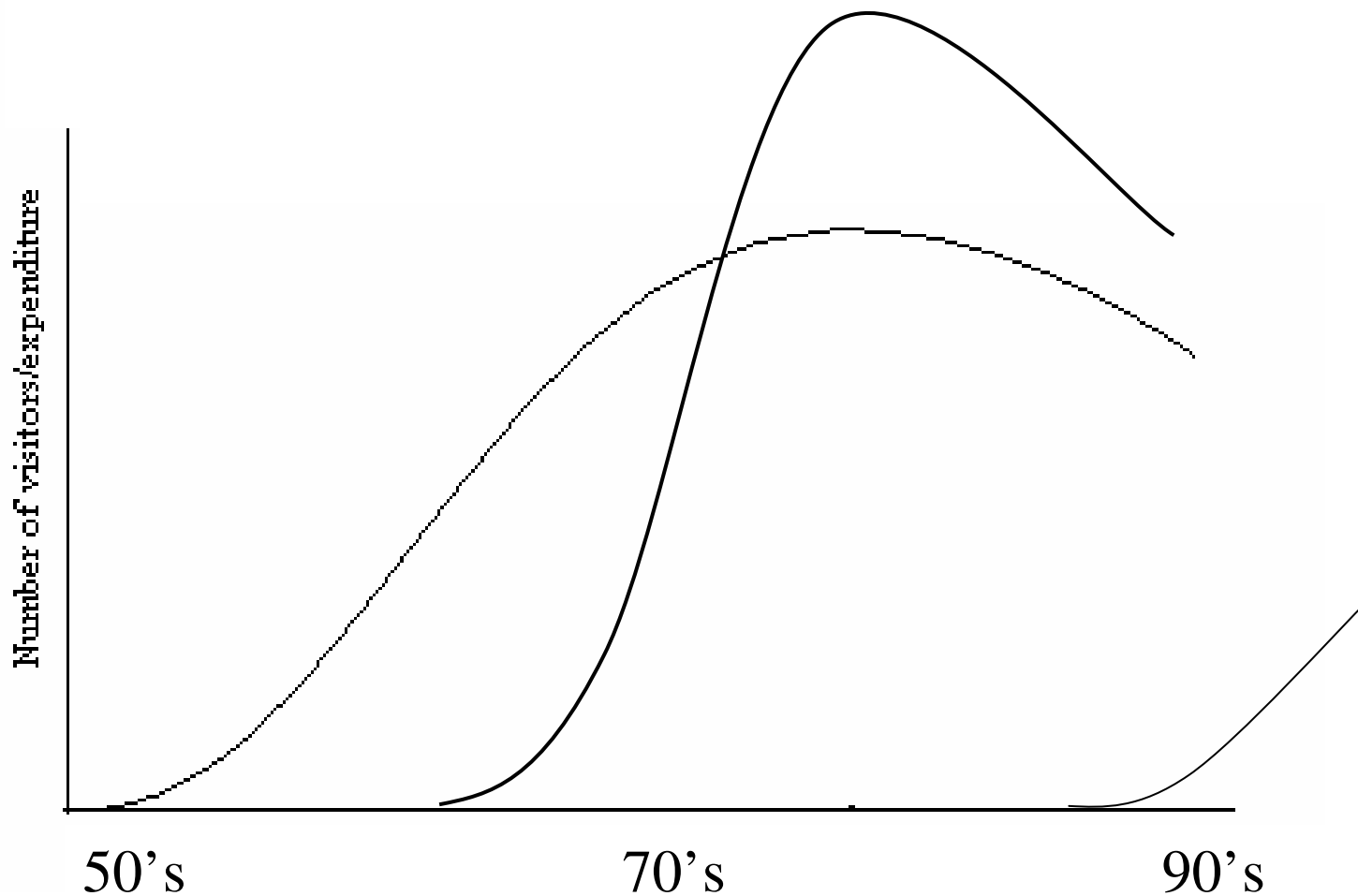
is slowly changing to...

- an industry capitalizing on the possibility to innovate, differentiate and provide a genuine memorable experiences

The Destination

Why do destinations decline? (Torremolinos-effect)

- Developed around the tourists, not the locals
- Insufficient planning & poor management
- Tourism demand & infrastructure investment grow faster than local industries capacity to supply
- Environmental & cultural degradation
- Social disruption



Slow development
 Flexibility to adjust
 Better integrated

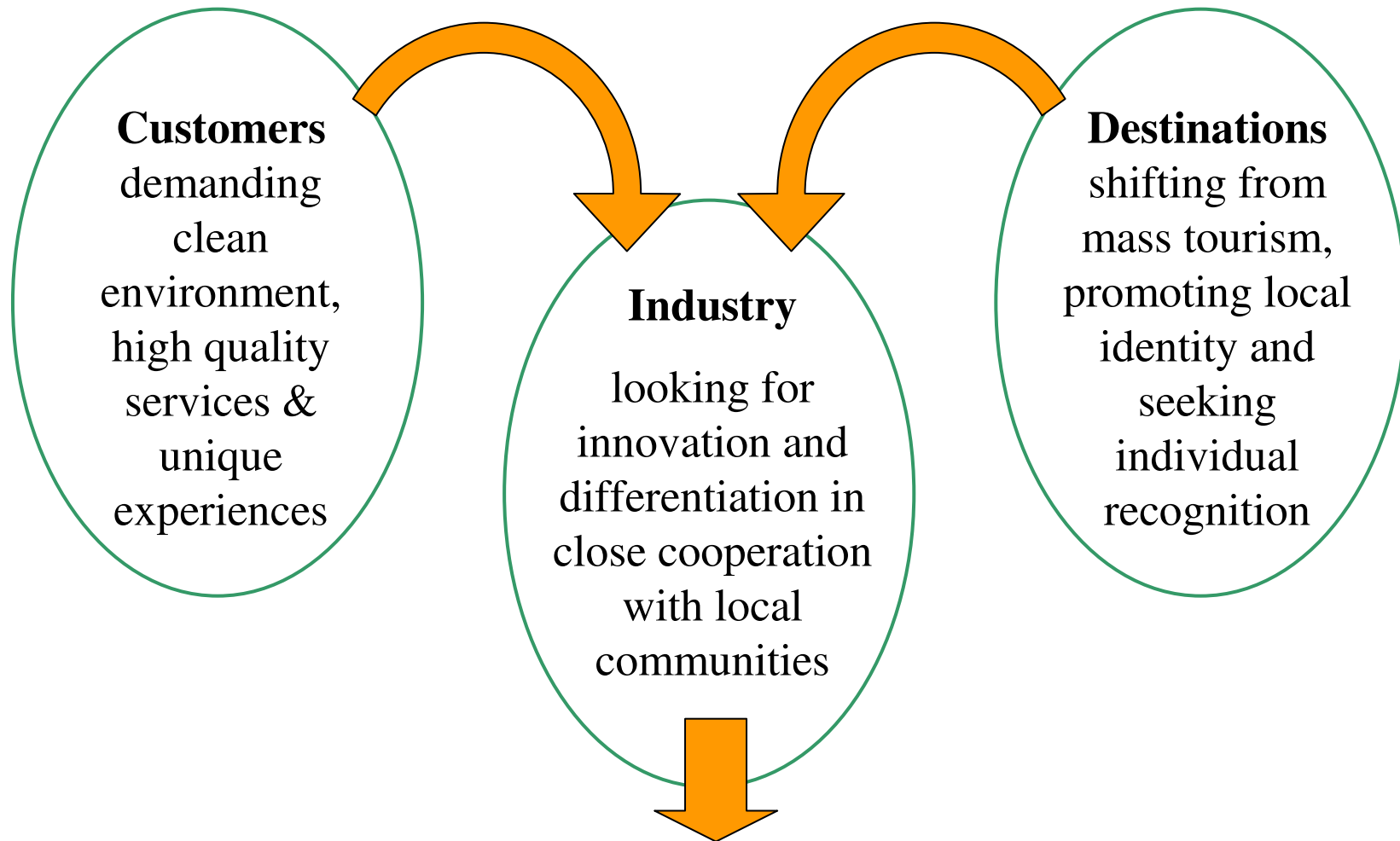
Rapid development
 “monoculture”
 Little flexibility
 Infrastructure limitations

Planned development
 Luxury and exotic
 Responsible to the
 community

Destination trends

- Access to destinations constantly improving
- Product & service diversification
- Experience & knowledge development
- Public-private partnerships
- Environmental awareness & innovation
- Competition

Enough is Enough!
move away from mass tourism & McDonaldization



Applying ST
Principles



**Regional
Sustainability**



Plugging the
Leaks