Sustainable Tourism Development

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Tourism growth

- ❖ From 1970 to 1990 tourism increased by 300%, with 450 million tourists travelling internationally

- ❖ In 2011, globally a total of 980 million tourists traveled internationally

- ❖ Forecast to rise to 1.6 billion by 2020

(http://mkt.unwto.org/en/barometer)

The importance of tourism

- ❖ Primary source of foreign exchange earnings in 46 out of 50 less developed countries (LDCs)

- ❖ In 2010, international tourism generated US$ 919 billion in export earnings

- ❖ Potential for poverty alleviation through employment and entrepreneurial opportunities

(http://mkt.unwto.org/en/barometer)

To develop tourism, a destination needs

- ❖ Land to build accommodation, attractions, roads, etc.
- ❖ Renewable and non-renewable resources and so on

Water issues

- ❖ Less than 1% of the world's fresh water is accessible for human use
- ❖ Nearly 900 million people have no access to fresh water
- ❖ Within 25 years half of the world's population will struggle to find water
- ❖ Half the world's rivers are seriously depleted and polluted
- ❖ 2.4 billion have no access to adequate sanitation

(http://www.unwater.org/statistics_san.html)

Water used in tourism

- ❖ Golf tourism: an eighteen-hole golf course can consume more than 2.3 million liters of water a day.

- ❖ An average golf course in a tropical country such as Thailand needs 1,500 kg of chemical fertilizers, pesticides and herbicides per year and uses as much water as 60,000 rural villagers.

http://www.unesco.org/water/news/newsletter/155.shtml

Scarcity of water

❖ 15,000 cubic meters of water are needed to supply 100 luxury hotel guests for 55 days, the same amount would supply:

- 100 rural farmers for 3 years!
- 100 urban families for 2years!

(http://www.unwater.org/statistics_san.html)

Tourism and hospitality industry's contribution to climate change

❖ Hotels have the highest negative influence on environment of all commercial buildings.

❖ An average hotel releases between 160 and 200 kg of CO^2 per square meter of room floor area per year.

❖ On average, hotels produce 1 kg of waste per guest per night.

(Sloan, Legrand, & Chen, 2009)

Tourism and hospitality industry's contribution to climate change

❖ Global average temperatures will increase by 1.8°C to 4°C by 2100.

❖ Emissions from tourism, including transport, accommodation and activities, account for about 5% of global CO_2 emissions

❖ By 2035, global tourism will have grown by 179%, and tourism's contribution to climate change may have grown considerably

❖ Passenger kilometers traveled will rise by 222%.

(UNWTO-UNEP-WMO, 2008)

Why must the tourism and hospitality industry become more sustainable?

- ❖ "Ecological overshoot"
- ❖ Non-renewable resources are being depleted
- ❖ …because we are part of the problem
- ❖ Global community
- ❖ Social and environmental responsibility

Sustainable tourism

"Sustainability principles refer to the environmental, economic and sociocultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability."

(UNWTO)

Sustainable tourism in the UK

DCMS Sustainable Tourism for England: A Framework for Action

- ❖ Minimise environmental impact and resource use
- ❖ Address the impact of tourism transport
- ❖ Improve quality and make holidays accessible to all
- ❖ Improve the quality of tourism jobs
- ❖ Maintain and enhance community prosperity and quality of life
- ❖ Reduce the seasonality of demand

Department for Culture, Media and Sport (DCMS) (http://www.culture.gov.uk/)

VICE Model for sustainable destination management

Source: *Sustainable Tourism in England: a framework for action*, Department for Culture, Media and Sport (2009)
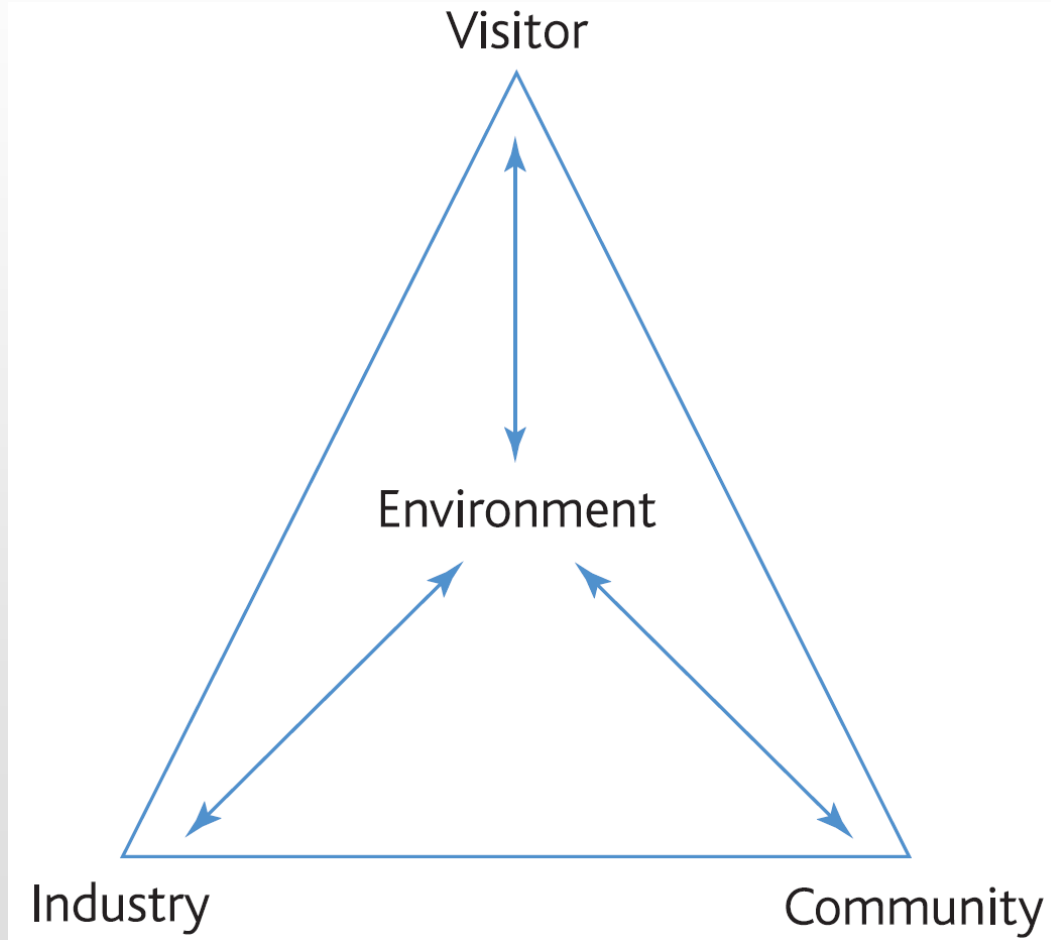
VICE Model

- Visitor satisfaction

- Industry profitability

- Community acceptance

- Environmental protection

The Green Tourism Business Scheme

" Sustainability and green issues are now very much mainstream, with governments, businesses and individuals all involved. Tourism, as one of the main economic drivers in the UK, has its part to play.

(http://www.green-business.co.uk/index.asp)

The Green Tourism Business Scheme

Sustainable tourism

- ❖ Sustainability makes commercial sense; customers are looking for sustainable products

- ❖ Larger companies should lead by example, but all must adopt sustainable practices

- ❖ Change is inevitable; "business as usual" will not meet the challenges of the coming decade

- ❖ A "revolution of innovation" is needed, and the pace of change must accelerate.

(http://www.tourismpartnership.org/News.html)

- ❖ Sustainable tourism should deliver the greatest good to the greatest number

References

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