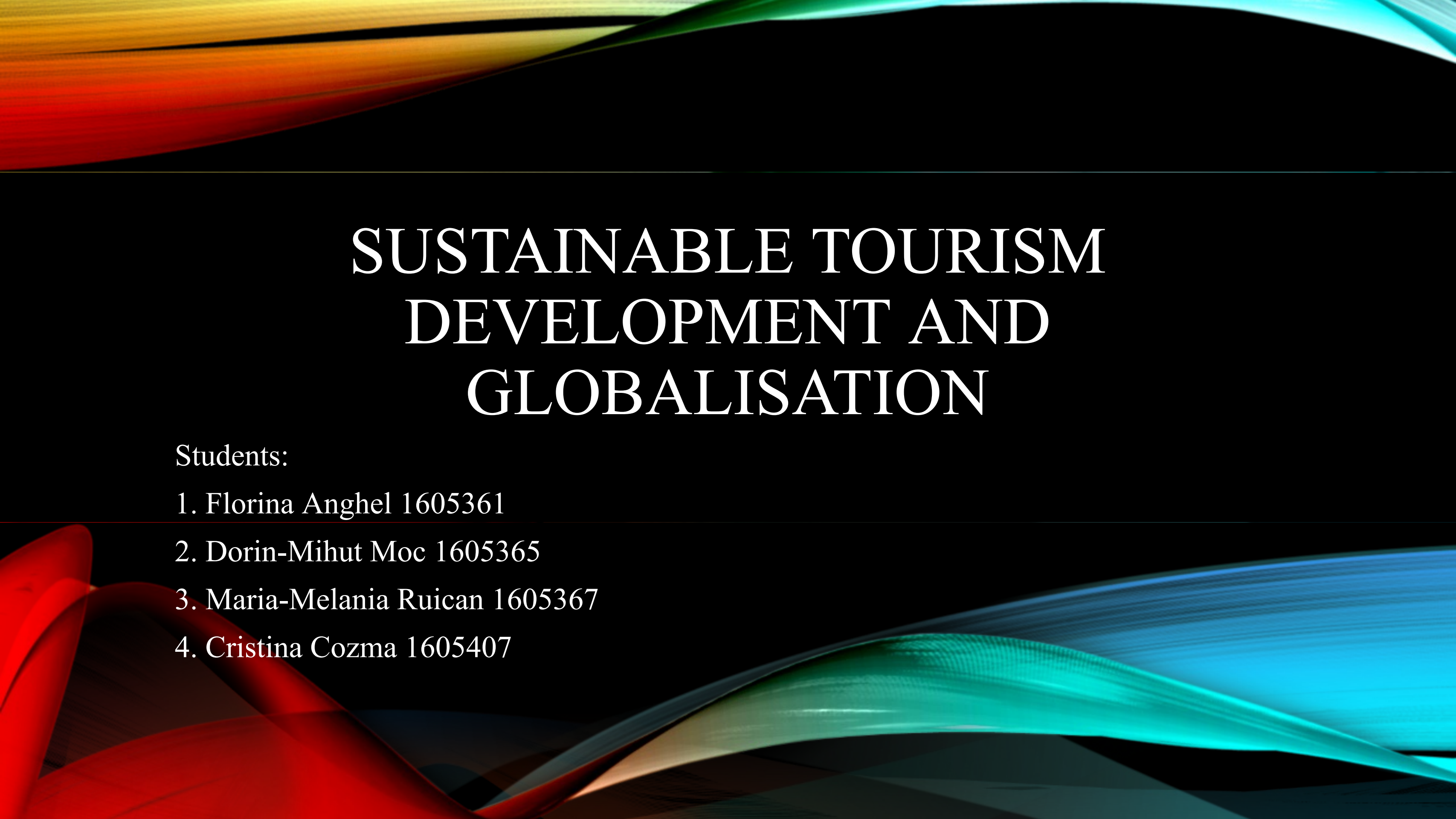




SUSTAINABLE TOURISM DEVELOPMENT AND GLOBALISATION

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GLOBAL CITIZEN EXPLAINED

- Global citizenship is a way of living that recognizes our world is an increasingly complex web of connections and interdependencies. One in which our choices and actions may have repercussions for people and communities locally, nationally or internationally.
- Global citizen is identified as someone who helps a community grow by promoting destinations in our case with that person visited and shares after the experience with the others.
- Bloggers can be a good example because they sustain and support tourism and in the same time they promote the destinations they visited

Concept of sustainability in tourism development

- Sustainable tourism is really important to the long-term ambitiousness of the tourism industry and will establish that it continues to provide a positive contribution to the quality of the visitor experience and to the overall quality of life of the locals.
- sustainable development as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs."
- By sustainable development we mean that the "development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

EXAMPLES OF SUSTAINABLE PROJECTS IN TOURISM SECTOR

Dubai

ATLANTIS THE PALM - Welcome to the very heart of The Palm, Dubai's most famous creation. At the tip of this artificial palm tree-shaped island stands Atlantis The Palm, a hotel in a class of its own. It is an experience that must be lived at least once in a lifetime, because imagination is the only limit at Atlantis The Palm in Dubai. 17 hectares of waterpark amusement at Aquaventure Waterpark and visit The Lost Chambers Aquarium as often as you like. Dine in extraordinary restaurants, such as the tranquil seafood venue with its aquarium walls. A kids club for 3 to 12 year olds, a private club for teenagers, a beautiful stretch of beach, luxury boutiques, a night club and ShuiQi Spa, Fitness and many more.

BURJ AL ARAB - One of Dubai's most famous tourist landmarks, the Burj Al Arab Jumeirah often stands among the top five - if not the absolute peak - of the world's most iconic hotels.

Dubai is a place where government takes care of its unique places and thus many tourists visit the country to see the different natural locations which have been very well developed and maintained by the local authority



Brazil

The Carnival of Brazil is an annual Brazilian festival held between the Friday afternoon before Ash Wednesday and Ash Wednesday at noon, which marks the beginning of Lent, the forty-day period before Easter.

Carnival is the most famous holiday in Brazil and has become an event of huge proportions. Rio de Janeiro's carnival alone drew 4.9 million people in 2016 with around 400 000 foreigners which makes it still a big trend in Brazil.

Despite the current issues as crimes, outrage and drug trafficking, Brazil developed e-tourism and promoted tourism industry with attractions as The Carnival, Sport Competitions, Adventure Tourism, becoming one of the leader developers in this sector with an increase of around 42% in the last year.



Brazil

TWO EXAMPLES OF ENVIRONMENTAL SUSTAINABILITY

- Sustainability is formed by three pillars: social, environmental and economic.
- **Environmental law in Dubai**
- Federal Law 24 of 1999 “the polluter pays” . Not long ago it was disclosed that the UAE Government is working on new federal environmental legislation that will permit the Ministry of Environment and Water to take a more prominent role and directly impose penalties on companies that pollute and also help push through recycling and waste reforms in the country.

A NEW KIND OF PARTNERSHIP IN BRAZIL

- For some time now, a group of eight multinationals have worked under the Brazilian Business and Ecosystem Services Partnership (PESE) to delve into how their businesses both affect and depend upon the environment.
- Brazil is the country with the highest deforestation rate all over the world, while pollution is a threat to the country's edible water reserve. Even with the going down in national greenhouse gas emissions, agriculture emissions and energy requirement are going up.

LEADERSHIP AND ENTREPRENEURSHIP

- Sustainability leadership in tourism will be characterized by people who first demonstrate best practice within their own business, and then brings the wider sector together to achieve improved tourism-wide performance
- Governments should adopt new laws against environment pollution
- Should also implement leadership and entrepreneurship modules in schools so students can improve skills early

RELATIONSHIPS BETWEEN ENTREPRENEURSHIP AND LEADERSHIP

- Entrepreneurship and leadership works very well together as the entrepreneurs have the role to identify the weaknesses and help leaders to improve the product or service within the industry;

- Entrepreneurship helps leadership reducing the current issues and increase the trends;

Example: -current issue in Brazilian tourism was the difficulty of a foreigner to book online transport tickets as the websites had only Portuguese language, wich now having English version is more accessible.

- promoting adventure tourism brought to Brazil an increase in its economy

- resorts adding kids and animals facilities

- partnerships between resorts and sport tools rentals by private businesses, or any other services within the resorts(hairdress, beauty salon,etc)

COMMUNITY PARTICIPATION (LOCALLY AND NATIONALLY)

- Culture and traditions

Local and national communities have an important impact in the tourism industry by promoting and keeping the old traditions offering new experiences for tourists.

Same as governments, environmental support, sponsors, even tourists, local communities are a smaller part of the stakeholders so they can affect the tourism development as well.

BENEFITS OF COMMUNITY PARTICIPATION

- **Employment** - A great way to create jobs is through tourism, people from the local communities can work in the hotels, restaurants, travel agencies etc. So more tourists equals more job opportunities.
- **Opportunities for Rural Development** - Rural areas are often visited by tourists. So we have to take this into consideration because the business can thrive here.
- **Development of Infrastructure** - A great example is the preparation for the 2014 Fifa World cup. Roads, hotels, stadiums , better telecommunications are all being prepared. Even after the world cup the citizens of Brazil will benefit from the improved infrastructure.

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