Sustainability

Week 5

HOSPITALITY
AND
TOURISM
MANAGEMENT

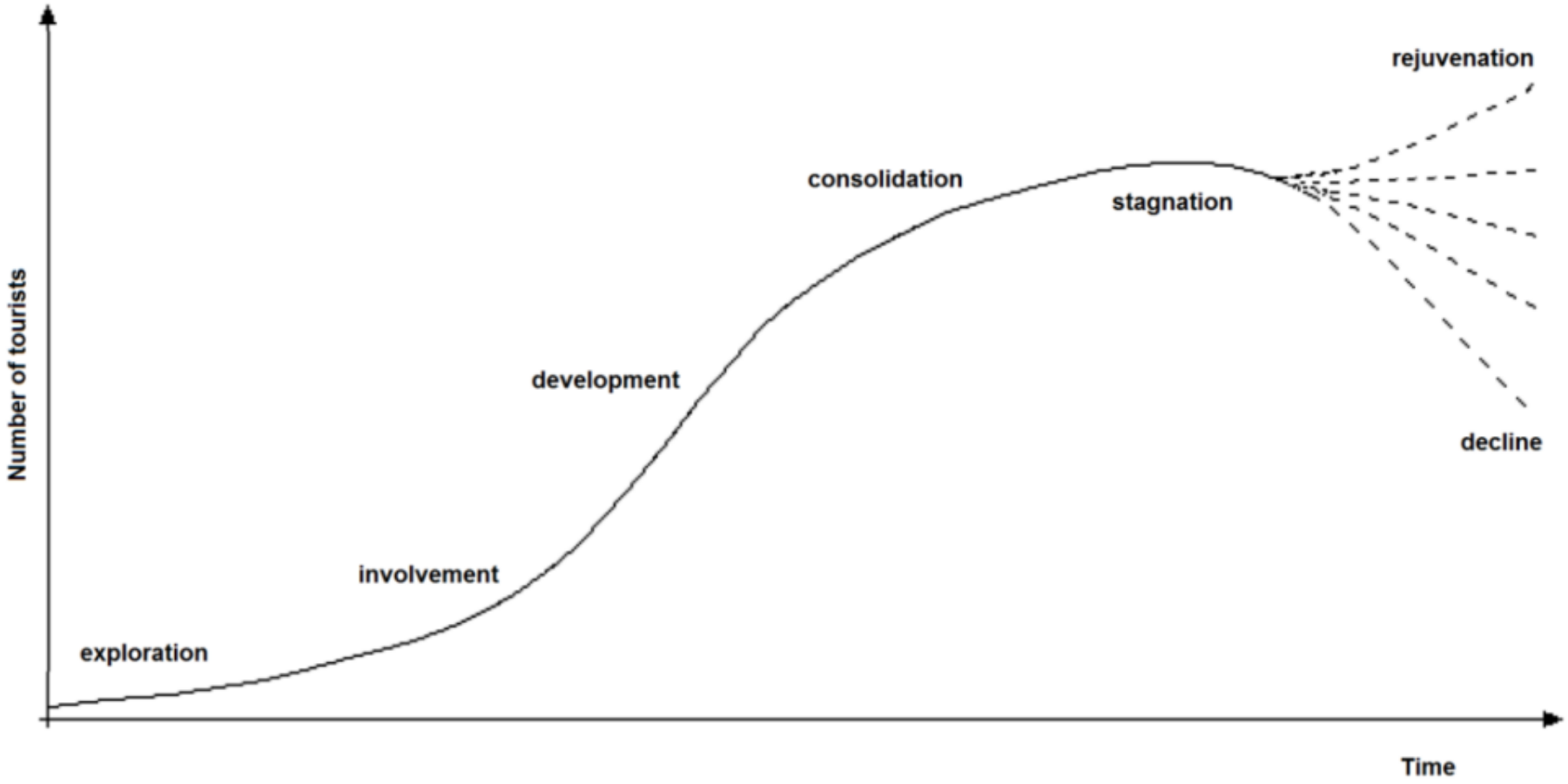
Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales

Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Recap

- Energy Use
- CSR
- Most sustainable hotel in the world
- Greenwashing
- Tourism Destination Management
- Butler Model

Butler Model (TALC)



Tourism

Activity

Join at menti.com | use code 7821 6907

Mentimeter

What is tourism?
22 responses

A tourism overview…

- **Tourism** is travelling from one location to another, usually with overnight stays. In recent years, the tourism industry has experienced significant growth because of the change in people's lifestyles, reduced air travel charges, and thirst for education/adventure/change.
- Peer pressure – the Instagram generation?
- Impacts – www.thetravelfoundation.org.uk

Some different types of tourism travel:

- **Domestic / International Tourism**
- **Health and Wellness Tourism /Medical**
- **Dark Tourism**
- **Alternative Tourism/ volunteer**
- **Business Tourism**
- **Educational Tourism**
- **Booze Tourism / eg stag and hen trips, 18-30**
- **Sports Tourism**
- **Ancestry Tourism**
- ***and many more!***

Where would you like to go on holiday…?!

- **What factors do you need to consider:**

  - Why are you going?!
  - Who is going? e.g. couple, family, young children
  - What time of year?
  - What will the weather be like?
  - What is the budget?
  - Accommodation?
  - Seaside, countryside, skiing city centre?

Rural Tourism

What is rural tourism?

- **Rural tourism is tourism which takes place in non-urbanised areas. These areas typically include (but are not limited to) national parks, forests, countryside areas and mountain areas.**

More rural tourism definitions

The OECD (oecd.org) defines a rural area as, 'at the local level, a population density of 150 persons per square kilometre. At the regional level, geographic units are grouped by the share of their population that is rural into the following three types: predominantly rural (50%), significantly rural (15-50%) and predominantly urbanised regions (15%).'

The Council of Europe (coe.int) further state that a 'rural area' is an area of inland or coastal countryside, including small towns and villages, where the main part of the area is used for:

- Agriculture, forestry, aquaculture, and fisheries.
- Economic and cultural activities of country-dwellers.
- Non-urban recreation and leisure areas or nature reserves.
- Other purposes such as housing.

There is no universally accepted definition of rural tourism

Product Development

RURAL TOURISM
GASTRONOMY AND WINE TOURISM
MOUNTAIN TOURISM
URBAN TOURISM
SPORTS TOURISM
SHOPPING TOURISM

SHARE THIS CONTENT

RURAL TOURISM

Rural tourism has a high potential to stimulate local economic growth and social change because of its complementarity with other economic activities, its contribution to GDP and job creation, and its capacity to promote the dispersal of demand in time (fight seasonality) and along a wider territory.

UNWTO understands Rural Tourism as "a type of tourism activity in which the visitor's experience is related to a wide range of products generally linked to nature-based activities, agriculture, rural lifestyle / culture, angling and sightseeing.

Rural Tourism activities take place in non-urban (rural) areas with the following characteristics: i) low population density, ii) landscape and land-use dominated by agriculture and forestry and iii) traditional social structure and lifestyle".

UNWTO
BEST TOURISM VILLAGES
BEST TOURISM VILLAGES
PILOT INITIATIVE

Rural tourism is distinguished from urban tourism in that it typically requires the use of natural resources.

E.G Wwoofing

- Ever heard of it? Take a few minutes to visit their website – What is it?

  We will discuss as a group after your research.

- https://wwoof.net

Formal designations and structures: e.g.'s of rural tourism areas in the UK

- National Parks x 15
- Areas of Outstanding Natural Beauty (AONBs) 38 on mainland Britain (Gower was the first in 1956)
- Sites of Special Scientific Interest
- SPAs and Ramsar Sites
- National and Local Nature Reserves
- Heritage Coasts and European Geoparks

Why is rural tourism important?

- Tourism is an important part of the rural economy.
- Rural tourism provides valuable commercial and employment opportunities for communities that are confronted with the growing challenge of offering viable livelihoods for their local populations.
- Without these opportunities, people may be forced to relocate to more populous areas, often resulting in separated families and economic leakage in the local community.

Positive and negative impacts of rural tourism

- Employment generation
- Benefits to wider economy through taxes
- Boosts local businesses
- Local community can use newly developed infrastructure and services
- Cultural exchange
- Revitalisation of traditions, customs and crafts
- Environmental protection and conservation

- Pressure on public services
- Increased price of land and real estate
- Congestion and overcrowding
- Inappropriate or too much development
- Loss of cultural authenticity
-

Rural Hotel Examples

- https://www.hotelsonjaumell.com/en/blog/rural-hotel/
- https://discovery.cathaypacific.com/4-hotels-rural-village-experience/
- France – Rural gites
- Italy - Agritourismo

Time for a break!

Coastal Tourism

Overview of coastal tourism

- The origins of tourism in coastal areas go back to **Roman times**, when the first villas were constructed in the Southern part of the Apennine peninsula. In the centuries that followed, especially from the mid-18th century onwards, coastal tourism was generally related to the therapeutic properties of sea and sun.

- Sun, sea and sand have continued to provide the main ingredients for coastal tourism until modern times, especially in the second half of the 20th century, which was marked by the development of **mass tourism.**

- Coastal tourism is based on a unique resource combination at the interface of land and sea offering amenities such as water, beaches, scenic beauty, rich terrestrial and marine biodiversity, diversified cultural and historic heritage, healthy food and good infrastructure.

- It includes a diversity of activities that take place in both coastal zone and coastal waters, which involve the development of tourism capacities (hotels, resorts, second homes, restaurants, etc.) and support infrastructure (ports, marinas, fishing and diving shops, and other facilities).

Coastal Tourism: ResponSEAble

Tenby

Urban Tourism

Urban Tourism

Urban tourism is a term describing **multiple tourist activities in which a city is main destination and place of interest**. This form of tourism is relatively old and very complex. ... Tourism within cities is strongly connected with their growth and technology development as well (roads, transportation, railway).

Issues – Overtourism and destination management

- The management of tourism flows in cities is a fundamental issue for the tourism sector.
- It is critical to understand residents' attitude towards tourism to ensure the development of successful sustainable tourism strategies.
- The report analyses the perception of residents towards tourism in eight European cities – Amsterdam, Barcelona, Berlin, Copenhagen, Lisbon, Munich, Salzburg and Tallinn – and proposes 11 strategies and 68 measures to help understand and manage visitor's growth in urban destinations.
- The implementation of the policy recommendations proposed in the report can advance inclusive and sustainable urban tourism that can contribute to the New Urban Agenda and the Sustainable Development Goals.
- https://www.unwto.org/urban-tourism

Other Urban tourism issues

- Transportation
- Facilities and infrastructure
- Socio-economic impacts

- Think Destination Management!

Winter Sports Tourism

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What’s to like about skiing?

- The escape from pressure of daily lives
- The exhilaration of the fresh air and beauty of the landscape
- The adrenalin rush of the speed and invigorating conditions
- The achievement of mastering something new
- A shared experience with friends and family
- Escape from technology
- No other holiday intertwined so much with the natural environment?

Skiing’s unique challenges

- Skiing & Traffic Management more focused – easier to control
- Fragile Mountain Environment and snow conditions more understood by visitors
- Skiing’s Reliance on Weather Conditions
- Skiers are ‘skilled consumers’ – how does this impact their needs and wants?
- Skiing infrastructure

Green Piste: Protecting the Skiing Environment

Resort issues:

- Energy and waste
- Development & Planning
- Architecture
- Transport and Traffic
- Social & Cultural impact

The balance – resort solutions

- Resort can set up transfer buses from airports and train stations
- Pedestrianisation
- Free bus services and electric vehicles
- Strict planning rules to ensure development is sustainable
- Sell only locally produced souvenirs or decorate with local art

Responsible tourism: destination management solutions

- Regardless of the impacts of ski tourism, it is vitally important for income generation/employment
- Out-migration in villages - Skiing enables young people to stay in the place they were brought up with new work opportunities
- Responsible tourism is all about minimising the negative impacts and maximising the benefits
- **So, think of a destination…!**

Cruise Tourism

The growth of cruising

- Cruise tourism has been the fastest growing segment of leisure tourism
- With its growth has come concern about the impact of cruise tourism on coastal and marine environments, local economies, and on the sociocultural nature of port communities
- Less polluting fuels are being used
- New ports have been established
- Existing ports have found ever-growing numbers of day-visitors
- New ships carry 6,000 passengers + crew
- Price - **Cruise Vacations Cost has become increasingly accessible to the masses!**

Managing cruise visitors

- Tourist behaviour is a concern for all destinations
- Because cruise tourism is in many ways **day** tourism, the impacts of large numbers of tourists can be concentrated in a few places in a short time period
- A study of tourist behaviour in Dominica (Christian 2001) concluded that **"cruise ship excursionists are less likely than stay over ecotourists to be sensitive to the environmental consequences of their actions"**
- High Visitor numbers; Clustering and Crowding, Litter, and Loss of ground vegetation, Soil Erosion and Damage to Trees in sites targeted by tours

MSC ORCHESTRA
The Guardian

Cruise sewage

- The enormous amounts of food and drink consumed on cruise ships
- Water from laundry, pool, medical facilities, photo labs, spas, and dry cleaning stations - has to go somewhere!
- 3 Nautical Miles from Shore
- Dumped untreated into the ocean to contaminate fish and other marine life
- This sewage contains pollutants which can be harmful to human health and aquatic life

So, what is the solution?

- Economic impacts/ Cultural impacts Environmental impacts
- Address cruise lines' long and ongoing history of exploitive business practices by implementing policies that maximize the retention of revenue within home ports and ports of calls.
- Ease the burden of cruise tourism by accounting for and eliminating its true and total costs in terms of environmental, cultural, and socio-economic impacts
- Adopt a policy of "**do no harm**" to retain and enhance cruise port communities' cultural identity, distinctive character, and quality of life

https://foe.org/blog/cruise-industry-restart-demands/

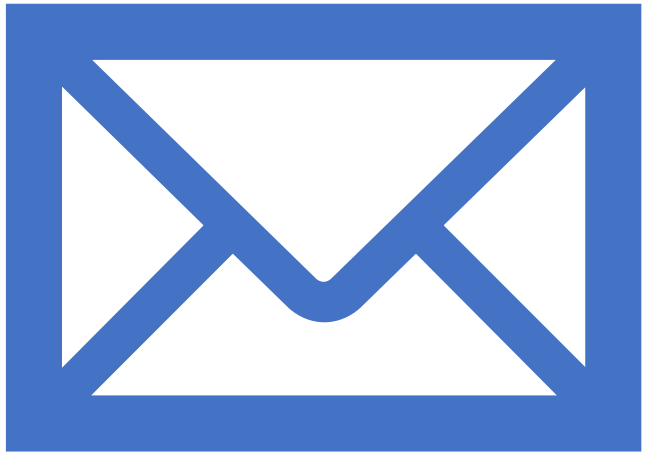
OUR
SUSTAINABILITY PROMISE

Group Activity: apply the 3 pillars of sustainability to cruise ships/holidays …

- Economic Impact
- Environment Impact
- Socio-Cultural Impact

Recap

I look forward to seeing you next week.



If you have any questions in the meantime, please send an email from your student account

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