

BMIH4011

Sustainability

Week 9

HOSPITALITY
AND
TOURISM
MANAGEMENT

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

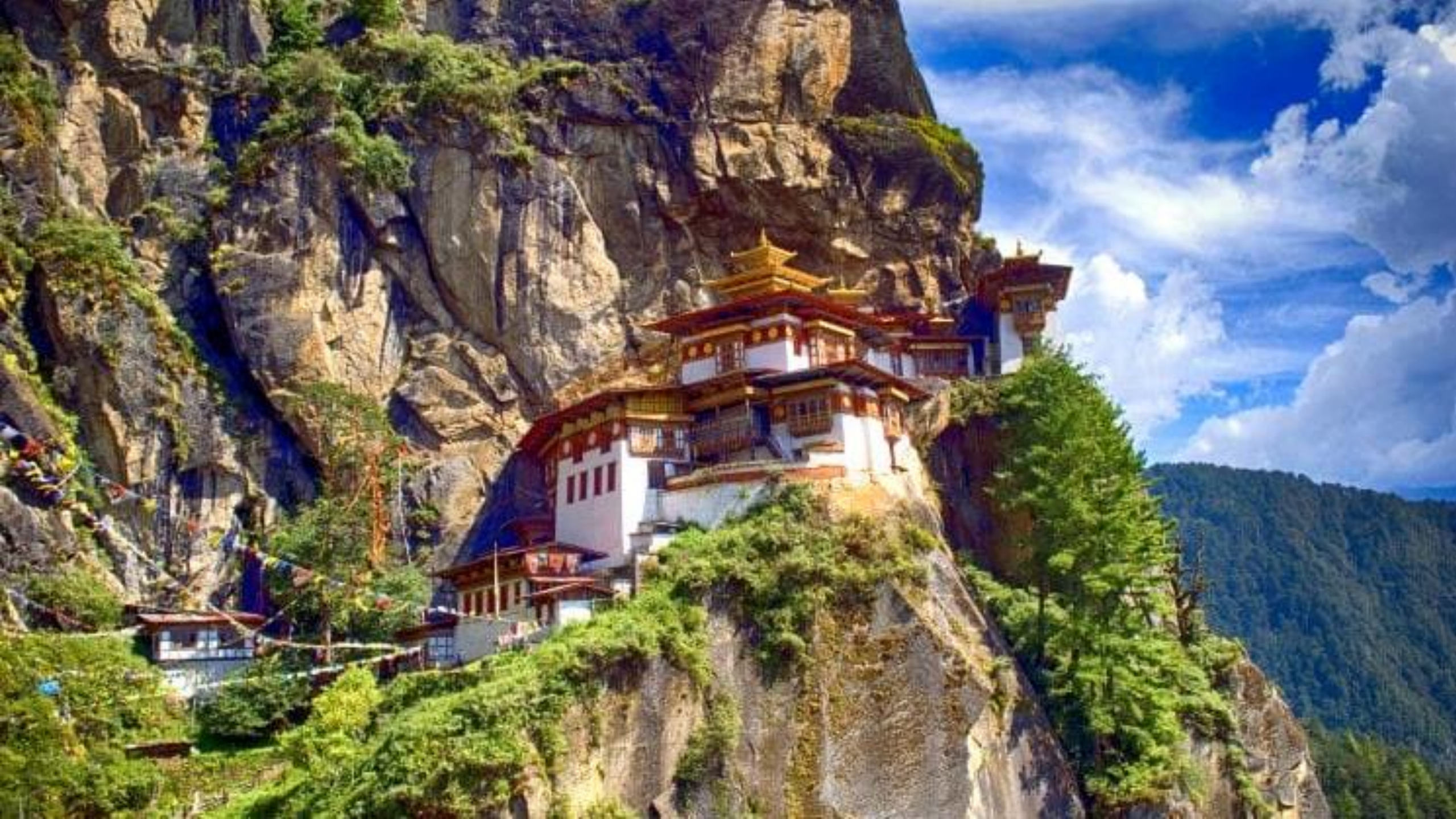


Prifysgol Cymru
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Sustainable community development: from what's wrong to what's strong | Cormac Russell

He works with local communities, NGOs and governments on asset-based community development and other strengths-based approaches, in four continents.





Bhutan, located in the East of the Himalayas, is known as one of the happiest countries in the world. The country remains relatively untouched which has ensured that the people's sustainable way of life has remained intact.

Bhutan's tourism operates on the principle of "high value, low impact". This has been achieved by enforcing strict entry requirements and a daily visitor tariff.

- The daily tariff includes the following:
- Accommodation,
- A licensed tour guide,
- Meals
- Hiking equipment.

A large portion of the tariff, however, is used to maintain and develop the country's infrastructure, as well as contribute towards Bhutan's free health care and education.

However, change is coming.



BHUTAN TOURISM PUSH



About Us - Epic Eco Travel

Tourism is booming in 2026 - just not where you think



(Image credit: Getty Images)

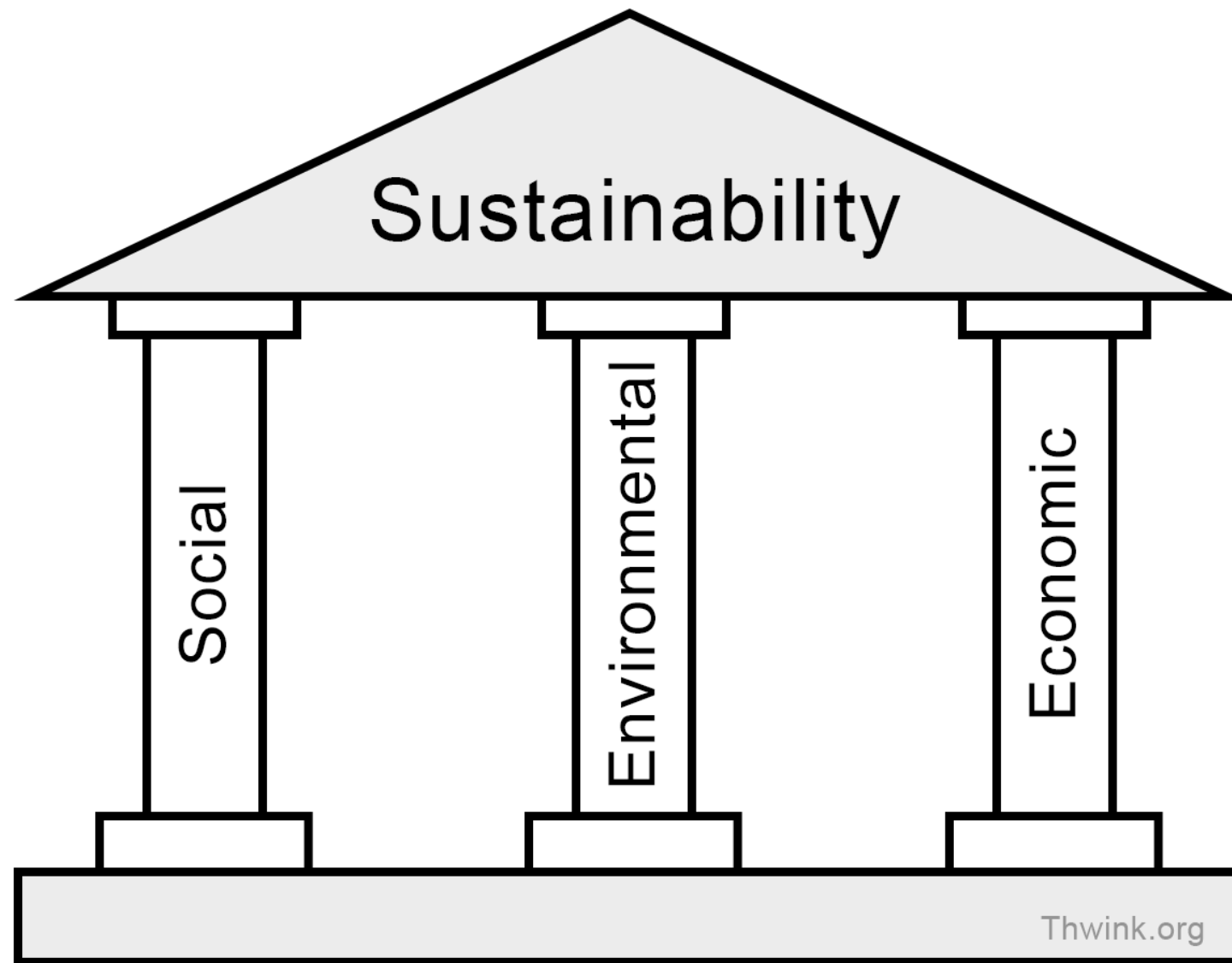
<https://www.bbc.co.uk/travel/article/20260212-where-tourism-is-growing-fastest-in-2026>





Solar powered resort in Fiji

- A five-star resort with sustainable luxury and cultural awareness at its core.
- The resort runs on 100% solar power, equipped with rainwater capture and its own onsite water-filtration site to eliminate the use of single-use plastic bottles.
- The resort aims to be as low-waste as possible, encouraging the principles of reuse whilst also practicing recycling and composting with a “worm-based septic system” and growing as much of its own herbs and vegetables as possible.
- All handywork and artwork at the hotel has been produced by local villagers and the hotel supports the Rise Beyond the Reef Charity which aims to bridge the divide between remote communities, government and the private sector in the South Pacific, sustainably creating a better world for women and children.





A community run backpacker in South Africa

[Mdumbi](#), a backpackers on the Wild Coast of South Africa, aims to promote “community involvement and sustainable eco-tourism”. The backpacker prides itself in being fused with the amaXhosa culture of the Eastern Cape, situated deep in the heart of a traditional village.

With a number of sustainability interventions onsite such as energy efficiency, solar power and waste management, Mdumbi has a unique ownership model, with the local employees, the amaxhosa community association, and TransCape (Mdumbi’s affiliated NPO) all holding shares in the business.

Mdumbi’s NPO, TransCape, aims “to provide access to the resources, support, and knowledge necessary for communities to initiate the process of change towards a better quality of life.” In 2017, the Backpacker was also awarded a silver prize by the World Responsible Tourism Awards for best in poverty reduction.



RESPONSIBLE TRAVEL

HOSPITALITY
AND
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Responsible Travel, a responsible tourism operator based in the UK, advocates for more responsible travel decisions through online content and organising sustainable and ethical holiday packages. One such package offers individuals the opportunity to volunteer at a conservation organisation in Belize.

Tourists are offered the opportunity to “join a team of local conservationists and experts as part of a volunteer group working 5 days a week in the rainforests of Belize.” Volunteers are strictly vetted and provided with a volunteer guide before departing, as well as caller support in order to ensure that the voluntourism is done ethically and respectfully to locals, animals and the environment. Some of their guidelines are illustrated in their infographic below.



**WE
LIKE:**



Investing
locally



Saving
energy
& water



Protecting
wildlife



Protecting
culture



**WE
DON'T
LIKE:**



Animal
cruelty



All
inclusive
resorts



Exploitation



Mass
tourism



The Swiss Foundation for Solidarity in Tourism (SST) is a non-profit foundation that grew out of one of the leading tour operators in Switzerland. The foundation, founded in 2001, supports projects and organisations in Switzerland and worldwide which look to improve the livelihoods of people in tourist destinations, contribute to sustainable tourism development and contribute to “intercultural understandings” between travellers and locals.

By providing grants to deserving projects, the foundation hopes to further develop sustainable tourism online and on the ground.

These are but a few of many varying examples of models for sustainable tourism development. As the world moves towards sustainability in every facet and every industry, there is no doubt that the tourism industry will need an unprecedented overhaul in order to move towards low-impact and meaningful travel experiences that do not detriment people or the world on which we rely.

Eco tourism – Costa Rica

It's world renowned!

- One of the earliest adopters of connecting nature and wildlife
- 26 National Parks
- 25% of the country is protected from future development
- Work with Step Program
- Pura Vida – They are one of the happiest countries in the world!
- 100 protected areas
- Tree frogs account for about a third of the frog population
- First country in the world to reverse deforestation and since 1990 has doubled the size of its forests
- By 2022 30% of Costa Rica's ocean will be protected



Protecting paradise

- From the 1940s to the 1970s Costa Rica had one of the highest rates of deforestation in the world, as land was cleared to allow planting of high-value export crops. Falling demand and increased competition amongst banana and coffee suppliers led to a radical rethink of this policy
- The government set up the National Park Service to take charge of conservation in 1970, and Costa Rica is now often viewed as a model of good environmental practice
- As well as protecting the environment, these parks also contain important watersheds for hydroelectric plants and sources of drinking water.



The power of nature

- Costa Rica know the power of nature. They understand it's importance and value it.
- This why they are one of the happiest countries in the world
- Their conservation efforts are second to none
- They offer, bird watching turtle watching, monkey watching, frog watching and whale watching . All conscious of the environment

Examples of Eco Tourism activities

- Travel to nature destinations (think flora, fauna, and natural resources)
- Learning about local cultural heritage
- Sustainable wilderness adventures
- Viewing or volunteering with wildlife
- Trips dedicated to activities that promote the planet's well-being, like beach cleanups
- Homestays that involve coexisting with a local family, integrating with their lifestyle, and helping to care their property/animals/etc.

Some conclusions....?

- The **sustainability of our natural environment** has become an important and urgent matter not only to governments but to many companies as well.
- As sustainability is about meeting the needs of the present without compromising the ability of future generations to meet their own needs, **long-term and holistic approach** is required for business to become more sustainable.
- The natural environment should not be perceived as something to be extracted and used as much as possible in order to maximise profit. Instead, it should be viewed as a major stakeholder.
- It involves the creation of a fair and just world in which humans, animals and the natural environment are all treated with respect.

Your turn!

- Find the most sustainable tourism destinations in the world.
- Make some notes as to why they are and report back to the class.



Task - What have we learnt so far?

- Into Groups
- What have you learnt so far?
- What can you suggest for hospitality and tourism for the future?
- PowerPoint presentation
- 1 hour
- Report back!

Recap



- [The Rise of Eco-Tourism in Costa Rica and its Effects \(unk.edu\)](#)
- [Ecotourism in Costa Rica: The Ultimate Eco Travel Guide \(greenglobaltravel.com\)](#)
- [Ecotourism Benefits, Activities, and Tips \(webmd.com\)](#)
- [Conservation International Costa Rica](#)
- [1,500 UK B Corps show that business can thrive and benefit all \(bcorporation.uk\)](#)