BMTP5023

Sustainable Global Tourism

Week 2

Get a laptop!

- Therefore, we ask you to purchase a laptop if you don't already own one, **by the end of Week 2**.
- Failure to do so within this time period will result in you being reported to the Level Lead in Week 3.
- The University offers bursaries that can provide a suitable device and/or contribute towards connectivity costs if you need some financial help with this.

-Digital Connectivity Bursary Application Form

-Undergraduate Bursaries

To report an incident use the Formal Student Complaint Form

Non-Academic Misconduct

Covers:

- Actions which cause actual or potential distress or harm to others;
- Actions which cause actual or potential damage to property of others;
- Actions which may prevent or disrupt the normal functioning of the University;
- Actions which may cause reputational damage to the University as a result of the misconduct of the alleged perpetrator;
- Actions which impede or interfere with the pursuance of work/ study of University members, or impact on normal operations of the University;
- Breaches of the University's Student Code of Conduct.

Harassment

Bullying

Victimisation

Hate Crimes

Sexual Misconduct

Antisocial Behaviour

Damage to Property

https://www.uwtsd.ac.uk/media/uwtsd-website/content-assets/documents/student-experience/UWTSD-Student-Code-of-conduct-2021.pdf

UWTSD STUDENT CODE OF CONDUCT

This document sets out the standards of conduct that are expected of students at UWTSD.
UWTSD expects its students to conduct themselves in a manner that does not bring the reputation of the University into disrepute. Where a student's conduct does not meet the expectations outlined in the Student Code of Conduct, the University **Non-Academic Misconduct Policy may be applied**. Examples of conduct that may breach this code of conduct can be found in the Non-Academic Misconduct Policy.

The University seeks to provide a safe and inclusive environment for all students, and therefore it takes breaches of this code of conduct seriously. If you are experiencing behaviour that contradicts this code of conduct, (e.g. harassment, sexual misconduct, bullying through social media), please report the allegations to the University as outlined in the Non-Academic Misconduct Policy. The University will look to provide support to you as appropriate through its procedures (this may include offers of mental health support and/or referral to external support).

Professionalism

- It is expected that you act in an honest way and that you will abide by the law.
- You should familiarise yourself with and adhere to approved University policies and regulations.
- Attend and engage with your programme of study and proactively seek support when needed as outlined in the **Student Charter.**
- Where applicable, adhere to relevant professional standards relating to personal and professional conduct. See also the University **Fitness to Practise Policy**.
- Where applicable, adhere to relevant professional, statutory, regulatory body expectations and requirements to protect present and future patients, service users or clients at all time. See also the University **Fitness to Practise Policy**.

Caring for each other

- You should recognise everyone is an equal member of the community whether teacher, student, administrator, cleaner or security worker. Everyone should be extended the same respect and support.
- It is expected that you should not be judgemental about others – not blame or stigmatise groups or individuals, for example, if they should become unwell with Covid-19 or are not able to follow all protective behaviours due to reasons of disability or medical exemption.
- You are expected to help your fellow students whether on campus, online or in halls, without posing a risk to yourself, especially if they are in difficulties or don't understand procedures. For example, you can offer help by directing your fellow student to the appropriate support service (e.g. **the Hwb** or **Student Services**).

Representing the University

- You are an ambassador for the University at all times. The University expects that you will act responsibly and respectfully both within the local community and when away from the local environment (for example, whilst on study abroad, field trips or placements, or when representing the University in sporting events).
- You should show good sportsmanship whilst representing the University in sporting events.
- When visiting off-campus locations for events, you should treat the facilities at the location you are visiting, as well as any transport that has been arranged to get you to your location, appropriately and with due consideration for others.
- You should behave in a manner which upholds the good reputation of the University, including whilst off-campus for sporting or social events associated with the University.

Respect for the University Environment

- You should treat University buildings, property and facilities with respect and refrain from conduct which may damage the University environment.
- You should ensure that any UWTSD equipment or facilities are used appropriately and with due consideration for others (e.g. shared computers or equipment, **IT Acceptable Use Policy**).
- You should show respect for the campus environment (for example by disposing of litter appropriately).
- You should make yourself aware of the health and safety arrangements at the University (for example, the **University Smoking Policy**).
- It is expected that you have your student ID card with while you are on campus and access University facilities.

Respect for Others

- It is expected that you act responsibly and courteously towards others.
- You should recognise the importance and value of equality and diversity in the University community by treating all members of the University with dignity and respect both in person and through alternative means (including but not limited to email, social media, instant messaging and texting) so that they do not feel as though they are being harassed or bullied.
- You should conduct yourself in a manner that does not harm or does not have the potential to harm others. This includes refraining from:
  - Abusive or unreasonable conduct e.g. acts of bullying or harassment; including harassment related to the protected characteristics
  - Physical misconduct e.g. punching, kicking, slapping, biting, pushing or shoving;
  - Sexual misconduct (see **Non-Academic Misconduct Policy**);
  - Threats of injury or violence upon others;
  - Activities which may constitute a hate crime;
  - Activities related to the incitement of, or participation in, acts of terrorism;
  - Activities that wilfully and deliberately spread misinformation;
  - Activities which foster blame narratives (i.e. apportioning blame without factual basis).
- Respecting the right of others to hold opinions that are different to your own. The University encourages respectful discourse and discussion. Where there are disagreements or debate, it is expected that students use appropriate language at all times including respecting protected characteristics.

Respect for the community

- It is expected that you consult and follow current government guidance and University advice, guidance and regulations relating to Covid-19 including the need to quarantine, self-isolate, social distancing requirements or reporting for contact tracing.
- It is expected that you will follow all health and safety practices required or recommended by health professionals such as frequent hand-washing and hand sanitisation.
- It is expected that you adhere to University policies relating to the wearing of face masks.
- It is expected that you behave responsibly within the wider community in which the University operates and follow any local guidelines.

HOSPITALITY
AND
TOURISM
MANAGEMENT

W 1 recap

- Defining sustainability
- Tourism Growth and Effects
- The Circular Economy
- Corporate Social Responsibility
- Destination Management
- Transport

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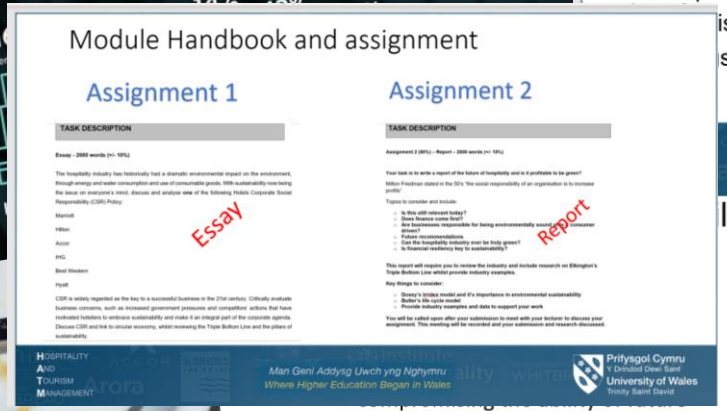
s **Green**….. and much more!

Get your phones



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generations to meet their own needs."

1987: Brundtand Report

- Pollution
  - Noise, land, air, water
- Heavy and over-use of natural resources
- Environmental degradation
- Wildlife disturbance
- Education/awareness raising
- Funding
- Volunteer tourism programmes

What is the **purpose of sustainability?**

Sustainability looks to protect our natural environment, human and ecological health, while driving innovation and not compromising our way of life.

(Young & Dhanda, 2013).

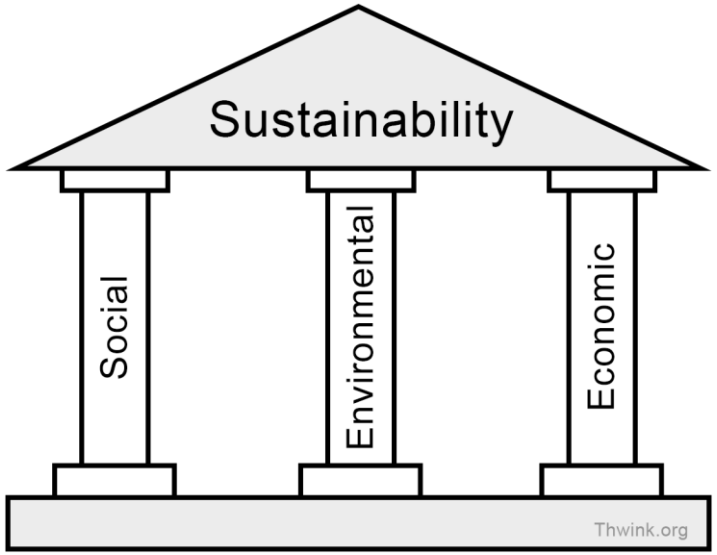
What are the 3 principles of sustainability?

The principles of sustainability are the foundations of what this concept represents.

Sustainability is made up of three pillars:

Economy, **society** and the **environment**.

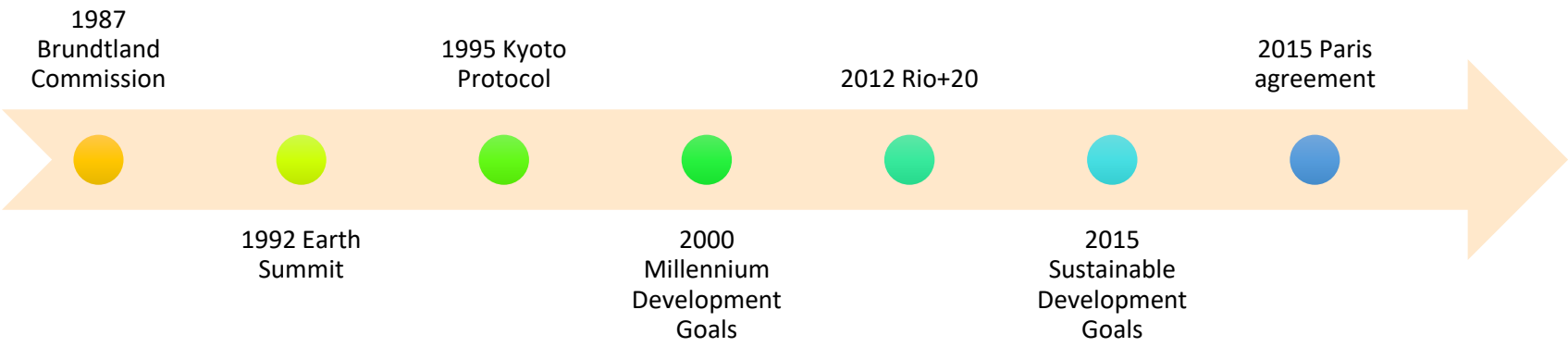
These principles are also informally used as ***profit***, ***people*** *and* ***planet.***



About Us - Epic Eco Travel

Sustainable development and global goals

- The Brundtland Commission Report (1987) called for three pillars of action: economic growth, environmental protection and social equality.



- The 2015 Paris Agreement set out 15 Strategic Development Goals (SDG's) with a target of 2030

1987	Brundtland Report – Our Common Future
1992	Rio Earth Summit; Agenda 21; UN Commission on Sustainable Development
1999	UN Global Code of Ethics for Tourism
2002	International Year of Ecotourism
2006	Maastricht Task Force on Tourism Sustainable Development
2015	UN Climate Change Conference, Paris – agreement on carbon emissions targets
2017	UN International Year of Sustainable Tourism for Development

Individual activity

- Search up the 2015 Paris Agreement – and find the Strategic Development Goals (SDG's).
- List them in the order that you feel is most relevant to sustainable tourism. Put your findings in the chat.

- The Paris Agreement | United Nations
- Home - United Nations Sustainable Development

1 NO POVERTY
2 ZERO HUNGER
3 GOOD HEALTH AND WELL-BEING
4 QUALITY EDUCATION
5 GENDER EQUALITY
6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY
8 DECENT WORK AND ECONOMIC GROWTH
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
10 REDUCED INEQUALITIES
11 SUSTAINABLE CITIES AND COMMUNITIES
THE GLOBAL GOALS
For Sustainable Development
12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION
14 LIFE BELOW WATER
15 LIFE ON LAND
16 PEACE AND JUSTICE STRONG INSTITUTIONS
17 PARTNERSHIPS FOR THE GOALS

BREAK
TIME!!!

Sustainable Tourism

Sustainable Tourism

Tourism will never be **completely** sustainable as every industry has impacts, but it **can** work towards **becoming** more sustainable.

GLASS
ALUMINUM

The Travel Foundation (www.thetravelfoundation.org.uk) argues the case for sustainable tourism and working in partnership for a sustainable future.

The Worldwide Fund for Nature (WWF) and Tourism Concern (1991) outline 10 principles for sustainable tourism

1. **Using resources sustainably**
2. **Reducing over-consumption and waste**
3. **Maintaining biodiversity**
4. **Integrating tourism into planning**
5. **Supporting local economies**
6. **Involving local communities**
7. **Consulting stakeholders and the public**
8. **Training staff**
9. **Marketing tourism responsibly**
10. **Undertaking research**

The Issue

As more regions and countries develop their tourism industry, it produces significant impacts on natural resources, consumption patterns, pollution and social systems.

The need for sustainable/responsible planning and management is imperative for the industry to survive as a whole.

OVER-TOURISM
IDEA FILE

Impact

TOURIST

Sustainable tourism is the responsibility of all stakeholders involved.

Sustainable tourism seeks to provide people with an exciting and educational holiday that is also of benefit to the people of the host country and does not damage the local environment or society.

Economic impacts of tourism

- Globally, travel and tourism's direct contribution to GDP was approximately 5.8 billion U.S. dollars in 2021
- In 2022, the Travel & Tourism sector contributed **7.6% to global GDP;** an **increase of 22%** from 2021 and only **23%** below 2019 levels.
- In 2022, there were **22 million new jobs**, representing a **7.9% increase** on 2021, and only 11.4% below 2019.
- Domestic visitor spending **increased by 20.4%** in 2022, only 14.1% below 2019.
- International visitor spending **rose by 81.9%** in 2022, but still 40.4% behind 2019 numbers.
- Global tourism industry - statistics & facts | Statista
- Travel & Tourism Economic Impact | World Travel & Tourism Council (WTTC)

Economy

In short, tourism is an example of an economic policy pursued by governments because:

- it brings in foreign exchange
- it generates employment
- it creates economic activity

Building and developing a tourism industry, however, involves a lot of initial and ongoing expenditure. The airport may need expanding. The beaches need to be regularly cleaned. New roads may need to be built. All of this takes money, which is usually a financial outlay required by the Government

Positive economic impacts

- Foreign Exchange earnings
- Contribution to government revenues
- Employment generation
- Contribution to local economies
- Development of the Private Sector

Negative economic impacts

- Leakage
- Infrastructure cost
- Increase in prices
- Economic dependence of the local community on tourism
- Foreign Ownership and Management

Environmental impacts - Borocay

Bali, Indonesia

- Tourism has brought huge benefits, but there is also a limit to what can be sustained

BREAK
TIME!!!

Social impacts of tourism

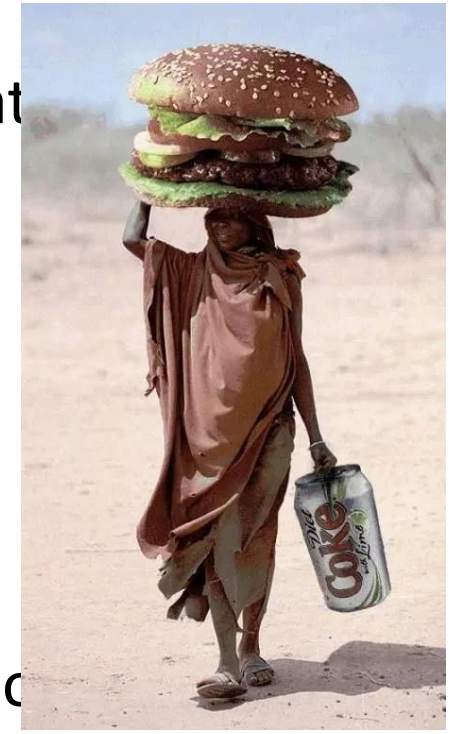
The effects on host communities of direct and indirect relations with tourists, and of interaction with the tourism industry.

Positive social impacts

- Preserving Local Culture
- Strengthening Communities
- Provision of Social Services
- Commercialisation of Culture and Art
- Revitalisation of Culture and Art
- Preservation of Heritage

Negative social impacts

- Social Change
- Globalisation and the Destruction of Preservat and Heritage
- Loss of Authenticity
- Standardisation and Commercialisation
- Culture clashes
- Tourist-host relationships
- Increase in crime, gambling and moral behavio



Positive environmental impacts

- Raised Awareness
- NEED for the environment

Negative environmental impacts

- Depletion of natural resources (water resources, land degradation, local resources)
- Physical impacts of tourism development
- Physical impacts from tourist activities
- Pollution

WWF Footprint Calculator

https://footprint.wwf.org.uk/#/

The Solution

Although not everything depends on tourism, tourism depends on almost everything.

Sustainable tourism is about re-focusing and adapting.

Activity:

- Open the module handbook and assignment 1 brief.
- Create a mind map using word/paper/PowerPoint that will be submitted as part of your assignment.
- This is an opportunity for you to start outlining your assignment
- Choose a hotel and research their CSR activities and outline on your mind map.

Ready for next week as part of your independent study time:

- What Is Doxey's Irritation Index And How Does It Work? - Tourism Teacher

- Butler's Tourism Area Life Cycle Model: A Simple Explanation - Tourism Teacher

Recap

SEE YOU NEXT WEEK

I look forward to seeing you next week.

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

k.roberts@uwtsd.ac.uk