

BMIH5006

Sustainable Hospitality and Tourism Management

Week 6

HOSPITALITY
AND
TOURISM
MANAGEMENT

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



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Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Before we start

As there are quite a few of us here, please ensure that your microphone is muted during all teaching until you are asked a question or there is a group discussion to prevent background noise.

You should attend every class and have a private space to work so that you can concentrate fully on the lesson.

You should not be at work, shopping, driving or caring for children.

Your camera must be always on during lectures please. -Use the Teams university background to protect your privacy.

YOU must join via a laptop or PC/MAC –No attendance permitted on phones or tablets

You will be removed from the session and logged as absent if you fail to adhere to these criteria.

This and all sessions will be recorded so that you can watch it again

Why is this important?

This is a Full Time University course and as such the University definitions of engagement and decorum apply as they would in a physical classroom.

-Your Cameras must remain 'On' for the duration of the session in order to ensure equal engagement and for your lecturers to observe your full attendance of the session which is a condition for student loans/maintenance to be authorised.

-You should be using a **desktop or laptop device** with a camera, speakers and a microphone so that you will be able to engage in the session on equal footing with your classmates.

-You will be asked to share your screen and "present" your work, access documents, engage in writing activities use websites and create presentations which are either difficult or impossible on a phone.

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

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

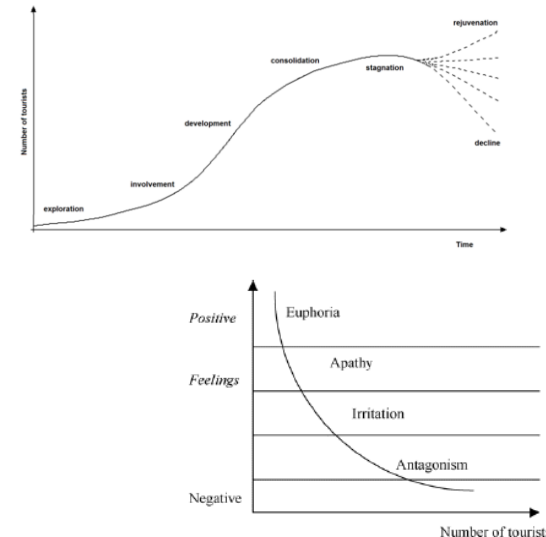
- It is expected that you act responsibly and courteously towards others.
- You should recognise the importance and value of equality and diversity in the University community by treating all members of the University with dignity and respect both in person and through alternative means (including but 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.

Recap

- Destination management...
- Response to poor development and new pressures
- Butler's Model
- Doxey's irridex
- 3 Principles
 - Strategic Leadership,
 - Effective Implementation
 - Efficient Governance.



Activity

- What is tourism?
- Post your answer in the chat



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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? eg 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](http://oecd.org) (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](http://coe.int) (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.

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".



**BEST
TOURISM**





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 web site – what is it?
- We will discuss as a group or you can post your thoughts in the chat.
- <https://wwoof.net>

Formal designations and structures: e.g.'s of rural tourism areas in the UK – *how many of these are near to you?*

- 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 - agriturismo



Time for a break!

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





Urban Tourism

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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).

UNWTO Recommendations on Urban Tourism



- UNWTO Urban Tourism Summits held since 2012,
- Lisbon Declaration on Sustainable Urban tourism, 2019.
- Research conducted by the UNWTO Secretariat in the field of urban tourism.

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?

Pop your ideas in the chat:

- 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
- Introduce Architecture Guidelines
- 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, vitally important for the 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

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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

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/>



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

...

- Economic Impact
- Environment Impact
- Socio-Cultural Impact

Directed Learning

- Watch this video and do a list of the key points you learned from the film.
- https://youtu.be/r_WaKKbeQ1I

Recap





SEE YOU NEXT WEEK

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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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