

BMIH5006

Sustainable Hospitality and Tourism Management



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

Trawsnewid Addysg; Trawsnewid Bywydau
Transforming Education; Transforming Lives



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

200
1822 - 2022

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

International Hotel Management

BMIH5006

Sustainable Hospitality
and Tourism Management

Ruth Taylor-Davies

ruth.taylor-davies@uwtsd.ac.uk

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

www.uwtsd.ac.uk



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

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

www.uwtsd.ac.uk



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.

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

www.uwtsd.ac.uk



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

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

www.uwtsd.ac.uk



Monday May 22nd INDUSTRY DAY!

*****Attendance is mandatory and will be monitored*****

What?

UWTSD Hospitality Conference

Where?

UWTSD SA1 Campus, IQ Building 9.30AM – 3.30PM
(Online 10AM – 2.30PM)

For those outside of Wales a link will be provided.
However, feel free to join us in person if you can.

- *Hear from Industry experts from all over the UK*
- *Network with Industry leaders*
- *Find out about recruitment opportunities from employers from all over the UK.*
- *Meet your lecturers*
- *Meet other students*



Recap

Resources

Sustainability

What does it mean?

“Sustainable development is the development that meets the needs of the present without compromising the ability of future generations” (WCED, 1987).



WCED : World Commission on Environment and Development – part of the UN and later called the Brundtland Commission

Definitions of Sustainable Tourism

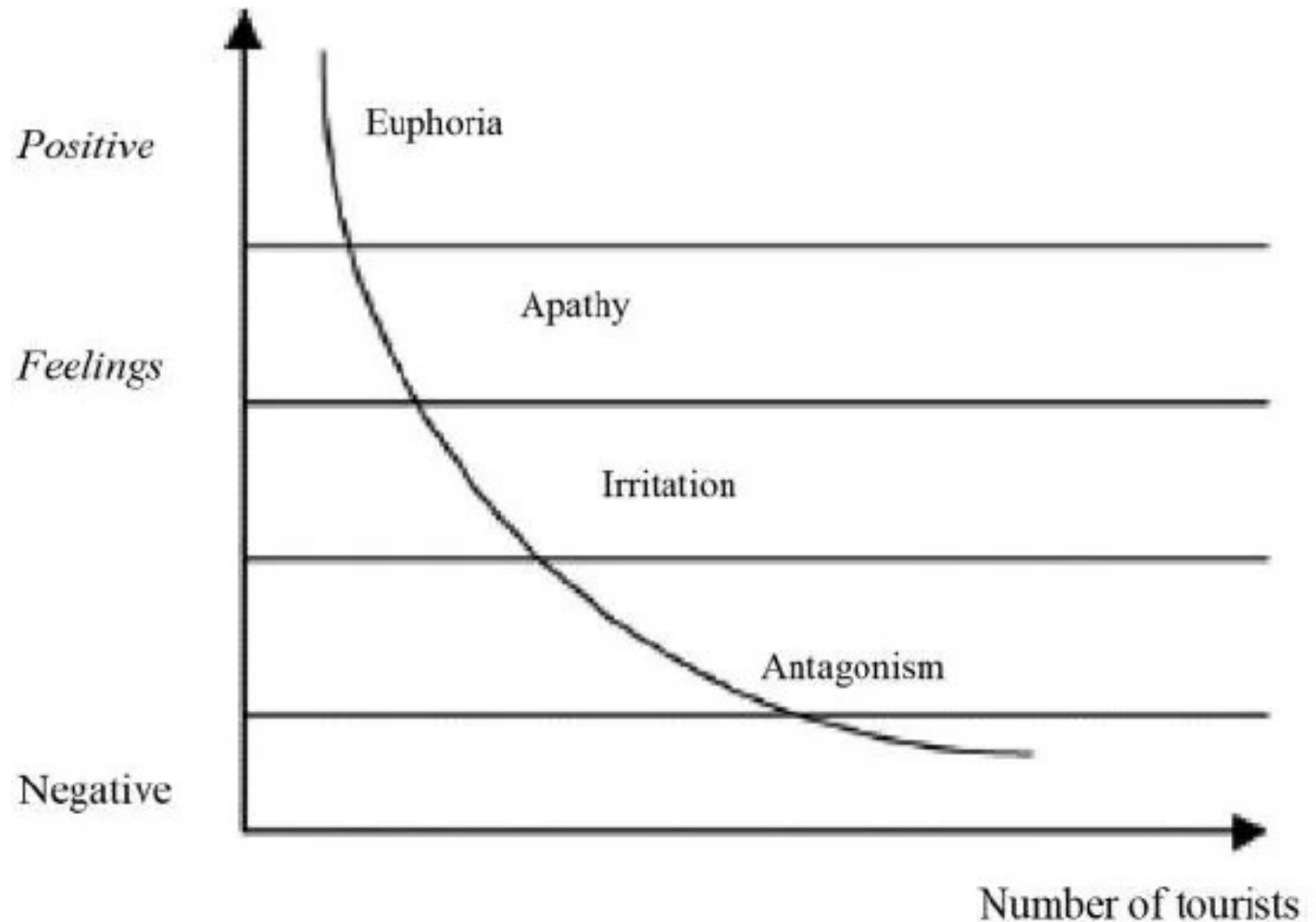
- ...“tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.”

Impacts

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

www.uwtsd.ac.uk

Doxey's Irritation Index (1975)





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?

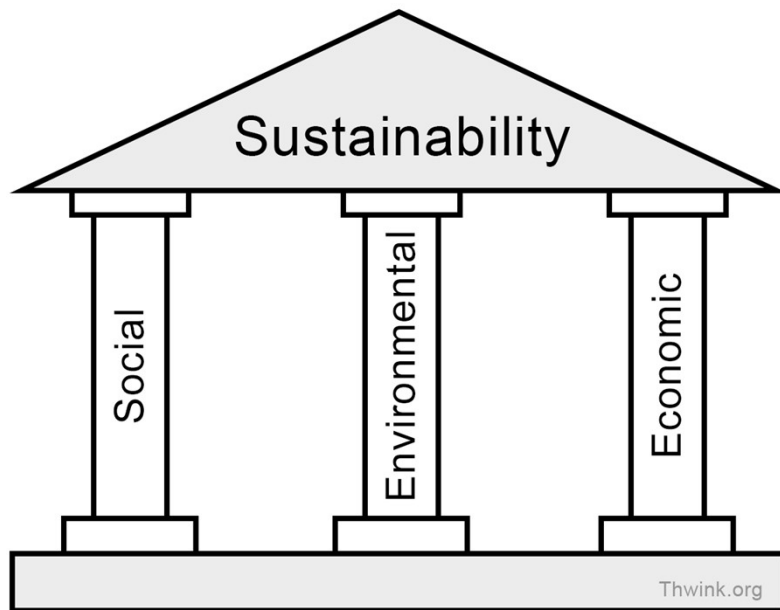
The principles of sustainability are the foundations of what this concept represents.

Sustainability is made up of three pillars:

Economy, society and the environment.

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

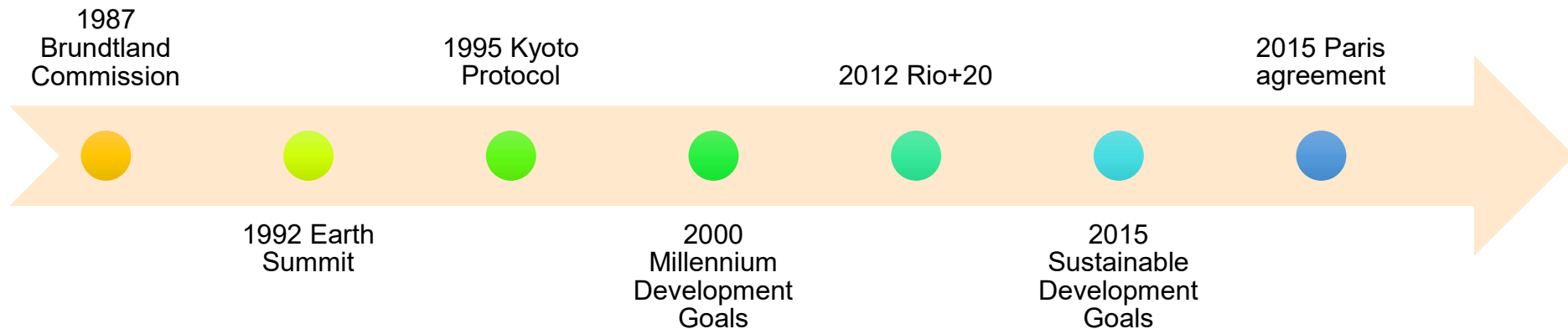




About Us - Epic Eco
Travel

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	Brundland 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



Group 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](#)





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

200
1822 - 2022

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

Sustainable Tourism



Sustainable Tourism

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



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**

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.

Activity

[About Us | UNWTO](#)

Visit the web site.

Prepare a PowerPoint slide highlighting:
Who are UNWTO and what are their priorities?



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

200
1822 - 2022

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

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.



Impact



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



Bali, Indonesia

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



Social impacts of tourism

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



Chat Activity

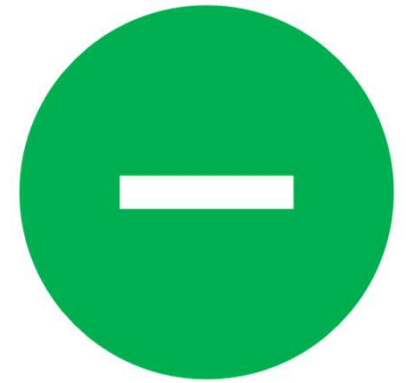
What do you think are the positive and negative impacts of tourism and hospitality

Positive social impacts

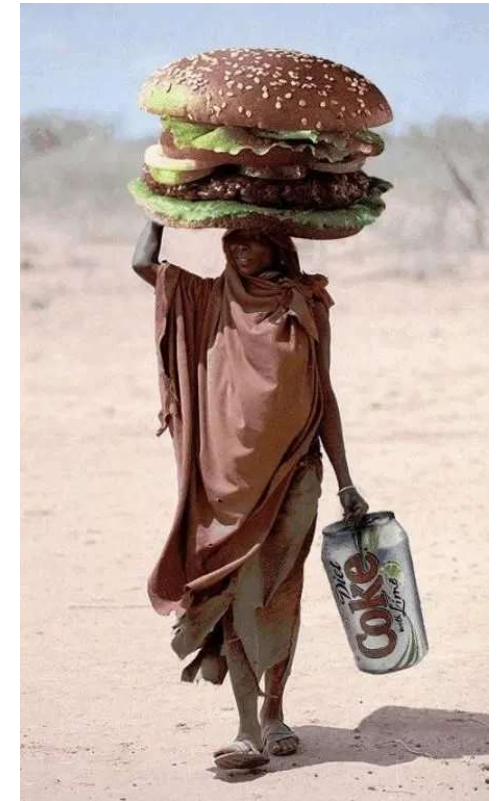


- Preserving Local Culture
- Strengthening Communities
- Provision of Social Services
- Commercialisation of Culture and Art
- Revitalisation of Culture and Art
- Preservation of Heritage

Negative social impacts



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



Positive environmental impacts

- Raised Awareness
- NEED for the environment

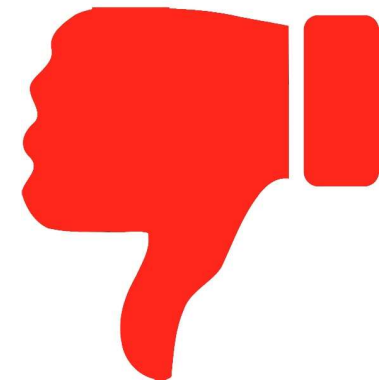


Negative environmental impacts

- 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/#/)

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



Environmental impacts - Borocay



The Solution

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

Sustainable tourism is about re-focusing and adapting.



Individual Activity

Using **Teams** or **Flipgrid**, research, create and record a 2 minute video highlighting the sustainable policies of a hotel group of your choice. Reflect upon the pillars of sustainability.

Sustainable Tourism: Conclusion

- Sustainable tourism is a form of tourism that takes a long term approach.
- It considers needs of the **future**, not only the **present**.
- Close ties with a number of other tourism forms such as **responsible** tourism, **alternative** tourism and **ecotourism**.
- In order to be sustainable the **three pillars** of sustainable tourism must be accounted for: **economic impacts**, **social impacts**, **environmental impacts**.

- Typically tourists who partake in sustainable tourism activities will have a desire to help and **support local communities and environments** whilst avoiding any negative impacts their visit might bring.
- Many tourists now are far more conscious than they used to be and in general, society is a lot more aware of the **impacts of their actions**.
- In many ways, this has fuelled the sustainable behaviours of a number of **stakeholders**, who seek to please their customers and to enhance their own business prospects.

Assignment 1:

To be submitted by **11.55 pm, 26th May**

Essay - 2000 words (+/- 10%)

A Vision of Change: Sustainability in the hotel industry.

- The hospitality industry has historically had a dramatic environmental impact on the environment, through energy and water consumption and use of consumable goods. With sustainability now being the issue on everyone's mind, **discuss how the hotel industry is responding and adapting, and why sustainability is a key focus.**

References and links

- Young, S. and Dhanda, K., 2013. Sustainability: Essentials for Business. 55 City Road, London: SAGE Publications, Inc.
- [About Us - Epic Eco Travel](#)
- [The Paris Agreement | United Nations](#)
- [Home - United Nations Sustainable Development](#)
- www.thetravelfoundation.org.uk
- [Global tourism industry - statistics & facts | Statista](#)
- [Travel & Tourism Economic Impact | World Travel & Tourism Council \(WTTC\)](#)

I look forward to seeing you
next week.

If you have any questions in
the meantime, please send
an email or a message via
Teams.

ruth.taylor-davies@uwtsd.ac.uk

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

www.uwtsd.ac.uk

