Sustainability

Week 2

Recap

- Handbook
- What is sustainability
- Waste – Food, Water and Energy
- The Impact
- Types of tourists

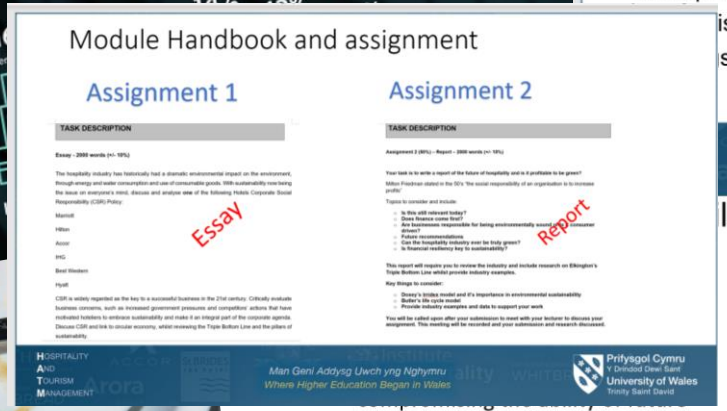
W 1 recap

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

ism

s **Green**….. and much more!

Get your phones



lity

generations to meet their own needs."

1987: Brundtand Report

Topics to cover today

- The Purpose of Sustainability
- Sustainable Tourism
- The impact

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?

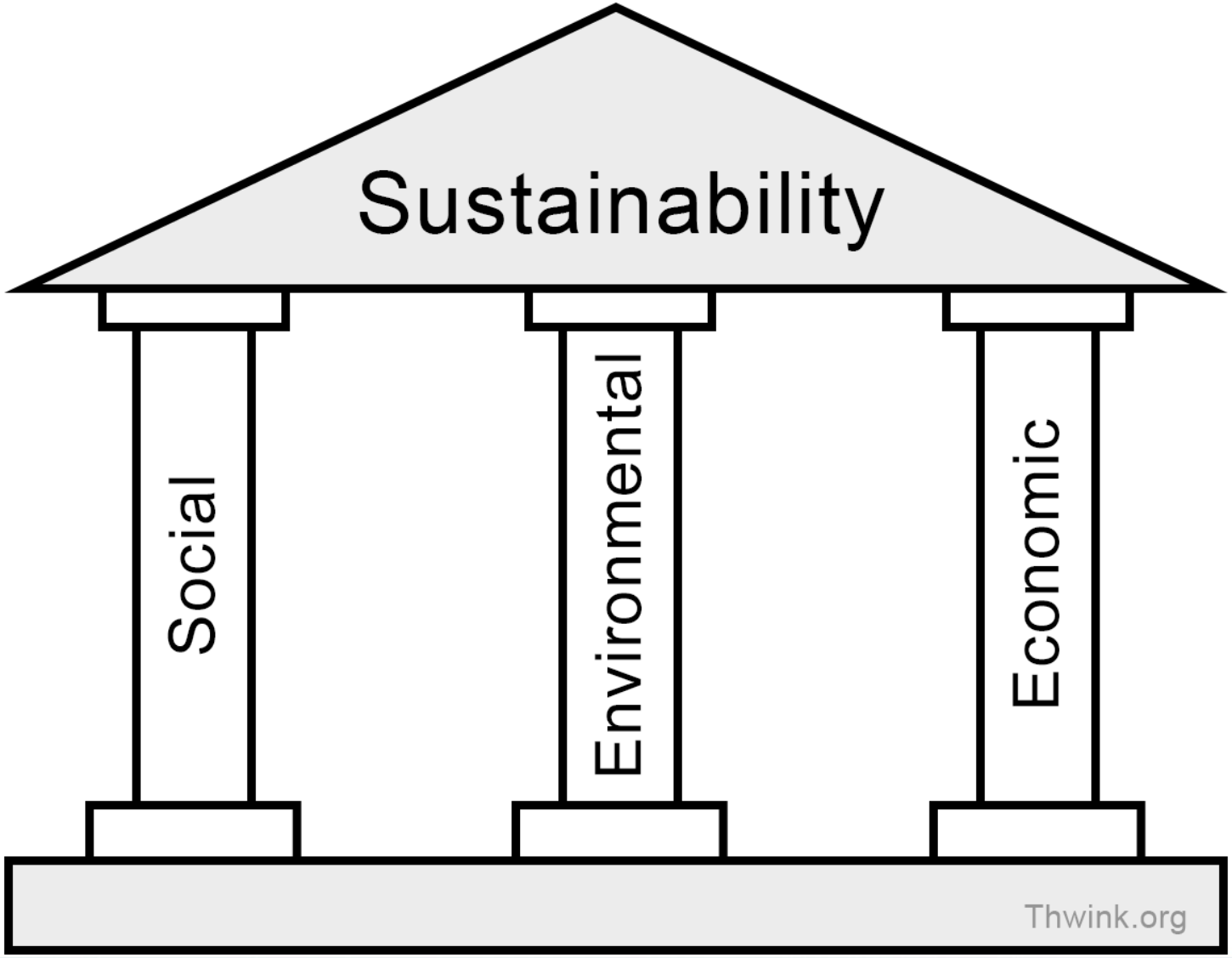
The principles of sustainability are the foundations of what this concept represents.

Sustainability is made up of three pillars:

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

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

- Sustainability is often represented as resting on the three founding pillars of
  - Social
  - Environmental
  - Economic



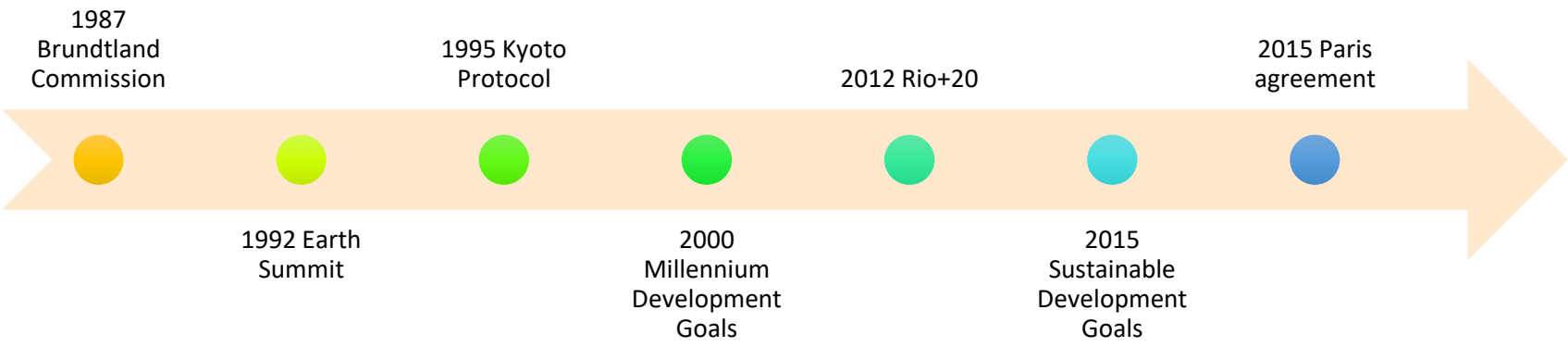
About Us - Epic Eco Travel

The concept of sustainability

- Sustainability, when stripped right back, is about relationships. Relationships to people (social sustainability), planet (environmental sustainability) and profit (economic sustainability).
- It's relationships with employees, customers, suppliers, local producers, the community who share the same space and resources.
- Government local communities who set the rules for what you can and can't do. Leadership to set the best example, as well as those who may seem different for their gender, age, education, religion, race, and ability.
- The environment in which you live. The landscape, both biotic (living) and abiotic (non-living)
- Shareholders, dependents, supply chain, and employees

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

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

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 economies
12. Responsible consumption and production
13. Climate action
14. Life below water
15. Life on land
16. Peace, justice and strong institutions
17. Partnership for the goals

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.

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

Using	Using resources sustainably
Reducing	Reducing over-consumption and waste
Maintaining	Maintaining biodiversity
Integrating	Integrating tourism into planning
Supporting	Supporting local economies
Involving	Involving local communities
Consulting	Consulting stakeholders and the public
Training	Training staff
Marketing	Marketing tourism responsibly
Undertaking	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.

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

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

- 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.

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 Heri
- Loss of Authenticity
- Standardisation and Commercialisation
- Culture clashes
- Tourist-host relationships
- Increase in crime, gambling and moral behaviour

Positive environmental impactscts

- 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/#/

Environmental impacts - Borocay

The Solution

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

Sustainable tourism is about re-focusing and adapting.

- Sustainable tourism is a form of tourism that takes a long term approach.

- It considers needs of the **future**, not only the **present**.

- In order to be sustainable the **three pillars** of sustainable tourism must be accounted for: **economic impacts, social impacts, environmental impacts**

Activity

About Us | UNWTO

Visit the web site.

Prepare a PowerPoint slide highlighting:

Who are UNWTO and what are their priorities?

Recap

Tasks for next week

Write 500 words introducing sustainability.

Talk about the core aspects and how it fits into the hospitality and tourism industry

I look forward to seeing you next week.

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

d.payne@uwtsd.ac.uk