

The Oresund Region

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Copenhill website. (2023).

This essay will include the following topics on sustainability and will be critically evaluated throughout. The following topics are the sustainable approach/principles that the region has, the impacts of tourism, the demand and supply issues, future sustainable development, environmental regulations, market mechanisms, and codes of conduct. Also, looking at what the region is doing for greener businesses, sustainable transport, and sustainable hospitality, and how this will have an effect on tourism.

What is sustainability as a whole? As the Oxford Dictionary (2023) says sustainability is “the ability to maintain at a certain rate or level “which means to help things grow in the correct environment, everyone must help towards climate change. There are four main pillars of sustainability which are social, economic, environmental, and cultural.

As Butler. R, S. (2007) says that there are two impacts on tourism being developed if the location can not be preserved as well as the local people would like it to be. Another form of problematic development in the tourism sector is harmful to the location area. Tourism is not sustainable in a destination unless the tourist is visiting to help with the growth of sustainability in that area.

On the other hand, responsible tourism can be achieved by respecting the local people when visiting. The three main principles of guidance to responsible tourism are environmental, social, and economical. This is the only way destinations will become sustainable. Travelers need to consider when traveling to these destinations to be respectful of the culture and minimize pollution when possible. (Journal of Vocational Marketing. 2003)

The Tourism region

The tourism region of choice is the Oresund Region is a cross border with Denmark and Sweden. Denmark is one of the most sustainable countries in the world according to the State of Green website. (2022). Sustainability in Denmark and Sweden is important to the people that live in the region. The sustainable approach of the Denes people is to ensure renewable energy, water management, water recycling, and green transport as stated on the Denmark website. (2022). An example of greener transportation is introducing the cycling culture. In the Oresund region, is a city called Copenhagen which wants to become the “world's first carbon-neutral capital in the next three years' as the Denmark website. (2022) states. They will achieve this by completing the 17 sustainable development goals and Sweden will also. As the United nations. (2023). shows Denmark is doing its best to achieve its goals in the next couple of years. The

local people are using these 17 goals in their day-to-day life, making a change to the climate. Now on to speak about the developments and what tourism sector is growing.

In the Oresund region, 30 million people travel to Copenhagen each year. This is a wild scale of visitors to a city without the population of the city as Oresunds Metro. (2021). Said in the journal. When travelers visit this region they often do not realize that everything they do, as tourists, can affect the greater good of the environment. Humans are the worst for affecting the environment, due to people being given things without realising how they have them and how grateful they should be. The seventeen goals of sustainable development are important for people to understand how others live and to support the world we live in. OECD tourism trends and policies (2018) states, In 2015 the economy of this region, total employment is 118,000 full-time jobs run by the tourism industry. Also in 2015, the total revenue for rural tourism was 46%, which is nearly half the tourist that visits.

The tourism sector will grow and join them in future developments to tackle climate change. (Tourism for good. 2021.). The next topic is supply and demand.

The meaning of supply and demand is where the local shops are buying the products an example of this would be importing food and beverages from different countries, this would affect the local economy as there would be no cycle for them to join. This could potentially cause people to lose jobs and become bust. If the local shops are selling products from local people then the money would be generated into the local economy. Which could lead to potential new jobs and increased salaries. (Tourism impacts. 2014). In the Oresund region which is widely spread across parts of Denmark and Sweden. As Westlund. H and Bygvra. S. (2011) states there is a bridge called Oresund between Copenhagen and Malmo. therefore a lot of the supplies come from across the board but are in the same region, in the Scandinavian countries.

This is where market mechanisms come into place to ensure that the goods and service are at the correct standard, such as the price for a product being correct and not being over or under-charged as the Market Mechanism (2021) states.

The future of sustainable development is ensuring everyone on the planet wants to save the world for future generations. "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" - UNWTO. (2023). The world people see today will not be the same in a decade if the human being does not change, the day-to-day routine of wanting to have a big jeep with a two-liter, diesel engaging with monster truck wheels on it because it looks

cool. Times have to change. To save the world. Everyone should be thinking about a greener way to travel to work every day even if that still has to be a car make sure it's electric. (U.S Department of Energy. 2021). People, turn around and say that there "too expensive" and the lives of everyone else are priceless. A way we can make this world a better place is by using the strategy of Butler. R (2006) the 6 steps on the tourism lifecycle which many regions use. The 6 steps are expiration, involvement, development, consolidation, stagnation, and decline or rejection. This strategy would help the local business or the local areas to be developed in the best way as the stages could take years of improving.

The Oresund region is a part of Sweden and Denmark. Both of these countries have signed the Paris agreement. The Paris agreement is a legally binding international treaty on climate change. To ensure that the earth does not reach the 2 degrees celsius mark otherwise, there will be no return on global warming. It is a conference with countries all across the globe with different ideas that they will be considering investing in and what the other countries have to offer on reducing emissions in the atmosphere. (UNFCCC. 2023). Next, is a sustainable policy program.

The Oresund region has a sustainable policy program that is green and sustainable the local marketing image with a population of 3.8 million as the Climate ADAPT website (2011). The region brings 26% of Denmark and Sweden's GNP combined. Of the sustainable goals that the region has to offer, one big investment that is sustainable is the Oresund Bridge. (Urban Sustainability: A Global Perspective, Igor Vojnovic. 2013). This region aims to be the "powerhouse" which is clean-tech and innovative this will help the urban development of the countries. (Climate ADAPT website. 2011). Following this policy programs will be going on to talk about environmental regulation.

An example of environmental regulations in the Oresund region would be the rules and regulations across the border with the Oresund bridge/tunnel which connects Denmark and Sweden. This is an easy way to cross-border and integrates the countries as OECD Reginal Development Working papers. 2021 says the region "will stand out as the most attractive and climate-smart region in Europe." the area focuses on four themes which are knowledge and innovation, culture and events, a diverse labor market, and accessibility and mobility. (OECD Reginal Development Working papers. 2021).

Linking to the above, the next topic is self-regulation, which involves roles, standers, and regulations that have been enforced by governance. If the self-regulations are not followed, there would be a concern for the public welfare of the people living in the Oresund region. This is a way of governance is having control of what the communities can do. Such as the Oresund

bridge has meager safety rules and procedures which are carried out by the operational risk analysis team. The infrastructure managers have to follow a documented procedure to ensure the network is running smoothly. The team also has the technology standards, which were all agreed upon in 1991 by the government. (Global infrastructure hub. 2020). The code of conduct follows from this due to rules must not be obeyed, as something could happen.

The Oresund has the same code of conduct as both countries Denmark and Sweden. The code of conduct is a guideline that people must follow when governance is given strict rules and regulations as Croner (2022). Ethic codes to the nature of the region to preserve the land and to keep animals in their habitat. Keeping the relationship with nature in their habitat these could also be landmarks that are preserved for nature. (Scandinavian Nature and forest therapy Institute, 2023)

This region works with UNWTO to make sure that tourism growth does not affect sustainable growth such as having greener transport which is electric trains and cycling. This is due to ensure a better future not just for the region but for the habitats, landmarks and nature.

What is meant by the greening business? A greener business is the three P's which are planet, people, and profits. The greener businesses do this by following guidelines In the Green Business directory (2021), it states that the region is minimising waste and pollution, using renewable energy, doing more sustainable practices, and getting involved with the social responsibility of the region.

An example of this would be Copenhill.

Copenhill is within the Oresund region. Not only is it sustainable but it is also the most unique power plant to be had. The power plant creates energy by burning waste to heat 90,000 and give electricity to 80,000 homes across the Oresund region. The power plant has been built extra strong to allow a big layer of soil to be put down to be able to grow different kinds of trees. (IEA Bioenergy. 2021)

Even though the power plant offers heat and energy to residents, it also has a 450 meters ski slope and a hiking trail that can take people to the very top. This is an excellent example of sustainable hospitality. According to the Copenhill website, (2023), it states that "CopenHill represents a mountain of opportunities". This is because it attracts new as well as old tourists to visit the power plant. Visiting this area is allowing them to see what sustainable hospitality they are offering to make the Oresund region better.

With the evidence that has been gathered throughout this essay. Copenhill has had a big impact on how hospitality can be made sustainable and how other counties can relate to the investment, to make their cities or towns more sustainable and fun. Oresund bridge also has an impact on supply and demand rather than being shipped they are using the bridge to bring local supplies across the borders. This is how a green business can call itself green, due to the supply being locally sourced. All of the points are to stop climate change and save the earth before it is too late to do so. This region is helping tremendously to make a change to the environment and to become the world's first carbon-neutral.

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