

Welcome to Sustainable Hospitality & Tourism Management

I will begin the Lecture at 9:30am, so use this as an opportunity to grab a hot drink and to ask me any questions that you have got.

When I start the lecture, can you please have your mic muted as there is a number of us in the meeting so it could cause a disturbance.



BMIH5006

Sustainable Hospitality and Tourism Management

Week 8

HOSPITALITY
AND
TOURISM
MANAGEMENT

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



Prifysgol Cymru
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

Firstly



Activity :



You have 20 Minutes to complete

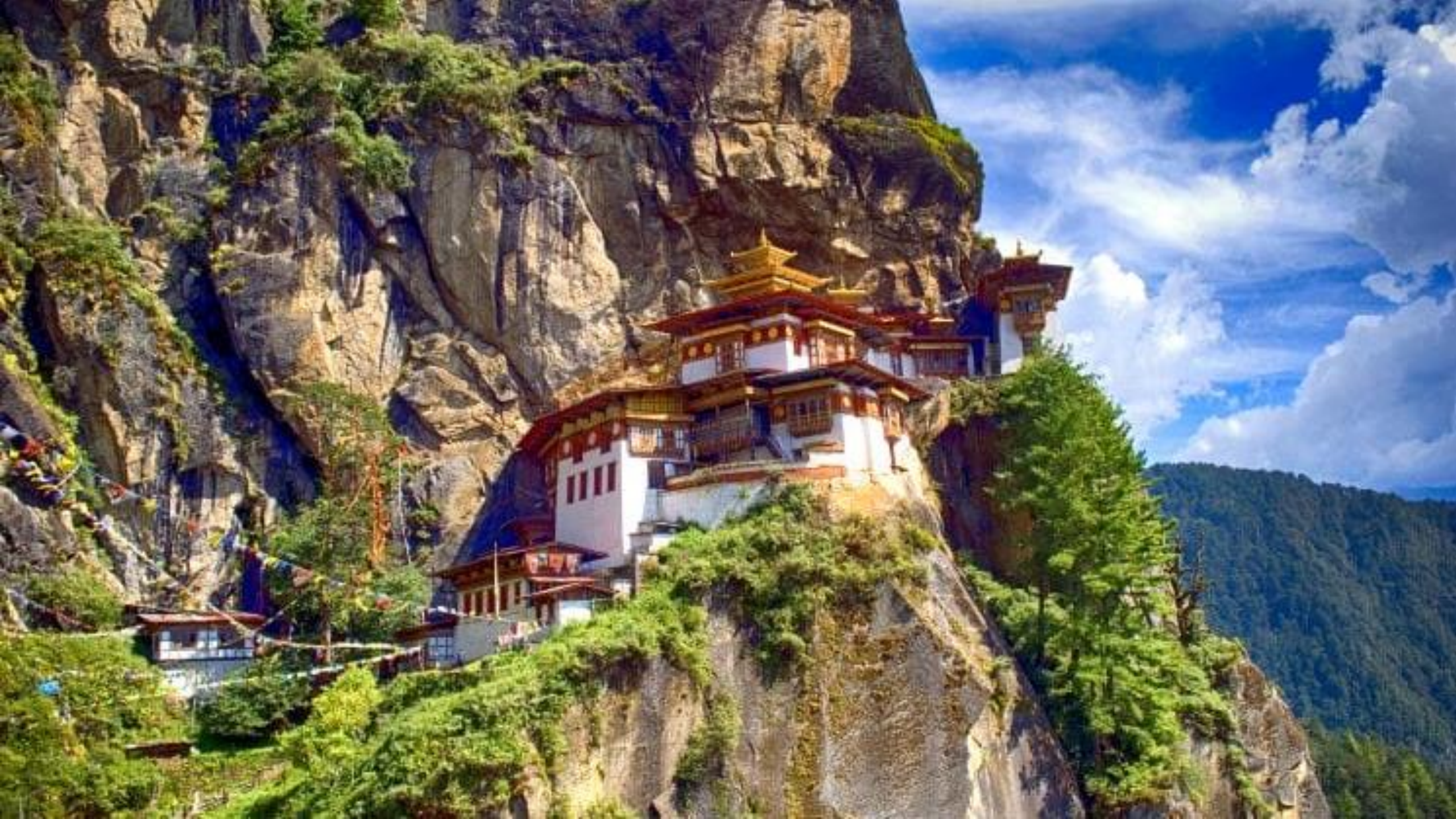
Scan the QR or click on this link :

1. Module Code – BMIH5006
2. Module Name – Sustainable Hospitality and Tourism Management
3. Institute – Institute of Management and Health
4. Campus- Swansea Business Campus

Sustainable community development: from what's wrong to what's strong | Cormac Russell

He works with local communities, NGOs and governments on asset-based community development and other strengths-based approaches, in four continents.











**WE
LIKE:**



Investing
locally



Saving
energy
& water



Protecting
wildlife



Protecting
culture



**WE
DON'T
LIKE:**



Animal
cruelty



All
inclusive
resorts



Exploitation



Mass
tourism



Eco tourism – Costa Rica

It's world renowned!

- One of the earliest adopters of connecting nature and wildlife
- 26 National Parks
- 25% of the country is protected from future development
- Work with Step Program
- Pura Vida – They are one of the happiest countries in the world!
- 100 protected areas
- Tree frogs account for about a third of the frog population
- First country in the world to reverse deforestation and since 1990 has doubled the size of its forests
- By 2022 30% of Costa Rica's ocean will be protected



The power of nature

- Costa Rica know the power of nature. They understand it's importance and value it.
- This why they are one of the happiest countries in the world
- Their conservation efforts are second to none
- They offer, bird watching turtle watching, monkey watching, frog watching and whale watching . All conscious of the environment

UNWTO ANNOUNCES LIST OF 'BEST TOURISM VILLAGES' 2021

The best examples of villages **embracing tourism to provide opportunity and drive sustainable development** have been celebrated at the World Tourism Organization (UNWTO) General Assembly in Madrid 2021.



<https://www.unwto.org/news/unwto-announces-list-of-best-tourism-villages-2021>

This initiative recognizes those villages committed to making tourism a **strong driver of their development and wellbeing**

What is Tourism Development?



Basic stages in tourism development planning

- https://tourismteacher.com/why-tourism-development-planning-is-important/?utm_content=cmp-true
- On a basic level, tourism development can be defined as creating **strategies and plans to increase/develop/encourage tourism** for a destination.
- The fundamental reason behind planning and implementing strategies to make money and to subsequently increase the GDP of a country/area.
- *'The aim of modern planning is to seek optimal solutions to perceived problems and that it is designed to increase and, hopefully maximise development benefits, which will produce predictable outcomes'*
- And Getz (1987) cited in Pearce (1989) defines tourism planning as;
- *"A process, based on research and evaluation, which seeks to optimise the potential contribution of tourism to human welfare and environmental quality"*
- [14 important environmental impacts of tourism + explanations + examples - Tourism Teacher](#)

Examples of Eco Tourism activities

- Travel to nature destinations (think flora, fauna, and natural resources)
 - Learning about local cultural heritage
 - Sustainable wilderness adventures
 - Viewing or volunteering with wildlife
 - Trips dedicated to activities that promote the planet's well-being, like beach cleanups
 - Homestays that involve coexisting with a local family, integrating with their lifestyle, and helping to care their property/animals/etc.

Some conclusions....?

- The **sustainability of our natural environment** has become an important and urgent matter not only to governments but to many companies as well.
- As sustainability is about meeting the needs of the present without compromising the ability of future generations to meet their own needs, **long-term and holistic approach** is required for business to become more sustainable.
- The natural environment should not be perceived as something to be extracted and used as much as possible in order to maximise profit. Instead, it should be viewed as a major stakeholder.
- It involves the creation of a fair and just world in which humans, animals and the natural environment are all treated with respect.



What have we learnt so far?

- 5 Groups
- What have you learnt so far?
- What can you suggest for hospitality and tourism for the future?
- PowerPoint presentation
- 1 hour
- Report back!

Recap





SEE YOU NEXT WEEK

HOSPITALITY
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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

k.roberts@uwtsd.ac.uk



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1822 - 2022

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www.uwtsd.ac.uk



- [The Rise of Eco-Tourism in Costa Rica and its Effects \(unk.edu\)](#)
- [Ecotourism in Costa Rica: The Ultimate Eco Travel Guide \(greenglobaltravel.com\)](#)
- [Ecotourism Benefits, Activities, and Tips \(webmd.com\)](#)
- [Conservation International Costa Rica](#)
- [1,500 UK B Corps show that business can thrive and benefit all \(bcorporation.uk\)](#)