###### CHAPTER ONE

**Concept of Sustainable Tourism**

* 1. **Sustainable Tourism and Sustainable Development**

The debate about the concept of sustainable tourism is a phenomenon of the 1990’s. To understand it, we must look at the wider concept of sustainable development in general. By sustainable, we generally mean development which meets our needs today without compromising the ability of people in the future to meet their needs.

We have only begun to use the term ‘sustainable’ during the last 20-30 years, but the ideas that are underlying it date back to the earliest examples of city planning.

* Some of the earliest attempts to achieve sustainable development were the towns and cities which were planned by the Romans – more than 2000 years ago.
* Likewise, many traditional agricultural systems were based on the principle of sustainability. Farming has always been carried out in ways which preserve rather than destroy the productive capacity of the land, so that it would still be able to support food production in the longer term. However, over time, technological inventions, population pressures and social and economic change have led to the growth of industry and urbanization and this has put pressure on farmers to maximize food production in the short term. This has proved to cause problems. Society and the natural environment were transformed and people started to realize that if the industrialization was not controlled, the process could destroy the physical environment and lead to a poor quality of life for the population.
* In the late 19th century, town planning had become very important. There was a strong desire to safeguard the environment and to provide social equity.
* The Second World War also stimulated all forms of long-term planning: a new world order had to be built as soon as the war was over. In Europe, plans were made to establish National Parks.
* From the 1960’s the question of sustainable development also became an important issue in developing countries. As the countries of Asia and Africa gained their independence, they wanted to close the wealth-gap between themselves and the developed countries. Some of them took a short term view and started to exploit their natural resources for short-term gain. Much research was done and many reports written on the subject of sustainable development. Many included warnings that the earth’s future was threatened because the world population was growing too fast and the earth’s resources were not sufficient to provide for all these people.

**We don’t inherit the earth from our forefathers, but borrow it from our children. (Murphy, 1995**

I.e. Sustainable development implies:

* long term thinking
* a need for intervention and planning
* embracing the environment, people and economic system

# 1.2. Historical Background of Sustainable Tourism

As it was discussed above, the concept of sustainable tourism is recent phenomena, as a result of technological advancements and improvement in communications, tourism has become one of the fastest growing industries today. Global tourism is expected to continue to expand because people are beginning to discover more and more destinations, and the travel industry is becoming more and more organized.

A critical attitude towards negative effects of tourism on the culture of others and environment has to lead to a creative endeavor to enter into dialogue, especially with those who are adversely affected by the process more than others. The complex nature of social change and the accompanying process of modernization, industrialization and economic development have thus to be the context in which tourism must be understood. These negative effects are the result of lack of proper attention paid to the conditions necessary for sustainable tourism.

Sustainability is an essentially contested subject. That is, a concept the use and application of which is inherently a matter of dispute. The reason for this is the degree to which the concept is used to refer to a ‘balance’ or ‘wise’ use in the way which natural resources are exploited.

One of the results of the sustainable development discussion is that, since the 1980’s, there has been a growing interest in the ethical standards of businesses. Companies are encouraged to take their responsibility towards the environment and the society. They are trying to make their activities more sustainable through:

* Pollution and waste reduction measures
* Initiatives to save energy
* The use of recyclable materials

We have only begun to use the term ‘sustainable’ during the last 20-30 years, but the ideas that are underlying it date back to the earliest examples of city planning.

In 1987 ‘Our common future, the report of the United Nation’s World Commission on environment- Although the concept has other precursors, this report brought sustainable development to prominence and defined it as “ *Development that meets the needs of the present without compromising the ability of future generation to meet their own needs”*. As a minimum, it was suggested that sustainable development would require the maintenance of ecological integrity and diversity, the meeting of basic human needs, keeping options open for future generation, reducing injustice and increasing self determination. Thus, it encompasses a long term perspective and notions of equity among individuals, between present and future.

***Sustainable Tourism***

It is understandable that the debate about sustainable tourism is for a large part influenced by the concept of sustainable development as discussed above.

**1960’s** – it was recognized that the growth of mass tourism will have impacts on destinations

**1970’s –** it was recognized that groups of tourists have to be managed carefully in mass tourism destinations, in order to prevent negative impacts from happening.

**1980’s** – as a result of the environmental discussion going on in many economic sectors, the concept of ‘green tourism’ – tourism that takes the environment into consideration - was born.

**1990** – The concept of sustainable tourism was born.

**At present**- most profound challenges in the 21st century

Sustainable development in the context of tourism might be defined as that which is developed and maintained in the form of such that it is viable over an indefinite period and does not degrade or alter the physical and human environment to an extent that it prohibits the successful development and well being of other activities and processes.

**The Early Origins of Sustainable Tourism**

Clearly, the debate over sustainable tourism is influenced by the general concept of sustainable development discussed above.

Growth of the concept of sustainable tourism

Growth in the concept of visitor management

The birth of the concept of green tourism

Recognition of the potential impacts of the boom in mass tourism

1960 1980 1990

1970

***Figure. The chronological development of the concept of sustainable tourism***

**The Rationale for Sustainable Tourism**

At the ‘Globe 90 Conference’ in Vancouver, a list of benefits of sustainable tourism was compiled as follows:

* Sustainable tourism encourages an understanding of the impacts of tourism on the natural, cultural and human environments.
* Sustainable tourism ensures a fair distribution of costs and benefits.
* Tourism generates local employment, both directly in the tourism sector, and in various support and resources management sectors.
* Tourism stimulates profitable domestic industries-hotels and other lodging facilities, restaurants and other food services, transportation systems, handicrafts and guide services.
* Tourism generates foreign exchange for the country, and injects capital and new money in the local economy.
* Tourism diversifies the local economy, particularly in the rural areas where agricultural employment is sporadic or insufficient.
* Sustainable tourism seeks decision making among all the segments of the society, including local populations, so that tourism and other resource users can coexist. Tourism stimulates improvements to local transportation, communications and other basic community infrastructure.
* Tourism creates recreational facilities which can be used by local communities as well as domestic and international visitors. It also encourages and helps pay for preservation of archaeological sites, and historic buildings and districts.
* Nature tourism encourages productive use of lands which are marginal for agriculture, enabling large tracts to remain covered in natural vegetation.
* Cultural tourism enhances local community esteem and provides the opportunity for greater understanding and communication among peoples of diverse backgrounds.

### The Nature and Scope of Sustainable Tourism

There is no single widely accepted definition of sustainable tourism. It is ill defined concept. But,let us take the following definitions as guidelines. i.e;

Form of tourism, which meets the needs of tourist, the tourism industry and host communities today **without compromising** the ability of future generation to meet their own needs.It is usually thought vital that any definition of sustainable tourism emphasize the environmental, social and economic elements of the tourism system.

Tourism which is **economically viable** but does not destroy the resources on which the future of tourism will depend, notably the physical environment and the social fabric of the host community is sustainable tourism.

Soft Tourism

Responsible Tourism

Environmentally friendly Tourism

Eco Tourism

Sustainable Tourism

Nature Tourism

Farm Tourism

Green Tourism

New Tourism

Volunteering tourism

Agro Tourism

***Fig;****The relationship between sustainable tourism and other terms*

***The Principles of Sustainable Tourism Management***

If we can’t define sustainable tourism easily, it is perhaps possible to propose a set of principles that underpin any approach to sustainable tourism management.

Principles behind sustainable tourism management includes;

* The approach sees policy, planning and management as appropriate and, indeed essential responses to the problems of natural and human resource misuse in tourism.
* The approach is generally not anti-growth, but it emphasizes that there are limitations to growth and that tourism must be managed within these limits.
* Long-term rather than short-term thinking is necessary.
* The concerns of sustainable tourism management are not just environmental, but are also economic, social, cultural, political and managerial.
* The approach emphasizes the importance of satisfying human needs and aspirations, which entails a prominent concern for equity and fairness.
* All stakeholders need to be consulted and empowered in tourism decision making, and they also need to be informed about sustainable development issues.
* While sustainable should be a goal for all policies and actions, putting the ideas of sustainable tourism in to practice means recognizing that in reality there are often limits to what will be achieved in the short and medium term.
* There are frequently conflicts of interest over the use of resources, which means that in practice trade-offs and compromises may be necessary.
* The balancing of costs and benefits in decisions on different courses of action must extend to considering how much different individuals and groups will gain or lose.

While such principles are very useful, it is important to recognize that they are concerned largely with **processes** rather than **outcomes.** They say relatively little about what sustainable tourism might actually look like ‘on the ground’, in reality, in particular locations.

***1.3.2.Sustainable versus non-sustainable development***

|  |  |
| --- | --- |
| *General concept* | |
| *Sustainable* | *Non- sustainable* |
| *Slow Development*  *Controlled development*  *Appropriate scale*  *Long Term*  *Qualitative*  *Local control* | *Rapid Development*  *Uncontrolled development*  *In appropriate scale*  *Short Term*  *Quantitative*  *Remote control* |
| *Development Strategies* | |
| *Plan, then develop*  *Concept-led- scheme*  *All type of landscapes concerned*  *Pressure and benefits diffused*  *Local developers*  *Locals employed*  *Vernacular architecture* | *Develop without planning*  *Project-led scheme*  *Concentrating on ‘honey pots’*  *Increase capacity*  *Outside developers*  *Imported labor*  *Non- Vernacular architecture* |
| *Tourist Behavior* | |
| *High value*  *Some mental preparation*  *Learning local language*  *Tactful and sensitive*  *Quiet*  *Repeat visit* | *Low value*  *Little or no mental preparation*  *No learning of local language*  *Intensive and insensitive*  *Loud*  *Unlikely to return* |

##### The scope of sustainable tourism

The term sustainable tourism development suggests that the natural wealth can be used as a resource for economic development together with conservation of socio-cultural and natural resources. Sustainable tourism in general has the following goals.

* To improve quality of life of host community.
* To improve quality of environment.
* To give quality experience to tourists.
* To improve cultural integrity.

# 1.4.Dimensions of Sustainable Tourism

# *1.4.1 The Environmental Dimension*

Often, in the discussion about sustainability, people talk about the environment as being the natural, physical environment. But, as we will see in this chapter, there is far more to the environment than just the natural landscape.

The environment consists of:

1. Natural resources: water, climate, air
2. The natural environment: mountains, seas, rivers, lakes, beaches, natural woodland
3. The farmed environment: agricultural land, man-made forests, fish farms
4. Wildlife: mammals & reptiles, flora, birds, insects, fish & marine mammals
5. The built environment: individual buildings & structures, villages, cities, transport infrastructures (roads, airports), dams & reservoirs

Of course, there are strong links between these environments – for example: agricultural land and systems (farmed environment) often have a strong influence on how villages and cities (built environment) are built.

Also: All types of environment constantly change as time goes by.

The Farmed environment

BD14574_Agricultural landscapes

BD14574_Manmade forests

BD14574_Fish and farms

The Natural Environment

BD14574_ Mountainous areas

BD14574_ Seas

BD14574_ Rivers and Lake

BD14574_ Caves

BD14574_ Beaches

BD14574_ Natural woodland

Natural resources

BD14574_Water

* Climate
* Air

The Environment

Wild life

BD14574_ Land Based mammals

BD14574_ Flora

BD14574_Birds

BD14574_Insects

BD14574_Fish and Marine mammals

Built Environment

BD14574_ Individual building

BD14574_ Villages and towns

BD14574_ Transport infrastructure

BD14574_ Dams and reservoirs

***1. Natural resources***

Tourism makes use of a range of natural resources. Very often, these are even the main attractions for tourists. People go on holiday to enjoy: clean air, unspoilt nature, the water near beaches, lakes & health-spas.

Tourism can actually be the very reason for protecting such resources. But at the same time, tourism can pose a threat to the natural environment.

What kind of impact can tourism have on natural resources? Let us look at an example: a new resort complex is being built in an arid coastal region. The tourism development could:

* take away water from the local community to fill the swimming pool, to provide showers and irrigate the golf course
* pollute the sea with sewage and fuel from boats, going out to sea
* Destroy vegetation & disrupt wildlife on the land, where the resort is being built/which affect climate

**2. Natural environment**

The natural environment represents the core of the tourism product in many areas, for example: natural forests & jungle, like the Amazon rain forest, mountain regions, like the Rocky Mountains (U.S.A.) & the Alps (Europe).

Before we give an overview of the impacts of tourism on the natural environment, we should realize that not only tourism has impacts. Agriculture, forestry and mining have much more significant effect on the landscape.

**Potential impacts of tourism on the natural environment**

\* Impact on flora and fauna - Disruption of breeding habits

- Killing of animals through hunting

- Killing of animals in order to supply goods for the souvenir trade

- Trampling and damage of vegetation by feet & vehicles

-Change of vegetation because of building of tourist accommodation

\* Impact as result of pollution- Water pollution through sewage, spillage of oil/petrol

- Air pollution from vehicles

- Noise pollution from tourist transportation & activities

\* Impact as result of erosion - Risk of land slides

- Risk of avalanches (in winter sport-areas)

- Damage to geological features (e.g. caves)

\* Impact on natural resources- Using too much natural fuels to generate energy for tourism activities

- Using too many mineral resources for building materials

- Over exploitation of biological resources (e.g. over fishing)

\* Visual impact - Litter

- Sewage pipes

Looking at these examples, it seems as if tourism is a real enemy of the natural environment. But at the same time, tourism can be beneficial to the natural environment by providing a motivation for conservation. Tourism provides a financial incentive for public sector bodies to protect the natural environment.

**3. Farmed environment**

Some examples of the farmed environment are:

- Mono-cultural cash crops, such as wine-growing areas in France and large banana plantations on some Caribbean islands

- Traditional mixed farming: in one area several crops would be cultivated, alongside the raising of cattle

- Nomadic communities engaged in livestock-raising, such as the Masai people in Kenya

It is generally felt that tourism has a negative impact on the farmed environment, for example:

- Tourists can trample crops or (accidentally) light fires

- New tourism development uses up farmland and uses water that is required for agriculture

- Jobs offered in tourism might encourage young people to give up farming

However, here also, it is important to recognize that tourism can also be beneficial to the farmed environment. For example, tourism accommodation provided on farms, which is common in many countries, will provide farmers with an extra income.

**4. Wildlife**

There are many areas in the world where wildlife is the major attraction for tourists. For example:

- The big game of Kenya, Tanzania and in Ethiopia: Nechisar N.P. and Omo N.P.

- The birdlife of many countries

- Natural woodland and unusual flora of the Amazon Rainforest

- Marine life which attracts tourists to take trips on the sea to view it, such as the whales of South Africa and Iceland

- Tourism which is based on hunting wildlife, including fishing trips

- Traditional events to which tourists are invited, like the bull fighting in Spain

- Animals in zoos and aquaria, where wild creatures in captivity draw tourists

Tourism can be harmful to wildlife through for example:

- The destruction of habitats

- Affecting feeding habits

- Disrupting breeding patterns

- People picking rare plants

On the other hand, tourism can benefit wildlife by giving it an economic value, which provides a motivation for its conservation. Without tourists, there would probably much fewer lions or elephants in the world.

**5. The Built Environment**

The built environment exists on three levels:

- Individual buildings and structures

- Small-scale settlements, such as villages

- Large-scale settlements, such as towns and cities

In terms of tourism, we can look at the built environment as follows:

- There are historic villages, towns and cities where the built environment is, in terms of age, appearance and historical interest, a major attraction for tourists, and the core of the tourism product. Examples of this are the hill towns of Tuscany, Italy, but also whole cities like Jerusalem and Gondar.

- Individual historical buildings are the major attraction for tourists – for example the TajMahal mausoleum in India or the stelae of Axum.

- Fine examples of modern architecture such as Gaudi’s cathedral in Barcelona can form the major attraction for tourists.

- Old buildings or areas which were not originally built for the purpose of tourism can be converted into hotels, like the old docklands of New York and the Paradores in Spain.

- Individual buildings and structures, especially built for tourism-purposes, like hotels, tourist-resorts and visitor attractions.

- Tourism infrastructure, such as airports.

**Some potential impacts – positive and negative - of tourism on the built environment:**

- Overload of infrastructure (roads, railways, car parks, waste disposal, and buildings)

- In some areas, the use & purpose of the land might change significantly. For example, what was once a residential area in a city might now become an area with many hotels and bed & breakfast accommodations.

- Visual impact: litter

- Visual impact: beautification of buildings in order to attract more tourists

- Restoration and preservation of historic buildings and sites

- Re-use of disused buildings

- Erosion: damage to build assets from feet & vehicles

- Pollution: air pollution from tourists and tourist traffic

Again, tourism can be harmful to many aspects of the environment, but it can also be a positive force. It can:

- Provide a motivation for governments to conserve the natural environment and wildlife, because of its value as a tourism resource. Without this motivation, particularly in developing countries, even more damage might be done by industrial and residential development.

- Raise tourist awareness of environmental issues.

- Provide new uses for abandoned and old buildings in towns and cities, through the development of new visitor attractions.

**How can the relationship between tourism and the environment be improved?**

**Holistic approach –** the concept of Ecosystems

Too often, we think about the environment in terms of separate compartments, such as wildlife, rain forests, mountains. However, the environment is a complex phenomenon, made up of inter-relationships between the physical environment, flora, fauna and human beings – together forming ‘ecosystems’. We need to use this concept and accept all relationships and plan tourism accordingly.

**Regulation of the negative impacts**

There is a clear need for legislation and a system of land-use planning and building control to reduce the negative impact of tourism on the environment

**Encouraging good practice**

It is a positive thing to actively encourage good practice, instead of just trying to prevent bad practice. Some examples:

* developing tourism on appropriate sites only, where the infrastructure is good
* development of tourism should be energy-efficient
* development of tourism in such a way that minimizes the use of resources like water and the disruption of wildlife habitats

**Raising awareness amongst tourists and the industry**

Better knowledge might help reduce some of the negative environmental impacts of tourism.

**Paying the price that covers the environmental costs of tourism**

The prices paid by the industry for services they buy, and the tourists for their holiday, must be high enough to ensure that this money covers the environmental costs of tourism. It should not be the local population that pays the price.

**Maintaining a balance between conservation and development**

We need to find a balance between conserving the environment AND the development which is needed to provide jobs and social benefits.

**Conservation**

The environment is a major attraction for tourists and this is an important economic motivation for conservation.

Many conservation projects are completely or partly funded by income from tourism.

Conservation is important and generally seen to be a very positive concept.

But….sometimes conservation of wildlife or landscapes are placed above the welfare of humans. For example, some nomadic tribes in East Africa have their traditional lifestyles disrupted, because officials have decided that their homeland must be protected wildlife territory.

Another ‘danger’ of conservation is the following: one could become so obsessed with conserving old historical buildings that there is no room for new, innovative, imaginative new buildings and architecture. We will end up with buildings and landscapes that are as dead as fossils.

Conservation is often a reaction to changes which are seen to be negative. Perhaps we should focus on the forces that shape these changes which we see as undesirable and try to influence those, so that conservation becomes unnecessary.

# 1.4.2. The Economic Dimension

Tourism is an economically very important and ‘big’ phenomenon.

* It is the major industry and foreign currency earner in many developing countries
* It accounts for a substantial part of the business of large, international companies, like international hotel chains and airlines
* Many people, both in the developed and developing world, earn an income from tourism
* It swallows up billions of dollars every year in public sector infrastructure investment.

**The Economic Costs and Benefits of Tourism**

**Benefits**

\* Job creation

\* Injection of income into the local economy

\*Stimulates inward and industrial investment

\* Puts new life into the economies

\* Regeneration and restructuring of towns & cities where other industrialactivities are in decline

**Costs**

\* Many jobs are low paid and/or seasonal

\* Opportunity cost i.e. money invested on tourismcannot be used for other purpose

\* The need to invest in expensive infrastructurewhich may only be needed for part of the year

\* Over dependence on tourism/economic over dependence

\*Inflation \* Re-use is difficult

**Some limitations in making general COBA of tourism;**

* It is difficult to quantify social costs and benefits which arise from tourism development, such as: crime, erosion of traditional cultures
* Some impacts are short term, others are long term – this can be difficult in the evaluation.
* We must realize that a certain tourism project may benefit a whole region, but may bring great costs to a small section of the community.

**The multiplier effect**

When considering the costs and benefits of tourism to the local economy, very often the principle of the multiplier effect is used.

This is the idea that every dollar spent by the tourist circulates around the local economy in a series of waves.

1. The tourists spend their money on: accommodation, food, entertainment, gifts & souvenirs, photography, sightseeing tours, local transportation, etcetera
2. This money has been given to: the hotels, the restaurants, entertainment-businesses, gift shops, etcetera. And the money will again be used to pay for: salaries of staff, payroll taxes, purchase of food & beverage (supplies in restaurant), rent, etcetera.
3. In the 3rd round, the money is again used by: the staff to buy their food, clothes, maid and the money ends up at: the bakery, the butcher, the clothes-seller, the household of the maid, etcetera. Tax money goes to the government, who in their turn will spend it on – for example: conservation or improving the infrastructure.

So the money is spent over and over again.

In terms of sustainable tourism, the aim is to **maximize tourist spending** and to **minimize the leakages** of tourism income from the local economy.

Leakages occur when money goes out of the local economy – for example when hotels are international hotels and a large part of the money goes to the headquarters abroad.

Another example of leakage is when parties in the economic chain buy their goods or services outside the community. The money they use to pay for the goods or services goes out of the local economy.

The multiplier effect varies **between different economies**. The type of economy influences the level of the tourism multiplier and the extent to which leakage takes place. Leakage is high in those economies where local suppliers cannot meet the needs of the tourist – so that their needs are met by external suppliers.

**A Fair Price for the Tourism Product**

Tourism makes great demands on resources, as we have seen in the previous chapters. The tourism industry and the tourist do not pay the full cost of the resources they consume. This seems to be in conflict with the concept of sustainable tourism.

Many tourists pay less than the true cost of their holiday:

* When tour operators have not been able to sell their tours at the desired price, they often give big discounts at the last moments. The price the tourist pays is then much too low.
* Central governments may subsidize transport infrastructure and state-owned tourism sites, in order to attract visitors.
* Local governments and local taxpayers are often paying for the costs of tourism related infrastructure.

Following this, we should consider the role of the public sector in tourism development and the economic impact of this involvement.

Why does the public sector – national, regional and local governments – become involved in tourism?

**Because, Tourism can:**

* Contribute to improving a country’s balance of payment
* Provide employment
* Generate tax revenue
* Stimulate rural and regional development & regenerate urban areas

Public sector organizations intervene in tourism in a number of ways, which have an economic impact.

* Regulation: provide licences (tour operators), classification systems (hotels), planning
* Injection of money: in infrastructure, investments, grants, loans
* Removing of money: tax payments by citizens as well as tourists
* Redistribution of money

So the public sector is actively involved in tourism and its development.

**The active involvement of the public sector raises several issues**;

* State subsidy of certain tourism organizations can create unfair competition. In many countries there is a subsidized national airline, being given an advantage over smaller, non-subsidized private airlines.
* The money spent by the public sector on tourism cannot be spent anymore on education or health, which could bring benefits to many other people. A difficult choice of political nature!
* The idea that it is wrong for tax payers as a whole in an area or country to be asked to pay for destination marketing activities when it is the private sector which gains from such activity.

**Tourist Taxes**

Tourist taxes are used to manage the tourist demand, or lighten some of the burdens of tourism on local people.

Perhaps another way of looking at taxing is to start thinking in terms of fair pricing of the tourism products.

It should be an issue of: **whoever gains must pay more, and whoever benefits less**, should pay less. It should not be the case that local people pay taxes – the government uses this money for new infrastructure – tourism grows – only private tourism businesses benefit.

All parties benefiting – also the tourist! – must pay.

Perhaps what is needed is a universal tourist tax everywhere, to ensure that tourists pay the full cost of their tourist trip. This can be initiated by the government. This however, might become a big bureaucratic obstacle. Another option is to make the tourism industry responsible for managing its own impacts of tourism. The industry could pass on the costs to its customers – since it is the customer’s demands which create the problems in the first place.

**Seasonality and Sustainability**

Tourism is in many countries a seasonal activity – certain months are the ‘high season’ and during the rest of the year there is no great tourism activity: the ‘low season’.

During the low season, the tourist infrastructure may be under-used, which is economically inefficient.

During the high season, the tourism resources may be over-used. The low season is in those cases the time when the resources can **recover**. So, in terms of the effective use of resources, the seasonality of the tourism market can be viewed as either negative or positive.

**Economic Trends and Sustainability**

There are certain worldwide economic trends, which **do not seem to be compatible** with the concept of sustainability.

\* The world is becoming one big market place, where everything is possible for everybody. This is called: **globalization.** The same products can be bought worldwide. One might fear that this leads to less attention and interest for local, regional & national differences.

\* More and more **multi-national enterprises** are being established. Local host economies have less control over the structure and development of the tourism industry. Furthermore, prices might be influenced by these large companies and the chances of local enterprises having to compete with the big companies are high.

The fundamental issue is: loss of control – one of the most important principles of sustainable tourism.

**Towards more economically viable Forms of Tourism**

Developing more sustainable forms of tourism will involve several main priorities in economic terms:

* Developing forms of tourism which optimize the economic benefits of tourism, while minimizing its economic costs.
* Ensuring that the benefits of tourism are spread as widely as possible throughout the host community.
* Making sure that the tourists pay a fair price for their holiday experience.
* Taking action to share the costs of attracting and meeting the needs of tourists fairly between the tourism industry and the government agencies in the destination.
* Protecting local businesses from (unfair) competition from larger, externally owned enterprises.
* Reducing leakages from the local economy.

A balance needs to be reached between: local control – free market – customer choice.

# 1.4.3. The Social Dimension

The social dimension of tourism has been given **less attention** in the sustainable tourism debate. Perhaps this is because the socio-cultural impacts of tourism usually occur **slowly** over time. They are also largely **invisible** and difficult to define. But the social impacts of tourism are definitely present, with little or **no opportunity to reverse** the change once it has taken place.

When the social impact of sustainable tourism has been considered, the focus has normally been on the ‘host community’. There has been a strong – almost – desire to ‘protect’ the host communities from the negative effects of tourism. But, it is better to take a broader view: we need to acknowledge that all the stakeholders in tourism have rights and responsibilities.

**Some ‘social’ issues involved in sustainable tourism for various stakeholders**

The Tourist - who can & who cannot afford a holiday?

- visiting destinations with poor human rights records

- The need to feel safe & secure

- Interactions & relations with other tourists & host community

- Attitudes towards staff

- own cheap holiday compared to low wages of local staff

Foreign Tour Operators - relations with the local tourism industry & host community

- exploiting low cost economies to reduce own costs

- Images & expectations created by their promotional activities

- doing business with destinations with poor human rights

- doing business with entrepreneurs who pay very low salaries

- Lack of long term commitment to local communities

Destination Governments - devoting resources to tourism that could otherwise be allocated to other priorities (health, education)

- subsidizing the cost of holidays for tourists

- creating images of the destination through promotion

- Degree & nature of regulation of the tourism industry

Local Tourism Industry - human resource issues, such as: payment, working conditions - influencing government decision-makers

- Representation of local cultures

Host Community - attitudes towards & relations with tourists

- Level of involvement in decision-making in relation to tourism

- Impact of tourism on the society and culture

- Commitment towards conserving the society and culture.

There are a number of factors that determine whether or not the balance of socio-cultural impacts will be positive or negative.

* the strength and group-feeling of the local society
* the nature of tourism in a certain area (low profile or high-impact)
* the level of economic and social development of the host population in relation to the tourists
* The measures taken – if any – by the public sector in the destination, to manage tourism in ways which minimize the socio-cultural costs of tourism.
* Involvement of cultural brokers
* Stage of tourism development

The major problems seem to occur in developing countries where the majority of tourists are from developed countries, where government control & management is limited.

**Destination development life cycle and host community behaviour**

Rejuvenation

Antagonism

Stagnation

Reduced growth

Consolidation Stabilization

Annoyance

Development Decline

Apathy Immediate Decline

Involvement

Euphoria Exploration

* **Euphoria :-**People are enthusiastic and thrilled by tourism development (Initial welcome). There is mutual feeling of satisfaction.
* **Apathy:-** More contact between tourist and the society
* **Annoyance /irritation:** - When the industry is nearing the saturation point or is allowed to pass a level at which the locals cannot handle the numbers without expansion of facilities.
* **Antagonism**: - Locals openly express their irritation in an overt manner.

**Features Host-Guest Relationships**

The key to the socio-cultural impacts of tourism appears to be the relationship between hosts and guests.

Researchers Mathieson and Wall have identified the following features of the relationship between tourists and local people.

1. The relationship is of a short-term nature. Each tourist is only around for one day to up to a couple of weeks. Any relationship that can develop in such a period is bound to be rather superficial.
2. Tourists are often ‘under pressure’ to enjoy a wide variety of experiences in a short time period, which makes them irritated if any delays occur. This does ‘relationships’ not much good.
3. Tourists are often segregated from local people and spend most of their time in and around tourism facilities with other tourists. They may even rarely meet any other local people other than those who are employed in the tourism industry.
4. Host-tourist relations are often not very spontaneous – they are often formalized and planned.
5. Host-guest relations are often unequal an unbalanced in nature. There is both material inequality (possessions, money) and a difference in power. The tourist is in control and has the power to make demands.

**The demonstration effect**

One important aspect of the relationship between hosts and guests is the demonstration effect. This is the idea that the presence of tourists and the exposure of local people to tourist life styles have an impact on the expectations and lifestyles of local people.

The demonstration effect can be advantageous if it encourages local people to adapt or work for things they lack.

But very often it is not possible to obtain certain products in host countries. And to be confronted with these products can be upsetting to locals, especially when tourists are flashing them around. The products and commodities are often beyond reach and as a result, discontent can grow among the host-population.

Particularly in developing countries, tourism can raise expectations which cannot be met for most residents, and this can result in resentment of tourists.

There can also be problems when tourists misinterpret the lifestyle of tourists, because they come from a different culture.

In some ‘holiday destinations, for example the Spanish and Tunisian coastal areas, western female tourists have been thought of as being easily available to the local men. This is of course not true, but because certain women have behaved that way, all northern European women are thought of as being easy conquests.

The demonstration effect can undermine traditional values. For example: young locals might imitate tourists in their way of dressing and abandon their traditional clothing style.

It is also possible that feelings of inferiority or jealousy grow among local people. This often leads to a situation where the locals try to take advantage of the tourists in terms of prices: they will overcharge them, because they feel the tourists have enough money – regardless of what is the correct price.

**Sex tourism**

This is probably the most controversial and negative aspect of tourism. Traditionally, sex tourism has meant men buying sex from female prostitutes. But nowadays this is a more complex matter. It might include prostitutes who are not working out of their own free will. It might include men looking for sex with children who are prostituting themselves (which is illegal in many countries) or it might include women who travel alone, looking for romance and sexual adventures.

In terms of sustainable tourism, where do we draw the line between ‘acceptable’ and ‘unacceptable’? Many forms of sex tourism have disadvantages, ranging from the risk of sexually transmitted diseases to the oppression and exploitation of powerless children.

Often, sex tourism is seen as a new form of colonial-style exploitation: tourists travelling abroad to exploit the desperation of poor people in other countries, to do things that are not available, or are illegal, in their own country.

Another ‘difficulty’ is the following: once prostitution and sex tourism exist, it isdifficult to eliminate. In fact, there are many countries, especially in south-east Asia, where tourism-orientated prostitution has become an integral part of the economy. Banning it might cause even more problems, since very large numbers of people find work in it.

**Animal Rights versus Human Rights**

Sometimes the protection of wildlife can have a big social impact on indigenous peoples. Governments and developers who are looking at the economic value of wildlife as a tourist attraction are often neglecting the interests of the local people.

**Towards more Socially Equitable Tourism**

Sustainable tourism means tourism which is **socially equitable**. It cannot exist if we protect the environment but ignore the social needs of tourists and hosts. Sustainable tourism means **fairness**.The social dimension of the desire to develop more sustainable forms of tourism is best illustrated when presenting the **four E’s**.

**Equity** Ensuring that **all stakeholders** in tourism are treated fairly.

**Equal Opportunities** For both the **employees** involved in the tourism industry and the tourists.

**Ethics** This involves the tourism industry being **honest** with tourists and **ethical** in dealing with its suppliers. Also: destination governments being ethical towards their host population and tourists

**Equal Partners** Tourists **treating** those who serve them as equal partners.

A concept of **FAIR TRADE** in tourism needs to be developed.

Destination governments, tourists, host communities and the tourism industry must take action to achieve this

## .Different Ways of Thinking about Sustainable Tourism

People in different sectors define and value sustainable tourism in different ways. But,Still little empirical data exists to support any of these ideas, they appear to have become part of conventional wisdom in tourism, and are rarely questioned.

There seems to be an implicit belief that: -

j0115840 Independent travel is more sustainable than package holiday tourism

j0115840 Small scale tourism is always better than mass tourism

j0115840 Cultural tourism is more sustainable than hedonistic/pleasur tourism.

* Sustainable tourism provides large number of jobs
* Sustainable tourism does not cause the negative (host- guest interaction) socio- cultural impact.

The lack of empirical evidence in the sustainable tourism field is making it difficult for us to evaluate the scale of some of the problems with the negative socio-cultural and environmental impacts of tourism. Given that sustainability is about the future, we seems rather arrogantly willing to feel that in spite of the lack of hard evidence, we know what is best not only for today, but also for tomorrow.

##### The green tourist

Yet there appears little evidence of the rise of term ‘green tourist’ as a real tourist in the tourism market. There is no significant empirical evidence on such consumer action in the field of tourism field. There is little evidence that tourists are:

j0115840 Switching from the use of private cars to public transport for their holiday trips

j0115840 Demonstrating against the environmental impacts of new theme parks

j0115840 Insisting the hotels recycle their waste.

It is perhaps better therefore to talk in terms of ‘shades of green tourists’ in other words the fact that the market is divided into groups varying from being very dark green to not being green at all.

|  |  |  |
| --- | --- | --- |
| **Not at all green** | **Light green** | **Dark green** |
| Read what the brochures say about green issues and sustainable tourism | Thinking about green issues and try to reduce normal water consumption in destinations water is scares, for example. | Boycott hotels and resorts which have a poor reputation on environmental issues |

1. No sacrifice made Some minor sacrifice Major sacrifice

Shallow interests in all green issues Deep interest in all green issues

Large proportion of tourist Small proportion of tourist population

Population

1. **The concept of carrying capacity**

The term carrying capacity is originated in range of management, where it is used to refer to the number of stock that can be supported withina unit of land. When used by recreation, It refers to the “ maximum number of people that can use an area without there being an unacceptable decline in the quality of visitor experience”.

Types of carrying capacity;

1. Physical carrying capacity- The number of tourists that can be accommodated in a tourist destination without being an unacceptable change in the physical condition.
2. Environmental carrying capacity- The number of tourists that can be accommodated a tourist destination without being an unacceptable change in the environment.
3. Economic carrying capacity – The number of tourists that can be accommodated a tourist destination without being an unacceptable change in the economic condition.
4. Social carrying capacity – The number of tourists that can be accommodated a tourist destination without being an unacceptable change in the social condition or social set up.
5. Perceptual carrying capacity – The number of tourists that can be accommodated a tourist destination without being an unacceptable change in the perception of host and the guests.

However in terms of developing sustainable tourism, all the above five types share on criticism. Namely,

* even if you can measure the capacity, it is difficult to put into practice..
* Even some concepts of carrying capacity, such as social and perceptual, are very subjective and no two observers will agree on the actual figure.
* Furthermore, the process of tourism-related damage is progressive, not sudden. Possible damage will only become visible after some time. So, practically the concept of carrying capacity is quite problematic.

1. **De-marketing**

When there are many negative effects of tourism, decision makers and marketers need to take action. De-marketing is a measure that can be taken. It involves manipulating the marketing mix (the7 P’s) to actually discourage, rather than attract tourists to visit destinations, which are thought to be over-visited and are experiencing problems because of the too large numbers of tourists.

* **Promotion** - one thing that can be done is to simply reduce the amount of brochures, which are intended to promote certain destinations.
* **Price** –Considerable increase of price of different provisions of the visitors may reduce the number of tourists– e.g. Prices for accommodation, food & drinks etc.
* **Place (distribution)** – Reduce the opportunity of places where it is accessible to the tourist. E.g. Opening of sub offices in different cities etc.
* **Product:-** Alternative products can be developed near to different tourist destinations

From the above four concepts promotion and price plays an important role for the implementation of the de- marketing concept to control the number of tourists.

There are some significant problems for the application of this concept. In the case of promotion- some unique destinations are familiar to the tourists and it is not promoted by brochures and folders. In such cases the application of the concept of promotion will not work to reduce the number of tourists to a tourist’s destination.

In the case of price also, there is limitation to increase it, because many international tourists are from affluent society and they can accommodate the considerable increase of price and many destinations are attracted by the tourists not because of the price issue. It is an intense wish. A higher hike of the price in the destination is also not a fair trade in tourism business.

**NB: *De-marketing places***: can be done through;

* Reducing the amount of promotion/brochure production or other means/
* Raising prices
* Allowing a certain number of people- through the ticketing system, e.g. in national parks
* Diverting demand from honey-pot destinations by using new products and prices to encourage repeat visitors to a country to visit other areas.(**NB**: any attempt to reduce visitor numbers would be unpopular as it reduces economic benefits to the local community).

***De-Marketing times***: can be done through-

* Developing new products and offering prices that will tempt people to visit at quieter times of the year. One of the main ways of attracting tourists in the off-peak season is through organizing special events and festivals or offering themed parks.

***De-marketing people***: many destinations increasingly talk of wanting to attract ‘quality tourists’ which often translates as higher spending, older tourists who are quiet and well-behaved.

1. **Tourist Taxes and Fair Pricing**

It is sometimes suggested that destinations should use tourist taxes to help develop sustainable tourism.

* Charging tourist taxes that are high enough to discourage some tourists from visiting certain places, thus reducing demands and the problems.
* Using the funds generated by tourist taxes to help pay for the maintenance and development of the local tourism infrastructure.

The first application is more radical and is about influencing demand, while the latter will simply manage existing demand more effectively.

However, implementing the former approach has a number of potentials pitfalls:

* To reduce demand at unique destinations are difficult e.g. **Aksum obelisk**
* Decision-makers need to know more about the willingness to pay a particular tax for a destination or resort. Otherwise, the tax could be set too high and severely reduce the visitor’s numbers. As already the development of the destination have invested a lot of capital. The gradual reduction of the tourist will adversely affect other sectors of the tourism industry like, hotels, and souvenir industry etc. causing serious economic costs as a result.

1. **Visitor Management**

Over the years, great confidence has been placed in the use of ‘visitor management’ techniques to manage tourism in areas where it is seen to be having a negative impact. This usually involves trying to divert tourism-demand away from overcrowded ‘honey-pot’ areas.

* Using promotion techniques to try to direct demand to less heavily used areas of the region
* Closing roads at certain times or building car parks, so that visitors cannot drive into already overcrowded or environmentally fragile areas.
* Re-surfacing footpaths with material that is more resistant to erosion caused by walking boots. E.g. Board walk
* Park-and-ride projects, which keep cars out of the centre of small villages or certain fragile environments.

1. **Community Involvement and Local Control**

Community involvement is a very important aspect of sustainable tourism. It is one of the most widely accepted principles of sustainable tourism. However, in a number of places where attempts have been made to achieve this aim, there have been problems.

* Communities rarely speak with one voice. There are many interest groups and individual viewpoints and consensus is not always reached.
* Within communities, it is usually the community-spokespeople or people with strong views, who will dominate the process. The views of the ‘silent majority’ can therefore be ignored.

1. **The role of the Industry**

Interestingly, the tourism industry often appears to be more concerned with sustainable tourism than the other actors like consumers. The industry also seems to be doing more in terms of concrete initiatives than governments – the public sector. **Some examples**…

* The International Hotels Environmental Initiative encourages hotels around the world to make their operations ‘greener’.
* The airline British Airways sponsors the ‘Tourism for Tomorrow’ award, a sustainable tourism initiative.
* Cooperating partners in the industry organise conferences on sustainable tourism.
* A number of small specialist tour operators in tourism, run by individual entrepreneurs, appear to be embracing sustainable tourism as a core element of their business. Eg Adventure tourism, Cultural tourism, nature based tourism etc.

1. **Resort Complexes**

If a big resort complex is well managed, well designed according to local architectural styles and creating jobs, one can also argue that it is in fact good that the tourists are kept inside the resorts, since the social differences are too large anyway to ever create mutual understanding. Socio-cultural ‘pollution’ does not happen this way.

Therefore, well managed resort complexes *can* play a positive role in the development of sustainable tourism.

# *CHAPTER 2*

# 3. The Key Actors in Sustainable Tourism

# 3.1. The Public Sector

*What do we mean by the public sector?*

The term refers to those organizations which are intended to represent the whole community and which are supposed to act on behalf of the total population. They are not commercial organizations trying to make a profit. Instead, they spend the money from taxation to implement policies and projects which benefit the whole population over which the authority has jurisdiction.

**Public Sector involvement in tourism planning and management**

There are a number of reasons why it is thought necessary that the public sector should play a leading role in trying to develop more sustainable forms of tourism.

* The public sector represents the **whole population**, not just particular interest groups or stakeholders
* The public sector is seen to be **impartial,** with no commercial motives
* The public sector is seen to take a **longer term** view – it is not constrained by short-term financial objectives.

The public sector influences tourism in a number of ways, and can play a role in the development of sustainable tourism through:

1. Legislation and regulation
2. Funding and financial incentives
3. Land use planning
4. Development and building control
5. Provision of infrastructure
6. The public sector as an active player in the tourism industry
7. Official Standards
8. Designation of particular areas for special protection
9. Government control over tourist numbers

It is important to realize that – to be successful – public sector policy has to be coordinated effectively between:

* different departments within the local government
* different government agencies within one country
* different governments in international organizations

1. **Legislation and regulation**

Public sector bodies can do a great deal to make tourism more sustainable. However, while many national governments have policies that relate to sustainability and sustainable tourism, few seem to have legislation to make it a reality. There is little legislation that relates directly to sustainable tourism, for example regulating Tourist behaviour, tourism industry employees’ condition, the use of private cars in tourism, Social and cultural impacts of tourism etc.

On the other hand, there are some positive developments in relation to legislation in some fields of sustainable tourism. **For example**, more and more governments are introducing legislation that makes it a legal offence for their residents to go on sex tourism trips. But this particular issue is difficult to control: it is not only the tourist that needs to be prevented from going on such a trip; it is the controlling of the industry in the holiday-destination which is also problematic. In many countries prostitution is not illegal. Furthermore, it is difficult for some governments to control large international corporations, which operate across national boundaries – these are often more powerful than the state governments of the countries they operate in.

1. **Funding and financial incentives**

The public sector can intervene in tourism in financial terms to help make tourism more sustainable.

* Providing grants, interest-free loans and other fiscal incentives.
* Demanding taxes for activities that are less sustainable (for example, on the use of private cars).
* Introducing tourist taxes – the revenue of which will be used to make tourism more sustainable.

None of these methods have been widely used in tourism. As we know, governments rather tend to subsidize tourism – to attract as many tourists as possible. By doing this, a system is encouraged where tourists do not pay the true full cost of their holiday.

1. **Land use planning**

Land use planning can be a good tool for achieving more sustainable tourism management. The classic approach to land use planning is based on the following system:

*Analysis of current situation -> Generation of alternative plans -> Evaluation of alternative plans -> Selection of chosen plan -> Implementation -> Evaluation and demand*

In terms of sustainable tourism, the analysis phase should include an assessment of:

* Are there land-use conflicts?
* Infrastructure capacity
* The carrying capacity of the area
* Possible future threats and opportunities
* The resources of both the area and the public sector

The evaluation of alternative plans and selection of chosen plan phases should involve the host community.

Many land use plans are based on the concept of ‘zoning’: the allocation of specific areas for particular land uses. This is designed to separate uses where they might be in conflict with each other.

1. **Development and building control**

In many countries, development and building control exists to help implement the land use plans.

Development control tries to regulate the location of new development and issues like access, and the existence of adequate infrastructure.

Building control focuses specifically on the building itself in relation to materials and the actual construction.

Development and building control are negative measures in the sense that it prevents poor quality or inappropriate development. It is re-active rather than pro-active. It does little to positively encourage good quality new development.

1. **Provision of Infrastructure**

Public sector bodies are the main developers and operators of the infrastructure of the tourism industry, such as roads and airports.

The public sector can also help by trying to use other measures to reduce the need for new infrastructure. For instance, it might use taxation and regulation to reduce the use of private cars, so there is less need for new infrastructure like roads.

1. **The public sector as an active player in the tourism industry**

The public sector can also set a good example through its role as an active player in the tourism, in terms of:

* state owned & managed visitor attractions, such as museums and historic buildings
* state owned airlines and railways
* regional and national tourist bodies

For the moment, there are not many examples of true pro-active public sector organizations. Most public sector bodies own and control only a minority of the tourism product. But it could use those it does own as role models for the private sector. The public sector must set the right example – otherwise it does (morally) not have the authority to implement formal policies on sustainable tourism.

1. **Designated areas for protection and development**

The public sector can also play a positive role by designating areas where the landscapes and/or communities will be protected from tourism and other potential threats. These protected areas can be: National parks, Regional nature parks, Nature reserves, building conservation areas.

1. **Official standards and labellingfurther**

Another valuable role for the public sector is establishing official standards for sustainability, that would allow tourists to identify and choose the most environmentally friendly and sustainable products.

Already existing is the ISO (International Standards Organization), setting official standards for environmental management systems. But there is no similar label for environmentally friendly or sustainable tourism products.

While it would be difficult to design such standards or labels, it is difficult to see how sustainable tourism can be developed without them.

It is not good teaching tourists about the need to buy more sustainable holidays if there is no official standard or label to help them choose such holidays.

1. **Government controls over tourist numbers**

Many destinations today would like to be in a position to control the quality and quantity of tourists they receive, with most wanting a moderate number of high spending tourists, distributed evenly throughout the year. However, very few destinations are in the position to actually control their tourism in such a way.

**Obstacles to the role of the Public Sector in Sustainable Tourism**

There are many things the public sector can do to influence and regulate tourism. But there are also some obstacles that will limit the role of the public sector in tourism planning and development:

* In many countries, tourism is only a low priority for the public sector. There seems to be a lack of political will to develop sustainable tourism
* Many public sector bodies lack the financial resources required to play a major role in tourism planning and development.
* There is a lack of staff expertise in tourism in many public sector organizations in the world.
* Many public sector planning systems are slow and incapable of responding to the fast rate of change in the tourism industry.
* In general, the public sector is only a minor player in the tourism industry, with little real control over most of the tourism product.
* In some places there is corruption in central and local governments. How can that do the development of more ethical and sustainable tourism any good?

# The Industry

Is the tourism industry – private tourism enterprises – only thinking about its own profits and only concerned with its own short-term perspectives? In any case, if the industry is a major cause of the negative impacts of tourism, it is clear that it must play an important role in attempts to create more sustainable forms of tourism.

**What is the ‘tourism industry’?**

***In the Generating Zone*** – where tourism originates from…

-Tour operators, Travel agents, Travel media (guide books, television programs)

***In the Transition Zone***– where tourists are on their way to the destination…

-Transportation companies: airlines, bus companies, car hire companies, ferry companies, cruise companies; Restaurants & other food & drink-establishments en route

*I****n the Destination Zone***

Hotels & other accommodations, Restaurants, bars & other food & drink-establishments, Entertainment, Local transport companies, Local travel agents, Visitor attractions, Tourist Information offices, Tourist guides e.t.c.

The tourism industry is often **criticized** in relation to sustainable tourism. Often heard accusations are:

* That the tourism industry is only concerned with short-term profits, rather than with long-term sustainability.
* that the tourism industry is exploiting the environment and local populations rather than conserving them
* that the tourism industry is increasingly controlled by large, international corporations, who are not interested in the destinations themselves
* that the tourism industry is not doing enough to raise tourist awareness of sustainability
* That the tourism industry is only interested in sustainability if it is ‘good marketing’ or ‘good publicity’ for them.

**Issues in relation to the tourism industry, to see whether the above mentioned criticisms are valid;**

1. Voluntary industry action
2. Local ownership versus externally based enterprises
3. The relationship between the industry and the tourist & industry codes of conduct for the tourist
4. Motivators for tourism enterprises to take an interest in sustainable tourism & competitive advantage

**1 .Voluntary industry action**

There is substantial voluntary action in sustainable tourism issues by the tourism industry.

* The International Hotels Environmental Initiative – the international hotel sector has joined forces and takes action in mostly environmental issues and operational issues that can help reduce costs. They advise their members on how to best \* conserve energy and water \* improve water quality \* reduce waste \* reduce noise, etcetera. The IHEI publishes videos, wallboards and a quarterly magazine, which highlights ‘success stories’ of members.
* Transport operators like airlines try to minimize air pollution and reduce wastage of fuel. However, this is not always done voluntarily – in many countries, companies are forced to do this by their governments
* A fair number of tour operators is involved in the following activities: \* giving ‘eco-tips’ and advice in their brochures \* giving donations to local charities and schools in developing countries \* promoting ‘green’ holidays \* lobbying of host government tourist offices to improve infrastructure of destinations \* recycling of brochures \* sponsoring research into impacts of tourism

But, it is better to know the fact whether the industry is taking voluntary action because they are concerned or maybe because it can be a good ‘marketing-tool’ or due to fear of pressure.

Some companies have taken the concept of self-regulation further by setting up Codes of Conduct for the industry as a whole or for specific sections. These initiatives are mostly concerned with the environment. Little attention is given to the social and economic climate like staff wages or the rights of the local community. Furthermore, they are sometimes thought to rather give tourists a ‘feel good’ factor than to make a significant difference in terms of sustainable tourism.

Nevertheless, these initiatives do raise awareness of sustainable tourism and make a positive contribution, so they should not be criticized too much.

**2. Local ownership versus externally based enterprises**

We have seen that the tourism industry contains many different sizes and types of enterprises. In the sustainable tourism debate, the general idea seems to be that small, locally owned enterprises are good, and large, international enterprises are not good for sustainable tourism.

Advantages of small, locally owned enterprises;

* Sensitive to local situation in terms of ecosystem and culture
* High level of commitment to the future of the area
* Should keep large proportion of revenue within local community

Disadvantages of small, locally owned enterprises;

* May lack financial resources to work on sustainable tourism issues
* The need to survive in a competitive market may force the company to give low salaries and impose long working hours on the staff
* Many may not aware of what is happening in other world.

Advantages of large, international enterprises;

* Have the financial resources to spend on sustainable tourism issues and to provide good salaries and working conditions for staff
* Should be able to give models of good practice from elsewhere in the world where the company operates.

Disadvantages of large, international enterprises;

* May lack commitment to the destination and the host population
* Most revenues will go back to the home country where the company is based
* May concentrate on short-term profits instead of sustainable management
* May not understand local ecosystem and culture

The reality is of course more complex than that. Local companies may also be mostly interested in their own profits and international enterprises might be doing a lot for destinations in terms of sustainable development.

**3. The relationship between the industry and the tourist & industry Codes of Conduct for the tourist**

In these times of consumer-led marketing, one would be inclined to think that organizations will only succeed if they meet the demands of their target-groups. *Is the tourist interested in sustainable tourism?*

Whether this is the case or not, the tourism industry is trying, on a modest scale, to raise tourist awareness on sustainable tourism issues. Tourists are more and more encouraged to behave in a sustainable manner while on holiday.

This also means a risk for companies and organizations: if they are too critical in describing tourism impacts, they might lose business. The aim is usually to give the tourists a ‘feel good’ factor, when they are following the industry’s advice and not to concentrate on the ‘negative’ issues too much. The tone of the advice is very important.

Some tourism organizations have written Codes of Conduct to guide their customers, the tourists, towards more sustainable forms of tourism and development. Such codes can make the tourist feel involved in making the environment a little better.

|  |
| --- |
| This is an **example** of a Code of Conduct of an English tour operator. |
| Keep the Holiday Code |
| **While here on holiday, you can help protect the environment and conserve natural resources by following our holiday code:** |
| **Don’t litter** |
| Discarded litter can be an eyesore, so please put yours in a bin |
| **Save water** |
| Please use sparingly, and turn off taps after use |
| **Quiet please** |
| Loud noise can be annoying, so please keep it down |
| **Protect wildlife** |
| Many animals are protected by law. Please don’t buy souvenirs made of turtle shell, ivory, reptile skins, furs or exotic feathers |
| **Some other tourism organizations and their respective codes of conduct**; |
| American Societies Travel Association- Guide Lines for Environmentally Responsible Tourism |
| Pacific Asian Travel Association- Codes for Environmentally Responsible Tourism |
| African Travel Association- Responsible Travellers’ Guidelines |
| Japanese Association of Travel Agents- Declaration of Earth Friendly Travellers |

**4. Motivators for tourism enterprises to take an interest in sustainable tourism & competitive advantage**

Why are the tourism industry and individual tourism organizations taking the issue of sustainable tourism seriously? Why should they spend money on projects and want to influence the behaviour of their customers?

***Is it self-interest?***

*Maybe: sustainable tourism does make good business sense, by protecting the resources on which tourism depends, not only today, but also in the future.*

At the same time, there is a view amongst some organizations that sustainable tourism can *actually help them to achieve a ‘competitive advantage’ in the marketplace*: tourists are often willing to pay a higher price for a more sustainable product! ‘Responsible tourism’ is often seen as ‘Quality tourism’ and because of that, a higher price can be asked. Good forms of sustainable tourism are developed, while organizations are able to meet their financial objectives.

*It has to be watched, however, that consumers are not mislead. The marketing-tool should not be used wrongly. This is where we can think again of labelling and defining sustainable tourism products and practices.*

**Limits to the potential role of the tourism industry in developing sustainable tourism**

* Lack of interest amongst stakeholders, such as investors, staff, suppliers
* Lack of expertise on relevant issues
* Corporate attitudes, such as the belief that sustainable tourism is the concern of governments, not the industry
* The need to respond to what competitors are doing
* Possible lack of concern amongst tourists: the fear that they will be unwilling to pay more for their holiday.
* Factors which are beyond the control of private sector enterprises. E.g., government policy.
* Lack of accepted model to show what is sustainable tourism mean in reality

If we want to achieve more sustainable forms of tourism, it will require the support and cooperation of the private sector tourism industry. There is some relevant voluntary action taken by the industry. But pressure from governments is probably also needed, as well as greater and sincere interest on the part of tourists.

* 1. **The Voluntary Sector**

The voluntary sector consists of the following groups;

1. Public pressure groups
2. Professional bodies
3. Industry pressure groups
4. Voluntary trusts

**1. Public pressure groups:** Public pressure groups operate independently of the tourism industry and they are playing a role in the development of more sustainable forms of tourism.

* Tourism-specific groups, whose main focus is sustainable tourism. An example is the UK based group Tourism Concern. This group lobbies the government and the industry in support of the concept of sustainable tourism. Tourism Concern in the UK gets strong support from academics and students, but unfortunately, few representatives of the tourism industry are members. Nevertheless, it is a very important organization, raising awareness amongst students, the industry managers of the future.
* General environment groups, which also take an interest in tourism. E.g. friends of the earth.
* Largely religious-based groups, which are particularly concerned with social impacts, for example: the negative impact of sex tourism
* Organizations which are concerned with particular countries or regions of the world. Tourism issues are only part of their concern. **Action of Southern Africa**

**2. Professional bodies**

In recent years, more professional bodies have been established taking an interest in environmental issues and sustainability.

Besides the International Hotels Environmental Initiative already mentioned, there is also the example of the Association of Independent Tour Operators. This association represents many smaller specialist tour operators. It is committed to encouraging its members to act in an environmentally friendly way and to maintain high standards of honesty and integrity.

Professional bodies are newly established organisations and represent the industry. It is the industry that has the power to make tourism more sustainable or not. Furthermore, companies do look at what their competitors – often also a member of the association involved – are doing.

Unfortunately, most professional bodies have only limited financial resources to fund sustainable tourism initiatives. They also do not have any official power to insist that members take particular action.

Here too, professional associations are usually involved in sustainable issues to prove to their governments that they can regulate these issues themselves.

**3. Industry pressure groups**

There are also pressure groups which are made up of industry representatives. An example is the World Travel and Tourism Council (WTTC), which is supported by major tourism companies. This body lobbies on behalf of the interests of the tourism industry. It has supported a large amount of research on sustainable tourism.

Another example is the Campaign for Environmentally Responsible Tourism (CERT). This pressure group’s aim is to develop a partnership between the industry and the consumers. Its members are mostly tour operators. It claims: “CERT is unique because it involves the travel industry, the consumer and conservationists, and seeks to benefit both the environment and the travel industry.”

CERT has produced a leaflet, designed to encourage tourists to be aware of their own responsibilities towards the environment. It also finances and encourages environmentally sustainable projects in destinations. The organization has deliberately widened its membership to include individual consumers as well as other types of companies (not only tour operators).

**4. Voluntary trusts**

Voluntary trusts can play a positive role in the development of more sustainable forms of tourism.

* They can provide voluntary labour to help with conservation projects
* They can raise money to support conservation projects
* They can conserve heritage sites and develop them as visitor attractions if public bodies are not doing so

While helpful, voluntary trusts usually have little power to make a major contribution to sustainable tourism. They are either amateurish or too narrow – they consist of volunteers concern on single issues. Pressure groups clearly help the development of sustainable tourism by raising awareness of issues and campaigning for change. However, they are often made up of people who live outside the destination in question, so there are sometimes questions about the right of outsiders to try to influence what is happening in an area.

But then again: if local people themselves have little or no political power, these external influences can be very important.

* 1. **The Host Community**

The concept of the host community is at the heart of most sustainable tourism literature. Many researchers and writers seem to agree that one of the most important aspects to take into consideration is the ‘protection’ of the host community, since they can easily become ‘victims’ of uncontrolled tourism development. The idea is that the host community becomes actively involved in tourism planning.

Host community – this simple term suggests homogeneity. It seems to be all those people who live within a tourist destination. However:

* *Geographical area issue* - Imagine for a tourist-family to visit a certain province of a certain region. Who is the host community? All those people who live in every town or village the family visits during their vacation? Or is it: all residents of the whole province? Or is it: all residents of the whole country – since residents might be paying taxes with which services for tourists are established? All residents of a country are also electing regional and national governments that make tourism policies.
* *Indigenous people versus in-migrants* – Is the host community those people who were born and raised in a certain area? But sometimes, people who have moved into the area from outside also have a part in tourism development. For example: people who have bought their second home in a particular tourist destination. Or immigrant workers. It is an ethical issue in some destinations where immigrants, who have come from outside themselves, are raising their voice, saying: ‘No more tourists please’.
* *Majority and minority communities* – Many destinations contain one or more minority groups, whose culture and interests may be different to that of the majority community. Often, the minority groups are not involved in decision making.
* *External residents with an interest in the community* – There are people who, while they do not live in a certain tourist-area, do legitimately have a right to be involved in what happens. These could be: people who have property in the area, people who own businesses in the area, people who were born in the area, have moved, but are still involved in the area.
* *Elite and democratic systems* – The idea of a ‘community’ implies an element of democracy. However, we know that in many communities around the world, this is not the case. In many communities, it is small, political or economic elite that takes the decisions or even a dictatorship, where the dictator was never even elected.
* *One population, many different interest groups* – One would be inclined to think that host populations have the same interests. This is not the case. Within any community, there is a whole range of groups with very different interests, who will take different positions where it concerns tourism. For example, there are \* those who own tourism enterprises \* those who are employed in the industry \* other entrepreneurs, not involved in tourism \* those who are living in the area, not affected by tourism \* those who are living in the area and whose lives are affected by tourism in a negative way.

**The myth of community and consensus**

The idea of community is a comfortable idea, where people, living in an area, share the same identity. It suggests stability and consensus.

However, if we want to make progress with the concept of sustainable tourism, we have to recognize that there is generally no such thing as one community. In reality there are always several host communities, rather than one single host community. And all have different interests. We can imagine that the interests of employers and employees and of young people and old people are far from the same. We need to be aware of the fact that communities are represented by ‘community leaders’. Sometimes, these leaders are chosen (by a minority or by the whole community?), other times, they are self-appointed. Do they always represent the ‘community-views’? *Policy makers need to be aware of this.*

**Why Community Involvement?**

However difficult, community involvement is a positive and fair aspect of sustainable tourism development and planning

* It follows the concept of democracy
* It gives a voice to those who are most affected by tourism
* It makes use of local knowledge to make sure that decisions are made well
* It aims to reduce potential conflict between tourists and the host community, by involving local people in the way in which tourism develops.

**The scope of community involvement**

Policy makers need to carefully consider how and where the community can be involved in tourism. The community can be involved anywhere between the two following examples:

* Responding to options proposed by professional members of the public sector (re-active approach)
* Active involvement, for example by letting local people decide which messages about the destination should appear in the promotion-brochures, or letting the community decide what forms of tourism they accept and which not (active approach).

**The level of influence of the community**

The same policy-makers must also know what level of influence the community will have.

The ‘**Ladder of community influence’** gives the following possibilities:

1. The community is consulted, but its views do not significantly influence public sector policy
2. Community views are used to help justify decisions taken by public sector bodies
3. Communities are permitted to select a policy or strategy from a small number of options, all of which have been made by the public sector
4. Communities are given right to prioritise different development options
5. Communities have a veto on all tourism policies and decisions
6. Communities have total control of strategic policies and decisions in relation to tourism in the area.

It seems sensible that community involvement should take place as early as possible in the planning and development of tourism.

Community involvement may help by reducing the negative impacts of tourism which are a result of inappropriate development. It might also increase community tolerance of tourism and tourist-behaviour.

**How to involve the community?**

*What mechanisms can be used to involve the community?*

Usually, it takes the form of gathering of public opinion via public meetings. Residents may also be invited to write their ideas or objections. One can argue that these forms of involving the public are not fair to those who are not articulate enough or people who cannot read or write. Often, proposals are written in barely readable professional jargon, which the everyday citizen finds difficult to understand.

And these ways of consultation often involve responses to specific proposals, rather than inviting local people to make their own plans.

**The negative side of community involvement**

Giving the host community a lot of influence can also have a negative side. It can:

* add greatly to the cost of tourism planning and development
* lengthen the period needed to develop plans
* Allow the majority local community to discriminate to smaller ethnic minority groups.

**An active approach to host community involvement**

If local communities really want to maximize the benefits they can gain from tourism and minimize its cost, than a more radical approach is needed. Instead of relying on public sector regulation and the private sector tourism industry, communities can become more pro-active and become active players in the tourism market.

* They can form cooperatives. For example: independent taxi-drivers can get together and form agreements with each other how to give best service to their tourist-clients.
* They can buy shares in new developments
* They can develop tourism via forming non-profit making trust companies. For example: help create heritage centres.

In these cases, control is in local hands and profits can be used for the public good. For this idea to work there would be a need for things like: training in management- and business skills and a clear, legal structure for these types of organizations.

**3.5. The Media**

The media in general play a significant role in shaping and influencing people’s behaviour and raising awareness of all sorts of issues. This is also true for tourism. Whatever media people are confronted with, people – tourists – will be most likely be influenced by them.

We can divide the media into two types:

**1. Travel media** – which are designed to directly influence or advise the tourist

Guide books, Television & radio programmes with a tourism theme, Specialist travel magazines, Travel features in newspapers, Travel literature – the adventures and experiences of travel-writers, Travel related internet pages

**2. Non-travel media** – it might indirectly influence or advise the tourist, without this being their real purpose.

-News Programmes on TV and radio,

- Special interest programmes, for example about wildlife

- Consumer programmes that cover tourism-related issues

- Film & television-series that are filmed in particular locations

In recent years, there has been a big growth in the travel media sector. The non-travel media – especially with the rise of satellite television channels has also made people all over the world more aware of other places on the planet.

**The negative side of the Travel Media**

The travel media often acts against the principles of sustainability;

* Television programs, guidebooks, magazines etc. often encourage tourists to go ‘**off the beaten track’**. This is a popular term, which tourists like to believe in. These ‘off the beaten track’-places are locations that have few visitors and are not (yet) used to tourism and all its’ implications and effects. The negative impacts of tourism might therefore be spread to these new areas.
* Many television programmes and magazines think only of tourist interests.
* Many programmes and articles in travel-magazines are a result of trips made by journalists who have been invited by the tourism industry. They are unlikely to be completely objective, because the presenters will probably not offend those who have paid for their trip.
* Few programmes or articles look specifically at tourism from the point of view of the host community.

**The negative side of the Non-Travel Media**

* News programmes will report crime, political instability; civil disturbance, national disasters, like famines & earthquakes and this might cause a short-term reduction in demand for the destination. This costs the host community money and jobs. Usually, the problems only occur in specific areas and do not cover the whole country. The media should consider this and the effect their – sometimes sensationalized – reports can have on tourism and the economy of destinations.
* Wildlife programmes on television can lead to a boom in the demand for certain places, while these destinations might have an ecosystem that can not support this.
* Consumer programmes have been designed to protect the rights of consumers. There is a lot of talk of ‘tourist rights’, but it is not often acknowledged that rights go along with responsibilities.

Despite the negative aspects described above, the media have shown a growing interest in the concept of sustainable tourism, but the level of interest is still relatively low.

**Topics with high media interest:**

\* Wildlife conservation, \*tourist rights and,\* Conservation of the earth’s resources, landscape and consumer protection.

**Topics with low media interest**:

\* Social and economic impacts of tourism \* the rights of the host community and \* Tourist responsibilities

The emphasis is clearly on the tourist and the environment. The difficulty with the media is also that topics are often simplified and superficial.

**Traditional and Alternative Guide books**

Traditional guide books have a tendency to focus purely on the issues that relate to the tourist’s own holiday experience. Hotels, restaurants, entertainment, cultural and natural sights are described from the **point of view of the tourist**. They generally contain few critical remarks about the political situation or about sustainable tourism issues. If they cannot be positive about a place, they rather ignore it.

In recent years, a new series of guide books, ‘**alternative guides’** has become popular. The Lonely Planet and Rough Guide are examples of this category. They differ from the traditional guidebooks in the following ways:

* they cover most of the country, not just the established tourist spots
* they are willing to criticize as well as praise
* They draw tourist’s attention to ethical issues, such as local environmental policies and government human rights records.

**Consumer Programmes**

The non-travel media have developed an interest in ‘consumer protection’ in tourism. They make programmes in which tourists can express their feelings about certain holiday experiences which have failed to live up to their expectations. *Often the complaints are about:* having eaten food that has made them ill, delays in journeys and alterations to itineraries.

These are usually unavoidable problems, especially in developing countries. The problem appears to be that the tourism industry has raised unrealistic expectations of developing destinations in the minds of tourists and has not made them aware of potential hazards.

The tourists who do want low-cost holidays offered by cheap (also often developing) destinations do not want the problems that go with it. They will be very upset when problems occur and the consumer programs are there for them to complain and ‘warn the world’. Clearly, these practices are not compatible with the idea of sustainability. There is a danger that ‘consumer protection programmes’ can reinforce the **unreasonable and unrealistic expectations** of tourists.

**Wildlife Programmes and Ecotourism**

Looking at the large success of television programmes about wildlife, there seems to be little doubt that they have played a role in the growth of ecotourism. This is the case in the rain forests of Central America and the interest in wildlife-safaris in Africa.

The programmes must recognize their influence – for example: they could concentrate on those natural areas where the growth of tourism is desirable or at least manageable and not concentrate on areas which are over-visited already.

**Towards a more positive role for the media**

We must realize that there is no real reason why the media should wish to play a more positive role in the sustainable tourism debate. There is not enough consumer pressure yet in the travel media to make them take the issue seriously while most of the non-travel media can also say it is to far away from their core-business to deserve any in-depth attention.

What can be encouraged is that the media take a more **ethical approach** to their coverage of tourism issues. This means reconsidering offers from the tourism industry and not concentrating purely on the tourist, but also on the rights of host populations in foreign countries.

The media could, if it wanted to, play a major role in developing more sustainable forms of tourism, because it has great influence on **tourist behaviour**. It could, for example, give tourists objective advice about problems in destinations and raise awareness of social problems and government policies.

The role of the media is growing, so the partners in the sustainable tourism debate need the cooperation and support of the media.

**3.6. The Tourist**

Often in sustainable tourism literature the tourist is mentioned as the ‘cause’ of the ‘problems’ in terms of the environmental, economic and social impacts of their activities. Sometimes it seems as if the tourist is an unwelcome ‘intruder’, rather than an invited guest, spending his hard earned money visiting a place.

This is of course not a correct view. All parties involved in tourism form the large, worldwide tourism market, with its demand and supply-side. It is not just the tourist who must be blamed for the problems, but also all the other sectors.

The stakeholders in the sustainable tourism debate should realize that:

* unless tourists are genuinely interested and committed towards sustainable tourism, then little will be achieved by either government action or industry initiatives
* tourists have both responsibilities and rights
* promoting attractive forms of potentially sustainable tourism will encourage tourists to travel and enjoy their experience
* Continuous research and development is necessary: what is the relationship between tourist demand and tourist behaviour and what is the response of the tourism industry in terms of new product development and operations?

**Responsibilities of the Tourist**

In every aspect of our lives, we have responsibilities: to ourselves, to friends and family, to our work colleagues and to society as a whole. Often these responsibilities are reflected in laws and accepted codes of behaviour. For example, all world citizens have:

* the responsibility for obeying local laws and regulations
* the responsibility for not deliberately offending local religious beliefs
* the responsibility for not deliberately harming the local physical environment

Tourism **does not** have a set of such widely accepted responsibilities. If there would be, we could think of the following:

* The responsibility to find out about the destination before the holiday.
* The responsibility to protect the natural wildlife by not buying souvenirs made from living creatures.
* The responsibility to respect local religious beliefs and cultural values, even those with which the tourist personally disagrees’ e.t.c.

**Rights of the Tourist**

It is clearly accepted that tourists have responsibilities. However, the concept of sustainability, especially when we look at the ideas of social equity and justice, suggests that tourists should also have rights. These rights are the responsibilities towards the tourists of host communities, government agencies and the tourism industry.

* The right to be safe and secure from crime, terrorism and disease
* the right not to be discriminated against on the grounds of race, sex or disability
* the right not to be exploited by local businesses and individuals
* the right to polite and competent service

The host community and/or government agencies and/or the tourism industry should see to it that these rights are respected. ***Tourists are entitled to these rights if they accept their responsibilities.***

**Is responsible tourism possible?**

Is it likely to assume that tourists will take their responsibilities? Is it not thinkable that tourists see their annual vacation as an escape from their everyday responsibilities? Holidays are often seen as a time to be carefree: ‘I can do what I want!’

Nevertheless, it is possible to encourage more responsible tourist behaviour **in two** ways:

* By raising awareness of the issues involved in sustainable tourism in imaginative and effective ways.
* By showing that the impacts of sustainable tourism can also lead to more satisfying vacations.

In other words: tourists must be convinced of the benefits of sustainable forms of tourism and realize that it is in fact beneficial to them.

**Tourist education Vs Awareness raising**

Education in sustainable tourism is a very complex matter: the scale of the ‘dangers’ is largely unknown (just suspected) and the solutions are still unclear.

Then, there is also the issue about who has the **right to ‘educate’** the tourist. Should we leave it to the public sector or to the tourism industry? Who will give objective information and who is likely to give subjective, value-laden propaganda?

What is probably the best solution is for all parties to – as objectively as possible - **raise awareness** of the issues and leave the tourist to decide for him/herself what they should do.

What is also important to realise is that tourism destinations, governments and the industry have to keep record of the wishes and demands of tourists. The tourist needs to be satisfied or else there will be no tourism at all – let alone sustainable tourism.

A point may come in individual locations when awareness raising and attempting to match tourist satisfaction with sustainable tourism are not solving the problems caused by tourism. If the scale of the problems is great enough, there may be a need for regulation of the numbers and activities of tourists by the public sector.

**Good tourists Vs Bad tourists**

As described earlier, some authors in the sustainable tourism debate have described ‘good’ and ‘bad’ forms of tourism. In their publications, they have described ‘good tourists’ as:

* travelling independently or in a small group
* travelling to less well known regions
* travelling out of season, to avoid overcrowding
* learning the local language
* buying locally produced food and products
* makes little use of the mass market tourism infrastructure
* taking an interest in seeing wildlife in its natural habitat

\* This however implies that there is also a ‘bad tourist’, who does not do all these things. But, this may not be correct way of judging tourist behaviour. There might be many tourists who are simply not aware of the possible problems and who would become ‘good tourists’ if they would know about sustainable forms of tourism in the destinations they wish to visit.

**CHAPTER 4**

**4. Sustainable Tourism in Different Geographical Milieux**

**4.1. Coastal Areas**

Coastal areas are one of the important tourist opportunity centres. The coastal areas in many time is very sensitive on environmental issues. The discussion on this issue can be discussed in two important headings.

* 1. New coastal resorts development in a sustainable manner
  2. Rejuvenation of established destination.

However, we have to acknowledge that in recent years, tourism has also taken to the open sea in a big way, tourists are experiencing through, diving holidays, hiking, Whale watching, swimming, water skiing, angling etc. But all these activities have their own direct and indirect impacts.

**The development of new coastal resorts**

The main problems identified in developing new coastal resorts are

* Traffic congestion
* Pollutions (Air, Water, soil, Noise etc.)
* Flooding after rain because of the inadequate sewage
* Beach erosion etc.

**Action**

* Restriction on the location and size of the hotels
* Beach upgrading scheme
* Traffic management projects (Park and ride projects)
* Range of conservation projects (Community, Environment etc.)

**Rejuvenation of existing coastal resorts**

The major elements to achieve the goal of rejuvenation of existing resorts is

* Environmental improvement
* Attracting new better quality market
* New product development ( e.g. theme park)
  1. **Rural Areas**

In many countries, rural areas hold a special place in the development of tourism of that country.

##### Issues

**1. Geographical concentration:** Rural tourism is concentrated in small geographical areas. This geographical concentration is particularly true to foreign tourists. This concentration is causing congestion and makes everyday life much more difficult for local people and put great pressure on infrastructure and other local resources.

**2. Temporal concentration:** Most tourists visit in the countryside in the peak season, particularly foreign tourists. Thus for a brief period, rural communities are swamped by tourists and then hardly any tourists are seen for the next few months. This means that for much of the year, infrastructure which has built to accommodate the tourists. Such seasonality will prevent the creation of permanent jobs in tourism, which limits the social and economic benefits which tourism can bring to the rural areas.

**3. Host- guest interaction**: Many visitors appear to see rural areas as a leisure resource to be enjoyed, but make very little attempt to interact with the local community. They remain outside who exploit the local area for their pleasure, rather than looking at what they can.

**Action**

* Rural transformation
* Retail out letting
* Community training program
* Locally owned enterprising
  1. **Urban Areas**

Traditionally, the mass concern on sustainable tourism in town and cities has focussed upon the problem of managing the pressure of large tourists’ numbers in historic cities with fragile built environment

**Issues**

* Damage to building caused by the vibration and pollution
* causing of traffic congestion
* The city can lose its same of identity and special places can lose their sense of peace.
* Erosion and cultural change.

**Action**

* Traffic management initiatives that try to manage rather than reduce traffic flows.
* Encouraging public transportation.
* Attempt to reduce peak periods visiting and promote off period visits
* Encourage developments
* Large scale de-marketing.
* City planning.
  1. **Mountainous Region**

Tourism in mountain areas is a rapidly growing phenomenon, fuelled not just by increasing interest in activity holidays, but also by the rise of eco- tourism and the popularity of long haul travel.

**The negative impact of tourism on the environment in the mountain region**

* Impact associated with hunting
* Littering
* Floral disturbance through constant trampling
* Pollution
* Soil erosion
* Fire damage
* Disruption on wild life
* Disruption on tradition pattern ‘ Transhumance’

**Action**

* Zoning
* Resurfacing foot path
* Reduce, re-use and re-cycle
  1. **Islands**

Island tourism tends to face similar challenges in relation to sustainability as tourism on the mainland. However, the geographical isolation of islands and the fact that they are relatively self contained closed systems, bring these issues into sharper focus than on the main land.

**Major issues in island tourism**

* Shortage of resource like fresh water
* Congestion that makes it difficult for local people to go about their everyday business.
* Socio cultural issues
* Too much pressure being placed on local infrastructure
* Accessibility issues.
* Disposal issues
* Marine pollution

**Action**

* Raise awareness of key issues in relation to sustainability on the island.
* Control visitor number
* Standardization of infrastructures
  1. **Developing countries**

While commonly used concept of developing countries is a vague one. However, there are at least three types of developing countries, which are quite widely recognized;

**1. Less developing countries:** refers to countries which have low income, low literacy rate and low level of industrial production. These are again called as third world countries.

**2. Developing countries:** refers to countries which have gone beyond the LDC level but which are still relatively poor and non- industrialized.

**3. Newly Industrialized countries (NICs**): economically these countries have many characteristics with developed countries but share many social characteristics with developing countries still. E.g. Taiwan and Korea,

**Issues**

* Rapid growth in low priced holidays
* Exploitation of local community
* High level of exploitation of resources
* Cultural change
* Commercialisation of culture
* Adulteration and Duplication
* Low paid job due to unemployment
* Theft and robbery

**Action**

* Effective planning and implementation
* Tourism training and Licensing
* Careful monitoring on implementation
* Integrate tourism with other sectors
* Develop the concept ‘*fair trade*’ in tourism
* Official standardization

**CHAPTER 5**

**5. TOOLS OF SUSTAINABILITY**

For better achievement in sustainable tourism in the tourist destination, many methods and techniques can be implemented. The tourist destinations have many different components, elements and sub elements. The application of different tools to the destinations at the right time in the right way only helps to maximize the destination sustainability. Many of these tools can be applied **in advance** of the destination development others are **during** development and several tools have been identified even during **rejuvenation** period.

The conceptual meaning of a tool is something which is tangible which specifically works on something. In general tool can be defined as ‘A thing used for working on something’. Of course it is difficult to conceptualize the phrase ‘tools of sustainability in tourism context’ because the tools used in sustainable tourism development is not anything that is tangible in nature, but it is the techniques, ideas in the form of projects and calculations.

A sustainable tourism tool can be defined as **‘Techniques used for maintaining sustainability in tourism and associated areas’.**

Tourism is an industry consisting of different components and sectors. These components have again sub components and sub elements and many service providers and stakeholders involved in other business practices also have significant role in tourism development. Thus, there is significant role in the different stake holders like water supply department, electricity department which they are indirectly involved in tourism business to maximize sustainability in the tourism industry development.

In general, we can have different types of tools for assessing and measuring and maintaining various aspects of sustainability. They are;

1. Area protection
2. Industry regulation
3. Codes of conduct
4. Sustainability indicators
5. Carrying capacity calculations
6. Visitor management techniques
7. Environmental Impact Assessment
8. Consultation and participation techniques

**5.1. Area protection:** In a very simple way area protection can be defined as ‘designation of an area for protection’. It is very general that in the world many areas, destinations, monuments, intangible heritage, historical buildings are protected by naming them by specific designations. This is a very broad concept to discuss. In a very narrow way area protection in tourism can be defined as; “**Conservation of an area from the activity and development of tourism which is more vulnerable in the change of condition of that area with specific designation.** Some of them are;

* National parks
* Biosphere reserves.
* Wild life sanctuary
* Biological reserves.
* Areas of Outstanding Natural Beauties (AONBs)
* Sites of Specific Scientific Interests (SSSIs)

**Case study 1**

**Yellow stone National park**

The world’s first national park in this designation is for yellow Stone National Park in Northern part of America. It is established in the year 1872. The major cause for implementing conservation measures in this national Parks can be classified into three objectives.

* Prevent exploitation of Wildlife, natural beauty and environment.
* Enable visitors to enjoy protected area
* To promote scientific study of the natural system.

From the above objectives it is assumed that the importance of tourism development and its consequences had given importance in long years back by considering second objective of designation measures.

**Case study 2**

**The status of Worlds national parks**

The data collection of United Nations list of national parks and protected areas allows for the development and understanding of park creation over time. The survey revealed that the number of parks and protected areas grew substantially over time. The total growths of national parks have been increased in 1960, and this high level of growth continued until present. By 1996 the world’s network of 30361 parks covered an area of 13,245,527 km2, span of 8.84 % of the total land area of the planet. This total land area spans 225 countries and development territories.

**5.2**. **Industry regulation**: The rapid growth of industries, which involved in tourism and other sectors have made a tremendous consequences on the sustainability issues in the world. As a precautionary measure, the best implemental practices are the regulation of various sectors or industry production units. In tourism the industry regulation is the regulation of the production units for more sustainability.

The major consideration of industry regulation in tourism sector is the legislative control of Location, Size, function, structure etc. and has to be achieved by different sectors of tourism. In general the industry control mechanism can be developed in four ways of regulation.

* **Local government regulation**: The regulation can be achieved by planning restriction. The local authority like municipality can plan and regulate the local business and development.
* **National Government:** The national government role for industry regulation is regulating the industry by laws and regulations. The industry production of a country can be regulated through licensing, by obeying the laws and legislation. This is prepared by understanding the present situation of industrial development in a country.
* **Professional Association:** The different Local, regional, national and international Association has the role to control the industry development through Affiliation and membership. For accreditation and affiliation, any industry in tourism required to prove its competency of operation. Minimum operational standard have to be fulfilled to get affiliation.
* **International bodies:** The regulation is on the basis of International agreements and guidelines. Tourism industry in the world is controlled by UNWTO, WTTC e.t.c in the form of international guidelines on operations of different tourism sectors.

**Case study 3**

**Industry Regulation of American Society of Travel Agents (ASTA)**

In 1986 American Society of Travel Agents regulated the tourism industry for its membership and existing members. They produced a set of principles of professional conduct and ethics in the tourism industry practices. A well defined monitoring of the function of various tourism enterprises have been done and regulated the industry by disciplinary action on those failing to follow the responsibility embedded in the set of principles.

**5.3.Visitor management Techniques**: A range of visitor management techniques exists for use by those who cater for and control the movement of tourists. Tourism and travel can be seen as the purchase and consumption of experiences rather than tangible products. By implication, then, visitor management (VM) is the management of those very experiences – and not merely management of visitors. At the same time, visitors do require management in order tominimize risks to both persons and the tourism product resources, and to ensure that tourism operations run profitably, smoothly and successfully. VM is the sum of managerial influences exercised at both the destination level and the tourism attraction/ operator level that shape and determine the visitor experience and aim to enable the delivery of a high quality experience. The many methods used to regulate the visitors in the destination are;

**Zoning**: Allocation of an area for specific land use. It is the system of dividing the destination into different zones for different activities. This method will help the visitors to find their interested area and to control the unregulated use of an area where the activities are not permitted.

**Honey pots**: Development of popular tourist destination all over the country to disperse the visitors to many parts of the country to reduce the visitor number and to avoid the problems of carrying capacity.

**Visitor dispersion**: This is the method of dispersing the visitors in a tourist destination to avoid overcrowding at a time in a place. It is achieved by managing, allocating and placing different activities in less vulnerable area of the destination.

**Channeled visitor flow**: Channelizing the visitors through different well defined routes thereby avoiding the unregulated flow of tourists through different places of destination. For achieving this, the destination have to plan with many walking way and visitors indication on which way they are supposed to go.

**Restricted entry**: to control the number of tourists and visits; restrict entry at some period of time or close the way at certain time.

**Vehicle restriction**: Some destinations which are vulnerable on sustainability, vehicle restriction can be applied after certain points of the destinations. E.g. the world famous monument, Taj Mahal in India had the sustainability issue of fading the white color of marble due to the industry and vehicular smoke. At present the entry of fuelled vehicle has been restricted to the main zone and only battery powered vehicle are permitted to enter.

**Different pricing structures:** Increasing of pricing which is one of the methods used in de-marketing the tourist destination. It is by increasing or decreasing price of the product to control the tourist number.

**5.4. Environmental Impact Assessment (EIA):**The tool is used to assess the impact of tourism industry sectors and their operation. Environmental impact assessment (EIA) is an important procedure for ensuring that the likely effects of new development on the environment are fully understood and taken into account before the development is allowed to go ahead. The procedure is a means of drawing together, in a systematic way, an assessment of a project's likely significant environmental effects. This helps to ensure that the importance of the predicted effects, and the scope for reducing them, are properly understood by the public and the relevant competent authority before it makes its decision.

* Environmental impact assessment enables environmental factors to be given due weight, along with economic or social factors, when planning applications are being considered.
* It helps to promote a sustainable pattern of physical development and land and property use in cities, towns and the countryside. If properly carried out, it benefits all those involved in the planning process.
* From the developer's point of view, the preparation of an environmental statement in parallel with project design provides a useful framework within which environmental considerations and design development can interact. Environmental analysis may indicate ways in which the project can be modified to avoid possible adverse effects, for example through considering more environmentally friendly alternatives. Taking these steps is likely to make the formal planning approval stages run more smoothly.
* For the planning authority and other public bodies with environmental responsibilities, environmental impact assessment provides a basis for better decision making. More thorough analysis of the implications of a new project before a planning application is made, and the provision of more comprehensive information with the application, should enable authorities to make swifter decisions. While the responsibility for compiling the environmental statement rests with the developer, it is expected that the developer will consult those with relevant information, and the Regulations specifically require that public authorities who have information in their possession which is relevant to the preparation of the environmental statement should make it available to the developer.

This can be achieved through; Cost Benefit Analysis (COBA) and Environmental Auditing.

* **Cost Benefit Analysis (COBA):** it is the method of analyzing the cost and benefit of tourism business by applying different tool. The cost benefit analysis is done not only in the form of economic input and output. Many other elements are also analyzing the tools of COBA. COBA can be calculated in terms of negative and positive impacts fall under the same scale.
* **Environmental auditing:** Environmental auditing is the process of comprising the systematic, documented regular and objective evaluation of the performance of the environment. It is for controlling environmental practices, assessing compliance with environmental policies and any regulatory requirements and minimizing the negative impacts. It is all about the partnership of tourism with other sectors. This can also be done by using the matrix evaluation method.

**5.5**. **Consultation and Participation Technique**: The techniques used to understand the environmental performance from the population. This can be through;

* Meeting the general public and tourists.
* Public attitude survey
* Stated performance survey e.t.c.

**5.6. Codes of Conduct**: according to the sensitivity of the destination, in many countries codes of conduct have been developed. These are **dos** and **don’ts** in the tourists’ destination by different actors of the tourism system. The codes of conduct for sustainable tourism development can be developed to all actors of tourism.

**5.7.Sustainability indicators**: It is the indication on sustainability level of a tourist destination. It alerts the situation when and where applicable measures to be taken for sustainability. It is identifying the weakness and strength and filling the gap of existing sustainability problems. This can be achieved through;

* **Resource use-** Use of existing local resources like water, electricity, land etc.
* **Waste:** Indication of the tolerable limit of the destination with waste and its reduction methods.
* **Local production:** A thorough check on the local production. Whether increasing or not. If the local production in the tourists’ destination is increasing, it is a sign of more local involvement and towards more sustainability.
* **Basicneeds of the host:** To analyze the host communities need is satisfying from the tourism development and their involvement in tourism development in the tourist destination.
* **Access to facilities**: Whether the different facilities developed for the tourism development is reaching to the society or not. It is a general concept that the facilities developed for the tourism has to be reached to the local communities like water, electricity, communication facilities and generate a feeling on tourism is for development.
* **Access to decision making process**: The local community involvement in decision making process is very important for sustainable tourism development. The tourists and investors are new in the destination. But, the local community in the destination has a long tradition and experience on what to do. The social, religious and economic pulse and benefit, expectation of the society can only be identified by the representation of local community in decision making.
* **Diversity of natural and cultural resources:** The use of natural and cultural resources includes the level of exploitation, whether it is going beyond the level of acceptance of the countries or communities believes unplanned development and use of resources should be controlled. The resources and attractions used should also be diversified.

**5.8. Carrying Capacity**: One of the recommended ways to achieve sustainable development is to develop tourism as an industry which is stated to be protecting the natural environment, the society and the economy. However, even tourism like; many other economic activities can become negative effects to the environment, society and economy. The concept of sustainable tourism involves recognition of its negative impacts and the need to manage them. Carrying capacity is often lifted as a framework within which this objective can be achieved. Carrying capacity today is a well established concept in the general field of resource management and in the particular field of recreation.

The term carrying capacity originated in range of management, where it is used to refer to the number of stock that can be supported by a unit of land. It is the number of people that can be sustained by the earth.

It refers to the “Maximum number of people that can use an area without there being an unacceptable decline in the quality of visitor experience, economy or the environment.

## Types of carrying capacity

##### I-Natural carrying capacity

The natural carrying capacity contains two elements; physical carrying capacity and ecological/environmental carrying capacity.

1. **Physical carrying capacity**

The physical carrying capacity deals with **space** as a resource. It is measured in **two** dimensions, i.e**. per space unit** expressed in terms of number of persons per square hectare of land and **per facility unit**, i.e. number of cars parked, shops, camps etc. physical carrying capacity is a numerical measure and is useful for facility oriented urban and sub urban recreation. Factors influencing physical carrying capacity include;

1. Destination and environment maintenance

2. Dividing destination into zones and cyclic movement of tourist will avoid the congestion at a particular area.

1. **Ecological carrying capacity**

The ecological carrying capacity defines degree to which the ecosystems are able to tolerate human interference while mentioning the unimpaired sustainable functioning. Assessment range from impacts on coral reefs and littoral species, disturbance or disappearance of wildlife’s, emigration fauna depletion of vegetation cover of forests etc.

#### II. Social carrying capacity

The social carrying capacity is classified into two types;

(**a) The psychological carrying capacity of the tourist**

The psychological carrying capacity of the tourist refers to the **lowest degree of enjoyment** tourists are prepared to accept before they start seeking alternative destinations.

1. **Psychological carrying capacity of the host population**

Another dimension of the social carrying capacity is the local population of tourism present at the destination. In the light of empirical evidence that suggests impacts to host committees are many and varied. The psychological carrying capacity of under developed economic society is more receptive than in a developed society. This may be due to euphoric thirst of foreign currency.

**III-Economic carrying capacity**

Economic carrying capacity is the ability to absorb tourism activities without displacing or abruption desirable local activities. The regional imbalances of economy due to a new trend by the destination development directly carrying inflation in urban areas the tourism activity will be replaced by other remunerative function.

Generally, the measurement of carrying capacity is an important factor for tourism planning and sustainable development. As tourism is a human activity, the activities and development of one sector will have hallo effect on other tourism components and element. A careful analysis of the carrying capacity is an essential prerequisite for successful tourism destination management and planning.

**Carrying Capacity calculation**

Carrying capacity can be calculated mainly in **three** ways. The need of calculation of different components of carrying capacity differs on the basis of the nature of the destination.

* Physical Carrying Capacity (PCC)
* Real Carrying Capacity (RCC)
* Effective Carrying Capacity (ECC)

The formulae used in the above three calculation also vary on the basis of different elements in the destination supporting its carrying capacity.

1. **Physical Carrying Capacity (PCC)**

Physical carrying capacity is calculated according to the space necessary for one person to move freely in a specific time and here it is assumed to be one square meter per person.

1. **Real Carrying Capacity (RCC)**

Real carrying capacity is the physical carrying capacity corrected to allow the following factors;

* Vulnerability to Erosion
* Degree of slope of the destination and level of precipitation

3. **Effective Carrying Capacity (ECC)**

Effective Carrying is the real carrying capacity corrected to allow for the difference between:

* Actual management capacity
* Ideal management capacity.

**CHAPTER 6**

**6. Sustainable Tourism and Functional Management**

Tourism industries have a lot of functional areas in different sectors. The different components of tourism have its own diverse functional departments to perform different functions to offer a service. The total quality of service and benefits from tourism is on the basis of how efficiently each area functions. There are **fou**r important functional management areas which might play in the development of sustainable tourism.

1. Marketing management
2. Human resource management
3. Operation management
4. Financial management
   1. **Marketing Management**

One of the important functional areas for the promotion and development of tourism. Marketing of sustainable tourism significantly differ from the marketing of tangible goods. The function of marketing in different sectors of tourism vary each other ( The function of marketing department in a hotel is different than the function of a travel agency ) but both are sharing a common character that both are selling intangible services. Utmost care is required to penetrate the product into the right market for maximum sustainability.

### Marketing Definition

There are many definitions for marketing one among them are; Marketing is the social and managerial process by which individual and group obtain what they need and want by creating, offering and exchanging products of value with others.

Service marketing required excellent and strategic research in the product and market level for sustainable tourism management. As the first step for sustainable functional management for sustainable tourism development is to know the current status of the tourism product. It can be achieved through SWOT analysis.

### SWOT Analysis

As with tourism marketing generally, in sustainable tourism SWOT analysis is a widely used technique. Best practice goes beyond appreciation of the natural environment to encompass an understanding of social activities, economic impact on the facilities and region. This may be achieved through a marketing audit and an associated statement of Strength, Weakness, Opportunities and Threats (SWOT). As discussed earlier, the SWOT is an effective tool to analyze the current status of sustainable tourism marketing and project future threats and opportunities likely to impact the sustainable tourism development.

**Strength (S)**

Developing of a new tourism product, the most important factor may be no competitors, now the market is under the control of the producer. The unique and varied nature of many tourist destinations provides an excellent demand in the market. Devising successful pricing strategies, promotion, retainning trained and experinced human resource is also other strength of organizations

**Weakness (W)**

One of the fundamental weakness in sustainable tourism as a product and its marketing by operators and destinations is limited means and more demands the availability to consume a product in many time is less and number of tourist may be more leading to the negative environmental and social impact. The problem of seasonality is another weakness of the product. Tourism can market and sell in a short time of the year and other time is considered as low or off season, where the tourist number is very less and it will question the economic viability of the tourism industry.

**Opportunity (O)**

As a new product the opportunity is the enterprise can quote the price, which means the market is controlled by the producer (Monopolistic market). By selling of the product in a high tariff not only paves the way for economic development but also a controlling mechanism in the market to attract the real sustainable tourist. External factors such as issue of stability, working environment, cooperative work with different stakeholders also creates good opportunity.

**Threat (T)**

To control the demand of tourism with maximum sustainability, the main challenges posed by many tourist destinations are the government regulation on tourism. A destination has to keep a certain regulation in the ethical practice of service. The influence of external factors like political condition, outbreak of different epidemics and contagious diseases always reduce the market demand and are not under the control of tourism industry. The World trade center attack in USA had reduced international tourism business all over the world.

Once the SWOT analysis is over the organization or the tourist destination can go to the next step called as ‘**Devise strategy’** it is also called as **generic strategy** to beat the competitor or to achieve a product leadership in the market.

**Devising the strategy**

Devising the strategy is the strategy for a purpose. The three important strategies established to lead the product in the market are;

1. **Cost leadership**

This means producing the product cheaper than the competitors so you can both sell at a lowest price and gain more customers because of price advantage. Once the product gain the market attention then it is easy to penetrate a product to the target group.

1. **Product differentiation**

In other words, differentiating the product you offer that offered by others so that people buy it because it is different rather than because of price.

1. **Market focus**

Here the focus is on the market rather than the product. You can focus a particular geographical area or group of people have a similar interest on a product. So, you can be a leader in a particular market segment

### Marketing Mix

Once the strategy is agreed, thus the next challenge is to implement it through the manipulation of the **7ps/** the marketing mix.

Marketing mix is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market. It is customary to accept that the marketing mix is made up of the 7ps;

Viz. product, price place and promotion,people,process and physical evidence.

1. **Product**: The product dimension to achieve more sustainable tourism involves:
   * Developing products that are more sustainable in nature: This includes Conservation holidays, vacation packages using public transport rather than the private transport, Small scale Community based tourism and
   * Moving away from offering products, which are intrinsically not sustainable. Eg. Hunting trips, Destination with poor environmental standards, holidays on which tourists consume too many local resources, which may be in short supply. Eg. Water
2. **Price**: Traditionally the main emphasis in pricing in tourism has been on low prices to encourage high volume to provide adequate profit level for tourism enterprises. If we are to develop more sustainable tourism, then we must recognize that the price paid by the tourist has to cover the full cost of their holiday. It must be high enough to;

* Ensure a satisfactory experience for tourist
* Provide a satisfactory level of profit for the tourism industry
* Generate an appropriate level of profit for the host community
* Cover any cost involved in putting right any damage caused by the tourist
* Allow for employees to be paid a reasonable salary

The principles of sustainability also mean ensuring that the tourists feels they have received value for money, rather than leaving them with the idea that they have been exploited.

1. **Place**: We should perhaps encourage the trend towards direct selling, leaving out the use of marketing intermediaries, as this often results in a better price for the consumer. Where an agent is used, action should be taken to ensure that the way they sell a product is ethical and does not raise unrealistic expectations and offerings in the minds of the tourists.
2. **Promotion**: Promotion is a vital element in creating more sustainable forms of tourism. It is important that the industry, in its brochures and advertisement does not create an expectation that the product cannot live up to. Tourism organizations and destinations can also use literature and advertisements to raise tourists awareness of key issues relating to sustainability.
3. **people**: the people involved should be highly professional and individuals who obey the code of conduct of the industry.
4. **process**: it is known that service needs more face to face or actual service. So,the way we serve our customers should not be highly bureaucratic which can upset customers and even lead to the lose of business.We have to try our best to involve customers in diferent service processes.
5. **physical evidence**: individuals in tourism are working with intangible services. so, to add value to our services they have to tangiblize/reduce the intangibility of service.

**Challenges of Sustainable TourismMarketing**

In a tourism context, marketing differs from other products because tourism is a service industry, where the intangibility, quality of delivery and evaluation of experience are difficult to visualize. The heterogeneity, Perishability and intangibility of tourism services make marketing a challenge when combined with other key problems. The customer must travel to the product and the activity of the tourist on which the operator has little influence. Attracting the right sort of sustainable tourist (Responsible tourist, volunteering tourist) is very difficult. It is sometimes difficult to identify the market of a ‘born’ and ‘made’ responsible tourist’s market.

* 1. **Human Resource Management**

In the service industry, where the service delivered by employees is the core of the product which is offered, customer satisfaction is largely a function of the quality of the staff those who are interacting with the tourists. Staff plays a vital role in every aspects of the delivery of the tourism product.The success or quality of the product highly depends on;

1. The competence of the travel agent – who find the right holiday
2. Attitude and level of service offered by a cabin crew in the flight
3. Customer service in the hotel/resort
4. Capability of operating staff in the hotel or catering establishment
5. The skill, knowledge and hospitality of the tourist guide

**Human resource and sustainable tourism: Dimensions**

The relationship between human resource and sustainable tourism has **two** main dimensions;

* Tourism can only exist if the industry can attract and retain an adequate supply of good quality staff, in other words, if there is a sustainable work force.
* The way in which staffs are treated by both managers and tourists and vice versa paves the way for sustainability.

**Quality required for a staff of sustainable tourism development**

Managing sustainable tourism business on a day-to-day basis highlighted the diverse management skill**,** which is belatedly recognized asvital to sustainable tourism development.

1. Visitor experience level:-
   * Effective communication skill
   * Entertaining personality
2. Individual level

* Dress code
* Patience
* Courage
* Knowledge
* Motivation. Etc.

1. Operation level: High quality sustainable tourism experience and minimization of any potential adverse impacts of their operation. In this level the quality is measured by whether the employee is using his skills fully in his job or not. Even though the work force in an organization will be more skilled and experienced, they will not express it properly due to some internal conflict. Thus, the effectiveness of service should always match with the operation. This highlighted the need for a greater concern for human resource management issues so that operators have sufficient knowledge and training.

**A number of possible approaches to meet the requirements of training include;**

* Developing training programs for tourism operators to enable them to communicate messages appropriately, be aware of the means to minimize adverse impacts of tourism, and provide opportunities for active involvement in environmental protection and management.
* Identifying and addressing training needs for tourism operators, guides and natural area managers.
* Raising awareness of the value of and the need for training.
* Providing training for natural area managers jointly with tourism operators to promote a better understanding of each party’s interest and concern.
* Including skill in communication in the training.
* Developing codes of practice for ecotourism operators, guides and tourists.
* Requiring the appropriate training to be a prerequisite for accreditation.
* Using incentives to encourage training.

**Some Sustainable tourism training issues**

* 1. Accreditation
  2. Interpretation
  3. Guiding

**Accreditation:-** Accreditation is the means by which an association or agency evaluate and recognize a programme of study or an institution is meeting certain predetermined standard or qualifications.

It is suggested that accreditation provides a sustainable tourism operator with an accepted operational practice as well as an increased professional standing. It is also ensured that the tourists are led by guides whose knowledge of the region is at an accepted industry standard and who operate at a high level of safety. But many times the accrediting agency cannot evaluate the function of a sector of tourism industry frequently and difficult to measure the performance standard and training requirements.

**Interpretation: -** Interpretation conveys the essence of what is being consumed and delivered is vital to the quality of the experience. The quality of deliverance will increase the confidence of the sector that provide the services and will reflect on the customer satisfaction, the measurement of what is offered to the tourist and whether it is delivered. The tour operators undertake interpretation in order to attract the tourists, add value and better position their product, reflect personal or organizational ethics.

**The benefits of Interpretation**

There are mainly four benefits for interpretation technique for tourism business;

* Promotional benefits
* Visitor experience ( Recreation)
* Learning benefits
* Managerial benefits

**Guidance:-**The key role of guides is to enhance the quality of visitor experience both through the information and understanding given, and by the way which it is imparted. It is one way of adding value to the tourist experience. The highest standard of guiding is essential to ensure that the needs and aspiration of the visitors are met. Thus, the knowledge and role of guide is central to enhance the quality of the guided tours. The presentation skills of the guide will significantly enhance the quality of experience.

* 1. **Operation Management**

‘*The Goal of operation management is smooth and efficient operation*’

The management of tourism operations; whether accommodation, transportation or attraction has major implication for sustainability in tourism. Once the destination is developed, the way that it is managed on a day-to-day basis will determine its impact on the world around it, and whether or not it is sustainable.

**Definition**

It is the day-to-day management of the attraction or service.Or;

It is about managing the resources, staff and physical equipment to provide a satisfactory service to the customers, and an acceptable rate of return on the use of these resources.

There is a tendency, therefore, for operation management to take a short term view, being pre occupied with crisis management, responding to customer and measures to reduce the current expenditureetc.

1. **Environmental practice: -** Most aspects of operation management have implication to the environment. Tourism operation involves the purchase and use of wide variety of goods and consume considerable amount of energy and water resources. The industry also creates great volume of waste. Therefore, it is very important that all tourism organizations have good environmental practices. The first stage in this process should be the carrying out of an environmental audit.

**Environmental Audit: is** a systematic, documented, regular and objective evaluation of the environmental performance of an organization or an area. Environmental audits can provide a measure of the environmental performance of a company as regards management procedures, resources issues, waste production and disposal and specific way in which the performance can be improved. In general, by using the Environmental Audit, it is measuring the current situation of the environment by the operation of tourism and other sectors.

**Environment Management System (EMS):** The environment management system provides a frame work for organization/ destination to manage environmental impacts of their operations. It involves the application of contemporary concept to management of business aspects associated with the significant impacts**. For example** the Environmental Auditing helps to fine the depth of waste disposal in an area. The EMS will help give management suggestion to reduce the waste production and its proper management techniques.

**10Rs- Environment management system**

1. Recognition of the nature of the issue, the problems and the opportunities surrounding environmental impacts and sustainability has to come before action.
2. Refuse to engage in activities, as soon as possible, when they are recognized to be environmentally damaging.
3. Reduce current levels of usage, for example using better portion control to reduce food wastage.
4. Replace products with one, which are more environmentally friendly.
5. Re-use materials whenever possible, such as cotton laundry bags in hotels
6. Re-cycle materials
7. Re- engineer, in other words, changing traditional management system to reduce costs and achieve growth in ever more competitive activities.
8. Re-train staff to help them behave in a more environmentally friendly manner and to help educate tourists about sustainability issue.
9. Reward staffs who perform particularly well in relation to environmental practices.
10. Re-educate tourists so that they modify their behavior.

**2. Purchasing Policy**

A major aspect of operation management is purchasing the wide range of goods and services which are required by tourism enterprises. For all tourism organizations a purchasing policy that furthers the cause of sustainability should have several key elements;

1. Where ever possible, supplies should be sourced locally, this has two advantages;
   * It maximizes the economic benefits of tourism for the host community
   * It reduces the need for transport and the energy consumption
2. Providing the most environmentally friendly products available, such as cleansing materials and vehicles.
3. Purchase the goods from the recognized dealers which operate good environmental management system.

**3. Welcoming customers with special needs**

Most customers have special needs of one kind or another. The social equity dimensions of sustainable tourism means that we should endeavor to make sure that tourism experiences are equally available to everyone. This means ensuring that tourism operations are managed so that they are accessible to customers with different type of special need.

**Different types of special needs**

* Visitors who are wheel chair dependent
* Visitors with hearing difficulties
* Visitors with special diets
* Visitors with babies and children
* School and college group
* Visitors who speak foreign language

It is important, however, to accommodate the special needs of different groups of customers sensitively, so they are not made to feel like a problem that they are being stigmatized in the eyes of fellow customers and staff.

**4. Good Neighbors**

Sustainability is all about tourism organization being a good neighbor to those live around their operation. This point can be illustrated through example...

* Hotel, which has discos and wedding parties, should encourage their guest to be quiet when they leave the hotel at night.
* Fast food restaurant should either persuade their customers not to drop litter.
* Tourist should adapt the local norms of the area visited and vice versa.

These measures, which are designed to minimize the negative impacts of tourism, organization may also take actions that are positively beneficial for the local people. Being a good neighbor can also help organization to improve their long term prospects by reducing the likely hood of opposition from neighbors to both the current operation and any future expansion plans.

**5. The safety of staff and Tourists**

The staffs of an organization have rights, as do tourists. One of the most fundamental of them must be the right to safe working condition and a safe leisure experience, respectively. Operation mangers must there for be dedicated to improving the safety of both staff and customers. It is very important issue in some sectors of the tourism industries**. Examples;**

* A theme park: where the major is the safety of rides
* A hotel:-Fire safety, Swimming pool safety, food hygiene, etc.
  1. **Financial Management**

All tourism organizations development has financial objectives, which, if they are not met, will ensure that either the organization or the development will have no long term future. Thus, an overview of financial management in tourism is significant for sustainable tourism development.

1. **Investment Appraisal**

Many capital projects in tourism are viewed by potential investors as high risk in relation to other business investment. This may be because:

* Economic crisis in different regions
* Tourism developments are highly specialized and inflexible and cannot easily be adapted for new uses.

It would be difficult and expensive, to convert most theme parks to a new use. For these reasons investors in tourism project tend to want to get their money back very quickly to balance the risk. This emphasis on short term return forces organization to behave in non- sustainable ways to exploit the environment, staff, local communities suppliers and the tourists for short term gain with little thought for the future.

1. **Ethical Investment and tourism projects**

Tourism projects have increasingly been seen as attractive investment opportunities by individuals and organizations whose ethical beliefs are highly questionable. It is alleged that organized crimes syndicate in the USA have invested heavily in hotels and resort in Las Vegas, where Gambling is the main attraction.

1. **Short term budgeting**

Most budgeting in tourism take place over a twelve months cycle; where by the short term financial objectives of an organization have to be met with in one year period. Its objectives may be;

* Profit maximization, in other wards creating a large surplus income over expenditure as possible.
* Breaking even, so that the income and expenditure equal each other.

The fact that these objectives have to be met every year might go against the fundamental principles of sustainability, which is taking a longer perspective.

1. **Cost reduction and sustainability**

Many organizations seek to meet their financial targets by rationalization and cost reduction. In a service industry cost reductions usually means cutting staff, reducing salaries or increasing productivity by making people work harder. Any cost reduction therefore can cost employees their jobs or reduce the multiplier effect of the organization in the local economy. It can also reduce the quality of experience for the tourist themselves and staff becomes demoralized and less enthusiastic about their job. Cost reduction also means trying to extract lower prices from suppliers which intern makes harder for the suppliers to sustain their enterprises.

Training is one of the first victims of cost reduction strategies, which affects the long term sustainability of the business. Staffs that are not trained continuously will lack the skills to take the business into the future. General maintenance may be cut, such as painting and this may ultimately shorten the life of the destination.

Conversely, cost reduction can provide a commercial motivation for tourism organization to take action to make their operation more sustainable. This includes;

* Increased recycling to reduce waste
* Initiatives to reduce the consumptions of water and energy
* Reducing mileage allowances

1. **Optimizing the use of resources**

Most physical developments in tourism, hotel, visitor attractions and transport infrastructure have high fixed costs. That means if the facility is unused or under used at any time costs are still increased. It could be argued therefore that sustainable tourism also means optimizing the utilization of tourism facilities and reducing the times when they are unused or under used. This clearly means tackling the issue of sustainability and variations in demand, so as to make the best possible use of the staff and the premises.

**CHAPTER 7**

**7. Sustainable Tourism; the Different Sectors and Types of Tourism**

**7.1. Tourist Destinations**

Sustainable tourism in relation to destination means;

* 1. Ensuring the future success of existing destinations
  2. Planning new destination with their long-term future development in mind.

**The complexity of destination Management**

* They exist in different but interrelated geographical levels
* Most destination management is in the hands of public sector agencies that only own or control a small portion of the destination product.
* Limited budgets of governments.
* Most of the tourism product is in the hand of private sector over which the public sector agencies have little or no control.
* The destination is not a single homogeneous product but is rather a ‘kit’ made up of lot of individual elements. Each tourist put these individual elements together to create their own specific ‘do it yourself’ holyday product.
* The destination management involves a range of stakeholders all with their own interests; the local residents, and the local tourism industry, externally based companies, tourists and elected representatives. Most decision on tourism planning and management in destinations are taken by elected representatives who are usually untrained, make decision on the basis of political consideration rather than in the interests of sustainable tourism.

The complexity and diversity make it difficult to make generalization about the destinations.

**Factors influencing the impact of tourist destination**

Clearly the sustainable tourism challenge is to manage tourism in destination in ways, which maximize the positive impacts while reducing the negative ones. However, every destination is different and the actual impacts vary between different types of destination, depending upon:

* How well the development was initially planned.
* The type of tourism and tourists the destination attracts.
* The level of development of tourism
* Public sector policy
* The fragility of local environment, economy and culture.

**Sustainability and different types of destination**

Using sustainability in the broadest sense of the term, the word means different things in different types of destination. In wilderness area where the tourism is new, it often means developing tourism in ways, which do not destroy the fragile ecosystem.

**The tourist area lifecycle and sustainability**

This concept has become very influential in tourism and clearly has major implications for sustainable tourism, particularly as the model also suggests that each stage of the cycle has implication for:

* Tourist numbers and types
* The level and nature of contact between host and guest
* The degree of change in the destination
* Who is in control of the local tourism industry

Rejuvenation

Stagnation

Reduced growth

Consolidation Stabilization

No of tourists

Development Decline

Immediate Decline

Involvement

Exploration

**Fig. Destination life cycle**

This model is developed by Butler and clearly shows that as the destination develops, problem arise in relation to the fact that outsiders begins to take control of the tourism industry, and contact between locals and visitors become more formal and institutionalized. These could all been seen as negatives in relation to the sustainable tourism concept. Butler’s model, in relation to sustainable tourism, therefore reminds us of the need to rejuvenate destinations constantly, preferably before the decline sets in.

In terms of sustainability, one of the increasing trends is that the tourist area life cycle is getting ever shorter due to the desire of tourists to constantly find new places to visit and competition and growth of new destinations.

Stagnation and decline, because of these factors, can sometimes been seen in a matter of a few years after the destination first began to attract significant number of tourists. This shortening of the lifecycle is clearly a threat to sustainability and could lead the investment never being repaid.

**Carrying capacity and the host population/host-guest relationship**

Another influential model (by Doxey Irridex) that is relevant to sustainability is that as tourism developed in destinations, the attitude of local people towards tourists changed for the worse as follows;

* Euphoria :-People are enthusiastic and thrilled by tourism development (Initial welcome). There is mutual feeling of satisfaction.
* Apathy:- More contact between tourist and the society
* Annoyance /irritation: - When the industry is nearing the saturation point or is allowed to pass a level at which the locals cannot handle the numbers without expansion of facilities.
* Antagonism: - Locals openly express their irritation in an overt manner.

**The measures of sustainability**

* Local people should not subsidize the products and tourists should pay appropriate price
* Educate host and guest
* The volume of tourists should not rise dramatically
* involving the local community in tourism developments

**7.2. Visitor Attractions**

Visitor attractions are the heart of tourism industry; they are motivators that make people want to take a trip in the first place. It is clear, therefore, that visitor attraction should have a central role to play in the development of more sustainable forms of tourism.

Natural environment

* Mountains
* woods

Man made attractions not designed to attract tourists

* Castles

Visitor Attractions

Man made attractions designed to attract tourists

* Theme parks
* zoos

Special events

* Arts, sport
* gastronomy

**Fig;Typology of attractions**

**The sensitivity and sustainability of the tourist attractions**

The sensitivity of the visitor attractions to tolerate the impact differs from man made and natural tourist attractions. Natural areas are probably in the isolated area, therefore; it is more sensitive in nature. Manmade attractions are usually well planned before the development. So, it has the capacity to tolerate the impacts better than the natural attractions.

**The Ownership and sustainability**

* Public sector: Long term financial perspective and poor maintenance
* Private sector: Operates with its short term financial pressures, could perhaps be expected to be less interested in sustainability
* Voluntary sector: tend to be owned by groups with a single shared interest and could probably have a narrow, single issue interest on sustainability.

**Towards more sustainability**

1. Development of new destinations.
2. Type of management
3. Ensure that the economic benefits of tourism are optimized
4. Tourism should be locally rooted- directly related to local area.

**7.3.Tour Operations**

Tour operations in many ways are the key to the drive towards more sustainable form of tourism, because:

* They design the itineraries which tourists will follow and thus decide where they will and will not go.
* They develop the promotional messages to attract the tourists.
* they contract services from local suppliers
* they provide the representatives in each destination who advise tourists on what to do

**Type of tour operators**

* 1. *Transnational tour operators*: - With a range of products selling vacations to the tourists in more than one country.
  2. *National tour operators*:- With range of products selling vacations to their domestic market only
  3. *Medium sized tour operators*: - Which may either be in the mass market or specialist market.
  4. *Small scale specialist tour operators*: - Which focus on one country or region primarily or one type of holiday such as skiing or Angling.
  5. *Small scale specialist ‘hobby’ tour operators*:-Which are a part time activity for their proprietor and is operated on the special interest of the proprietor.

**The negative side of tour operations**

1. **Mass market tour operators:-**Mass market operators are in high volume, low profit margins business so they need guaranteed high volumes. This means sending tourists to the established honey pot destinations, which are already crowded with tourists. The price sensitive nature of much of the tour operation market often leads to a situation where tour operators use their power to negotiate contract with local suppliers which ensure that the tourists pays a very low price for their holiday. This both minimizes the economic benefits of tourism for local communities and makes it difficult for suppliers to improve the quality. The further result is the early decline of the destination.
2. **Exploiting the destination**
   1. Many tour operators tend to exploit historic sites and natural sites for excursion.
   2. Many tour operators use their own employees as guides when they are in the destination region so that the tourists are told about an area often by outsiders whose knowledge and interest in the area may be very limited, rather than by more knowledgeable and enthusiastic locals.
   3. Many tour operators show little long term commitment.
   4. Most tour operators are based outside their destinations so that much of the price paid for their holiday by the tourists never reaches the host community.

**Towards more sustainable tour operations**

* Local communities in destinations should develop their own tour operations.
* Destination should try to ensure that much of the tour operations as far as possible are handled by small scale specialist tour operators.
* Attention should be made to encourage mass-market tour operators to act in a more responsible and sustainable manner.

**7.4.Transport**

The need for the transport services put great pressure on the environment in several respects;

* The resources used and pollution involved in transportation
* The Demand placed on the environment to make more facilities e.g. road
* The use of taxis cars with in the destination
* The use of cars by staff in the tourism destination for their day to day activity.

**The negative impacts of tourist transport**

The negative impacts of tourists’ transports are well documented, particularly in relation to air transport and private car in particular. They include;

* The use of non-renewable resources such as oil, Coals etc.
* The contribution made by emissions to the problem of acid rain
* The apparent destructive effect on the ozone layer of aircraft emissions.
* Water pollution caused by water transportation eg. Leakage of oil.
* Noise pollution, air pollution.
* The degradation of landscapes
* The use of green field for transport.

**Towards more sustainable tourism**

1. Regulatory controls which provide statutory limits on emission.
2. The use of new technologies to improve the performance of the engine.
3. Fiscal incentives that favor more energy-efficient form of transport.
4. Pricing mechanisms that ensure that prices reflect the environmental cost of the transport.
5. Raise tourist awareness.

**More sustainable ways of moving around the destinations**

* + Introducing environmentally friendly transport like; Horse, donkey, car which use batteries etc.
  + Combine transport with health. Example Bicycles, encouraging walk…
  + Use historical type of transport- Horse carriage

**7.5. Hospitality**

The hospitality sector interfaces with the concept of sustainable tourism, in **four** main areas;

* The location and design of new accommodation units.
* Operational management practices in the hospitality sector.
* The human resource management practices in the hospitality sector
* The food and drinks which tourists are offered in catering establishments.

**The negative side of hospitality**

1. Building units on sites in prominent locations, where the construction destroys the landscapes etc.
2. Developing units on sites which are existing wildlife habitats, and not taking this fact into account in the development of the site.
3. Designing units with large swimming pools which make great demand on what may be limited local water supplies, in many locations.
4. Building externally owned resorts without access to local community.
5. Using foreign architectural styles and non-local materials.

**Towards more sustainable tourism (Operation management and sustainable tourism)**

1. Developing re-cycling system
2. Using re-cycled supplies
3. Installing water saving devices in showers and toilets.
4. Using low energy electronic equipments.
5. Making full use of energy conservation measures such as insulation
6. Developing solar powered water heating system.

*There are other aspects to sustainable operational management in hospitality sector;*

1. Purchasing practices and the idea that wherever possible, hotels and other accommodation establishment should source supplies they need form local suppliers, to maximize the economic benefit of tourism, for the local economy.
2. Being a good neighbor to the local community, minimizing noise and litter, as far as possible.

**7.6. Cultural Tourism**

Cultural tourism and sustainable tourism in much time are seen as synonymous. The sustainability of the cultural tourism centers also depends upon the kind of product and where it is located.

**The typology of the cultural tourism resources**

Modern popular culture

Sites associated with Historic events

Themed trail and Itineraries

Heritage attractions

Special interest holidays

Traditional foods and drink

Festivals

Sorts and leisure activities

Cultural tourism resources

Industry and commerce

Traditional crafts

Arts

Religious sites

Type of architecture

Language

**The Cultural tourism system**

There is clearly a cultural tourism system. Within this system; the public, private sect sectors and voluntary sectors all have a role to play.

* + - 1. The public sector manages many cultural resources and promotes them.
      2. The private sector managing some cultural tourism resources and incorporating the different intermediaries and suppliers.
      3. The voluntary sector is focused on management of certain types of cultural tourism resources.
* Public sector
* Private sector
* voluntary sector

Tourist

**How cultural tourism varies in different geographical areas?**

**Urban Areas**: - It is the heartlands of cultural tourism, with a focus on large scale physical attraction, and the performing arts

**Rural and mountainous Areas: -** Cultural tourism focuses on observing traditional life styles.

**Coastal areas**: is often the artificial culture of the established sea side resorts.

**Threats to the future of cultural tourism**

1. **Pressure on Cultural diversity**:-It is threatened by pressures on cultural diversity. In a tourist destination, the visitors are from different countries and regions having a different culture. This may paves the way for the gradual change of the existing culture in the tourist destination.
2. **Change in Education**: - The emphasis in education has moved generally towards the vocational and away from purely academic in many countries. Thus, it could be argued that the general citizen’s knowledge of culture as a subject may actually fall.
3. **Preserving old cultures**, **not encouraging new cultures**:-Most of the planners and policy makers are consciously trying to preserve or bring back old cultures and values. At its worst, this can impede the natural evolution of new cultures.
4. **Social change**: - The process of social change, particularly in rural areas through de-population, is also a threat to the culture. In some places there may be no indigenous culture left as the original population disappears, to be replaced by a second home and seasonal holiday culture.
5. **Competition from other cultural activities**

The development of new cultural leisure products and the impact of technological innovations such as virtual reality (cyber tourism) are providing competition for cultural tourism, particularly in the important day trip market.

1. **The danger of cultural tourism overload**

It now appears that every country, region, city and village is trying to attract cultural tourists. Vast sums of money are spent every year on building new theaters, Museums, devising new cultural tourism itineraries and organizing special events. One is left wondering how long this rapid growth can continue before a state of saturation is reached. This could result in under use and obsolete infrastructure, which could tarnish the reputation of cultural tourism.

1. **Product standardization**

The growth of cultural tourism products has been based largely on copying those which have succeeded elsewhere. This has resulted in a certain standardization of the product. The standardization could, in the longer term, be a threat.

1. **Poor quality**

While much cultural tourism is of a high standard, there is some times a quality problem, where entrepreneurs have sought to gain short term benefits from exploiting the market. This will also affect the quality of the visitor experience.

1. **Safety and security**

Cultural tourists, who tend to be relatively rich, are particularly attractive target for criminals. At the same time, terrorists are increasingly realizing that the best way to undermine a government is to damage its historical and cultural monuments. These are at present part of tourism industry.

1. **over commercialization**

The commodificaton of culture is being widely used to bring extra income to public and private organizations. If it goes too far, however, there may be commercialization, which directly threats the quality of culture.

**The non-sustainable dimension of cultural tourism**

As well as the threats to cultural tourism, there are also aspects of cultural tourism, which are not compatible with principles of sustainable tourism.

**1. The over use of sites and places**

This is a particular problem with older forms of cultural tourism such as heritage tourism; this over use can be result in both damage to building and landscapes and the poor experience for the visitor.

**2. Lack of local control**

The stimulus and funding for the development of cultural tourism in many locations often comes from outside the local area. In most cases, local people and even local government may have little role in the development process. It is perhaps a problem in the heritage field, where the story of the country is told to the tourists by outside professional rather than the local people.

**3. Trivialization or loss of Authenticity**

The need of the tourism industry and the taste of the tourists, can lead to the trivializing of culture and loss of authenticity. Traditional dances are shortened to meet the schedule of tour groups and traditional cuisines are internationalized to make it acceptable to the plates of visitors. Folk songs are presented purely as musical entertainment rather than as part of the core of a complex traditional culture.

**4. Fossilization of culture**

The tourism industry and tourists have a vested interest in fossilizing culture which is picturesque or intervening because of their novelty value. There is a danger that our current interest in conserving the culture may pave the way for tomorrow’s artificial culture.

**Potential approaches to developing more sustainable cultural tourism**

1. **De-marketing**

It is discouraging tourists from visiting traditional and cultural events on specific time. However, while increasingly fashionable the concept of de-marketing does have its problems who decide when it should be practiced and how it will be implemented? There is also doubt about how feasible de-marketing in cultural tourism. It is very difficult to remove the desire of visit. Perhaps the most controversial area of de-marketing is de-marketing of people.

1. **Encouraging local initiatives**

Local control is a key element of sustainable tourism ideology, so it is clear that locally generated initiatives should be applauded. The income from the event should be used to help protect the areas heritage, but also to support today’s community and its cultural activities. The profit can be used **to** set up research center **and** School of popular dance etc.

1. **Innovative public sector project**

Innovative project like a theme park together with the promotion of several cultural projects in International, national or regional level will help the conservation of cultural elements.

1. **Celebrating emerging culture**

Future cultural tourism will be depend on us recognizing and promoting emerging modern cultures, rather than simply continuing to promote long established cultural resources, which have become the icons of modern tourism.

1. **Maximizing local benefits**

This means consciously setting out to maximize the economic, social and environmental benefits of cultural tourism for the host community.

**6. Ensuring tourist pay a fair price**

It is important to ensure that tourists receive value for money, but it is also vital that tourists pay the full price of the product they enjoy. Otherwise, cultural tourism cannot be sustainable, for either local people will become aggrieved at having to subsidize the visitors or insufficient income will be generated to support the cultural resources adequately.

**7.7. Eco-tourism**

Ecotourism is a term, which is widely used today, but is rarely defined. It is often used interchangeably with other terms such as alternative tourism, responsible tourism, and nature-based tourism. Sometimes it is synonymous to sustainable tourism too

**Fundamental pillars of more responsible tourism**

It is identified that there are **four** fundamental pillars that needed to be followed for more responsible form of tourism.

* Minimum environmental impact
* Minimum impact on host cultures
* Maximum economic benefit
* Maximum visitor satisfaction

**Types of eco-tourists**

Based solely on the motivation and /or interest level of the participant;

* 1. **Hard core eco-tourist**:- Scientific researchers or members of educational or conservation tours.
  2. **Dedicated eco-tourist**:-People who visit protected areas to learn about nature.
  3. **Mainstream eco-tourists:-**People who visit unique natural area destination just to take an unusual trip.
  4. **Casual eco-tourists:-**People who take trip casually as part of other trip.

The sustainability of an eco-tourism destination always depends upon the nature of the eco tourists and sensitivity of the ecotourism destination.

**The Impacts**

The main impact of the eco-tourism center is pollution and that fall under Air pollution, Soil pollution, Water pollution, Ecological disruption, Overcrowding etc.

**Towards more sustainable eco-tourism**

* It should not degrade the resources-Develop in an environmentally sound manner.
* It should provide first hand participatory experience
* It should involve education among all parties-Local parties and the tourists
* It should encourage all-party recognition
* It should involve acceptance of the resources
* It should promote understanding and involve partnership between many players
* It should promote moral and ethical responsibilities
* It should promote long-term benefits.

**7.8. Business Tourism**

Business tourism is growing worldwide and represents a large slice of the global tourism cake. It is vital therefore that, if we want to develop more sustainable forms of tourism we also should give attention to the business tourism.

**The nature and scope of business tourism**

Exhibitions

Individual Business trip

Educational exchange

Meeting and conferences

**Business tourism**

Product launches

Incentive travel

Training

*Sustainable Tourism management, CABI*

**The negative side of business tourism**

The nature of the business travelers is different than the other individual tourists. The level of adaptability of this category is very less. We can distinguish the business travelers in two important ways;

* They are always in high demand category (infrastructure, private cars, crime, illegal trading e.t.c.).
* They create more waste in the destination

However, the major threat on business tourism is mixing the business travel with pleasure travel. The business travelers used to go for another recreational tour after their work. This trip is usually unusual and many times it may lead to unorganized tour adversely affecting the place visited. Most of the business tourism also paves the way for illegal activities like Smuggling, Drug abuse and prostitution in the tourist destination.

**The Advantages of Business tourism**

Conversely, in terms of the economic aspects of sustainable tourism, Business tourism has a number of advantages over leisure tourism.

* Business tourists tend to spend two or three times as much money as leisure tourists.
* They fill hotels on off season (Solving the problem of Perishability)

**Towards more sustainable Business tourism**

We have seen that business tourism brings social and environmental cost as well as economic benefits. In order to make it more complementary with the principles of sustainable tourism, the main area to achieve more sustainable business tourism is to create awareness for the business tourists.

CHAPTER 8

8. Case Studies on Sustainable Tourism

# 1. Sustainability and mass tourism development in Caribbean Islands

Within the less developed world, the Caribbean stands out as region exceptionally high levels of tourism development and dependency.

## Overview of Caribbean Tourism

Located within the Caribbean Sea, The Caribbean accounted 0.6 percentage of the world population, with tourism accounting for about one quarter of all regional export earning, the Caribbean can legitimately be described as the world’s most tourism dependent region. Some of the islands like St. Maarten (a component of Netherlands Antilles) and UK dependency of the Turks and Caicos Islands may be characterized as ‘*hyper destinations’*-whose economies depend almost entirely on tourism.

**The Caribbean as a pleasure periphery component**

Although specific locations such as Havana (Cuba) were already well developed as tourist destinations prior to the Second World War, it is the post war period that is associated with the wide spread diffusion of mass tourism in the Caribbean. (Provision of 3s)

In fact the regional tourism sector can best be described as a three-tier structure, where 3s centered beach resorts and cruise ship excursionist tourism occupies the top and most important tier. The middle tier is occupied in roughly equal proportion by VFR and business tourism, while historical and environmental tourism is positioned at the bottom of the hierarchy.

**3s Resort cruise ship**

**Business VFR**

HistoryCulture

Environment

*Structure of Caribbean tourism (Source: Weaver, 1998)*

**The sustainability**

Unsustainable Mass Tourism (UMT) Occurs where the level of tourism development is large scale and the accompanying regulatory environment minimal or nonexistent in terms of its ability to minimize the negative impacts of the sector, existing economic, social and environmental carrying capacities of the destinations are breached by the tourism sector.

**Unsustainable Mass Tourism (UMT)**

There is a great deal of evidence to suggest that large scale tourism in the Caribbean, in the main, has developed along as environmentally, socially and economically unsustainable trajectory from a destination perspectives.

**The costs**

**a. Environmental costs**

Environmentally, large scale tourism has been implicated as a major factor in the destruction of the regions coral reefs, as well as in the deterioration of the off shore water quality, sand mining and other sensitive littoral vegetation

**b. Socio political and economic costs.**

Mass tourism in the Caribbean has socio political and economic dimension of un-sustainability that interacts with the environmental perspective described above. Early articulations of the dimensions were based mainly on the dependency paradigm, as for example in the ‘plantation model’ of tourism development which argued that the post-second world was sectoral transformation of Caribbean economy was not accompanied by any fundamental structural change. Thus the plantation itself may have been replaced in coastal areas by resorts, moreover during the mid-1990s; Caribbean destination spent US$ 4 Billion each year in importing goods from outside the Caribbean for the tourism industry (Reflecting the lack of interregional linkage)

**Mini Case study-II**

**The Commodificaton of culture in Ireland**

Ireland undoubtedly has a rich cultural heritage ranging from its native language and the pre historic sites through its great castles.

The country has clearly used this heritage to help boost its tourism industry. Irish culture both past and present is a major attraction for tourists today. However, the way in which the countries heritage is sold to tourists raises questions as to how far this commodificaton of heritage should go. Some heritage products appear to be in danger of trivializing Irish history, such as the sentimental entertainment based as Irish folklore.

At the same times, many new heritage centers have been developed, usually with European Union financial assistance

The heritage entertainment sector in Ireland received a jolt in the mid 1990s when the Celt world theme park ceased trading.

Conversely, some of the new centers appear to be attempting to provide an authentic view of local history in an entertaining manner. An example of this phenomenon is the ‘*Kerry the Kingdom*’In a few cases, such as the ‘*Mizen head vision project*’, community led institutions have helped to develop cultural tourism products, which are more in keeping with the concept of sustainable tourism.

**Mini case study-III**

**Operation management: - Energy conservation in hotels**

A major area in which operation management can contribute towards sustainability is in the field of energy conservation. Reducing the energy consumption helps sustainability by

* Reducing the impact of the operation on the worlds resource
* Reducing the organizations cost which help make it more economically sustainable.

Hotels have been at the forefront of energy conservation in the tourism industry

Intercontinental hotel- The hotel cut its energy costs by 27 percentage between1987-1995.

The hotel have achieved this is through

* Installed Computer controlled air conditioning and heating system
* Introduced energy saving light bulbs
* Brought in equipment that recycles warm air and reduces the overall demand for energy for heating.

Pelican resort (Islands of st. Maarten in the Caribbean, which now has solar power to heat water for its 300 rooms, the kitchen and the laundry.

**Reference**

* Bossel, H. (1999). *Indicators for Sustainable Development: Theory, Method, Applications*. International Institute for Sustainable Development
* Brown, K., Turner, R., Hameed, H. and Bateman, I. (1997). Environmental carrying capacity and tourism development in the Maldives and Nepal. *Environmental Conservation*.
* Carey, S., Gountas, Y. and Gilbert, D. (1997). Tour operators and destination sustainability. *Tourism Management*
* Cotterill, D. (1996). Developing a sustainable ecotourism business. In *Taking the Next Steps*
* Font, X. and Buckley, R. (eds) (2001). *Tourism Ecolabelling: Certification and Promotion of Sustainable Management*. CABI Publishing.
* Fuller, D. (1999). *Sustainable Marketing: Managerial-Ecological Issues*. Sage.
* Griffin, T. and DeLacey, T. (2002). Green Globe: sustainability accreditation for tourism.
* In *Sustainable Tourism: A Global Perspective* (R. Harris, T. Griffin and P. Williams, eds).
* Hall, C. (1998). Historical antecedents on sustainable development: new labels on old bottles?
* In *Sustainable Tourism: A Geographical Perspective* (C.M. Hall and A.A. Lew, eds), Longman.
* Swarbrooke, J. (1995). *The Development and Management of Visitor Attractions*. Butterworth-Heinemann.
* Swarbrooke, J. (1999). *Sustainable Tourism Management*. CABI Publishing