

TOURISM POLICIES AND FASHION, ART AND FOOD INDUSTRIES

Tourism and the environment

Lecture 19

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Learning Objectives

- ✓ Review the key environmental issues.
- ✓ Understand fundamental nature of sustainable development and sustainable tourism.
- ✓ Identify the critical areas for achieving sustainable tourism.
- ✓ Review the agenda aims for sustainable tourism.
- ✓ Examine core indicators of sustainable tourism.
- ✓ Examine concept of ecotourism and its role in sustainable tourism.

WTTC key environmental issues

- ✓ Global warming
- ✓ Depletion of the ozone layer
- ✓ Acid rain
- ✓ Resource depletion

Sustainable Development

Sustainable development can be defined as development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

Three pillars of sustainability:

- economic
- social
- environmental

Making tourism more sustainable

Sustainable Tourism refers to a level of tourism activity that can be maintained over the long term because it results in a net benefit for the social, economic, natural and cultural environments of the area in which it takes place.

Aspects of the relationship between tourism and sustainable development:

- Interaction
- Awareness
- Dependency

Sustainable Development and Tourism: the critical areas

- Defining the relevant Host Community
- Defining the Time Horizon
- Defining the Dimensions of Sustainability
- Defining the Sustainable Values

PAUSE

Sustainable Tourism: 12 AIMS for an agenda

1. Economic viability
2. Local prosperity
3. Employment quality
4. Social equity
5. Visitor fulfillment
6. Local control
7. Community well-being
8. Cultural richness
9. Physical integrity
10. Biological diversity
11. Resource efficiency
12. Environmental purity

Core indicators of Sustainable Tourism

Indicator	Specific Measures
Site protection	Category of site protection according to IUCN ^a index
Stress	Tourist numbers visiting site (per annum/peak month)
Use intensity	Intensity of use in peak period (persons/hectare)
Social impact	Ratio of tourists to locals (peak period and over time)
Development control	Existence of environmental review procedure or formal controls over development of site and use densities
Waste management	Percentage of sewage from site receiving treatment (additional indicators may include structural limits of other infrastructural capacity on-site, such as water supply)
Planning process	Existence of organized regional plan for tourist destination region (including tourism component)
Critical ecosystems	Number of rare/endangered species
Consumer satisfaction	Level of satisfaction by visitors (questionnaire-based)
Local satisfaction	Level of satisfaction by locals (questionnaire-based)
Tourism contribution to local economy	Proportion of total economic activity generated by tourism only
Composite Indices ^b	Specific Measures
Carrying capacity	Composite early-warning measure of key factors affecting the ability of the site to support different levels of tourism
Site stress	Composite measure of levels of impact on the site (its natural and cultural attributes due to tourism and other sector cumulative stresses)
Attractivity	Qualitative measure of those site attributes that make it attractive to tourism and can change over time

Carrying Capacity

The World Tourism Organization defines **carrying capacity** as *“the maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic, sociocultural environment and an unacceptable decrease in the quality of visitors’ satisfaction”*.

Measures of carrying capacity. Getz (1983) splits it into five categories: (i) physical, (ii) economic, (iii) social, (iv) ecological, and (v) political.

Definition of ECOTOURISM

Ecotourism vs. Sustainable Tourism

Some definitions of Ecotourism:

- Responsible travel to natural areas that conserves the environment and sustains the well-being of local people.
- Environmentally friendly travel that emphasizes seeing and saving natural habitats and archeological treasures.
- A tool for conservation.
- Ecologically responsible tourism.

Benefits and limitations of Ecotourism

BENEFITS:

1. Provides jobs and income
2. Investment opportunities
3. Environmental education
4. Encourages heritage and environmental preservation

LIMITATIONS:

1. Effects on local population
2. Limited natural resources
3. Lack of scientific knowledge

Contacts and office hours

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