TOURIST

Competence centres for the development of sustainable tourism and innovative financial management strategies to increase the positive impact of local tourism in Thailand and Vietnam

Erasmus+ Capacity Building in Higher Education
Duration: 36 Months (15/10/2017-14/10/2020)
Project Management: FH JOANNEUM
TOURIST 1st Training Hue/Vietnam

An Introduction to Sustainable Tourism
Topic 4: Concepts of sustainable tourism

(Harald A. Friedl)
Agenda for this afternoon

• **Principles of sustainability** (balance, limitation, durability, triple-bottom-line)
  • Tools & methods: brainstorming, group work, cases, short presentations, discussions

• **Coffee break**

• **Paradoxes and Challenges of sustainable tourism** (1. types of sustainable tourism; ”unsustainable” aspects; overcoming them)
  • Tools & methods: brainstorming, cases, group work, discussions, short presentations, discussions
Learning Objectives
Learning Objectives of this Topic

• Learning Objective 1: accepting sustainability as complex, dynamic and multidimensional

• Learning Objective 2: to distinguish non-sustainable tourism forms from more sustainable ones

• Learning Objective 3: to be able to identify and recommend top priorities for increasing sustainability
Topic 4-1
Fundamental Principles of Sustainability
Coral Reefs – could be gone in 30 years
(Parker & Welch, 2017)

“The total area experiencing coral reef damage in Thailand has increased from 30% to 77% in just one decade”
(Bangkok Post, 2018)
Sea fisheries 58% over-fished or collapsed...

History of the status of world fish stocks from the FAO catch database 1950–2008, using a catch-only algorithm revised to meet earlier objections (Plumer, 2013)
Earth has lost a third of arable land in past 40 years.
Raising number of climate-related disasters...

...and their costs!

(Bosshard, 2017)
The growing Challenge of a growing foodprint on a limited planet...
Ecological Foodprint in Vietnam
Dubai 2014

Western Europe

2,96 e/p
0,68 e/p

Thailand

0,35 e/p

Viet Nam

3,06 e/p

1,48 e/p

1,03 e/p

5,8 e/p
Global Perspective: sustainable?

- Life supporting resources: declining
- Consumption of life supporting resources: rising
Sustainability means...

- Limited Earth as a funnel with nearing walls
- accepting to live in a funnel
- adapting to it...

(Frederick, 2009)
1. Principle of Sustainability: System-Balance

Your environment is your place of living. Stay in balance with it. Keep it clean, healthy and fertile...

- Satisfied customers
- Balanced, healthy habitation
- Healthy and happy family
- Flourishing local economy
- Balanced, healthy ecological environment
- Healthy and happy staff
2. Principle of Sustainability:
Limitation of resources within a closed system

- one day
- one life
- one earth...
3. Principle of Sustainability: Long-term-perspective

What, if we go on...
• Expanding tourism that fast
• shouting with my staff
• ignoring the needs of my kids
• ignoring the poverty of locals
• littering plastic
• burning oil
• ignoring my needs for recreation...

...what will be after tomorrow?
4. Principle of Sustainability: Everything is connected

Sustainability...
....is a **holistic approach** of a **life style** compatible with **future challenges**:

- **how** are we treating each other (**sociocultural** and **political** aspect),
- in order to use **which aviable ressource** in which way (**ecological** aspect)
- **to put them into value** (**economic** aspect)
- for being able to live **a healthy life** on the **long run** (**spiritual** aspect).
  (Friedl 2012)
How could Sustainable Tourism be conceptualized?

- Definition applied for TOURIST:
  - "Tourism that
  - takes full account of its
  - current and future (short and long-term)
  - economic, social and environmental impact
  - addressing the needs of
  - visitors, the industry, the environment and host communities".
  (UNWTO, 2005).

Group Exercise 1: Evaluating personal tourism experience

• In your group, each of you **remember** one of your **personal travel experience**. **Tell** our group about it (10 minutes).

• **Chose** one of these examples and **describe** it on your flip-chart-paper (5 minutes).

• **Discuss** the **compatibility** of the example to the **4 mentioned principles** (balance, limitation, long-term-orientation, interconnection) (15 minutes)

• **Write** down **identified contradictions** with the principles.

• **Discuss** now **necessary steps** for making this example more sustainable (15 min)
Cases / Further Reading

Definitions:

• UNWTO, Definition of Sustainable Tourism, http://sdt.unwto.org/content/about-us-5


• Sustainable Tourism: Definition, Characteristics & Examples https://study.com/academy/lesson/sustainable-tourism-definition-characteristics-examples.html

• „Tourism that's good for the planet and its inhabitants“. http://www.euronews.com/2017/09/22/tourism-that-s-good-for-the-planet-and-its-inhabitants

Cases:
Cases / Further Reading

**Cases:**


- „Vietnam’s green map“ (case among a broad selection of systematically arranged cases), [http://sustainabletourism.net/case-studies/australianz/asia/](http://sustainabletourism.net/case-studies/australianz/asia/)


Suggested methods for sustainability cases

- **Articles distributed** printed on walls or online
- **Students read** one article / two articles / or more
- Students are **asked to discuss** in small groups: What thoughts did the article(s) bring up?
- Peer learning outcome can be **shared** as a discussion or – if deeper analysis is needed – notes on post-its and collect them on a flipchart.
Cited sources I:


Topic 4-2
Types of Sustainable Tourism
“Alternatív Tourism” = „Early concept of sustainable tourism“

A process which promotes a just form of travel between members of different communities.

It seeks to achieve mutual understanding, solidarity and equality amongst participant.

(Essays, 2017)

- based on dialogue with the locals which must be informed of its effects
- environmental friendly and attributing respect to local culture and to religious tradition
- scale of tourism should be adjusted to the capacity of the local area to cope, measured in aesthetic and ecological terms

(Triarchi & Karamanis, 2017)
„Green Tourism“ = Early „Greening“ tourism-practice

Term in 1980s describing

• the hotel industry’s practice of
• placing green placards in each room
• encouraging guests to reuse their towels.
• aim to appear to be environmentally friendly, or “green.”
• focusing on easy-doing activities
„Ecotourism“ = Early expression for „sustainable nature tourism“

- responsible travel to natural areas
- that conserves the environment
- improves the welfare of local people.”
(International Ecotourism Society, 2018)

Key principles of ecotourism:
- flora, fauna, and cultural heritage as primary attractions
- minimizing impact,
- protecting biodiversity,
- building environmental awareness,
- respecting local culture.
„Nature Tourism“

• Tourism which **uses parts of nature** for a wide range of activities
• Can also be **nature consuming** such as heli skiing or hunting
• not necessarily sustainability-orientated
• which would be “**Sustainable Nature Tourism**”

= profit-maximizing tourism by short-time exploitation of nature
“Slow Tourism”

• invites tourists to travel at a **reduced pace**;
• is **sustainable** and **responsible**
• **respecting** visited destinations, locals and environment
• invites tourists to “**live**” and “**taste**” places
• while promoting their **protection**
• for our **common wellbeing**.

(Fullagar, Kevin & Erica 2012)

**Principles of Slow Tourism**

• philosophy of slow life-style
• cultivating **mindful** and respectful pleasure
• authenticity-orientated
• „**less is more**“
• values of cooperation and quality of life
• more value to the **territory**
• **sharing** mindful experiences by mindful encounters with locals

= Kind of sustainable life-style, such as **LOHAS**
(life-style of health and sustainability)
Soft Tourism

- concept of the 1980s and early 1990s (Jost Krippendorf)
- in response to “hard” tourism
  - defined as large-scale, short-term profit maximizing tourism development
  - such as mass tourism development
  - leading to detrimental negative effects and impacts
  - on the environment, local people, and economies.
- Hard and soft tourism: two extreme types of tourism development on a continuum of development strategies.
- Soft tourism advocates for more peripheral and rural areas (Lusby 2017)

Principles of Soft Tourism

- reduced speed
- low capital intensivist
- experience-orientated
- peripheral or rural regions
- respecting locals and environment
- feeling instead of consuming

= close to „Slow tourism“
Rural Tourism

• practiced by urbanised people enjoying rural lifestyle
• for making connections with rural communities
• by finding a remote ideal, relaxing environment with positive experiences
• creating employment and increasing incomes for inhabitants
• reducing out-migration as positive impact
• sustaining rural culture
• related with low-consumptive activities (Pakurar & Olah 2008)

Special forms of Rural Tourism:
• Agro Tourism: housing tourists in farms of locals
• Village tourism: housing tourists in villages (like „community-based tourism“)

= close to „Slow/soft/alternative tourism“
Community Based Tourism

- Local residents, often rural, poor, economically marginalized,

- invite tourists to visit their communities with the provision of overnight accommodation of local standard

- to earn income as land managers, entrepreneurs, service and produce providers, and employees.

- Some income for projects providing benefits to the whole community

- Tourist can discover local habitats and wildlife

- celebrating and respecting traditional cultures, rituals and wisdom.

- community is responsible for their commercial and social values placed on their natural and cultural heritage through tourism, fostering their community based conservation (Responsible Travel 2001)

= Special „locally empowered“ type of rural tourism

Principles of CBT:
- Responsibility of locals
- Income for locals
- Using local resources
- Conserving local resources
„Pro-Poor-Tourism“

- focusing on improving local economy for local people
- aiming to increase local employment and
- to involve local people in the decision making process
- is critical due to internal and external power inequalities (Natalucci 2017)

**Principles of PPT:**
- income for locals
- involving locals
- very idealistic approach
- low effectivity in practice *(see paradoxes)*

**Similar terms:**
 „Equitable Tourism“  
or „Solidarity“ Tourism

= Kind of community based tourism
„Ethical Tourism”

• another term for sustainable tourism

• focusing on
  • impacts
    • personal responsibility and ability (tourism ethics)
  • individualistic approach (Fennell 2006; Friedl 2002)

• another term for “Responsible Tourism”

= individual travellers perspective of sustainable tourism
„Responsible Tourism” or “Ethical Tourism”

• aims to “make a better places
  • for people to live in and
  • better places for people to visit.”
• requires tourism stakeholders to take responsible actions to make tourism more sustainable
• minimizing negative impacts;
• generating local economic benefits
• enhancing well-being of host communities,
  • improves working conditions
  • and access to the industry
• involving local people in decisions that affect their lives and life changes;
• contributing to conservation
• providing enjoyable experiences for tourists through more meaningful connections with local people,
• greater understanding of local cultural, social and environmental issues (educational approach);
• provide access for people with disabilities and the disadvantaged;
• is culturally sensitive,
  • engenders respect between tourists and hosts,
  • builds local pride and confidence.
(Cape Town Declaration on Responsible Tourism 2002)
Overview on Types of Sustainable Tourism

Value-based and holistic:
„alternative“, „responsible“, „ethical“, „slow“, „soft“, „pro-poor“

Host-community oriented:
All forms, but specifically...
Pro-poor, community-based, rural, agro, village, slow, soft

Ecology-oriented:
Ecotourism, sustainable nature tourism

Marketing-effect oriented:
„Green Tourism“
Fundamental Paradoxes of Sustainable Tourism 1

1. Long-distance travel produces most emissions
   • contributing to Climate Warming
   • and its consequences (weather extremes, erosion...)

Air Traffic around the World

https://youtu.be/NNzTPfARdwQ
Fundamental Paradoxes of Sustainable Tourism 2

2. Economic Integration into global tourism markets

enforces

• influence of external capital
  = economic culture

• social change of
  • local economy
  • local culture
  • in adaption to global consuming culture
3. Social change creates new forms of...

- dependency from
  - global tourism investors
  - global tourism trends
  - customer expectation

- inequalities among locals
  - due to capacity of learning, adapting
  - undermining traditional values, solidarity

leading to new sources of ...

- internal conflicts about
  - Income, prestige, power ...
Group Exercise 2: CRITICAL EVALUATION OF “SUSTAINABLE TOURISM” CASES

1. Analyse your tourism case and identify
   - the specific type of sustainable tourism (10 minutes)
   - positive, „sustainability-friendly“ impacts and
   - critical impacts contradicting sustainability (15-20 minutes)

2. Discuss possible strategies to counterbalance the critical impacts in order to maximize sustainability (15 min).

3. Evaluate possible long-term-consequences of your recommendations.
   - Be critical about new unwanted consequences and...

4. ...develop „balanced“ solutions to maximize sustainability (15 min.)
Cited sources I:


Additional Reading Materials and Videos
Additional Reading Materials


• Mullis, B., *The growth paradox: can tourism ever be sustainable?* [http://www.destinationsustainability.com/blog/2017/8/12/wbcgwcb4enuio8zri8onkfcvh8g4hf](http://www.destinationsustainability.com/blog/2017/8/12/wbcgwcb4enuio8zri8onkfcvh8g4hf)


Additional Videos

• Sustainable Tourism: Definition, Characteristics & Examples
  https://study.com/academy/lesson/sustainable-tourism-definition-characteristics-examples.html

• “Tourism that's good for the planet and its inhabitants“.  

• Can tourism alleviate global poverty? https://youtu.be/-lFCjpX9CJ0

• Eco Tourism and Sustainability in Mozambique,
Case Studies


- „Catalysing sustainable tourism: The case of Chiang Mai, Thailand“

- „Vietnam’s green map“ (case among a broad selection of systematically arranged cases), http://sustainabletourism.net/case-studies/australianz/asia/


- „Catalonia, certified as sustainable tourism destination in the hands of the UNESCO and WTO“, https://www.biospheretourism.com/en/blog/sustainable-tourism-destination-catalonia/1

- Tran Huu Thuy Giang, „An Exploration of the Potential for Sustainable Tourism Development on Selected Vietnamese Islands“, https://epubs.scu.edu.au/cgi/viewcontent.cgi?article=1557&context=theses


- Furter collection of case studies can be found at http://www.besteducationnetwork.org/Case_Studies
TOURIST

Competence centres for the development of sustainable tourism and innovative financial management strategies to increase the positive impact of local tourism in Thailand and Vietnam

Erasmus+ Capacity Building in Higher Education
Duration: 36 Months (15/10/2017-14/10/2020)
Project Management: FH JOANNEUM