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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

Project Reference: 585785-EPP-1-2017-1-AT-EPPKA2-CBHE-JP

Duration: 36 Months (15/10/2017-14/10/2020)

Project Management: FH JOANNEUM



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TOURIST 1st Training Hue/Vietnam

An Introduction to Sustainable Tourism



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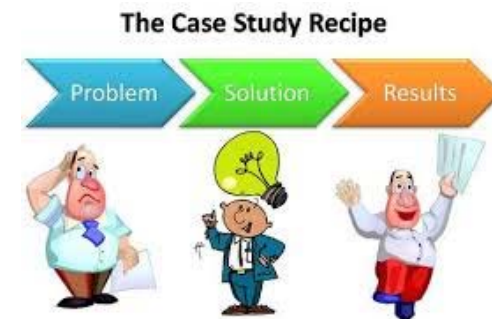


Topic 4: Concepts of sustainable tourism

(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





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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**





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Topic 4-1

Fundamental Principles of Sustainability

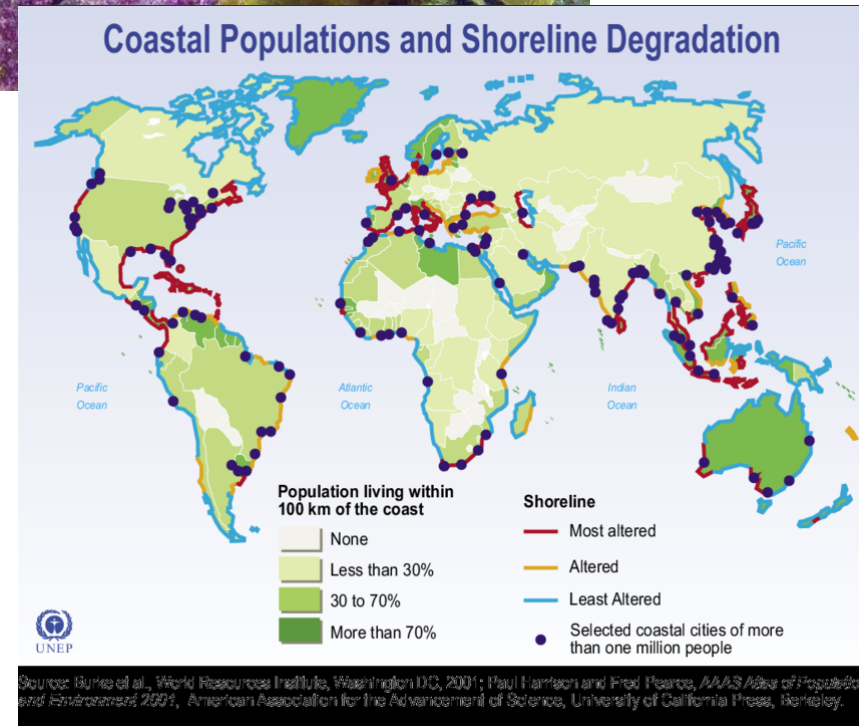


Coral Reefs – could be gone in 30 years

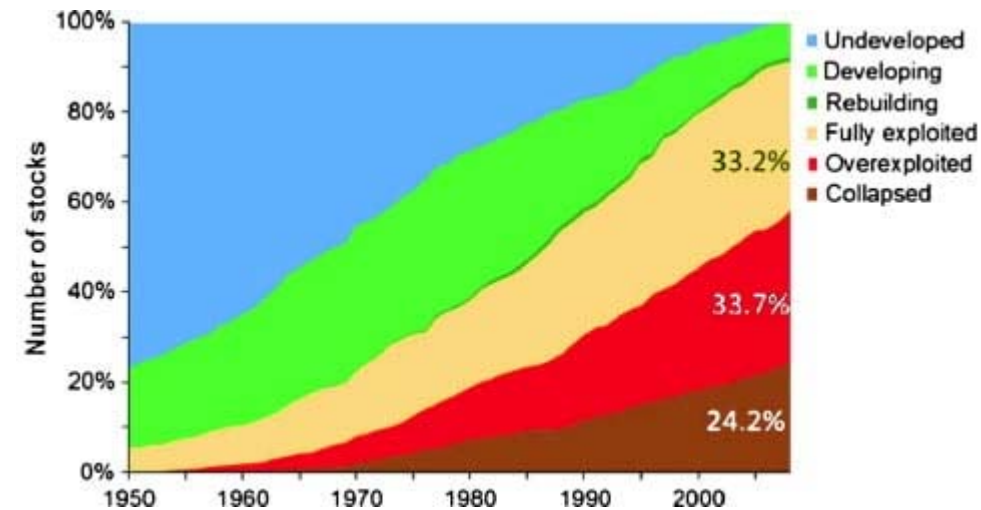
(Parker & Welch, 2017)

“The total area experiencing coral reef damage in Thailand has increased from 30% to 77% in just one decade”

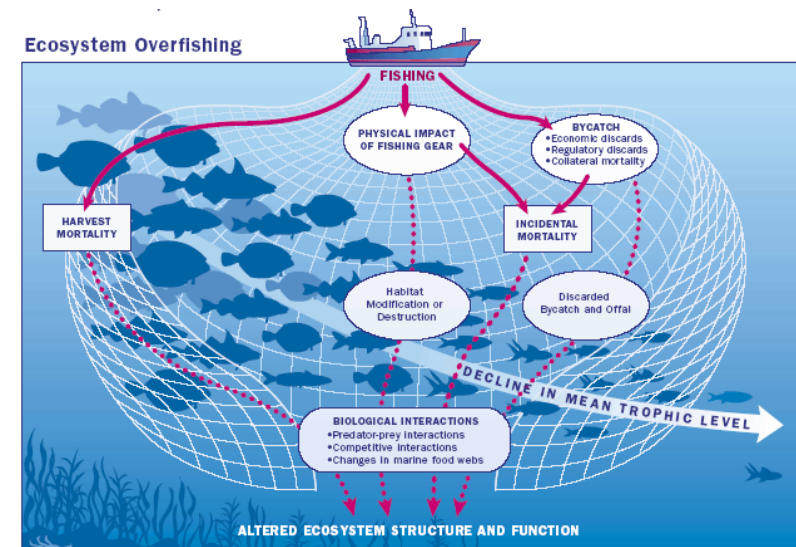
(Bangkok Post, 2018)



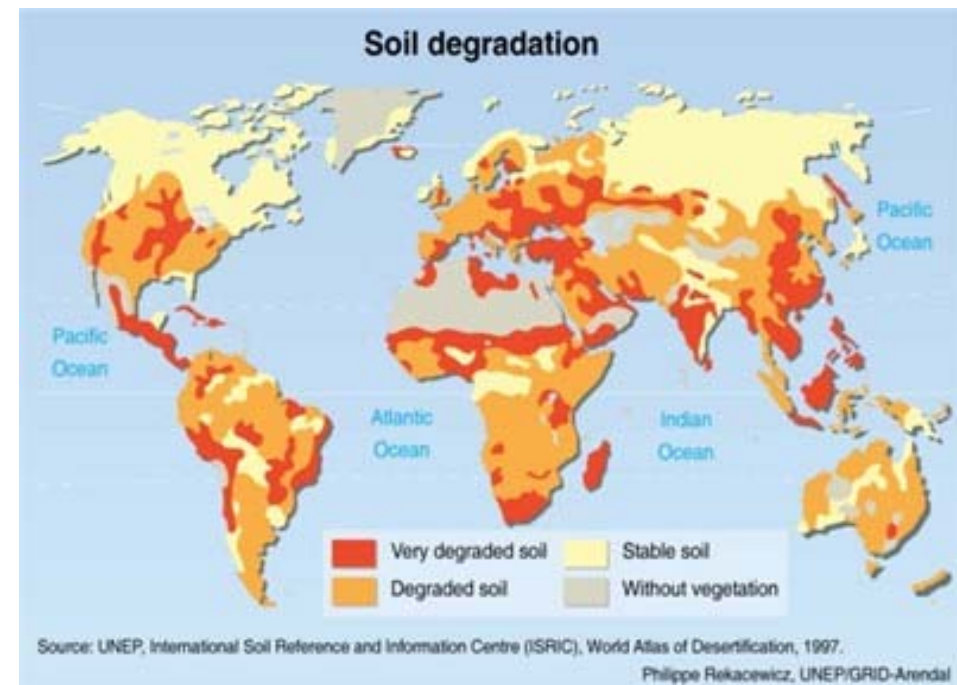
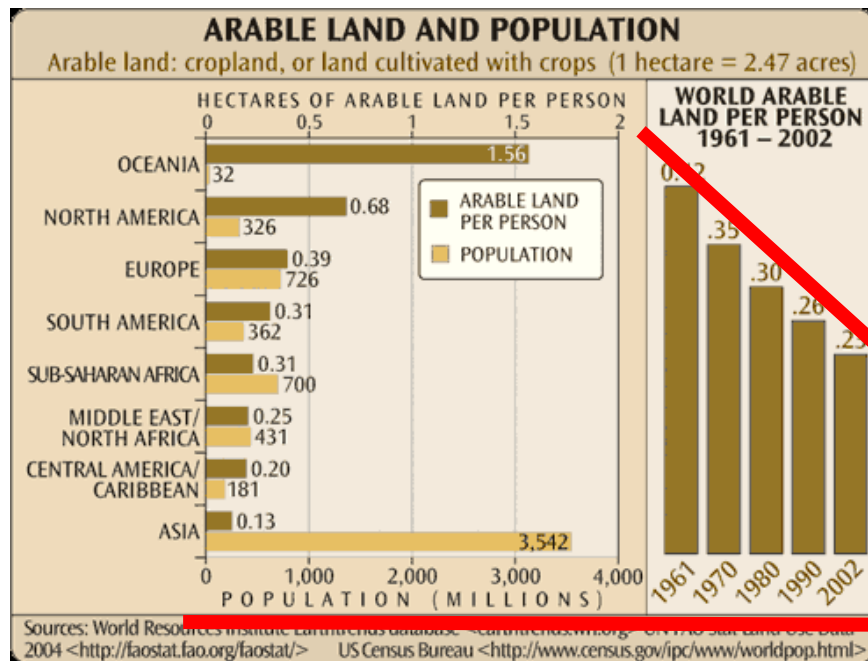
Sea fisheries 58% over-fished or collapsed...



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)



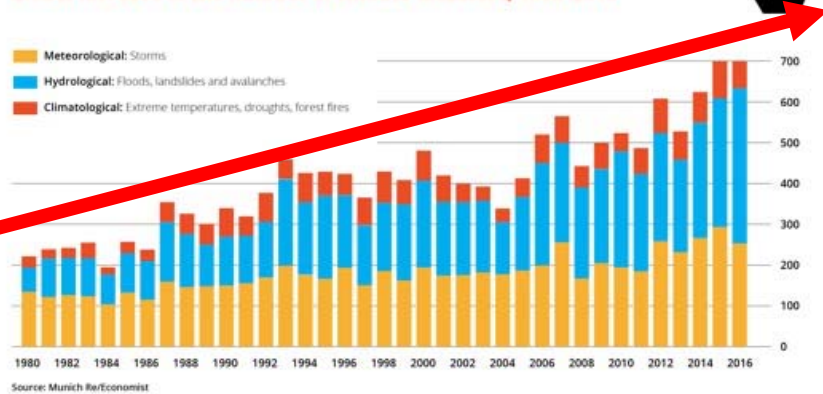
Earth has lost a third of arable land in past 40 years



Raising number of climate-related disasters...

...and their costs!

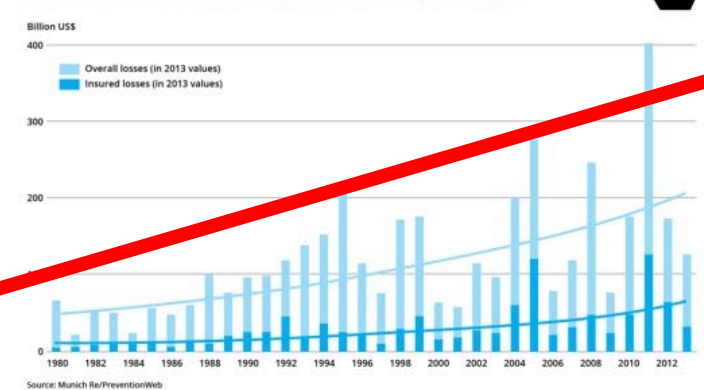
Global increase in the number of climate disasters, 1980-2016



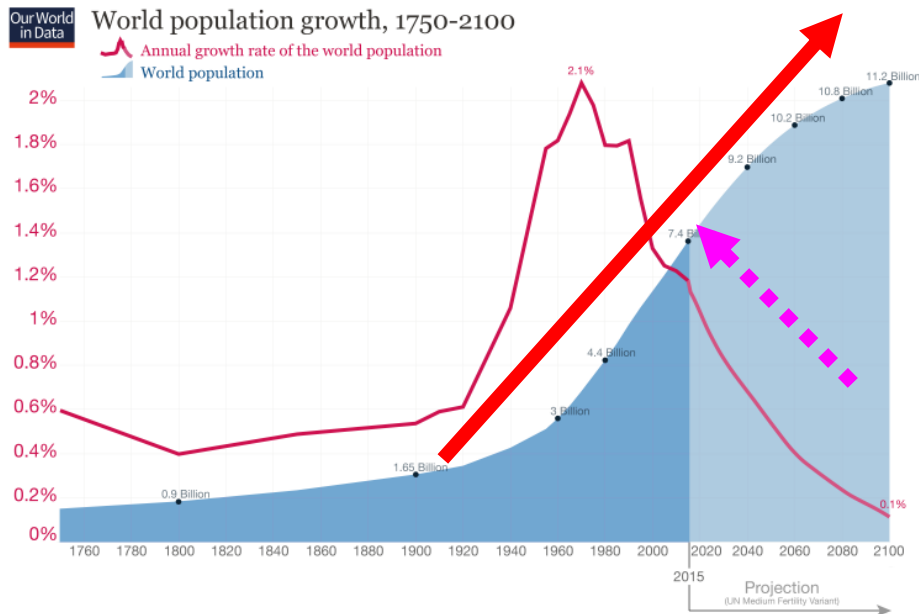
(Bosshard, 2017)



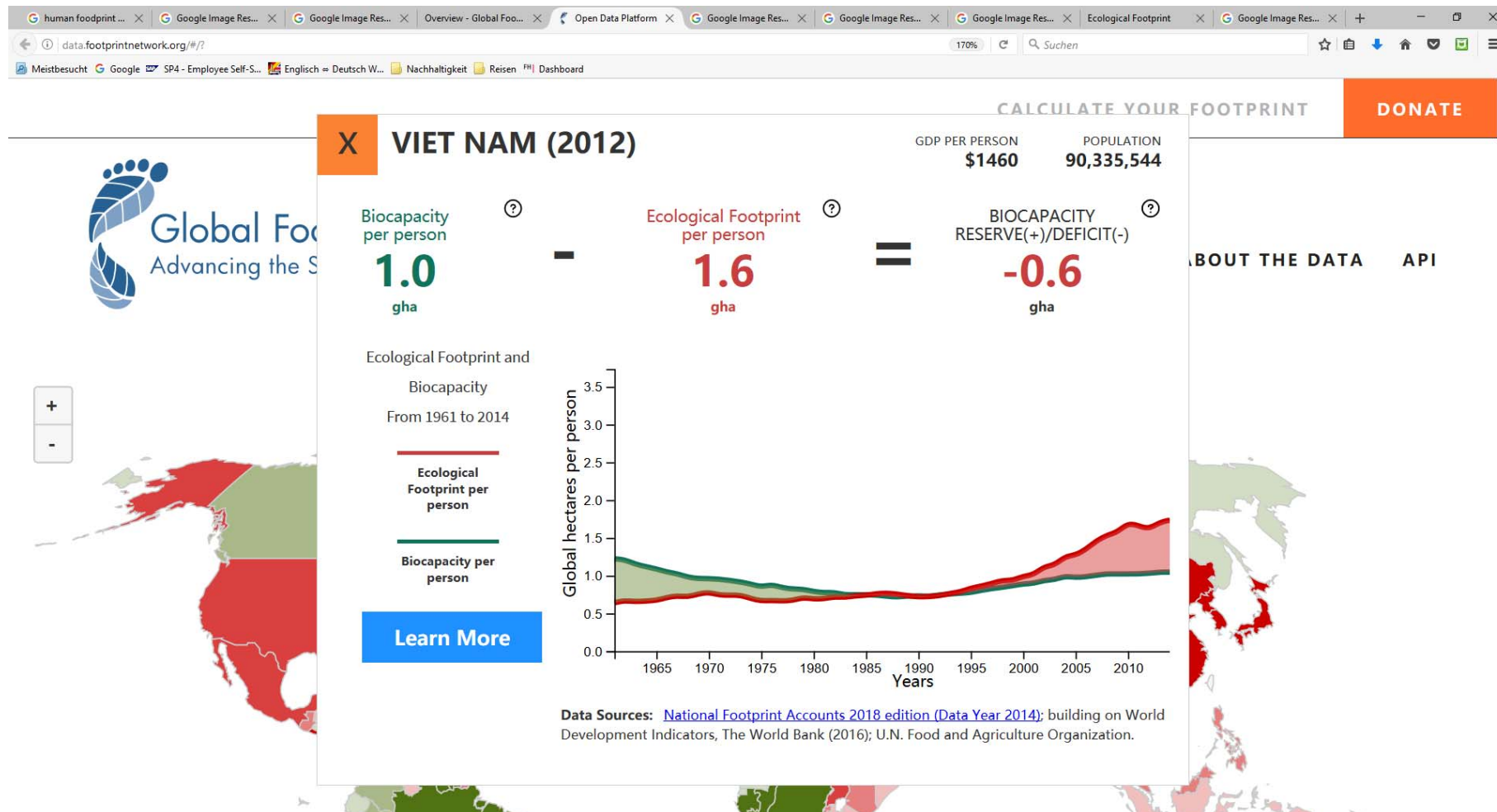
Global increase in the cost of weather disasters, 1980-2013



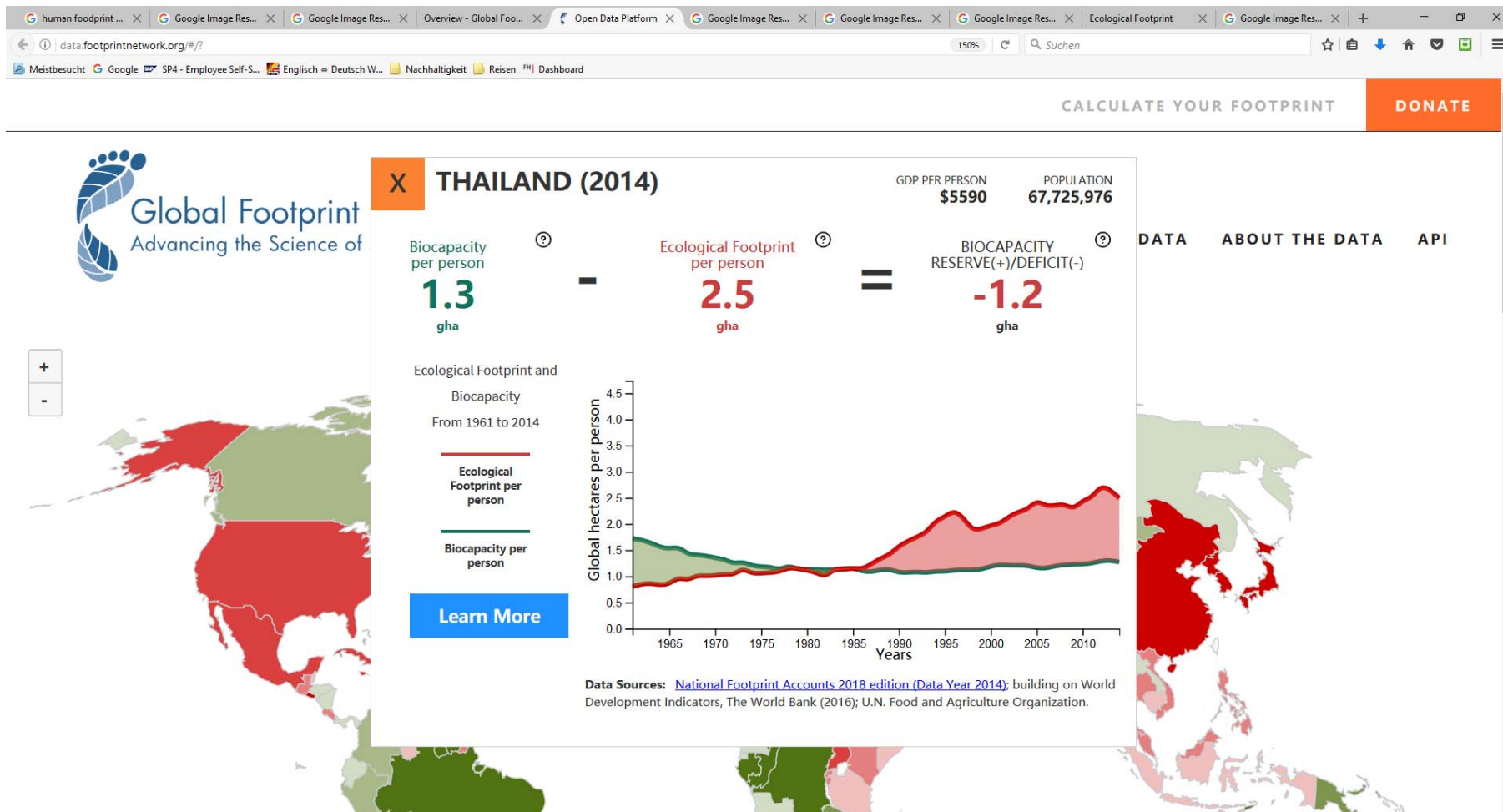
The growing Challenge of a growing foodprint on a limited planet...



Ecological Foodprint in Vietnam

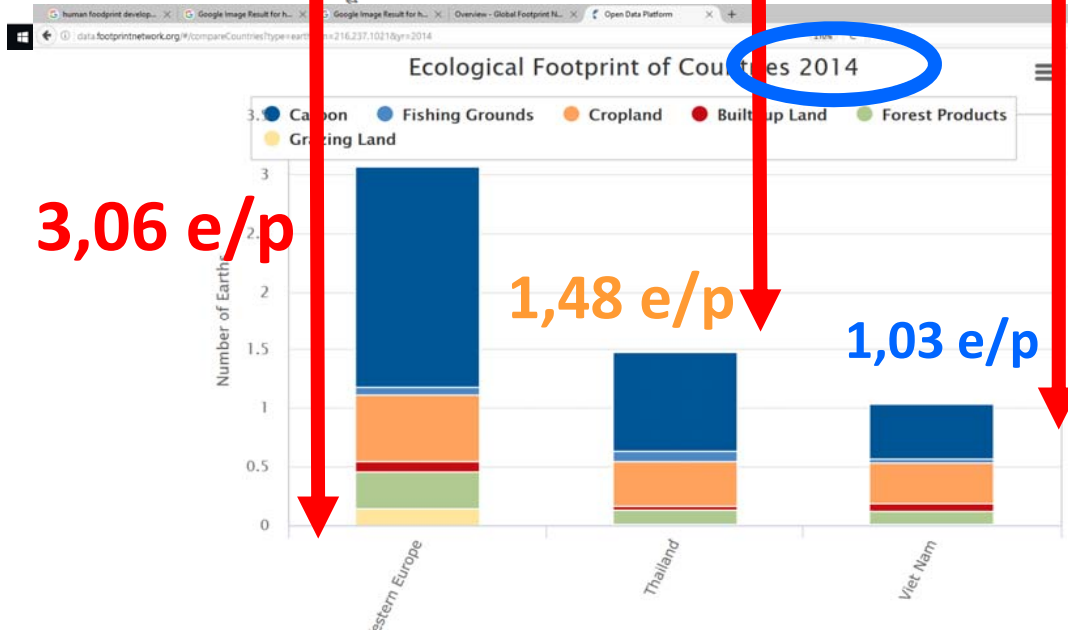
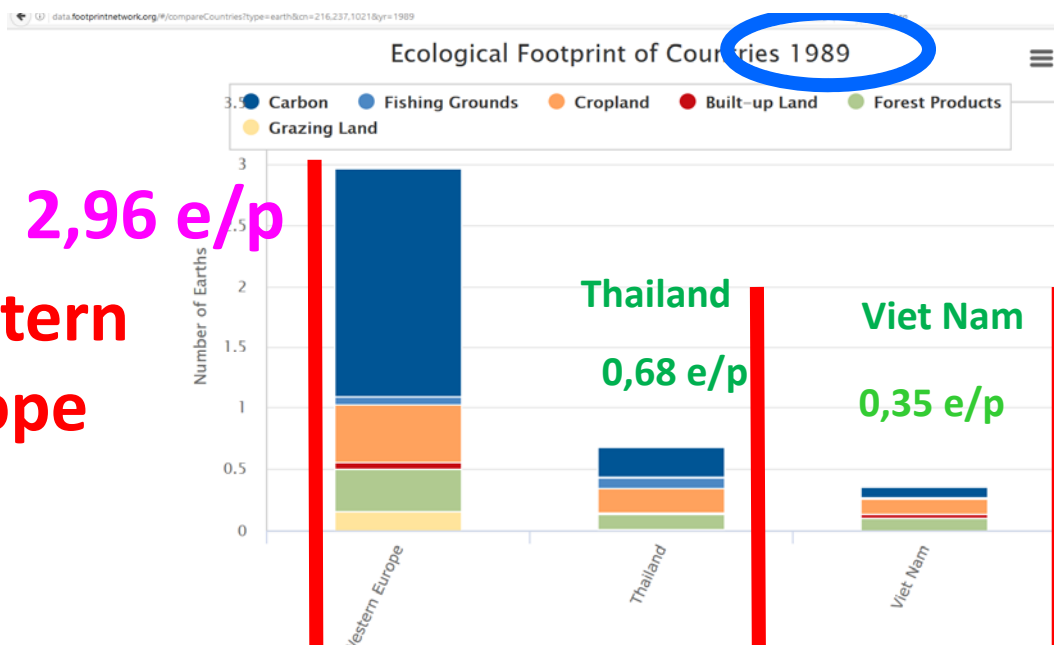


Ecological Foodprint in Thailand

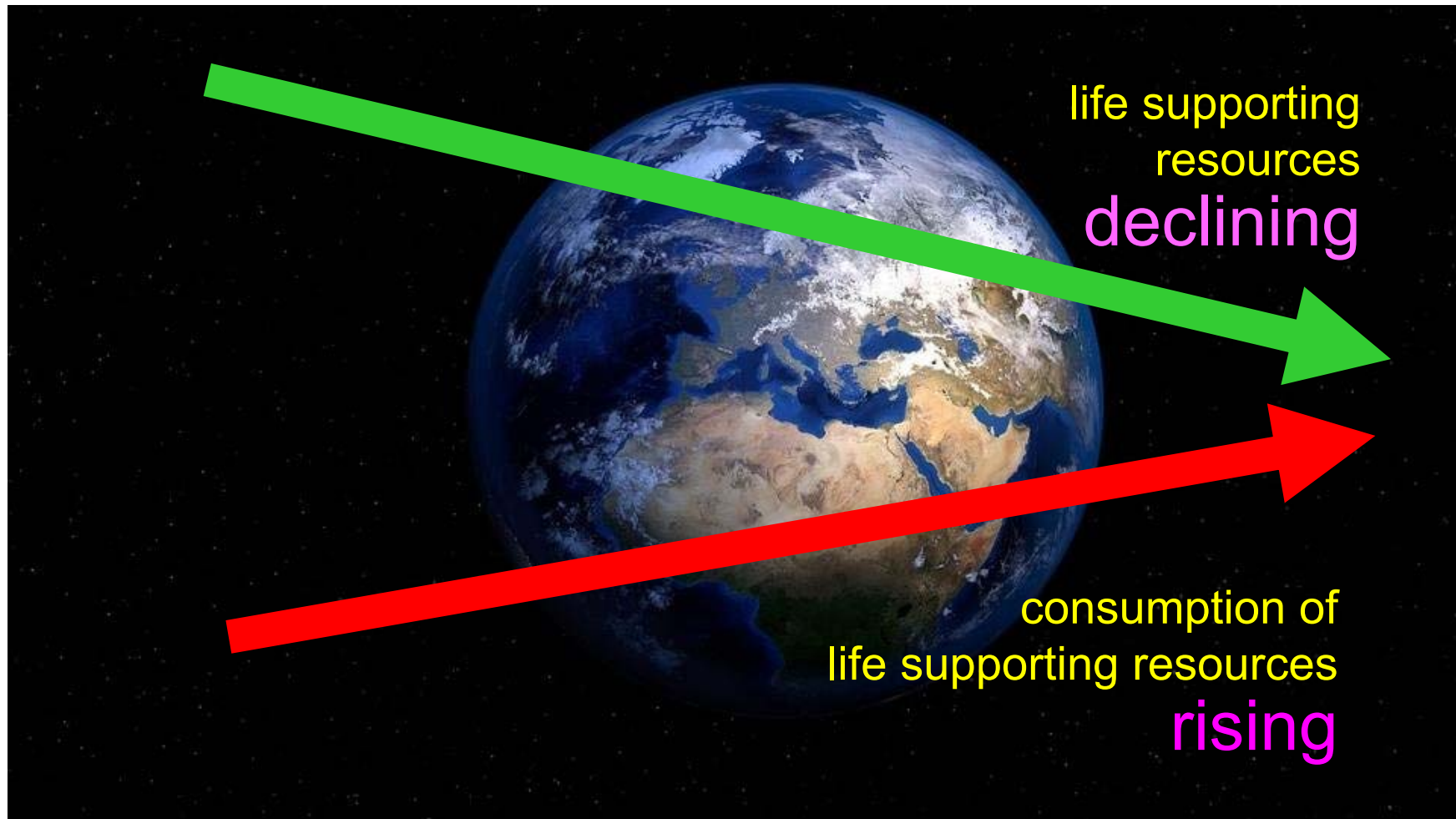


Western
Europe

2,96 e/p

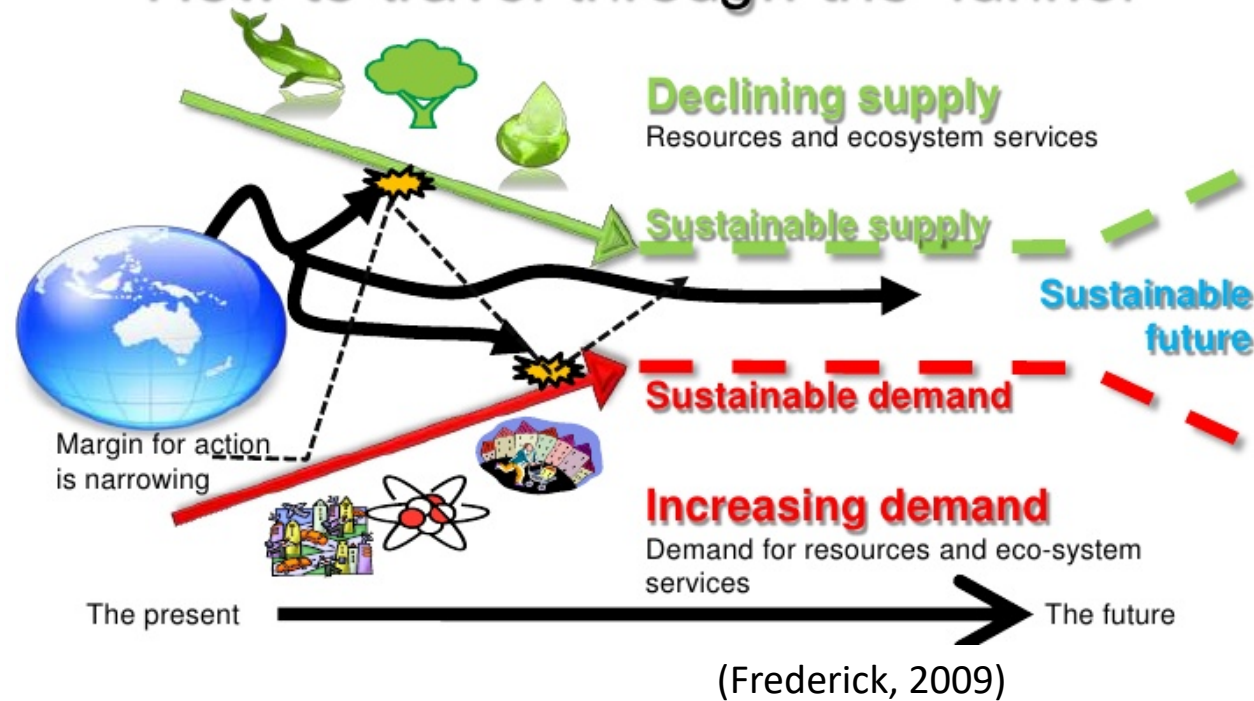


Global Perspective: sustainable?



Sustainability means...

How to travel through the 'funnel'



- accepting to live in a **funnel**
- **adapting** to it...

- Limited Earth as a **funnel with nearing walls**

1. Principle of Sustainability: *System-Balance*

Your environment is
your place of living.

Stay in **balance**
with it.

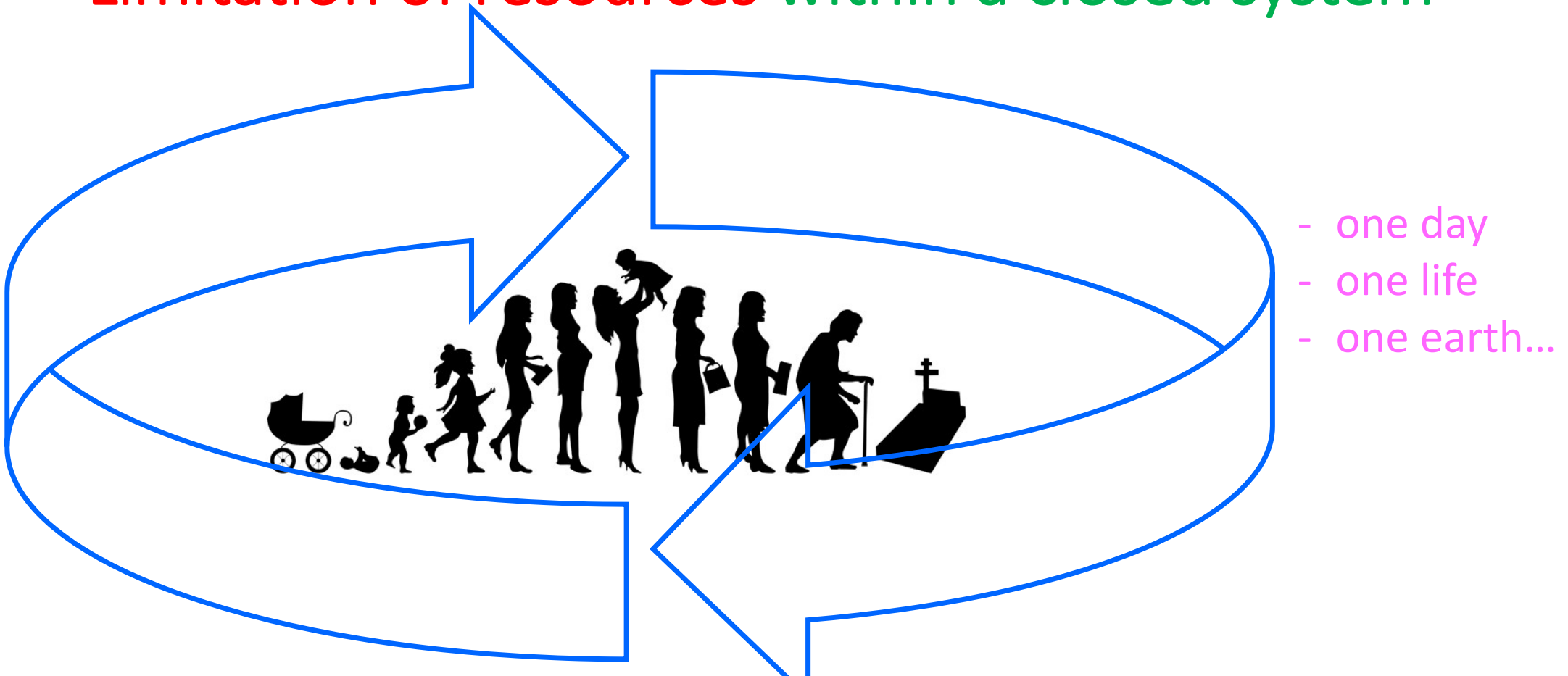
Keep it
clean,
healthy and
fertile...

Satisfied
customers



2. Principle of Sustainability:

Limitation of resources within a closed system



3. Principle of Sustainability:

Long-term-perspectiv

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?



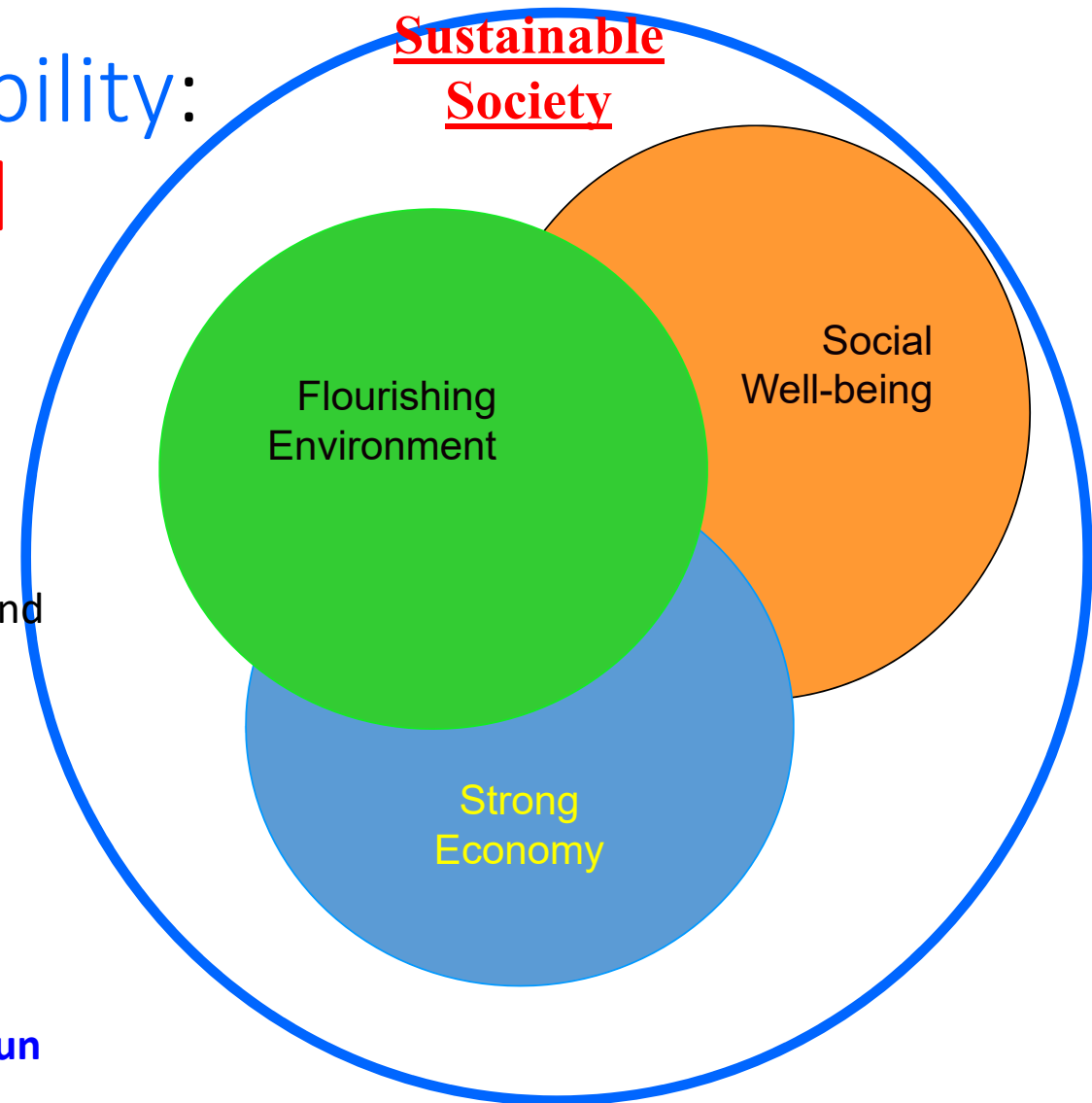
4. Principle of Sustainability: Everything is connected

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 viable resources** **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).



<http://hopineo.org/en/sustainable-tourism-providers-marketing-challenges/>

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 **discribe** it on your flip-chart-paper (5 minutes).
- **Discuss** the **compability** 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>
- Agyeiwaah, E., McKercher, B. & Suntikul, W. (2017). Identifying core indicators of sustainable tourism: A path forward?, Tourism Management Perspectives, 24, p. 26-33, <https://doi.org/10.1016/j.tmp.2017.07.005>
- 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:

- „Advancing green growth in the tourism sector: The case of Hue, Vietnam“, https://cdkn.org/wp-content/uploads/2014/05/Hue-Inside-Story_WEB.pdf
- „Catalysing sustainable tourism: The case of Chiang Mai, Thailand“
http://www.greengrowthknowledge.org/sites/default/files/downloads/resource/CDKN_InsideStory-ChiangMai_final_low-res-revised.pdf
- „Vietnam’s green map“ (case among a broad selection of systematically arranged cases),
<http://sustainabletourism.net/case-studies/austrailianz/asia/>
- „17 Sustainable Tourism Examples for this 2017“,
<https://www.biospheretourism.com/en/blog/17-sustainable-tourism-examples-for-this-2017/2>
- „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>

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.



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- Bangkok Post (2018, January 29) *Ecologist rates Thai coral reef decay rate as alarming.* <https://www.bangkokpost.com/news/general/1403638/ecologist-rates-thai-coral-reef-decay-rate-as-alarming>
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- Global Footprint Network (2018). <http://data.footprintnetwork.org/#/>
- Frederick, H. H. (2009). *Entrepreneurs Are Burning Earth.* Keynote at the ICIES in Bandung, Indonesia. <https://www.slideshare.net/hfrederick/frederick-indonesia>
- Friedl, H. (2012). Globale Tourismusethik: Königsweg oder Utopie? Eine Abenteuerreise vom Wesen des Reisens zum nachhaltigen Tourismus. In: Bechmann, U. & Friedl, C. (2012). *Mobilitäten. Beiträge von Vortragenden der Montagsakademie 2011/12.* Graz: Grazer Universitätsverlag Leykam, S. 229-304.
- UNWTO (2008). *Measuring Sustainable Tourism.* <http://cf.cdn.unwto.org/sites/all/files/docpdf/folderfactsheetweb.pdf>



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Topic 4-2

Types of Sustainable Tourism

„Alternativ 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 intensiv
- 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 positiv 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/alternativ 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



Fundamental Paradoxes of Sustainable Tourism 3

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)
 - **positiv**, „**sustainability-fiendly**“ **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.)

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Additional Reading Materials and Videos

Additional Reading Materials

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- Shanks, C., *The 9 Paradoxes Of Modern Tourism*, <https://matadornetwork.com/bnt/the-9-paradoxes-of-modern-tourism/>
- *Vietnam's central provinces seek to develop sustainable tourism*,
<http://www.hanoitimes.vn/travel/attractions/2018/06/81e0c83b/vietnam-s-central-provinces-seek-to-develop-sustainable-tourism/>

Additional Videos

- Sustainable Tourism: Definition, Characteristics & Examples
<https://study.com/academy/lesson/sustainable-tourism-definition-characteristics-examples.html>
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- „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>
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- Can tourism alleviate global poverty? <https://youtu.be/-IFCjpX9CJ0>
-
- Eco Tourism and Sustainability in Mozambique,
<https://encompassafrica.com.au/eco-sustainable-tourism-mozambique/>

Case Studies

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- „Catalysing sustainable tourism: The case of Chiang Mai, Thailand“
http://www.greengrowthknowledge.org/sites/default/files/downloads/resource/CDKN_InsideStory-ChiangMai_final_low-res-revised.pdf
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- „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>
- Nicole Häusler & Dörte Kasüske: „Back to the Roots: Agritourism in India“, http://www.goodfellowpublishers.com/free_files/file10%20Agritourism2.pptx
- **Furter collection of case studies can be found at** http://www.besteducationnetwork.org/Case_Studies



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