

# Tourism for a Better World?

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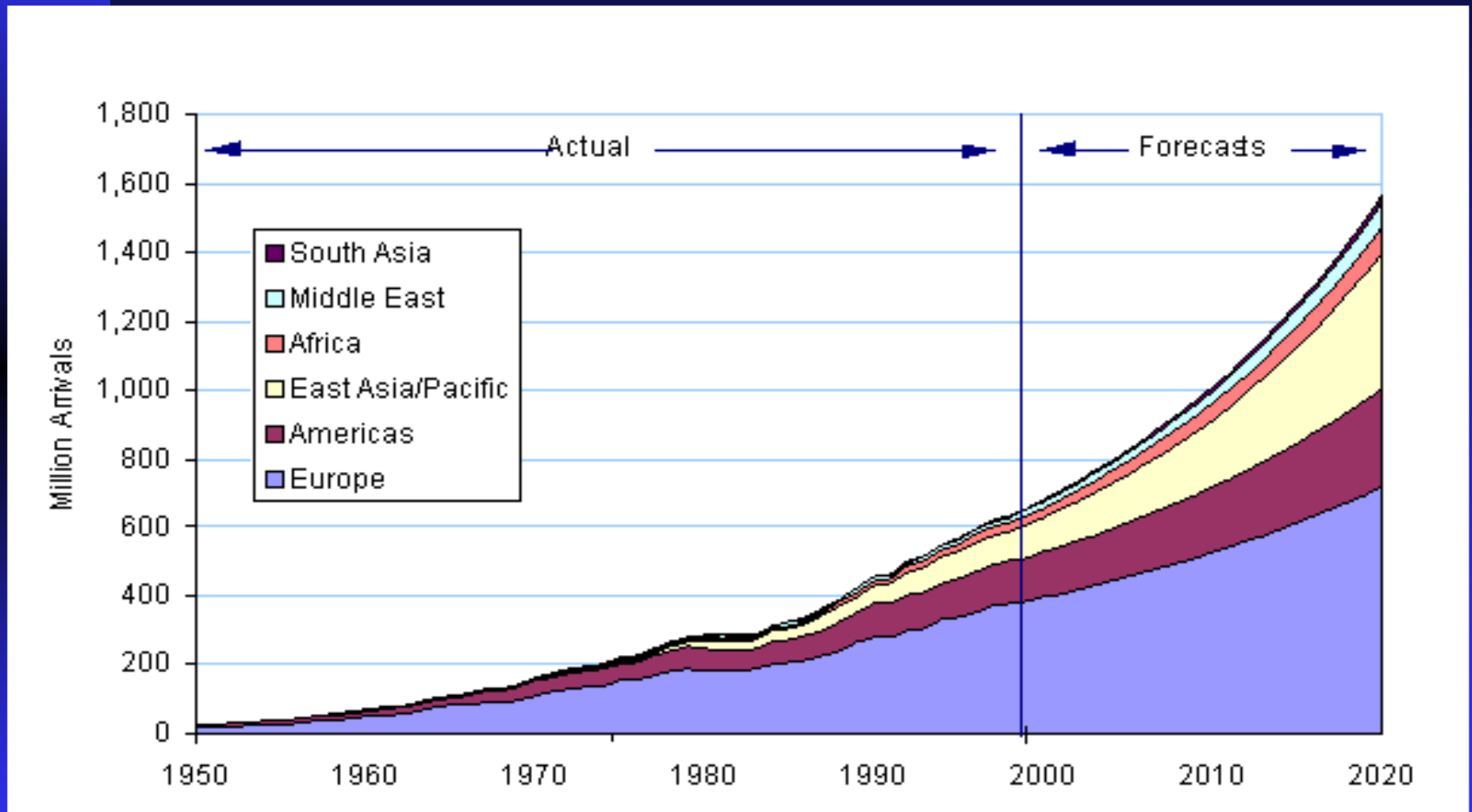
# Travel and Tourism

Currently the biggest industry in  
the world

- Accounts for 11% of world's GDP
- Creates over 8% of all jobs
- 698 million international travelers yearly

The largest migration in mankind – every year!

# Tourism will double the next 20 years

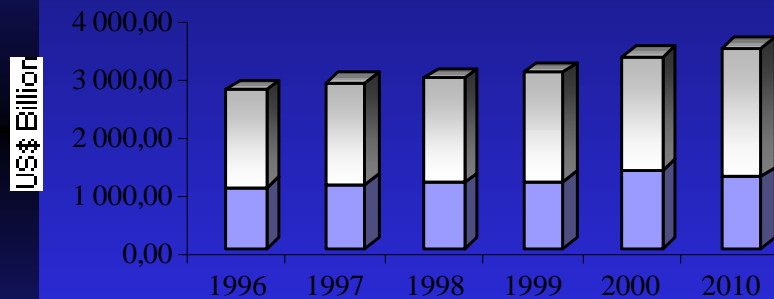


Source: World Tourism Organization, 2001

# Tourism creates economic growth!

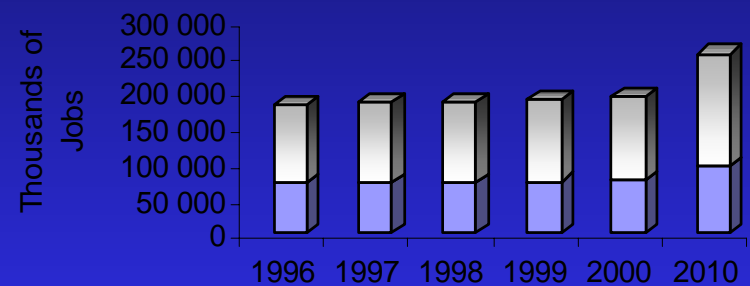
Directly ...

Travel & Tourism Economy GDP  
(1996-2010)



- Indirect impact from tourism's supporting activities
- Impact of T&T Industry

Travel & Tourism Employment  
(1996-2010)



- Indirect impact from tourism's supporting activities
- Impact of T&T Industry

... but mostly indirectly, through its boosting effect on other economic sectors!

## However, there are hidden costs ...

- ◆ **Economic leakages** through foreign ownership, international tour operators, and tourism imports of high quality products
- ◆ **From US\$ 100** spent by you in a developing country stays only **US\$ 5!**  
(*UNEP*)

## **And more costs ....**

- **All-inclusive tourism resorts**
- **High costs for infrastructure development**
- **Increased prices for locals**
- **Dependency on tourism**
- **Low income seasonal jobs**

# Tourism can contribute to environmental protection!

- Generating government revenues
- Supporting conservation and protection initiatives
- Raising environmental awareness

# But there are also environmental costs

## ■ Depletion of resources

- ◆ One golf course consumes water as much as 60,000 rural villages in Thailand

## ■ Pollution – contributes to climate change

- ◆ Tourism accounts for 60% of air traveling and associated air emissions and almost 2.5% of total CO<sub>2</sub>

## ■ Waste and littering

- ◆ Cruise ships in the Caribbean produce more than 70,000 tons of waste each year

## ■ Ecosystem degradation

- ◆ More than 100 million visitor-days for the European Alps every year



## And More ...

- Physical impacts from
  - ◆ Construction
  - ◆ Deforestation and land degradation
  - ◆ Marina development and activities
- Loss of biodiversity
  - ◆ Disrupting animal mating and feeding behavior

# Tourism in support of society

- Contributes to poverty alleviation and improvement of life standards
- Educates and raises awareness of local communities on local values
- Enhance local pride & identity
- Contributes to understanding between religions & people of different cultures

# But social impacts are probably the most shocking!

## ■ Ethical issues

- ◆ Crime generation & drug introduction
- ◆ Child labor (e.g. Approx. 13-19 million children are employed in tourism ~ 10-15% of all employees in tourism)



## ■ Prostitution and sex tourism

- ◆ Of 100 school children in a village in Sri Lanka, 86 had their first sexual experience at the age of 12 or 13, the majority with a foreign tourist (*Tourism Concern*)

## And more ...

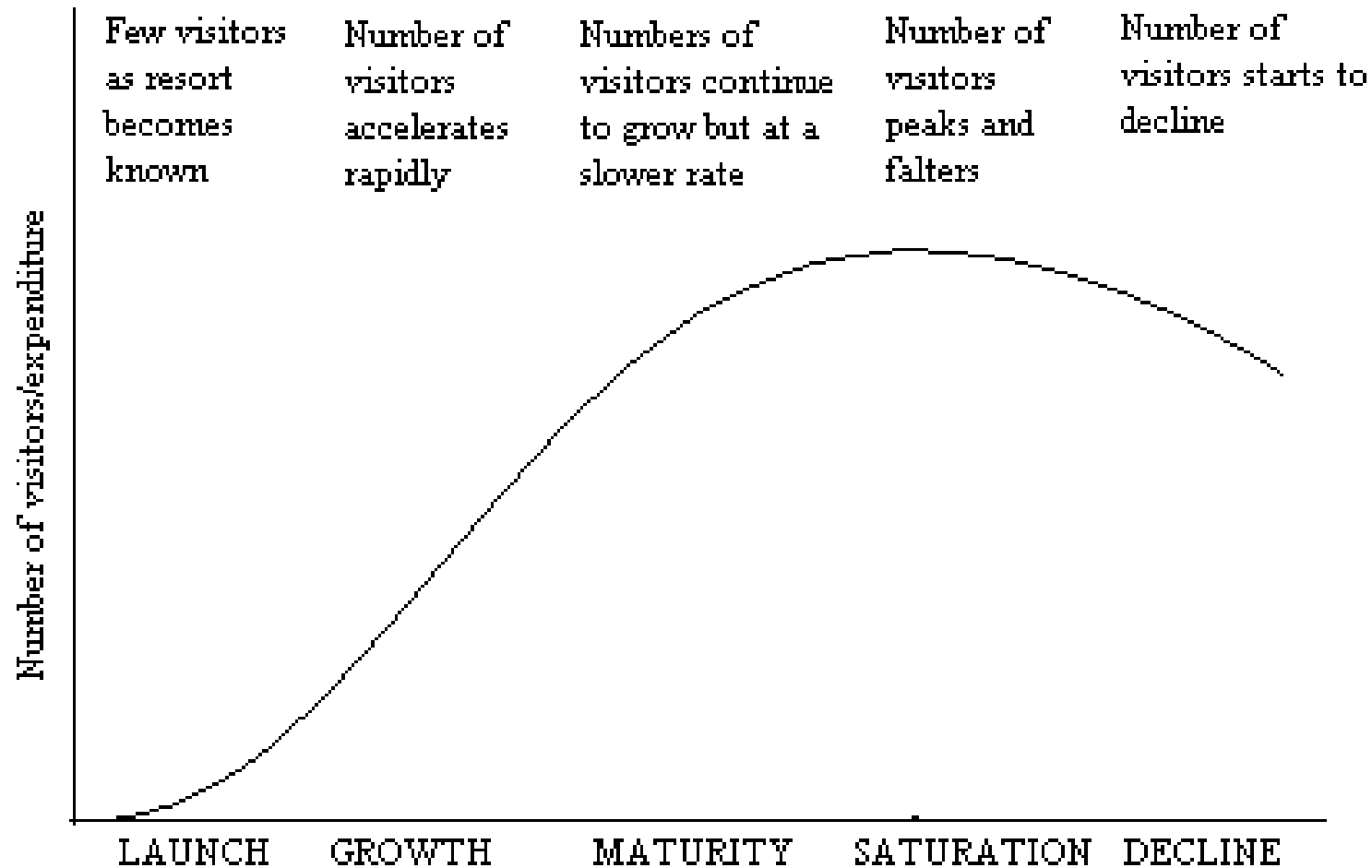
- Loss of cultures and traditions
- Social disruption
- Cultural clashes
  - ◆ Economic inequality - locals earn US\$ 1,200/y, work to ensure the leisure time for tourists earning US\$ 80,000/y

**As a result,**

*There is a rise and fall in locals' acceptance of tourism!*

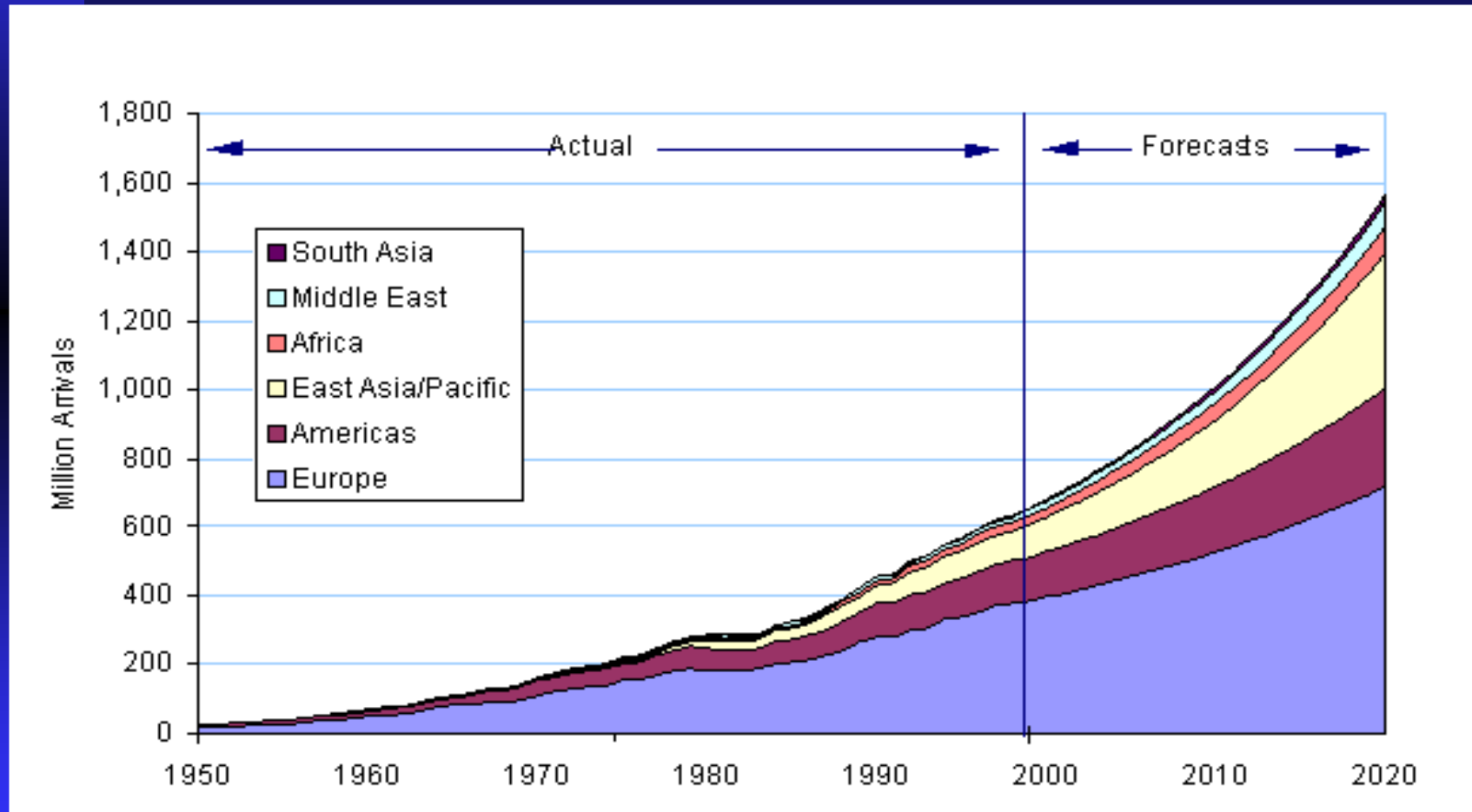
<b>Stages</b>	<b>Characteristics</b>	<b>Symptoms</b>
Stage 1	EUPHORIA	visitors welcomed, little formal development
Stage 2	APATHY	visitors taken for granted, contacts become commercial and superficial
Stage 3	IRRITATION	locals concerned about tourism, efforts made to improve infrastructure
Stage 4	ANTAGONISM	open hostility from locals, attempts to limit damages and tourism flows

# And a rise and fall for tourism destinations!



# Tourism will double the next 20 years ...

*And the impacts ... ???*



Source: World Tourism Organization, 2001

# Sustainable Tourism...

Any form of tourism development which respects the environment, ensures long-term conservation of natural and cultural resources, and is socially and economically acceptable and equitable.





## ... and related concepts

Eco-tourism – promoting and protecting natural values, providing a learning experience and delivered in small groups.

Community-based tourism – aim to increase the involvement of the host community.

Pro-poor tourism – tourism that generates net benefits for the poor.

# Principles of sustainable tourism

- Utilize resources in a sustainable way
- Reduce overconsumption and pollution
- Maintain biodiversity
- Integrate tourism in local and national planning
- Benefit local economies

## ...and more

- Cooperate with local populations
- Consult with all interest groups and stakeholders
- Educate staff
- Market the tourism in a responsible way
- Execute and make follow up on surveys

*Source: WWF*

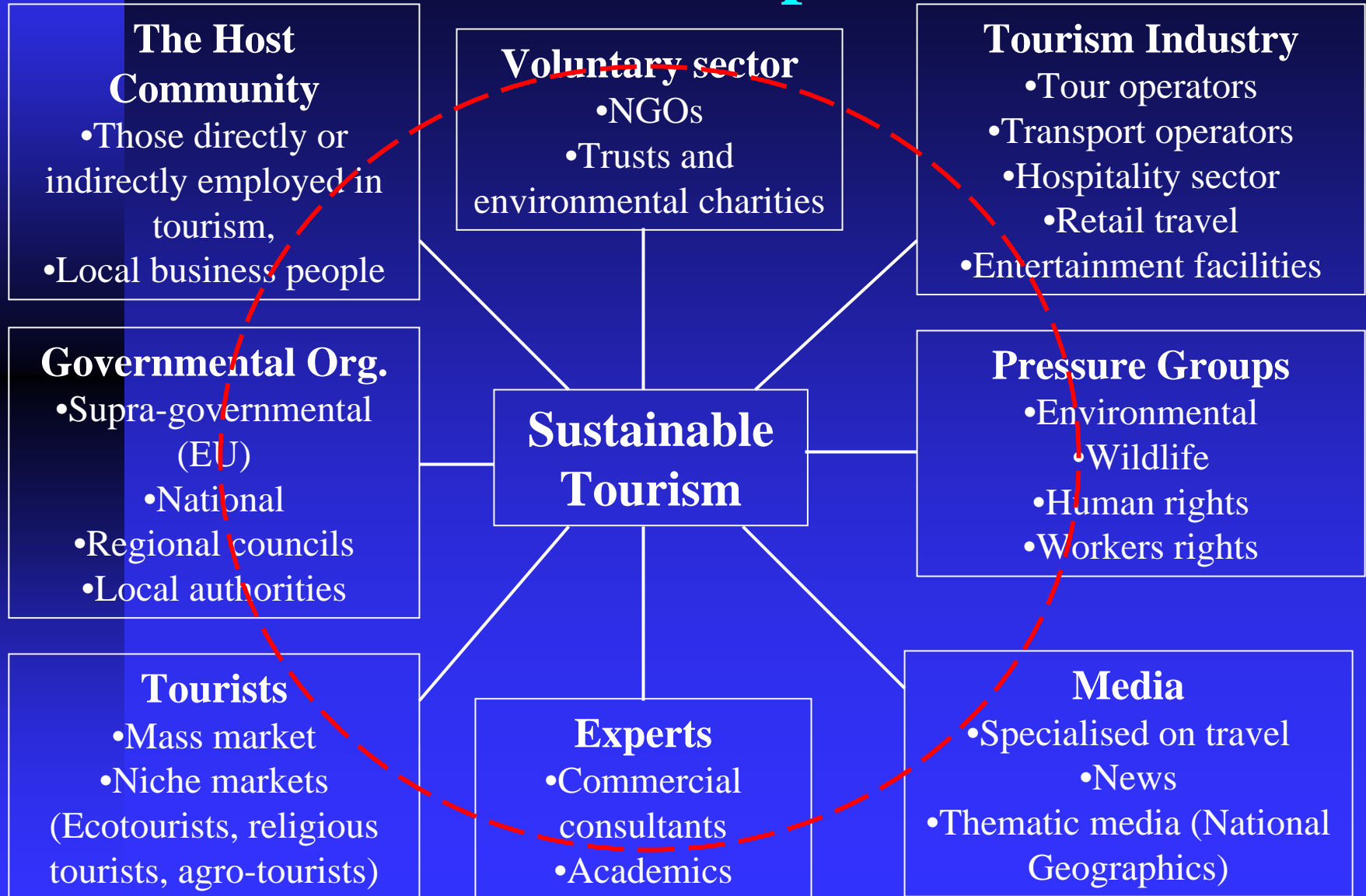
# In practice

- A great majority chooses mass tourism (mainstream 'sun-sand-sea' products)
- Few choose alternative thematic products:
  - Cultural tourism
  - Agro-tourism
  - Nature tourism
  - Health tourism
  - Adventure tourism

# Mass tourism vs. Eco-tourism

- ◆ *Mass tourism* – “consume” tourist places, but concentrated impacts can be managed easier
- ◆ *Eco-tourism* – small numbers create manageable impacts, but can also affect sensitive natural or cultural valuables and pave the way for mass tourism
- ◆ Mass tourism can adopt eco-tourism principles!

# Complex array of actors – who is responsible?



# The peaceful traveler...

- Journey with an open mind and gentle heart
- Accept with gratitude the diversity encountered
- Protect the natural environment
- Appreciate all cultures
- Respect and thanks the host
- Offers a hand in friendship to everyone

.....travels on

- Support travel services that share these views and act upon them
- By spirit, words and actions, encourage others to travel the world in peace

*Source: The International Institute for Peace Through Tourism (IIPT)*



# **In Sum – At its best**

**Tourism can contribute to:**

- **Economic development**
- **Protection of nature and cultural heritage**
- **Understanding between people**
- **Peace on earth**

# **In Sum – At its worst**

**Tourism is an industry that:**

- **Exploits local people and their natural & cultural assets for short term profits**
- **Leads to environmental & cultural degradation and social disruption**
- **Kills itself**

# **In sum – In sum**

Tourism for a Better World?

It is OUR choice!

Thank You!