

# RESPONSIBLE AND SUSTAINABLE TOURISM

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**Mural next to Sophiatown, a restaurant in Newtown, Johannesburg's cultural precinct.**

REMEMBER...

(in setting the tone for the workshop)

*"There is no shame in not knowing; the shame lies in not finding out."*

(Russian Proverb)

A close-up photograph of numerous heart-shaped candies in various colors including pink, light green, yellow, purple, and white. Each candy has a word or phrase stamped on it in a reddish-brown color. Some of the visible words include 'SMILE', 'LOVE', 'NICE', 'YOU', 'BE', 'DREAM', 'LIFE', 'HAPPY', 'KISS', 'MOM', 'DAD', 'SWEET', 'LOVE', 'SMILE', 'NICE', 'YOU', 'BE', 'DREAM', 'LIFE', 'HAPPY', 'KISS', 'MOM', 'DAD', 'SWEET'.

# Word Puzzle

# THE MESSAGE BEHIND RESPONSIBLE & SUSTAINABLE TOURISM

LET

NO-ONE

SAY

,

AND

SAY

IT

TO

MY

SHAME

THAT

ALL

,

WAS

BEAUTY

HERE

BEFORE

YOU

CAME

.



# CONCEPTS

RESPONSIBLE TOURISM

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SUSTAINABLE TOURISM

# CONCEPTS

**Sustainable Tourism** – focuses on the development of tourism resources in such a way that it can still be used 10 years from now.

The tourism product (natural, physical or man made) must be kept in the same or better condition for future generations to enjoy.

Meeting the needs of the  
present generation  
without compromising  
the ability of  
future generations  
to meet  
their own needs.

# HOW IS THIS ACHIEVED?

In order for tourism development to be sustainable it should integrate the three principles of **economic, environmental and socio-cultural** sustainability.



# THE THREE PILLARS OF SUSTAINABLE TOURISM

ECONOMIC



MONEY

ENVIRONMENTAL



NATURE

SOCIO-  
CULTURAL



PEOPLE

## ECONOMIC



### MONEY

Development is economically viable. Implies jobs will be created and the people will benefit

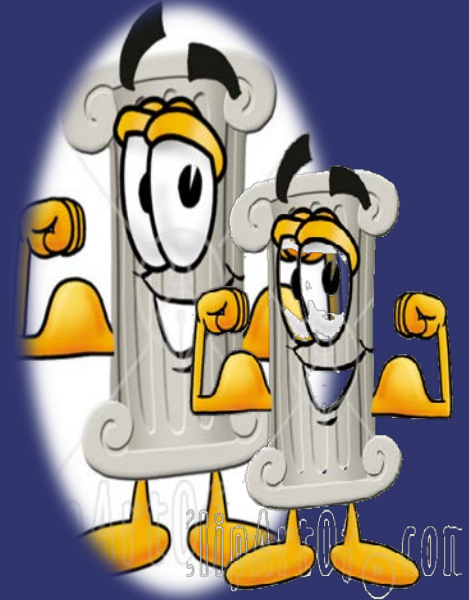
## ENVIRONMENTAL



### NATURE

Development is compatible with conservation principles.

## SOCIO-CULTURAL



### PEOPLE

Development is compatible with the values (culture) of the people affected by it.

# GOALS OF SUSTAINABLE TOURISM DEVELOPMENT

- Develop a **greater awareness**, through education and training and an understanding of the large contributions that tourism can make to the environment, people and the economy.
- **Promote equity** in development , that is giving the same opportunities to all people.
- Improve the **quality of life** of the host community
- Maintain a **high quality of the environment** which includes less pollution and better management of our natural resources

# THE TRIPLE BOTTOM LINE APPROACH TO SUSTAINABLE TOURISM



on Corporate Governance

**KING 1 (1994):**

**SINGLE BOTTOM LINE APPROACH TO  
BUSINESS - PROFIT FOR SHAREHOLDERS**



**KING 2 (2002): TRIPLE BOTTOM LINE  
APPROACH TO BUSINESS - EMBRACES THE  
ECONOMIC, ENVIRONMENTAL AND SOCIAL  
ASPECTS OF A COMPANY'S ACTIVITIES.**



**KING 3 (2009): CONSIDERS THE KEY  
STRATEGIC ROLE OF INFORMATION  
TECHNOLOGY AND ITS IMPORTANCE FROM  
A GOVERNANCE PERSPECTIVE.**

Sometimes referred to as  
"TBL", "3BL",  
triple bottom line simply stands for...



**PEOPLE**

**PLANET**

**PROFIT**



**Without people and planet - there's simply  
no profit to be made.**