

Responsible Tourism

*Being Green keeps you out of the Red
Responsible Tourism makes 'cents'*



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Kyle Business Projects

Conflicts of Interest in the 21st C

- The 21st Century will probably go down in history as the century dominated by conflicts of interest mainly over land usage and diminishing natural resources.
- The world is running out of space on land and industries such as mining, agriculture and ecotourism are competing for this space.
- The challenges are likely to revolve around unemployment, poverty reduction and sustainability resulting in cost benefit assessments e.g. the impact of short-term and long-term sustainable development.

How much space on earth is left?

- Desert is defined as either land that has less than 50mm rain each year or land which cannot sustain life.
- 30% of the earth's surface is land and 70% is water.
- About 33% of the land surface is desert including Antarctica which means that 67% of the land surface is habitable.
- Therefore 20% of the total earth's surface has to be shared by 7 billion people and countless billions of animals.

Dr Auliana Poon



Dr Auliana Poon is credited with:

- Inventing the concepts of 'Old Tourism' and 'New Tourism' to describe the rapid and radical transformation of the travel and tourism industry.
- Developing the concept of 'Responsible Tourism' as a fundamental premise of the South Africa tourism policy and growth strategy in the early 1990s.
- Producing one of the most referenced works on travel and tourism, 'Tourism, Technology and Competitive Strategies' that one review claims "should certainly be on the compulsory reading list of all those seeking to advise and direct strategic plan for both old and new tourism destinations".

Reinventing Tourism

There is a paradigm shift occurring in the tourism industry the world over. The “golden age” of mass tourism – of unlimited growth and disregard for the environment, of standardized, rigidly packaged products and services – is over.

Reinventing Tourism

A new tourism is emerging: sustainable, environmentally and socially responsible, and characterized by flexibility and choice.

A new type of tourist is driving it: more educated, experienced, independent, conservation-minded, respectful of cultures, and insistent on value for money.

Old and New Tourism Compared

- **Old Tourism – homogenous, predictable**
- **New Tourism – spontaneous, unpredictable, hybrid**
- **Old Tourism – lie in the sun**
- **New Tourism – get up and get active**
- **Old Tourism – here today, gone tomorrow**
- **New Tourism – see and enjoy but do not destroy**
- **Old Tourism – destination did not matter**
- **New Tourism – selecting a destination is the purpose of travel**

Responsible Tourism

“Tourism that maximizes the benefits to local communities, minimizes negative social or environmental impacts, and helps local people conserve fragile cultures, habitats and species”

Responsible Tourism

Responsible Tourism is a tourism management strategy embracing planning, management, product development and marketing to bring about positive economic, social, cultural, and environmental impacts.

Tourism and Sustainability

**“Tourism creates more tourism,
the location becomes well known
and thus desirable creating
demand, more supply and
ultimately destruction of the
original reason for going there”**

(Zell, 1992: 31)

The Tourism Paradox

“Tourism is like a fire. You can cook your supper with it, but it can also burn your house down”

Anonymous, Asia

“Tourism is a two-edged sword. It can bring prosperity through jobs, foreign investment and foreign exchange. At the same time, it can damage environments, stress societies and erode cultures and values”

Responsible Tourism makes “cents”

“People appear willing to favour companies that can show they are bringing real benefits to those living in the destinations – and even to pay more for this peace of mind and better quality product”

(Tearfund research 2002)

Population Explosion

Population	1830	1.0 billion
Population	1930	2.0 billion
Population	1960	3.0 billion
Population	1975	4.0 billion
Population	2009	6.8 billion
Population	2013	7.0 billion

It took 100 years between 1830 and 1930 for the population to double.

It took 45 years between 1930 and 1975 for the population to double.

Global Trends

“1 in every 5 international tourists now travels from an industrial country to a developing one, up from only 1 in 13 during the mid-1970’s” *World-watch Institute*

“67% of global citizens now want companies to go beyond their role of making a profit, paying taxes and employing people. They want companies to contribute to broader societal goals as well” *Global Millennium Poll*

Consumers want Responsible Tourism

Holidaymakers are beginning to realize that their visits to exotic, sun-baked paradises have an impact on local people and environments

Increasingly, they want to ensure their holidays make a positive contribution to local economic development

Responsible Travel

“Responsible’ will become to travel what ‘organic’ is to food – a mainstream consumer favourite that is more enjoyable for you and better for local people and the planet”

Justin Francis, founder responsibletravel.com

Jennifer Seif – FTTSA (FTT)



Fair Trade Tourism Profile

- Fair Trade Tourism (FTT) is a non-profit organisation that promotes responsible tourism in southern Africa and beyond.
- The aim of FTT is to make tourism more sustainable by ensuring that the people who contribute their land, resources, labour and knowledge to tourism are the ones who reap the benefits.
- This is achieved by the growing awareness of responsible tourism amongst travellers; assisting tourism businesses to operate in a more sustainable manner; and by facilitating a fair trade tourism certification program across southern Africa.

Fair Trade Tourism Profile

- Tourism businesses that adhere to the FTT standard use the FTT label as a way of signifying their commitment to fair and responsible tourism. This includes fair wages and working conditions, fair purchasing and operations, equitable distribution of benefits and respect for human rights, culture and the environment.
- By selecting an FTT-certified business, travellers are not only assured that their holiday benefits local communities and economies, and that the business is operated ethically and in a socially and environmentally responsible manner, but they will also have a more fulfilling holiday experience.

FTT Certification



Bulungula Coastal Setting



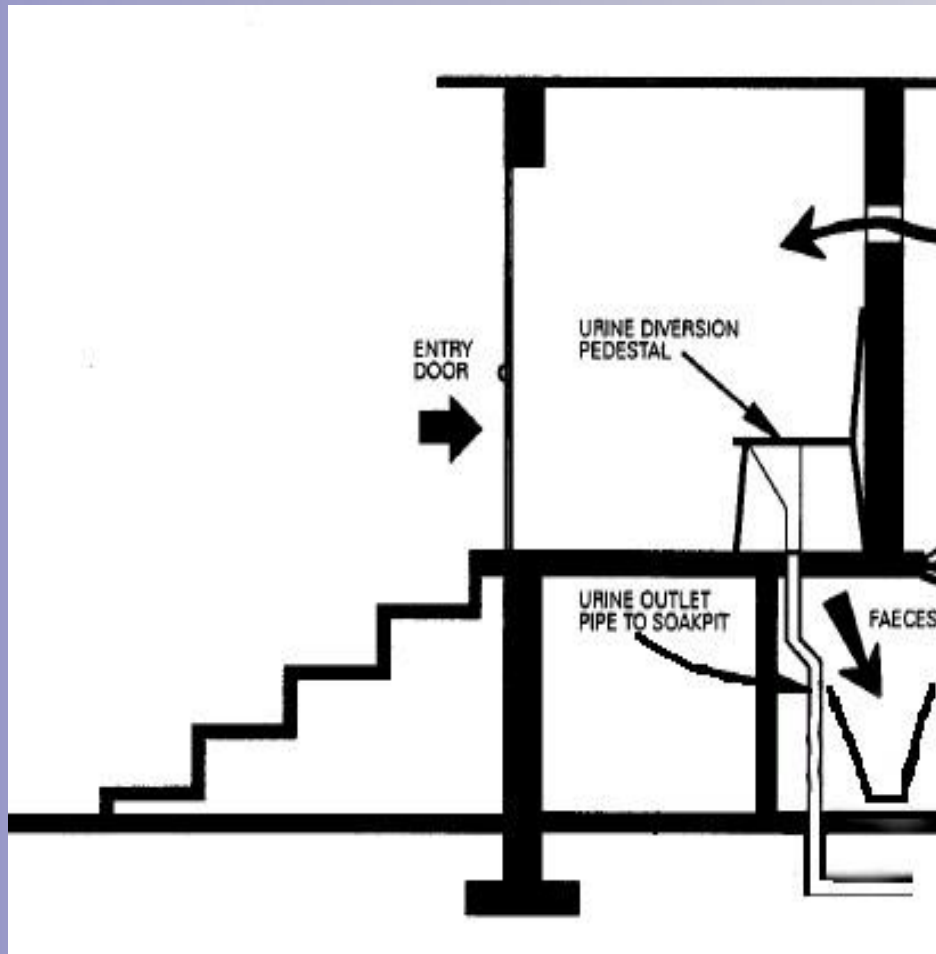
Bulungula Lodge – Fair Trade accredited



Unspoiled Beauty – Cultural Harmony



Compost Toilet – 30 Liter Bucket



Rocket Shower



Bulungula Lagoon



Bulungula Accolades

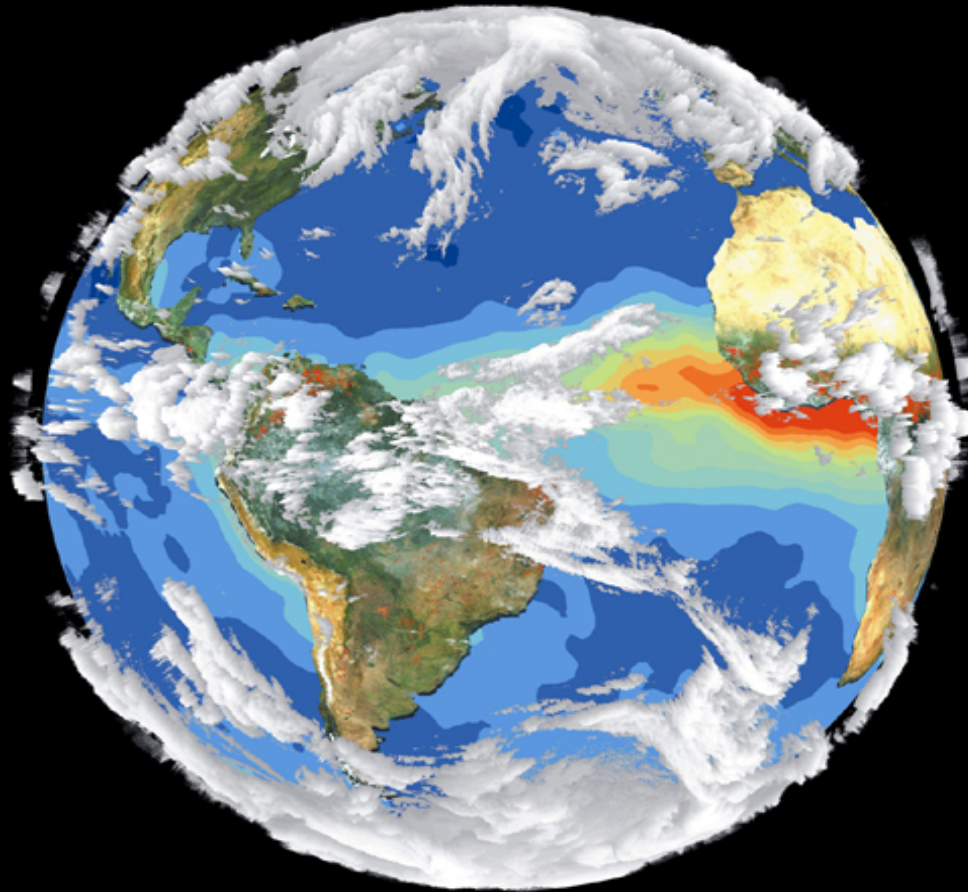


“Spectacular something very special should be on your must-do list” *Lonely Planet 2004*

“One of the World’s Top 25 Ultimate Ethical Travel Experiences” *Rough Guide 2007*

“One of the first lodges in the world to be Fair Trade accredited”

Global Warming

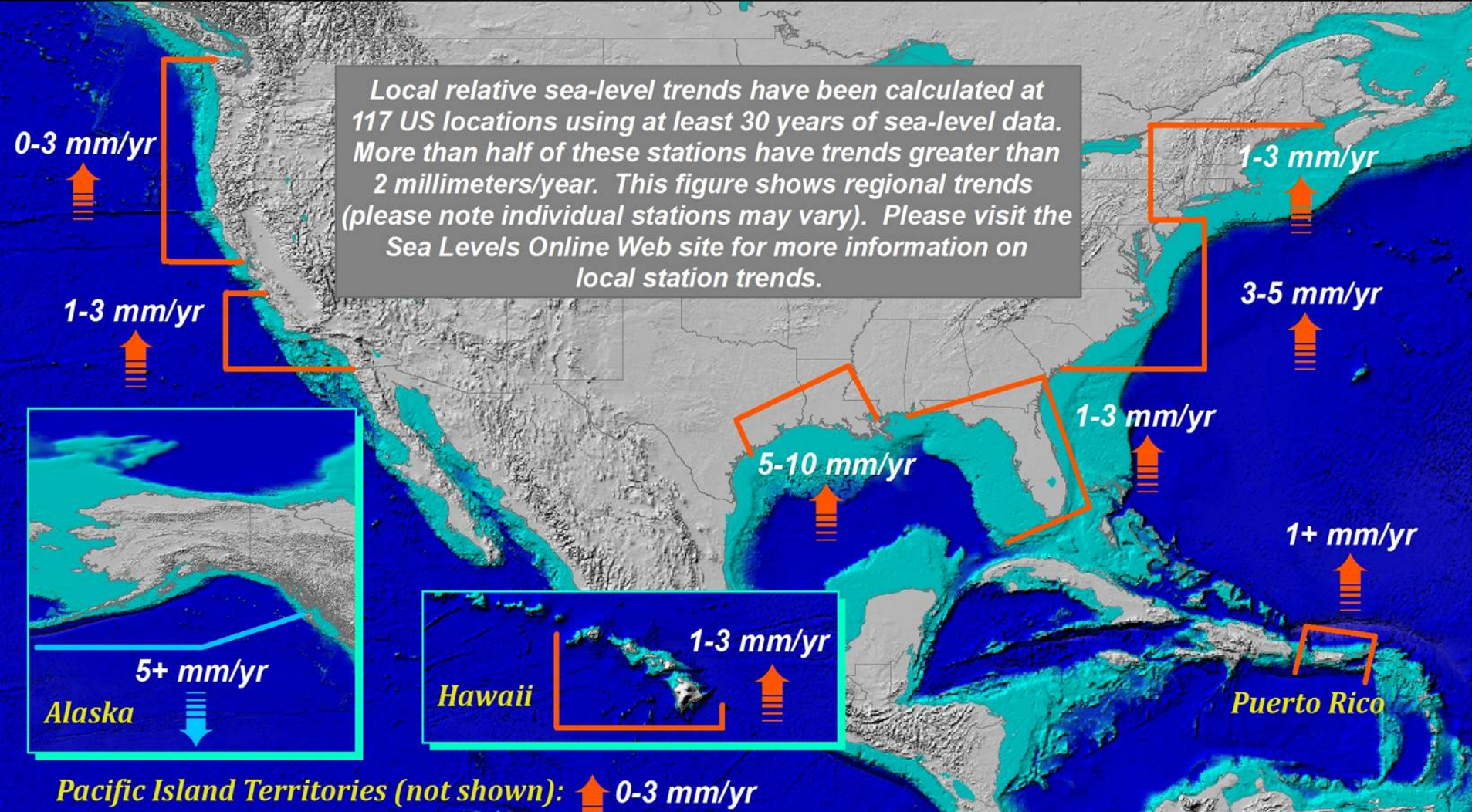


Global Warming in the USA



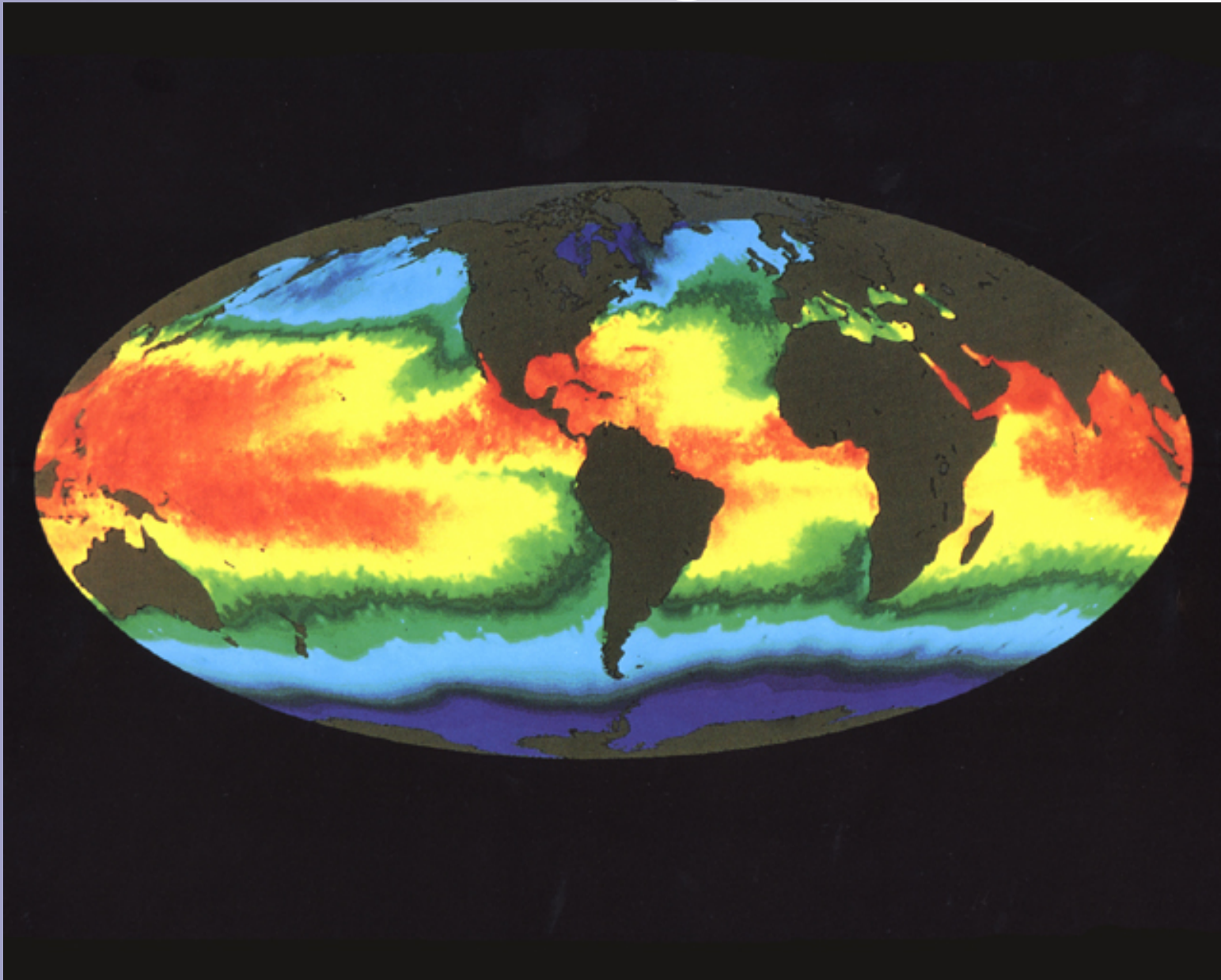
LONG TERM RELATIVE SEA LEVEL TRENDS FOR THE UNITED STATES

NOAA Sea Levels Online: www.tidesandcurrents.noaa.gov/sltrends/sltrends.html

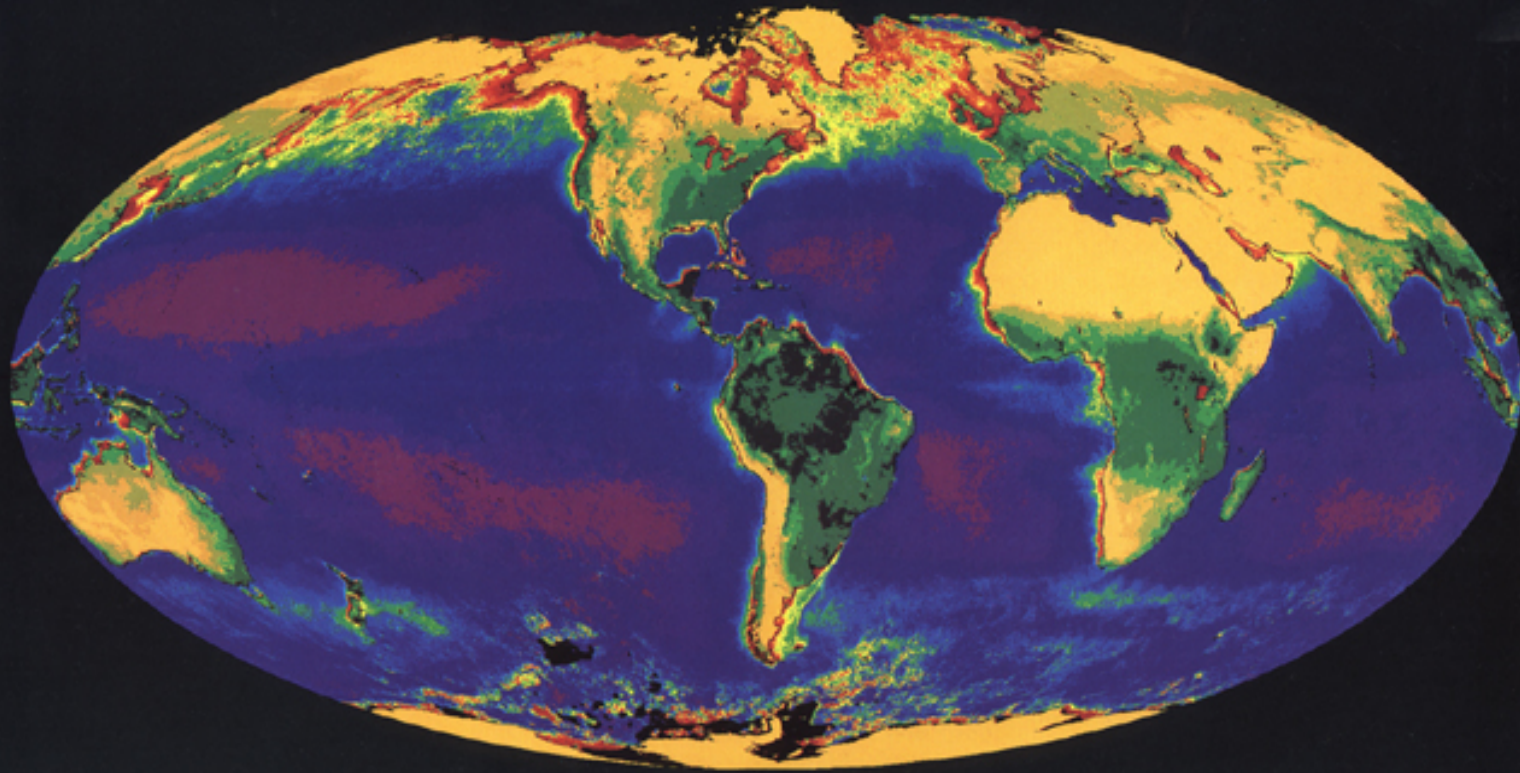


NOAA's CENTER for OPERATIONAL OCEANOGRAPHIC PRODUCTS & SERVICES - Monitoring Climate Change

Climate Change Weather



Climate Change Vegetation



KEY:

Dark Green	Tropical forests, very productive temperate forests
Medium Green	Temperate forests and moist savanna
Light Green	Dry savanna, mixed forests, grassland
Yellow-Green	Coniferous forests, grasslands
Yellow	Semi-arid steppes and tundra
Light Yellow	Barren regions (deserts, ice)

Definition of Biomes

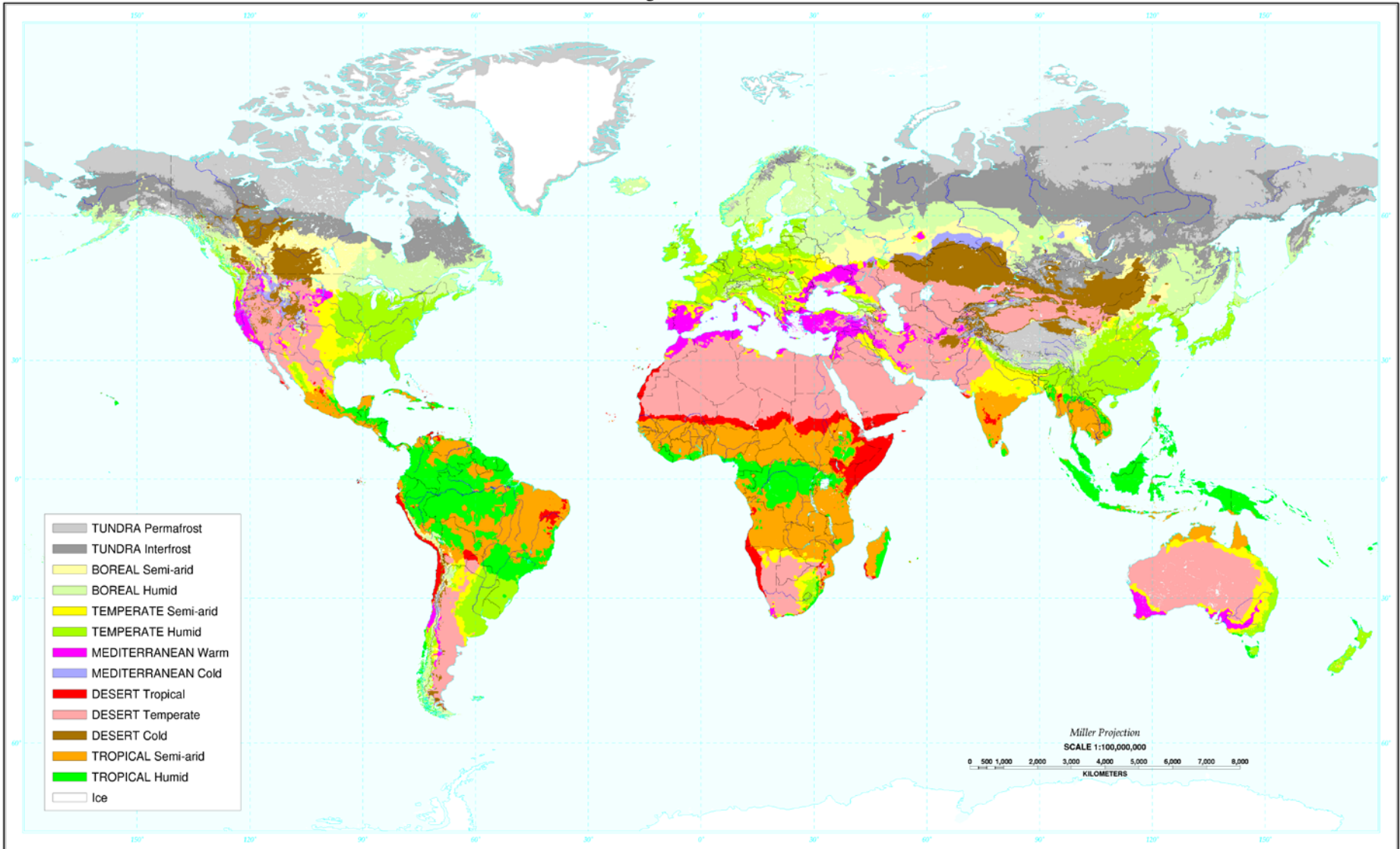
Biome – a regional ecosystem characterized by distinct types of vegetation, animals, and microbes that have developed under specific soil and climatic conditions. The world’s biomes can be grouped into the following types:

- **Aquatic**
- **Desert**
- **Forest**
- **Grassland**
- **Tundra**

Global Biomes

U.S. Dept. of Agriculture
Natural Resources Conservation Service
Soil Survey Division
World Soil Resources

Major Biomes



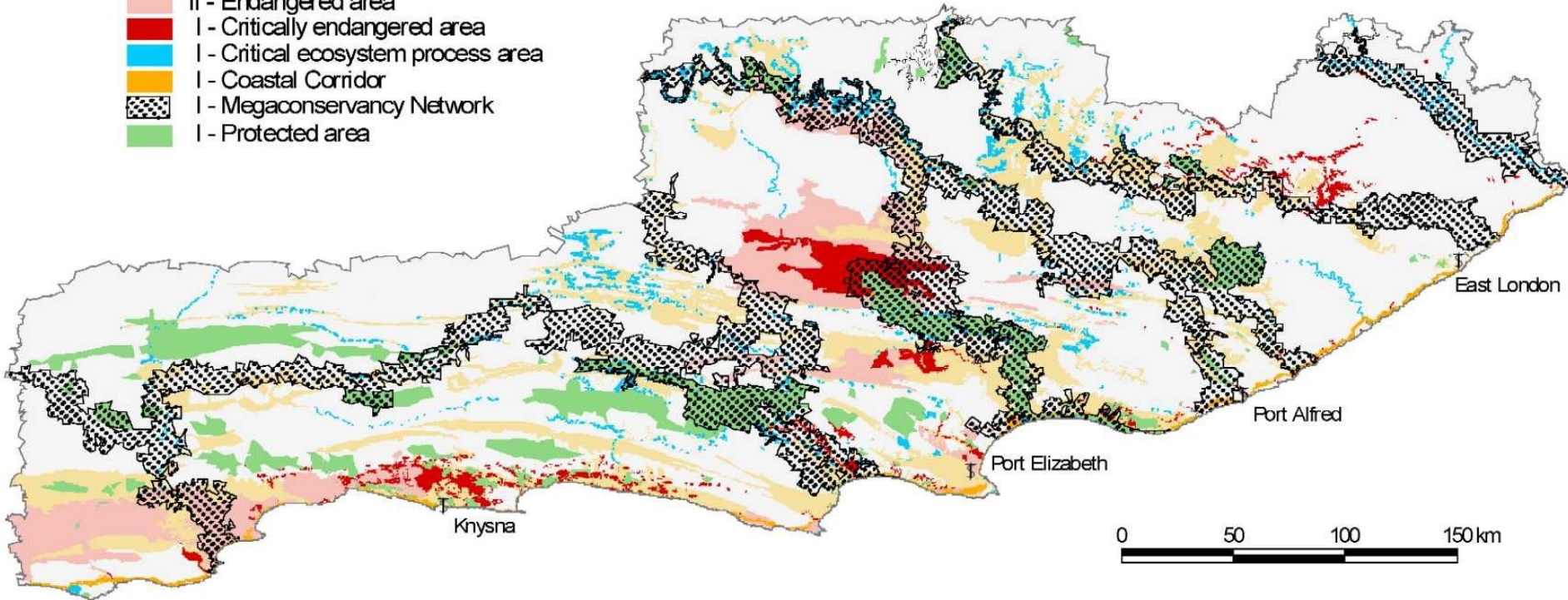
Country boundaries are not authoritative.

Washington D.C. 2000

Biodiversity Conservation

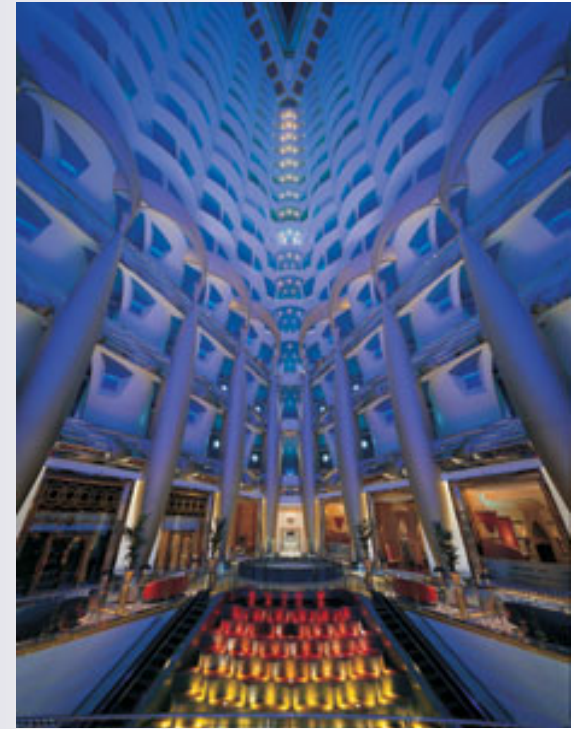
Conservation Classification

- IV - Currently not vulnerable area
- III - Vulnerable area
- II - Endangered area
- I - Critically endangered area
- I - Critical ecosystem process area
- I - Coastal Corridor
- I - Megaconservancy Network
- I - Protected area



Conservation Priority Map for the STEP planning domain, incorporating a) Type 1 Protected Areas, b) Megaconservancy Networks, c) Critical Ecological Processes and d) Vegetation Conservation Status. Features a, b and c and the "critically endangered" category of the Conservation Status classification must enjoy the highest level of conservation protection.


LUXURY IS IMAGE



A Materialistic World



Pleasure Palaces

 profimedia.cz



Appropriate Development?

 profimedia.cz



100% Green Hotel

- The Inter Continental Hotel Group is creating a hotel, which it claims will be the world's first 100% ecologically-friendly hotel
- The futuristic, solar-powered 'Innovation Hotel' uses the latest technology in energy and water conservation and recycling
- Green features include: donating unused non-perishable food to charities or food banks, solar panels to heat water, rainwater harvesting to supply water to toilets, a roof garden for extra insulation, wind-powered generated electricity, recycled glass windows, furniture and fittings made entirely from recycled materials, and household waste to provide heat and power

Innovation Hotel Exterior



Innovation Hotel Bedroom



Innovation Hotel Bathroom



Southern Sun 'Going for Green'

- The Southern Sun's Garden Court hotels are launching programs to ensure it becomes an environmentally brand
- In an effort to create a more sustainable travel future and reduce its impact on the environment, Garden Court will implement several eco-initiatives
- The hotel will package safe, treated drinking water in handmade sandblasted glass jugs using glass recycled from all Garden Court hotels
- "This initiative fulfils our objective to reduce, reuse and recycle"

Golf Tourism



The golf tour market is estimated to be worth about \$US40 billion per annum.

It is estimated that golf tourists from Europe alone will take 4 million golfing holidays in 2010 accounting for 26 million overnight stays.

Golf Courses use up to 600,000 litres of water per day!

Responsible Golf Estates

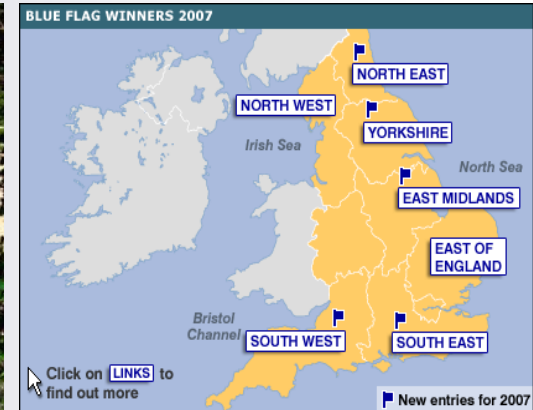
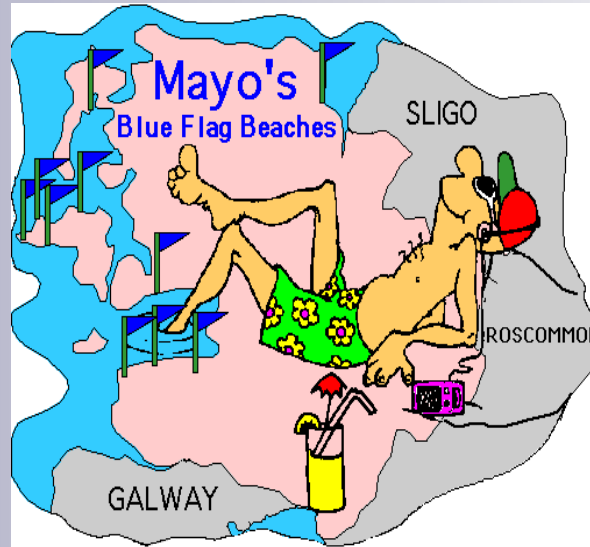


Beach Tourism

In the United States of America
80% of total tourist revenue is
generated by beach tourism.
(Houston, 1996:24)

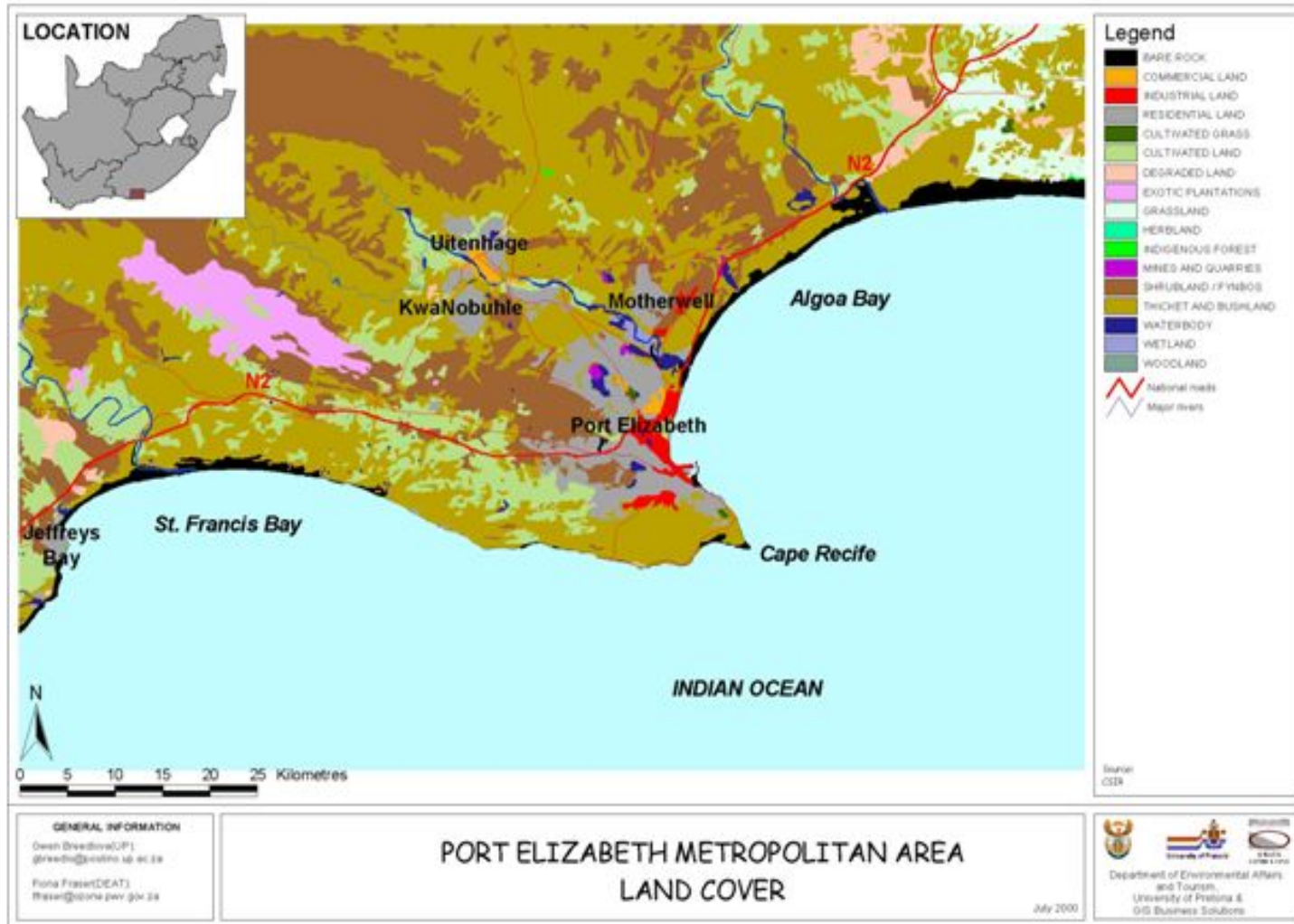


Blue Flag Beaches



Nelson Mandela Bay

90 km of coastline: Sundays to the Van Stadens Rivers



Nelson Mandela Bay Beaches



The Four Vital Ecosystems

For humankind & all marine life forms

- Salt-marshes
- Mangroves
- Estuaries
- Coral reefs



Estuaries, wetlands, rocky and coral reefs, and protected bays and sheltered harbours are the life-support system of our oceans. This is because the most biologically productive marine areas occur in **near-shore environments.**

The Value of Estuaries

Half of South Africa's 279 estuaries are situated in the Eastern Cape.

The Swartkops River estuary has an estimated “recreational value” of between R50-million and R100-million a year.



Has anyone ever put a value on Nelson Mandela Bay? It must be worth R Billions!

Pollution in Algoa Bay



Great Whites in Algoa Bay



Don't mess with nature!



Nature Fights Back!



Storm Damage North Coast



The Ocean is Boss!



What can Educators Do?

- Teach tourism students, and in fact all learners, to understand and appreciate nature
- Arrange study tours to learn about biodiversity
- Pondoland Centre of Endemism – Sinegugu Zukulu – Sustaining the Wild Coast - WESSA
- Let them learn about medicinal plants
- Change the perspective of township children



Tourism is Experiential

- To fully understand and appreciate tourism you must become a tourist
- Knowledge that is not implemented is not learning
- Educators make excellent tour guides
- Start a chain reaction
- Once children enjoy being a tourist they will encourage their parents to become a tourist
- Until recently there were communities living in Addo who had never seen an elephant
- Addo Elephant National Park is only 70 km from Port Elizabeth

Biomimicry – Learning from Nature



Forest Walks



Let's Get Back to Nature



Gogga Tourism



Insect Tourism



PHOTO: BARB BRYANT

Children use a chart to sort and identify insects during a visit to Georges Island.

Latvian Hotel



A Nature Hotel



Living in harmony with nature



“Nature has been for me, for as long as I can remember, a source of solace, inspiration, adventure and delight; a home, a teacher, a companion”

Lorraine Anderson

Thank You!

