

Sustainable tourism
Sustainability in tourism

Sustainable tourism can be seen as a positive approach intended to reduce the tensions and friction created by the complex interactions between the tourism industry, visitors, the environment and the communities which are host to holidaymakers. The most common way to understand sustainability in the tourism context is to consider what is known as the *'triple bottom line'*.

Bill Bramwell and Bernard Lane (1993)





Economy

Society &
cultures





Environment

Whose responsibility is it to keep tourism sustainable?

- From an industry perspective, we need to think of better ways to design tourism products, services and facilities.
- From a government perspective, policies and legislation should prioritise sustainability.
- From a community perspective, we need to ensure that development considers the needs of both tourists and communities.
- Finally, as tourists, we need to make informed and sustainable choices and behave responsibly.

Models of
unsustainable tourism

Tens of thousands protest against Canary Islands' 'unsustainable' tourism model

Organisers say 50,000 turn out to call for limit on tourist numbers, saying model makes life unaffordable and puts strain on resources



People take part in a protest to demand an urgent rethink of the Canary Islands' tourism model

Academic language: pay attention to connectors

Even when tourism creates employment, the jobs are often seasonal and low paid.

As well as impacts on the economy, tourism has impacts on the culture, society and way of life of the host communities.

Tourists often want to learn about local culture and traditions and are often keen to meet local people. **As a result**, locals are encouraged to keep their heritage and traditions alive.

However, tourism can also bring noise, overcrowding, anti-social behavior and in extreme cases can cause tensions between tourists and host communities.

In terms of the environment, tourism can be the reason for protecting natural areas, and it can raise awareness of environmental issues.

Unfortunately, tourism also has the potential to harm the environment by contributing to air and water pollution, littering, and overuse of natural resources.

Questions for final evaluation:

- What is sustainable tourism / sustainability in tourism?
- Explain the concept and elements of the 'triple bottom line' applied to tourism
- Which agents are responsible for sustainability in tourism, and in which ways?

Questions for summative evaluation (next synchronous meeting):

Each student will choose one of the following TED talks:

https://www.ted.com/talks/nelida_marques_sustainable_tourism_authenticity_and_identity

https://www.ted.com/talks/sumesh_mangalasseri_sustainable_tourism_a_modern_eco_friendly_perspective_on_tourism

<https://www.youtube.com/watch?v=we6VG3kdkOA>

https://www.ted.com/talks/mikkel_aaro_hansen_turn_tourism_into_a_force_for_the_global_good

<https://www.roomsforchange.com/top-ted-talks-for-the-responsible-traveler/>

<https://www.roomsforchange.com/top-inspirational-ted-talks-about-hotels-and-hospitality/>

After watching it, each student will produce an oral summary of the topic, supported with a few slides (optional) and using the following structure:

- Main idea of the talk.
- Keywords.
- Parts (introduction, development, conclusion).
- What have I learnt?