

## Sustainable Tourism and the Role ... Responsibility of Tourist Guides

### Ever growing (?) tourism – The Value of Tourism

#### Tourism provides

- 10% of World GDP
- 1 in 10 jobs worldwide
- 1.4 Trillion USD or 7% of world exports
- 30% of services exports
- Average growth of 6% in international tourist arrivals in 2018

#### 2020 – Global Pandemic

- \$1 trillion financial loss in tourism
- 70% average decline in international tourist arrivals

[Source: [UNWTO World Tourism Barometer](#) | [Global Tourism Statistics](#)]

### Sustainable Tourism – avoid the ‘here today and gone tomorrow’

**Definition: Sustainable Tourism** refers to a level of tourism activity that can be maintained over the long term because it results in a net benefit for the social, economic, natural and cultural environments of the area in which it takes place. [Source: International Council on Monuments and Sites – ICOMOS]

Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities

[Source: United Nation – World Tourism Organisation - UNWTO]

<https://www.unwto.org/sustainable-development>

**The Sustainable Tourism Model** is 3-fold: Social - Economic – Environment ... plus the human aspect

Sustainable tourism is not a discrete or special form of tourism. Rather, all forms of tourism should strive to be more sustainable.

Go deeper: UN’s 17 Sustainable Development Goals

<https://www.un.org/sustainabledevelopment/sustainable-development-goals>

#### Doxey’s Irritation Index (1975)

1.	Euphoria	Visitors are welcome and there is little planning
2.	Apathy	Visitors are taken for granted and contact becomes more formal
3.	Annoyance	Saturation is approached and the local people have misgivings. Planners attempt to control via increased infrastructure rather than limiting growth.
4.	Antagonism	Open expression of irritation and planning is remedial - yet promotion is increased to offset the deteriorating reputation of the resort

Intervention and management are needed to maintain sustainability of tourism development.

#### Overlay with Butler’s Lifecycle of a Destination (1980)

#### Tourism Carrying Capacity

The maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic, socio-cultural environment and an unacceptable decrease in the quality of visitors’ satisfaction.

[Source: UNWTO after Wall and Mathieson, 2006]

#### Maintaining and Aiming for Sustainable Tourism – Examples and Case Studies

- limiting access, e.g. number/size of cruiseships
- controlling access, e.g. visit with guided tour only, advance booking required
- dispersal (geographical and seasonal)
- pricing structure, e.g. peak/off-peak, local/visitor, educational/commercial etc.
- tourism tax
- information technology – pros: advanced online booking, check busy periods and avoid – cons: social media ‘marketing’ can’t be controlled
- attracting the ‘right kind of tourist’ – choose your market segment carefully

## Sustainable Tourism and the Role ... Responsibility of Tourist Guides

### If we get it right – Sustainable Tourism

- supports the integrity of a place
- conserves resources
- respects local culture and traditions
- encourages regeneration
- nurtures self-sufficiency
- strives for quality not quantity
- means great trips

### What can tourist guides do?

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them. [Source: UNWTO]

In addition to being a good **role model**, Tourist Guides can use their **guiding and interpretation skills** to the best of their ability by:

- keeping up-to-date, knowing their products, being aware
- controlling and caring for their group
- explaining rules
- enabling and restricting access
- highlighting the significance of a place
- raising awareness of concerns
- protecting fragile areas

### VIS answers:

## Sustainable Tourism – What can Tourist Guides do to benefit ... ?

### ... the community

We are part of it!

- support cottage industry – showcase
- crafts are a worthwhile career
- give the community a voice
- talent scout
- facilitate encounters / experiences



### ... the economy

LOCAL

- teaching visitors to use public transport
- buy local garments
- eat local produce
- business storytelling

### ... the environment

switch off coach engine, take your rubbish home, say 'no' to single use plastic, refill water bottles, use rubbish bins, no smoking, don't walk on grass, share local concerns (water use, coastal erosion)

Definition of **Talent Scout**: *A person engaged in discovering and recruiting people of talent for a specialized field or activity* <https://www.merriam-webster.com/dictionary/talent%20scout>

Tourist Guides can empower visitors with understanding and knowledge through good interpretation. Empowering rather than forbidding visitors to do things through a set of rules, is better for sustainability.

Step by Step and keep going: Tourist Guides interpret. - Through interpretation Tourists understand. - Through understanding Tourists appreciate. - Through appreciation Tourists protect.

*Freeman Tilden, 1957*

Good interpretation can turn tourists into travellers with a conscience.

*Tourist Guides are in an ideal position to transform tourists into **responsible travellers**.*

As per the UNWTO Global Code of Ethics for Tourism: <https://www.unwto.org/responsible-tourist>

- [UNWTO International Convention, 2019]

Take only photographs - Leave only footprints - Disturb only air

## Sustainable Tourism and the Role ... Responsibility of Tourist Guides

Everybody needs to play their part – industry partners and visitors. The **Tourism Industry** must embrace **sustainable development** and give **visitors** the opportunity to embrace **Responsible Tourism** and become responsible travellers. Campaigns are underway to show that tourism can be a force for good. Have a look at the video of the World Travel and Tourism Council (WTTC) [www.wttc.org](http://www.wttc.org) to see that travel can make a world of difference.

Tourist Guides can **join the movements**. They need to know about (local) initiatives and can open visitors' minds and hearts to them.

**Circular Economy** in Tourism – 3 priorities

- 1) remove and avoid single-use plastic
- 2) reduce food waste
- 3) build circular models

[www.unwto.org](http://www.unwto.org)

<https://haroldgoodwin.info/>

[www.responsibletourismstitute.com](http://www.responsibletourismstitute.com)

[www.tourism4development2017.org](http://www.tourism4development2017.org)

Global Sustainable Tourism Council (GSTC): Criteria, Standards, Certifications ([gstcouncil.org](http://gstcouncil.org))

<https://responsibletourism.wtm.com/awards/>

<https://www.tourismdeclares.com>

[www.wftga.org](http://www.wftga.org)