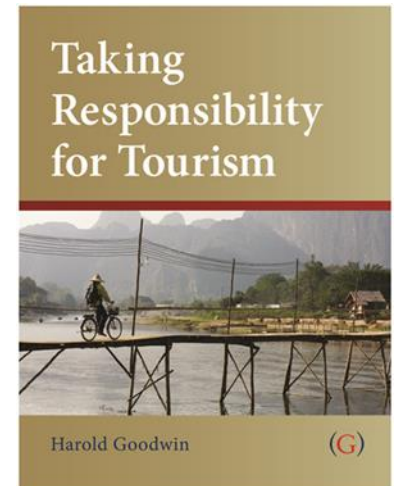


People and Places: Whose Responsibility is Tourism?



Harold Goodwin ICRETH



www.icrtourism.org



Our holidays their homes



■ **“Your everyday life is someone else’s adventure”**

■ Swedish NGO fly-posting in Ljubljana, Summer 1997

Destinations are Commons

The travel and tourism industry
“is essentially **the renting out for short term lets of other people’s environments** whether that environment is a coastline, a city, a mountain range or a rainforest. These products must be kept fresh and unsullied not just for the next day, but for every tomorrow”. Sir Colin Marshall BA

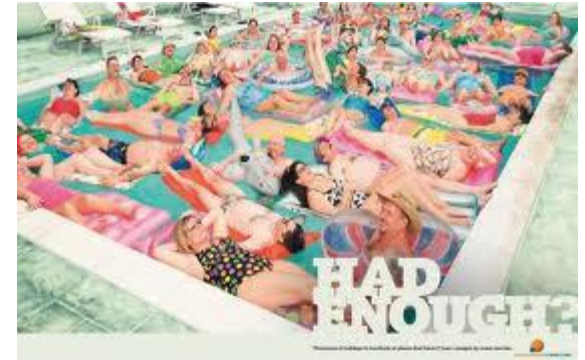


Old Town Square, Prague

Tragedy of the Commons

- What is rational for the individual or business may – and often does – have negative impacts on the natural and cultural environment.
- Although conversely there are experiences which rely on a crowd – where congestion is perceived as a good thing





Tourism

leeds metropolitan university

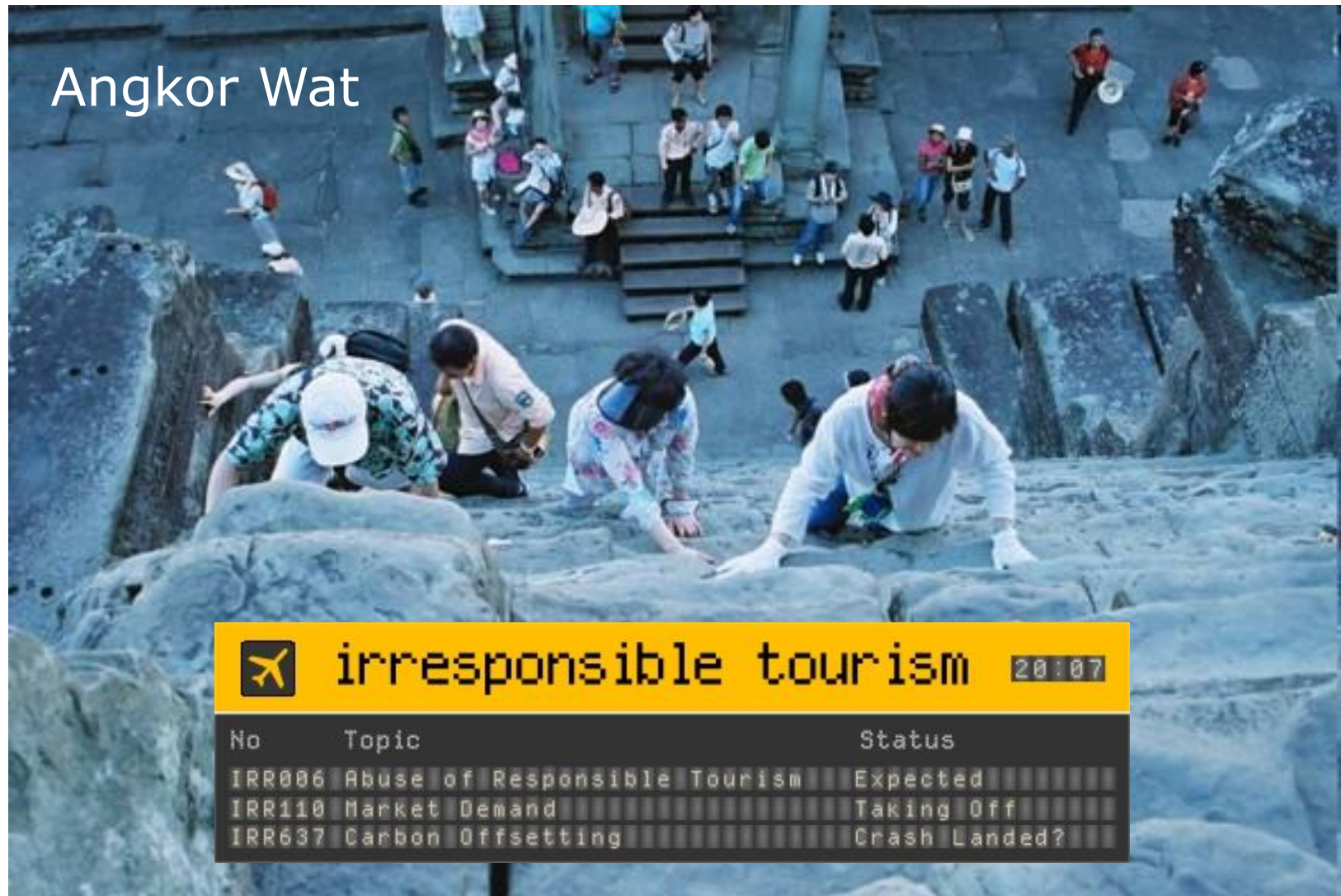


A polluting industry

- Travel and greenhouse gas emissions
- Litter, trampling – management costs
- Use of the public realm – the commons, congestion.
- Social and economic impacts on the high street and in villages
- Induced effects with migration, second homes and holiday lets – villages can be hollowed out.

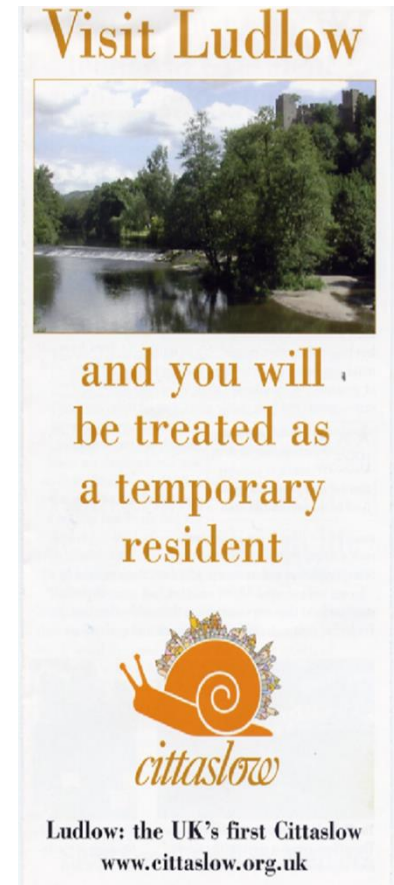


Angkor Wat



Successful tourist destinations

- offer the visitor something unique
- they create a sense of place, an identity which is different from their competitors....
- no two communities are ever exactly the same...





Association of Independent Tour Operators (AITO) 2000

... we recognize that in carrying out our work as Tour Operators we have a **responsibility to respect other people's places and ways of life.**

We acknowledge that wherever a Tour Operator does business or sends clients it has a **potential to do both good and harm**, & we are aware that **all too often in the past the harm has outweighed the good.**



The Responsible Tourism Movement

1. Tourists and Travellers
2. Outbound Industry
3. Inbound industry & accommodation
4. Destination Management
5. Travel and the particular issues around peak oil and GHG emissions



www.icrtourism.org
www.haroldgoodwin.info



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W!ZZ

Whenever a place gets spoilt, we move on!

Cricketer Holidays

Summer Brochure 1997

Greece • Turkey • France • Madeira • Portugal
Italy • Gran Canaria • Poland • Iceland • Lebanon

What is the purpose of tourism?

- Why encourage it?
 - Jobs
 - Economic Development
 - Contribution to conservation
- So what should be the public policy response?
- Subsidise its marketing or not?

But it brings costs – management costs for local authorities, inflation, congestion.

- DMOs
 - Management or
 - Marketing

Tourism & Role of Government

- Co-ordination
 - Planning
 - Legislation and regulation
 - As Entrepreneur
 - Promotion
 - Public Interest Protector
-
- WEF Travel & Tourism Competitiveness Report 2007

UK: Wise Growth

The Government's vision for sustainable development is based on four broad objectives:

1. social progress which recognises the needs of everyone;
2. effective protection of the environment;
3. prudent use of natural resources; and
4. maintenance of high and stable levels of economic growth and employment.

1999 Tomorrow's Tourism

Visit Britain

- **Visitor Satisfaction** - visitors must be satisfied with all aspects of the tourism product
- **Industry Profitability**- the return to the industry must allow for reinvestment and growth
- **Community Acceptance** - account must be taken of the community's aspirations
- **Environmental Protection**- the resources on which the industry is based must be protected

HOW SHOULD WE UNDERSTAND TOURISM?

Tourism is a Social Activity

- It is what we make it
- A human activity with environmental consequences
- Social phenomenon – social sciences
- It is not just about economics

What is the purpose of tourism?

- For businesses – profit and livelihood
- For government – tax, jobs, balance of payments
- For travellers and tourists – leisure experiences and for work.
- For employees – livelihoods
- There are many purposes.

Taking Responsibility

- Define priorities
 - Issues – local
 - Issues where tourism can make a difference
- Apply consequential thinking – unintended consequences
- Set targets and measure impacts
- Responsibility is free you can take as much of it you can handle
- ACT
 - make it better
 - avoid tokenism and reductionism

The aspiration of Responsible Tourism

- Responding – doing what you can..
- Making “better places for people to live in and for people to visit.”
- Recognising diversity
- Thinking globally acting locally
- Doing the right thing

All forms of tourism can be more responsible

- Economic – employment and local economic benefit, linkages
- Social – urban drift, youth, heritage, “thriving destinations”
- Environmental - local priorities
- Engaging guests
- Enhancing the guest experience

Taking responsibility

- It is free – you can take as much of it as you can handle
- It is to respond
- Positive and Negative connotations
- Individuals take responsibility
- If you can make a difference
..... is there an imperative?

Taking Responsibility for Tourism



Harold Goodwin



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www.takingresponsibilityfortourism.info

www.haroldgoodwin.info

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Better Tourism

Krippendorf: need “rebellious tourists and rebellious locals”

■ www.artforum.info/advances.html

There are a series of Facebook pages which offer an opportunity to share and debate the issues.

Responsible Tourism Practitioners
Irresponsible Tourism

These pages have been opened to facilitate debate and information sharing on particular issues.

Better Child Protection
Better Tourism
Better Volunteering

These pages have been created to share ideas and information about
Better Holidays
Better Holidays in Barcelona and Catalonia



Research

- Net benefits
 - Employment (volume, conditions)
 - Poverty and contribution to local economic development
 - Sustainability
 - Conservation
- Action research - change
- Who gains? What do they gain? Opportunity costs.
- Destination management

Further information

- www.haroldgoodwin.info
- www.icrtourism.org
- www.wtmwrtd.com
- www.aRTyforum.info
- www.responsibletourismpartnership.org
- www.icrtourism.org/Capetown.shtml
- www.irresponsibletourism.info
- www.responsibletravel.com
- harold@haroldgoodwin.info

