

Why Responsible Tourism Matters

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Sustainable development means different things
to different people

- “Sustainability still too abstract, too general – we can’t define it.
- People engage with issues – with particular issues
- Relevant local issues – culture and context are critical
- It means making changes and it requires engagement in political processes

Too little progress

Using Tourism to Make Better Places to Live In

- To use tourism to achieve sustainable development
- Sustainable development through tourism
- the aspiration of Responsible Tourism is to use tourism rather than to be used by it.

Tourism is like a fire – you can use it to cook you food or it can burn your house down.

Responsible Tourism

- Sustainable and Responsible Tourism are not the same thing
- Sustainable is an abstract long-term goal.
- Responsible Tourism is about taking responsibility for achieving sustainable development through tourism.
- It is the difference between an abstract aim and what you do to achieve it.

What is Responsible Tourism?

- Identifying issues which matter and address them through tourism
- a triple bottom line approach to Tourism Management
- a way of travelling – it offers a better experience
- a movement
- diverse: particular to cultures, places and organisations
- characterised by transparency
- requires the acceptance of responsibility and the willingness to take action

Why Responsibility?

- to respond, to act,
- responsibility implies and requires action.
- critical to creating change is acknowledging and owning up to problems, and taking responsibility for making changes.
- Responsibility is free – you can take as much of it as you can handle

Responsible Travel takes a variety of forms, it is characterised by travel and tourism which

- 1. minimises negative environmental, social and cultural impacts;*
- 2. generates greater economic benefits for local people and enhances the wellbeing of host communities, by improving working conditions and access to the industry;*
- 3. involves local people in decisions that affect their lives and life chances.*

Cape Town Declaration 2002

Responsible Travel takes a variety of forms, it is characterised by travel and tourism which

- 4. makes **positive contributions to the conservation of natural and cultural heritage** and to the maintenance of the world's diversity;*
- 5. provides more **enjoyable** experiences for tourists through more **meaningful connections** with local people, and a greater understanding of local cultural and environmental issues;*
- 6. provides **access** for physically challenged and socially disadvantaged people; and*
- 7. is **culturally sensitive** and engenders **respect** between tourists and hosts.*

Taking responsibility

Whose responsibility? Everyone's

Nobody's



You cannot outsource responsibility ..

The antonym is Irresponsible

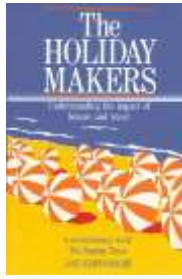
Two primary meanings

- Unreliable, untrustworthy, unlikely to be held to account or mentally or financially unfit to be held accountable
- Lacking a sense of responsibility, akin to carefreeness the trait of being without worry or responsibility

✈ irresponsible tourism 20:07		
No	Topic	Status
IRR006	Abuse of Responsible Tourism	Expected
IRR110	Market Demand	Taking Off
IRR637	Carbon Offsetting	Crash Landed?



Tourism is a social construct



- Tourism is what we – consumers and producers make it.
- We can change it.
- “every individual tourist builds up or destroys human values while travelling.”
- “rebellious tourists and rebellious locals”
- “Orders and prohibitions will not do the job – because it is not a bad conscience that we need to make progress but positive experience, not the feeling of compulsion but that of responsibility.”

Jost Krippendorff

Latest research

Sustainability is the aspiration; this consumer aspiration is a commercial opportunity.

TUI

- Nearly 50% of UK holidaymakers say 'giving back' to a holiday destination is important to them.
- The issues most likely to attract support from British tourists are hunger and food safety (27%), animal welfare (26%), cultural heritage conservation (22%), education and lifelong learning opportunities (18%).
- 62% of UK holidaymakers agree it makes them feel better when they know their holiday was organised with respect to nature and the local community.
- Sampling local cuisine, visiting local markets and neighbourhoods, shopping for souvenirs and taking a tour with a local guide were all regarded by 50% or more of UK holidaymakers as desirable.

Booking.com

- 87% of global travellers say they want to travel sustainably, and nearly four in 10 (39%) say they often or always manage to do so.
- However, 48% said that they never, rarely or only sometimes manage to travel sustainably.
- As booking.com points out, this suggests "that while promising strides are being made for a greener future, there is still plenty of room to turn intentions into action."

<http://responsibletourismpartnership.org/>

Experiential Tourism

■ VFM => Value for Money

■ EFM => Experience for Money

- The experience economy
- Seeking memorable experiences
- Driving increased tourism
- Viral marketing
- Engagement in culture, community and the environment
- Shared product of host and guest
- Quality, depth, create memories

You can taste the difference?



Diversity Matters



New Heritage Matters



**TRAVEL.
ENJOY.
RESPECT.**

Tourism is not a natural phenomenon

- Tourism is what we – the producers and the consumers – make it
- Hosts & Guests
- Visitors and tourists
- It is a social construct
- We can make it better
- Access = Egress
- The metrics matter
 - International arrivals
 - Length of stay
 - Spend and retained yield
 - **Key question is does a destination use tourism or is it used by it?**