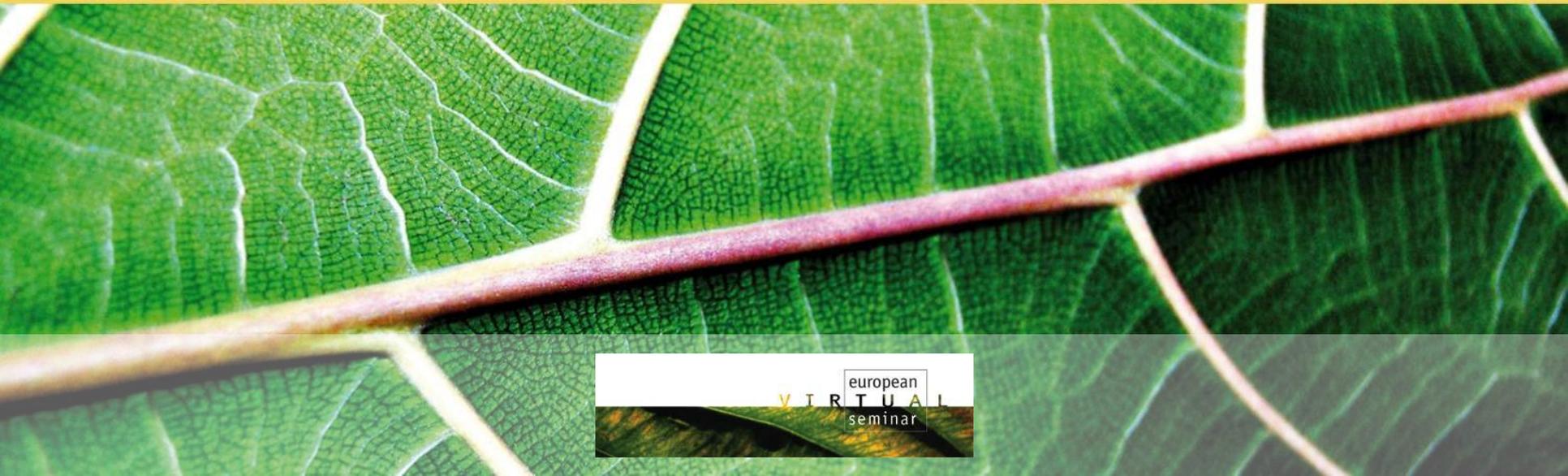




Tourism as key factor for a sustainable development

International Spring School on Sustainable Development
Týnec nad Sázavou, Czech Republic, April 2nd 2014
Mario Diethart, RCE Graz-Styria, University of Graz





Source: UNWTO, 2006

- Tourism is the **biggest** and **fastest growing** industry in the world.
- There were about **1 billion** international tourist arrivals in 2013.
- Tourism and general travel generate about **9 %** of the global GDP.
- Exports of tourism services are about **6 %** of total exports of goods and services.
- Tourism is the world's largest employer. **1 in 11** jobs is supported directly or indirectly by tourism.

Tourist

“A person traveling to and staying in places outside his or her usual environment for a specified period of time with a purpose of travel other than an activity remunerated from the place visited.” (UNWTO)



Categories of tourists

- **International tourist**

A visitor who travels to a *country other than in which he or she is usually resident* for at least one night, but not more than one year.



- **International excursionist**

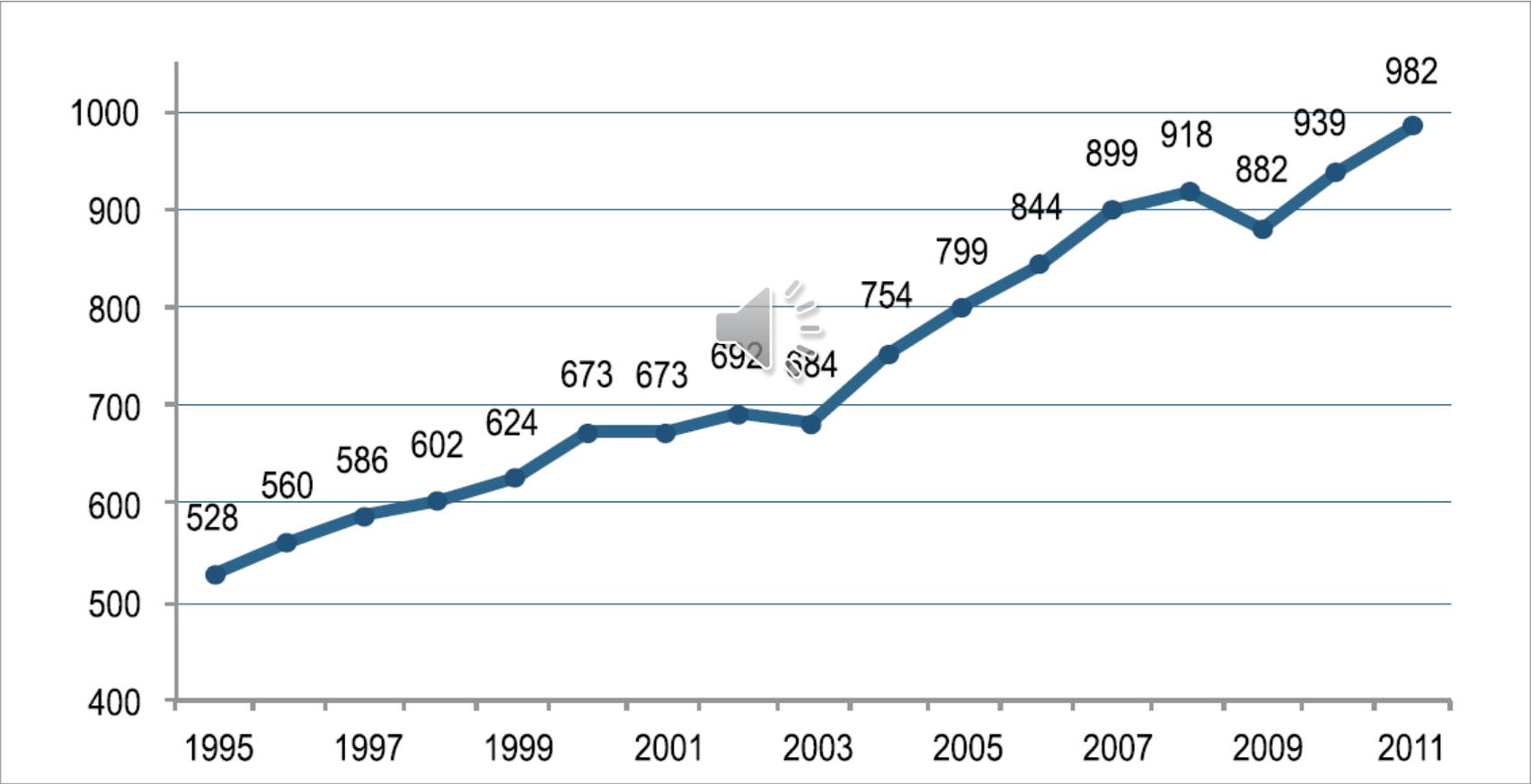
A visitor who travels to a country other than in which he or she is usually resident for *less than 24 hours* and without spending the night in the country visited.

- **Domestic tourist**

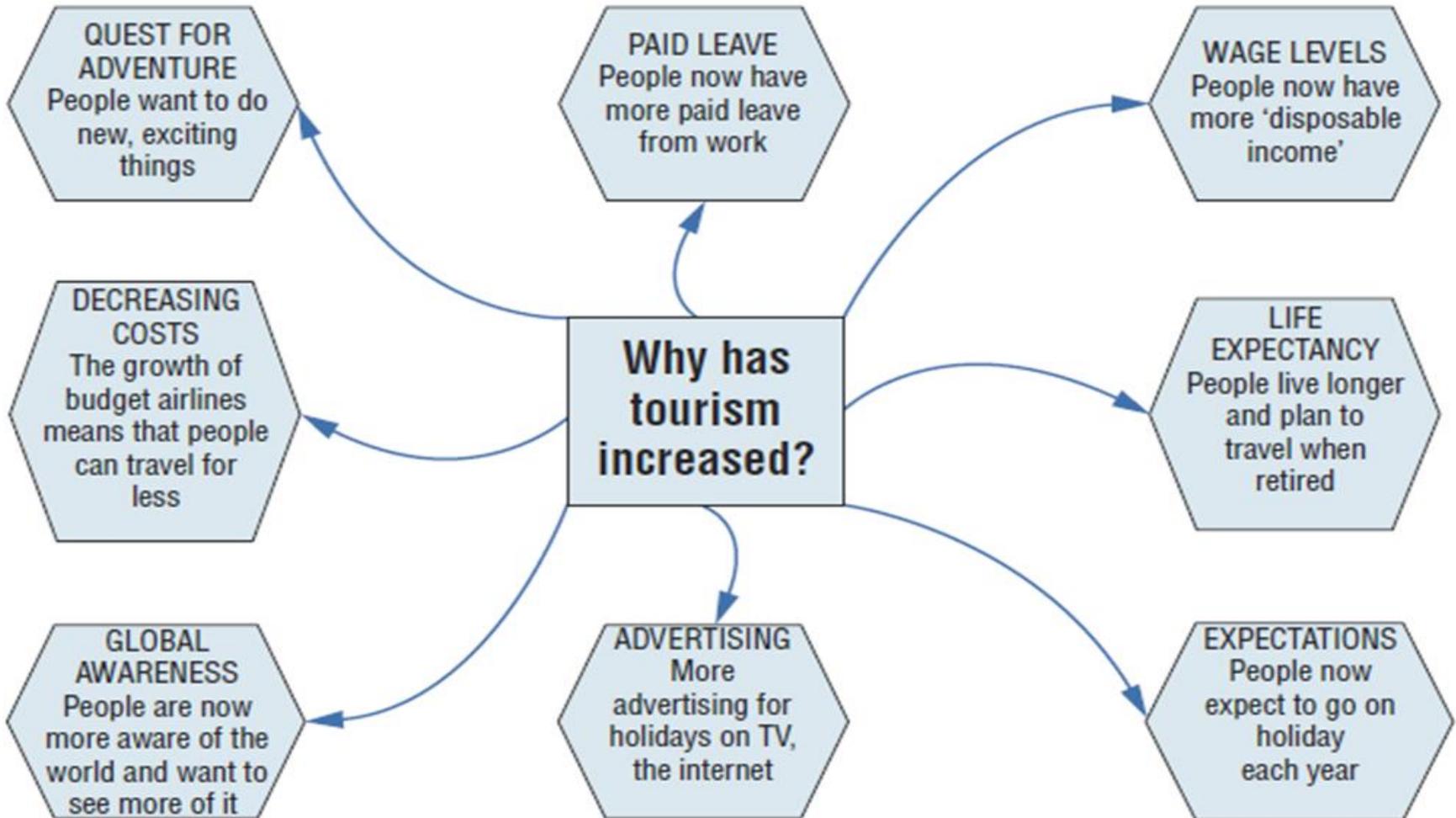
A tourist who travels internally *within his or her own country* for not more than six months

International Tourist Arrivals

(million)

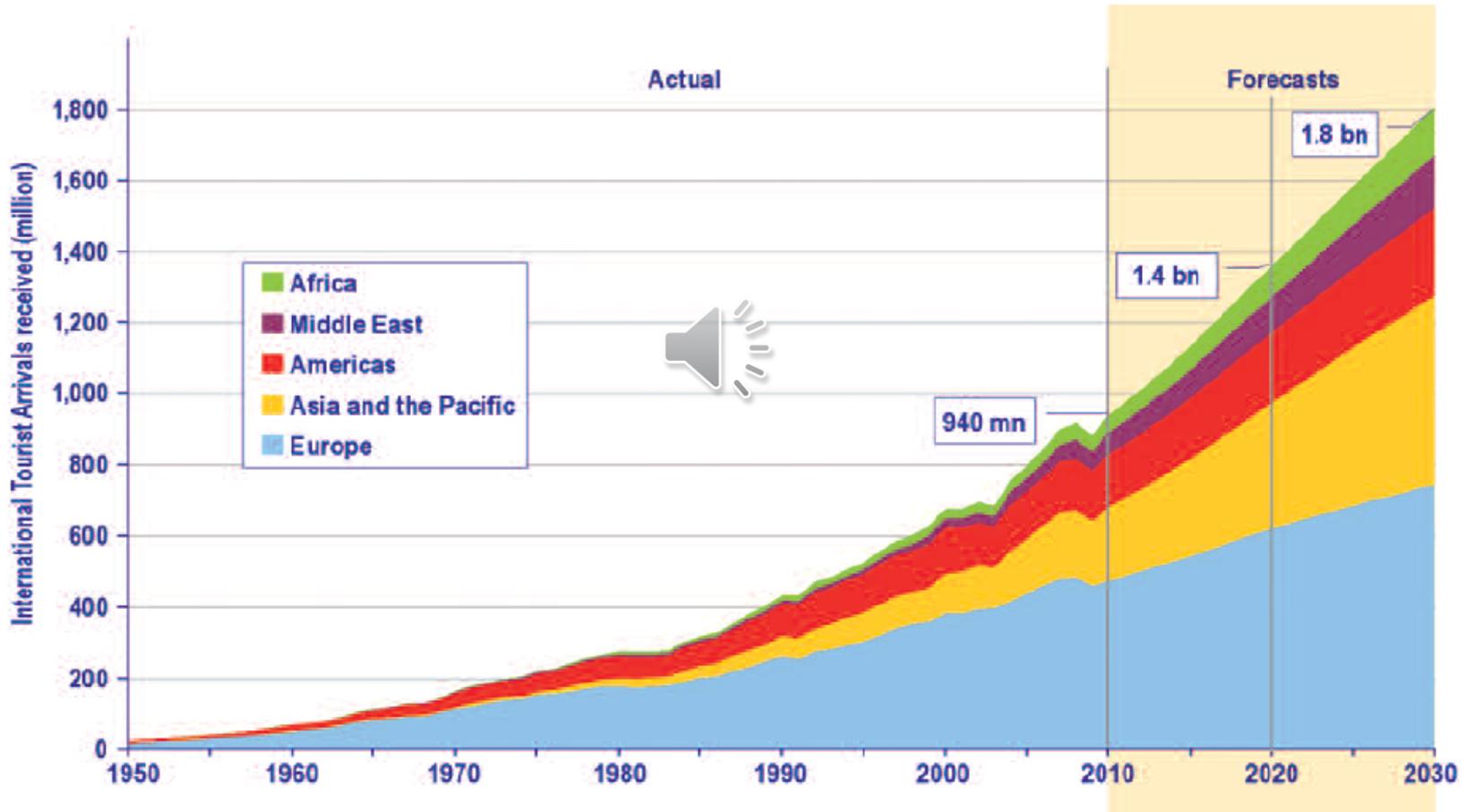


Source: UNWTO, 2011



Source: Worldlywise Wiki 2011

UNWTO Tourism Towards 2030: Actual trend and forecast 1950-2030



Source: UNWTO, 2013

International Tourist Arrivals by region (million)

	Base year	Forecasts		Average annual growth rate (%)
	1995	2010	2020	1995-2020
Total	565	1,006	1,561	4.1
Africa	20	47	77	5.5
Americas	109	190	282	3.9
East Asia/Pacific	81	195	397	6.5
Europe	338	527	717	3.0
Middle East	12	36	69	7.1
South Asia	4	11	19	6.2
Intraregional (a)	464	791	1,183	3.8
Long-haul (b)	101	216	378	5.4

Source: UNWTO, 2011

International vs. domestic tourism in selected developing countries

Country	International tourist arrivals (2000)	Estimates of domestic tourist numbers (2000)	International : domestic
India	2.5 million	135,0 million ^a	1 : 54
China	31,0 million	740,0 million ^b	1 : 23
Brazil	5.1 million	41,0 million ^c	1: 8
Thailand	9.1 million	55.1 million ^d	1:6
Indonesia	4.7 million	28.3 million ^e	1: 6

Source: WTO/OMT 2001 unless otherwise indicated

a Ghimire 2001

b China National Tourism Administration 2002

c Embratur 2002

d Tourism Authority of Thailand 2002

e Indonesia Tourism Authority 2002

Tourism and environment

- Small islands, coastal areas, wetlands, mountains, deserts
- Preservation and damage of natural environment
- Threats to biodiversity
- Disruption of coasts
- Deforestation
- Water overuse
- Urban problems
- Exacerbate climate change
- Unsustainable use of resources



Tourism and economy

- High cash flow
- Financial leakages (→ trans-national corporations)
- Rural Opportunities (→ equalize economic opportunities)
- Investments in infrastructure
- Impacts on livelihood in destination communities - earnings in
 - Formal sector (hotels...)
 - Informal sector (vending...)
 - Indirect (secondary enterprises...)



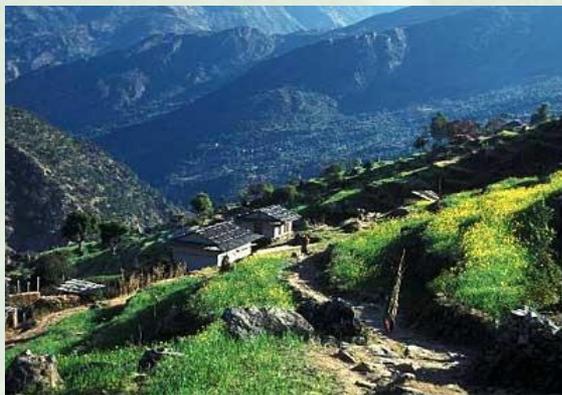
Tourism and society/culture

- Enriching
- Cultural transformation
- Child prostitution
- Gender



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 and socio-cultural environment and an unacceptable decrease in the quality of visitors' satisfaction.”
(UNEP/MAP/PAP, 1997)



Tourism + Sustainability = Sustainable Tourism



... *“tourism that meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future.*

(...)

The objective of sustainable tourism is to retain the economic and social advantages of tourism development while reducing or mitigating any undesirable impacts on the natural, historic, cultural or social environment. This is achieved by balancing the needs of tourists with those of the destination.” (WTO)



Source: High Moon

Future of (sustainable) tourism (I)

- **Travel with a purpose:**
 - “Where do you want to go?” - “What do you need from a holiday?”
 - Shift of focus
 - Real experience instead of fake tourist packages
- **Keeping it local:**
 - Less western dominance
 - “Geo-local” tourism (domestic)
 - “Hyper-local” sourcing of hotels; intelligent charges
- **Alternative transport:**
 - “Slow travel” (different forms of transport)



Source: Justin Francis/responsibletravel.com

Future of (sustainable) tourism (II)

- **Changing climates and future planning:**
 - Destinations change their focus (winter - summer)
 - Political changes/instabilities
 - Smart destinations maximize sustainability (right types of tourists)
- **Holiday labeling:**
 - “Democratization” of travel (changed marketing, peer-to-peer travel advice)
 - Labeling of tour companies and holiday as a whole



Source: Justin Francis/responsibletravel.com

Thank you for your attention!

Level of environmental concern

Environmental activity groups

Workshop

Symposium

An expanding gap

High Moon

