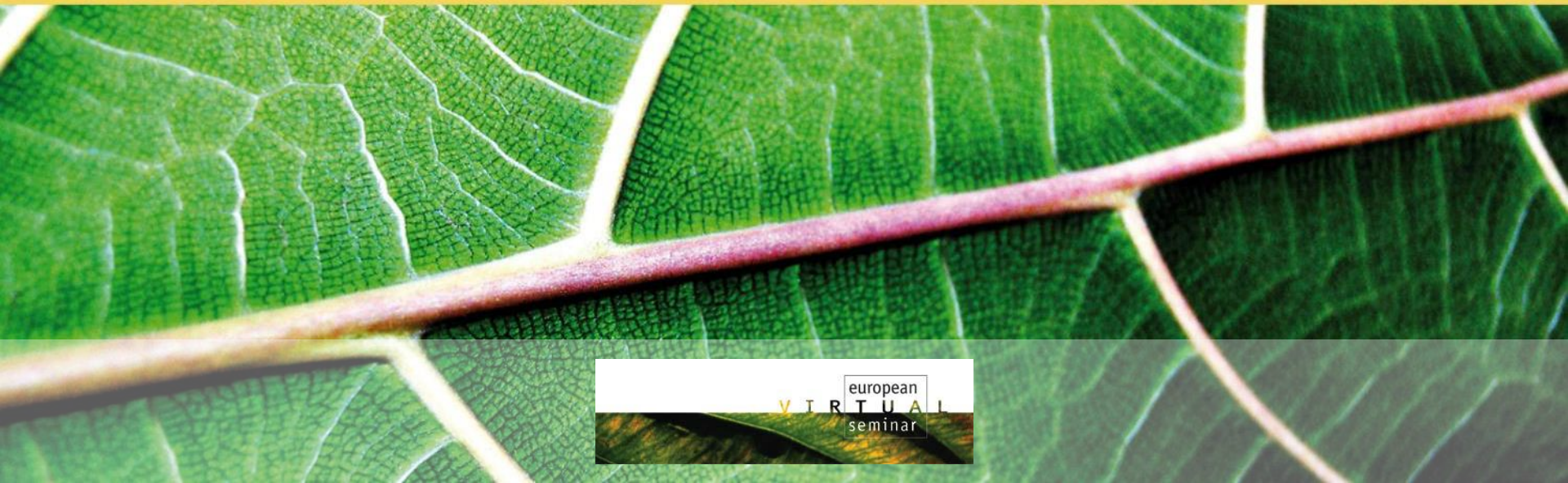


# Tourism as key factor for a sustainable development

International Spring School on Sustainable Development  
Týnec nad Sázavou, Czech Republic, April 2<sup>nd</sup> 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**



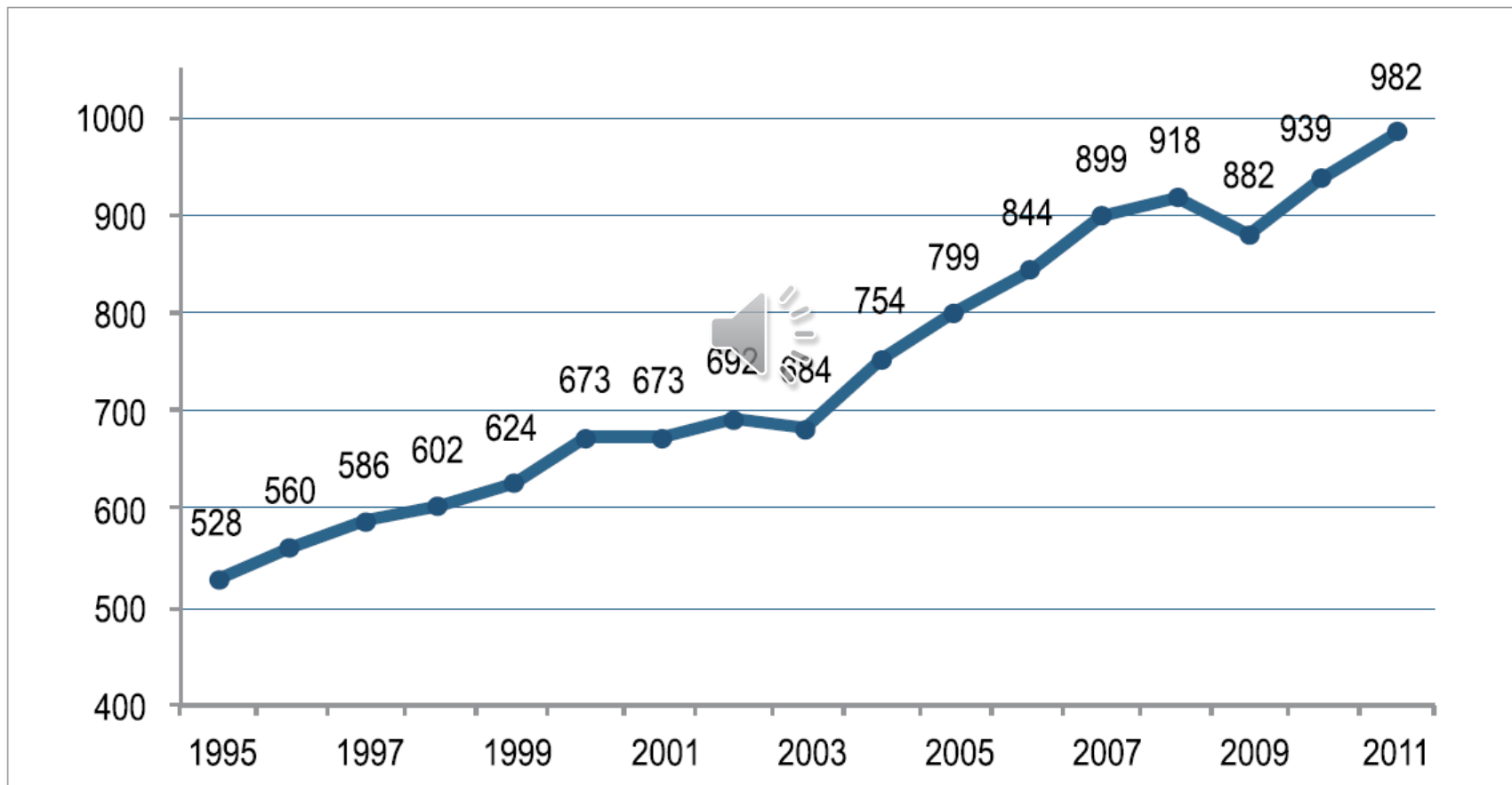
A visitor who travels to a country other than in which he or she is usually resident for *less than 24 hours* and without spending the night in the country visited.

- **Domestic tourist**

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

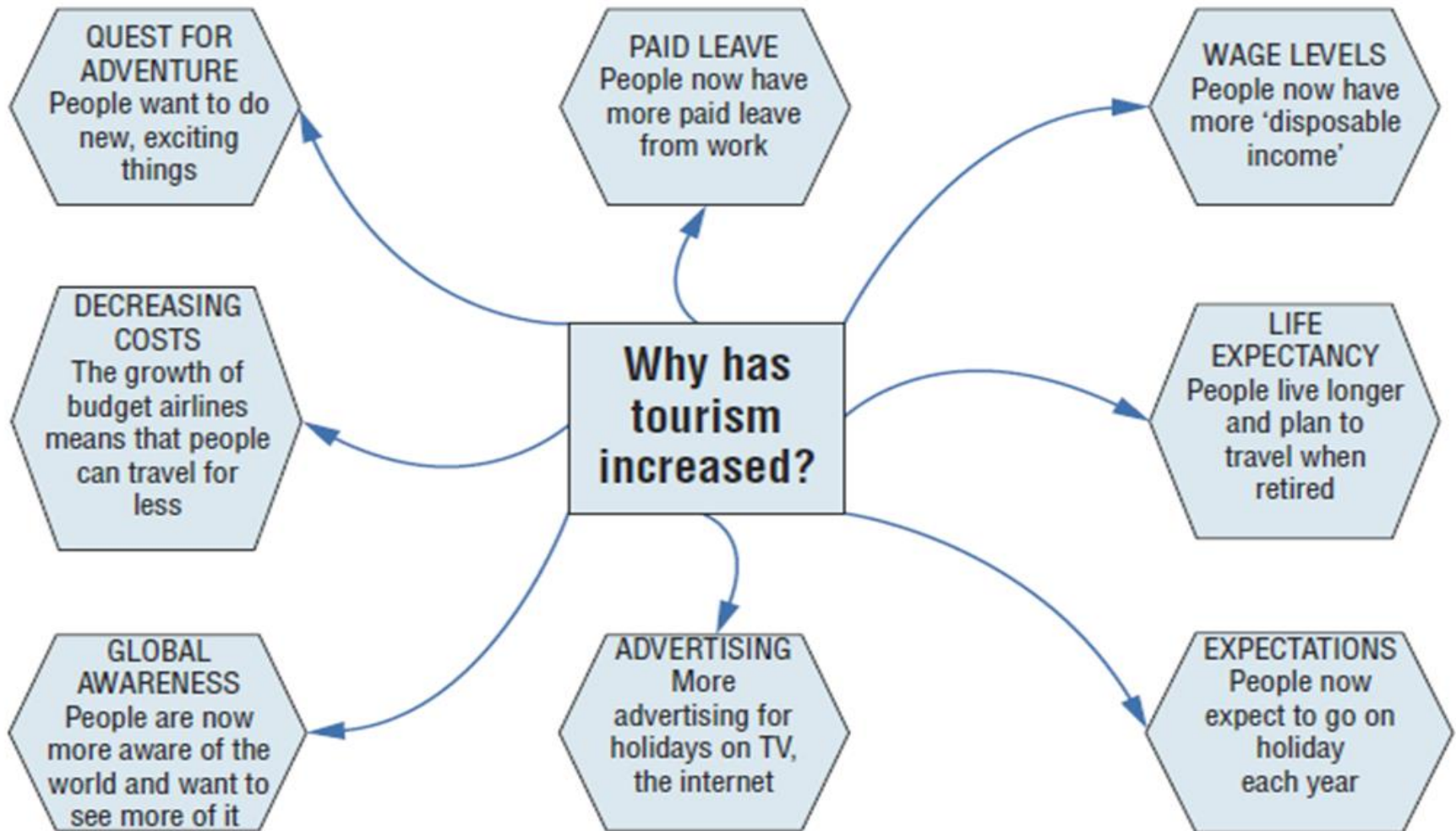
## International Tourist Arrivals

(million)



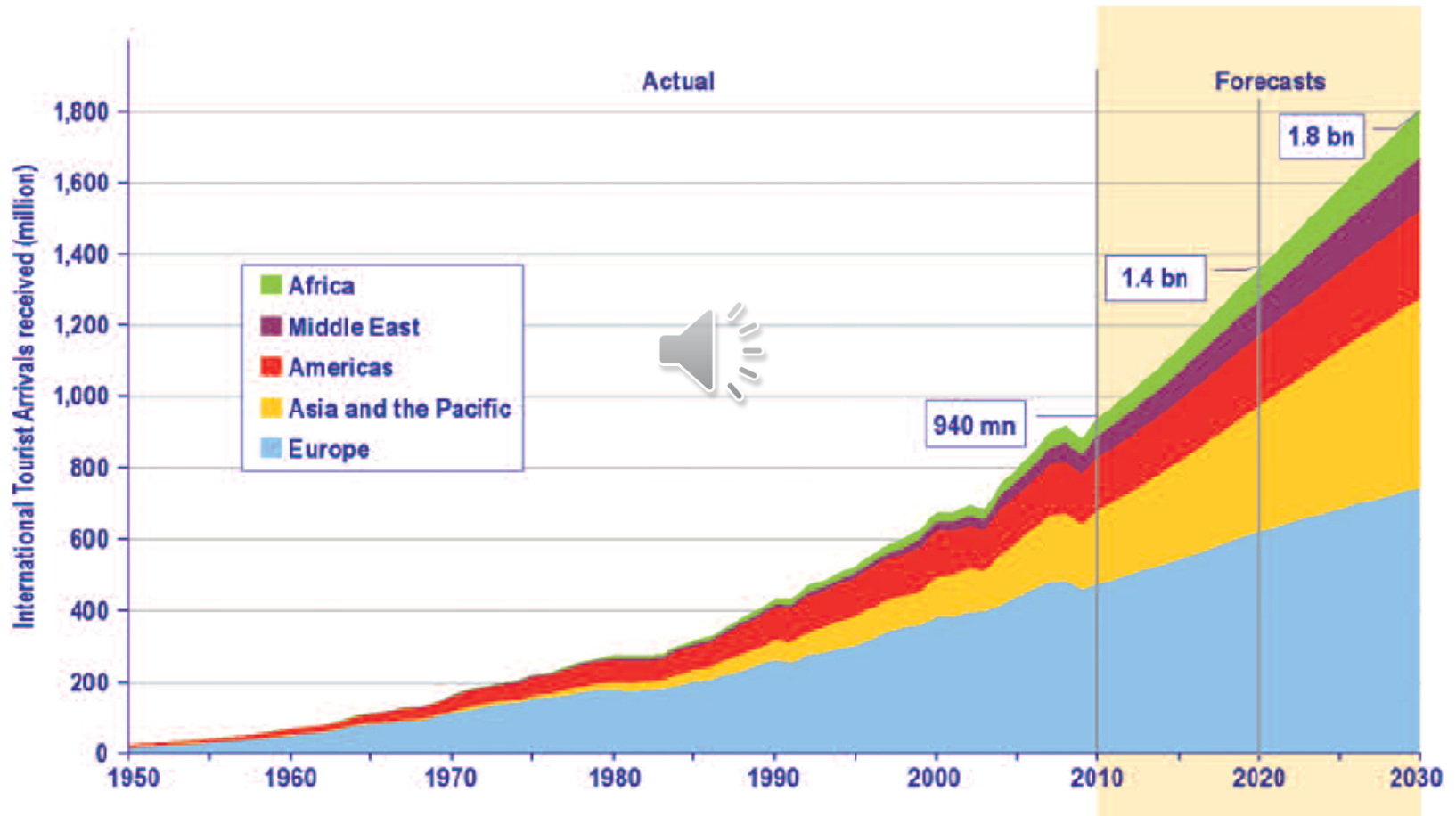
Source: UNWTO, 2011





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
<b>Total</b>	<b>565</b>	<b>1,006</b>	<b>1,561</b>	<b>4.1</b>
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 <sup>a</sup>	1 : 54
China	31,0 million	740,0 million <sup>b</sup>	1 : 23
Brazil	5.1 million	41,0 million <sup>c</sup>	1: 8
Thailand	9.1 million	55.1 million <sup>d</sup>	1:6
Indonesia	4.7 million	28.3 million <sup>e</sup>	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

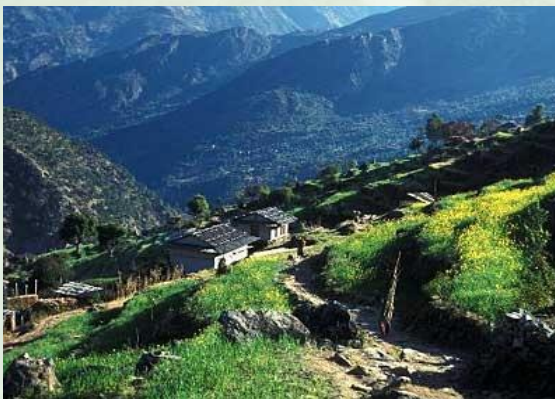
- Enriching
- Cultural transformation
- Child prostitution
- Gender





# 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

Workshop

Symposium

Environmental activity groups



An expanding gap

High Moon