



CAN TOURISM DEVELOPMENT EVER BE SUSTAINABLE!

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DEFINITION SUSTAINABLE TOURISM

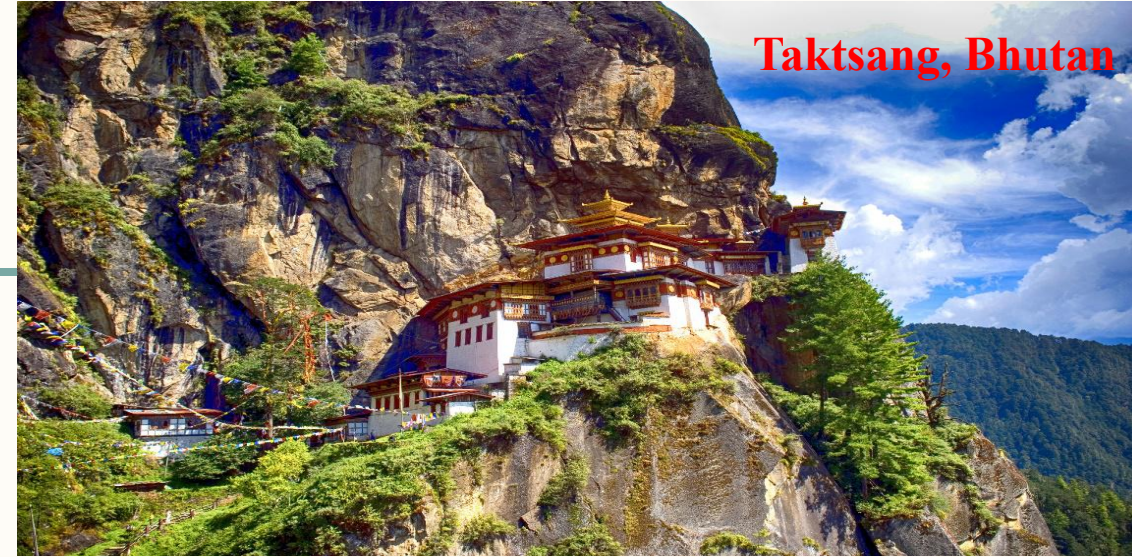
- is an industry committed to making a **low impact** on the local environment and culture
- while **generate income and employment** for the local population



PRINCIPLES OF SUSTAINABLE TOURISM

- Preserve natural and cultural resources for future use
- Plan and manage tourism development
- Maintain and improve environmental quality
- Ensure that the destination retains its prestige and commercial potential
- Redistribute the benefits of tourism within society

World's Sustainable Destinations' Earth Award 2018

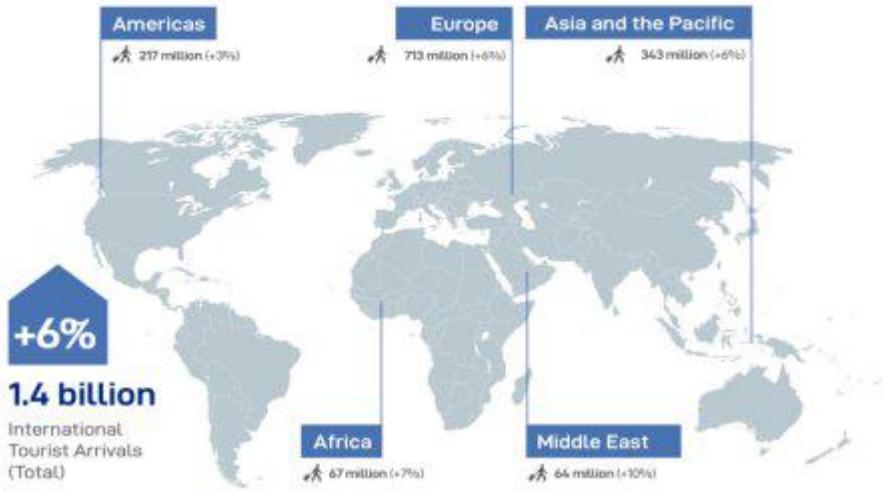


Framework for sustainable Tourism

International Tourist Arrivals by World Region



International Tourist Arrivals 2018



International Tourism Income (in billion US\$)

	1990	2000	2017	Growth rate
World	264	474	733	177%
High Income Countries	221	352	511	131%
Developing Countries	43	122	222	416%
Indonesia	4	5	14	237%
Malaysia	5	6	21	240%

Indonesia 2018 = 15.8 million visitors (↑13%)

Malaysia 2018 = 25.8 million visitors (↓0.4%)

Opportunity or Threat

- We're approaching **9.6 billion** people on earth ... **9,600,000,000!** by 2050 (from now of 7.5 billion)
- We're facing **food shortage!**



Be fruitful and multiply...



Now divide.

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David Attenborough - Humans are plague on Earth

Humans are a plague on the Earth that need to be controlled by limiting population growth, according to Sir David Attenborough.



Sir David said commentary from presenters like himself is becoming less necessary as camera work is able to tell a story Photo: PA

Earth Overshoot Day (EOD)

Year	Overshoot Date	Year	Overshoot Date
1987	October 23	2013	August 4
1990	October 11	2014	August 5
1995	October 5	2015	August 6
2000	September 23	2016	August 5
2005	August 26	2017	August 3
2010	August 8	2018	August 1
2011	August 4	2019	July 29
2012	August 4	2020	TB

EOD = humanity's demand for **ecological** resources and services in a given year exceeds what **Earth** can regenerate in that year.

$EOD = (World\ Biocapacity / World\ Ecological\ Footprint) \times 365\ Days$

How many Earths do we need if the world's population lived like...

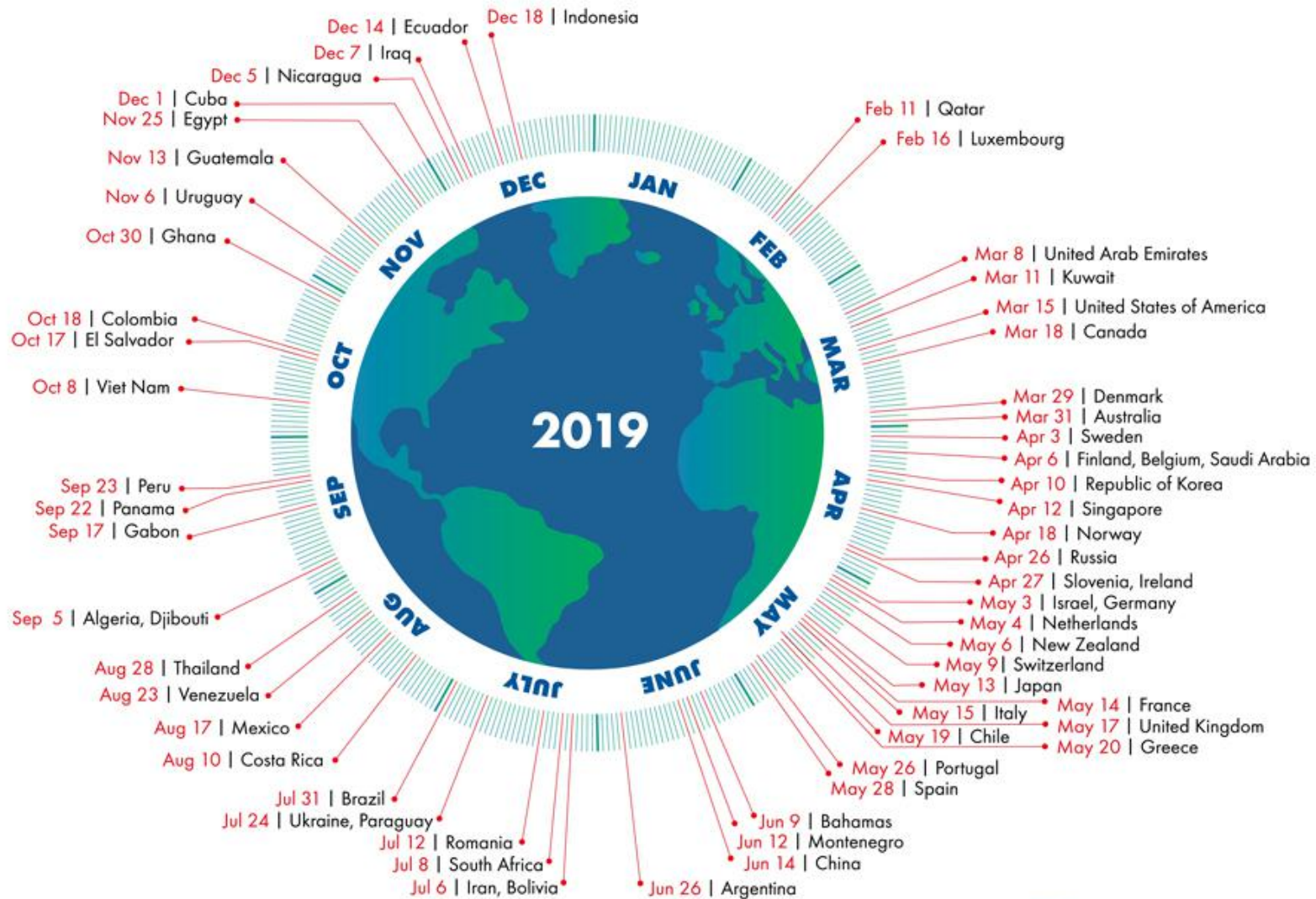


Source: Global Footprint Network National Footprint Accounts 2019



Country Overshoot Days 2019

When would Earth Overshoot Day land if the world's population lived like...



Source: Global Footprint Network National Footprint Accounts 2019



Biodiversity Loss - ↑% of threatened or endangered species caused by:

- Habitat degradation & loss - 85%
- Invasive species - 49%
- Pollution - 24%
- Overexploitation - 17%
- Disease - 3%



Partly contributed by
tourism industry



Source: Wilcove *et al.* 1998 BioScience

Sustainable travelers:

- willing to spend more (less price sensitive)

- Choose companies and destinations that support host communities (economically, culturally and environmentally)

Image: Destination Better

Value of Sustainable Tourism

Messaging your socially and environmentally responsible practices will drive revenue and increase traveler length of stay

WHAT IS SUSTAINABLE TOURISM?

Respecting and enhancing the heritage, culture, traditions, and distinctiveness of communities
82%

A commitment to preserve a destination's authenticity and not become too "touristy"
71%

Increasing the number and quality of local jobs supported by tourism
70%

Engaging residents in deciding the role of tourism in their communities
64%



% Selecting Attribute as Meaning of Sustainability

The Sustainable Traveler

VS

All Other Travelers

Significantly more sustainable travelers purchase something from a travel company because that company engages in sustainable practices, like:



Sustainable travelers are significantly more likely to stay 7 or more days, whereas the most recent trip of all others was less than 3 days.



VS



Sustainable travelers are far more likely to travel with friends than all others.



VS



2016 Role of Sustainability in Travel and Tourism, conducted by Mandala Research with support from Destination Better and Sustainable Travel International. More info at www.DestinationBetter.com.

FOCUS ON PROFIT???



Image: REUTERS/Stringer

FOCUS ON IMPLEMENTING MEASURES TO LIMIT OR RESTRICT VISITORS???



Zion National Park, USA



Cinque Terre, Italy



Machu Picchu, Peru



Kinabalu National Park, Malaysia

CONCLUSION

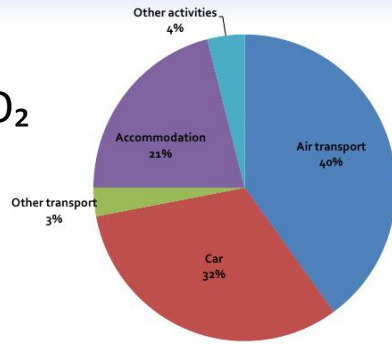
IS SUSTAINABLE TOURISM POSSIBLE?

- The term sustainable tourism means **different things** to different people in the industry
- Tourism industries: **growth-oriented and profit-driven** with a relatively short-sighted approach to planning and development
- the sustainable tourism movement is as **fragmented** as the industry itself



Breakdown of tourism emissions

4-6% of global CO₂



UNWTO-UNEP-WMO (2008)



CONCLUSION

SUSTAINABLE TOURISM POSSIBLE IF



Damaged corals



> 35mill tons/yr wastes

- Companies, destinations, and travelers are aware of and held **accountable for their impact.**
- Collaboration between the **public** and **private sectors** and **host communities exist:**
 - strategic partnerships to protect their tourism assets and
 - **create opportunities** throughout the tourism value chain and
 - **wealth distribution** (particularly to the host communities)
 - Income generated from Sustainable Tourism is used in **financing** the management of **protected areas**

CONCLUSION

SUSTAINABLE TOURISM POSSIBLE IF

- **Decentralized**, with many mandates being gradually given to local levels of governance
- We have **cumulative efforts** to mitigate tourism's negative effects
- Which eventually **reduce commoditization** of the beautiful and historic places
- while providing **more opportunities** for travelers and tourism businesses



TOURISM FOR TOMORROW



THANK YOU