Explore the Beauty in the World with a Lighter Footprint

Christina G. Chi, PhD
Professor, School of Hospitality Business Management
Carson College of Business, WSU
To move, to breathe, to fly, to float, To gain all while you give, To roam the roads of lands remote, To travel is to live. - Hans Christian Andersen
Dilemma of Travel & Tourism Industry

• There is a myth that tourism is a "smoke-free" industry.

• But tourism is, in fact, very carbon-intensive.
  • 8% of greenhouse gas (GHG) emissions from 2009 to 2013 (Lenzen et al. 2018)
  • Will increase 25% by 2030 (UNWTO)

• Tourism industry is also one of the most vulnerable to the adverse effects of climate change.

• The resilience of the sector therefore depends on its ability to embrace sustainable development.
What is Sustainable Tourism?

• Make optimal use of **environmental** resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.

• Respect the **socio-cultural** authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.

• Ensure viable, long-term **economic** operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.
Environment

• Management of emissions
  • Reduce carbon in tourist transportation
    • A push for cleaner energy use
    • Disclosure of carbon intensity indicator (CII)
    • Carbon Offsetting and Reduction Scheme for International Aviation (CORSIA)

• Management of waste
  • Tackle plastic pollution - Global Tourism Plastics Initiative

• Resource management - Hotel Energy Solutions (HES)
  • Increase energy efficiency and renewable energy usage
Culture

- Protecting, preserving, and enhancing the tangible and intangible cultural heritage
  - Historical buildings, historic places, monuments, artifacts, etc.
  - Arts, literature, language, music, traditions, **culinary heritage**, etc.
- Ensure local cultures are appropriately represented & interpreted.
Economy

• In 2019, travel and tourism contributed to
  • $9.1 trillion global GDP
  • 330 million jobs (WTTC)

• In 2020, the industry recorded
  • a loss of $4.5 trillion
  • 100-120 million job loss (WTTC)

• Sustainable employment practice
  • Fair treatment and fair wage for employees

• Sustainable purchasing practice
  • Locally sourced suppliers and products

• Provide alternatives to need-based professions and behaviors
  • E.g. turn former poachers into reserve gamekeepers
Are You a Sustainable Traveler?

• Be mindful of the destinations, accommodations, and activities you choose
  • Choose green destinations & look for green accommodations
    • Global Sustainable Tourism Council (GSTC)
    • Green Traveler Guides
  • Extend your length of stay & switch to more environmentally friendly modes of transportation
    • Slow travel
  • Traveling during a destination’s shoulder season
  • Travel to lesser known destinations
  • Support locally owned businesses, and buy souvenirs made by local artists
  • Don’t engage in activities that harm wildlife and Do not litter
  • Respect local residents and their traditions
    • Volunteer tourism or WWOOFING, a great way to learn more about local culture and help contribute to local community
Take nothing but memories
Leave nothing but footprints

- Chief Seattle
Resources:

- https://www.icao.int/environmental-protection/CORSIA/Pages/default.aspx
- https://www.unwto.org/hotel-energy-solution
- https://www.gstcouncil.org/for-travelers/
- http://greentravelerguides.com/tips/green-certifiers/
- https://wwoof.net/