

# Explore the Beauty in the World with a Lighter Footprint

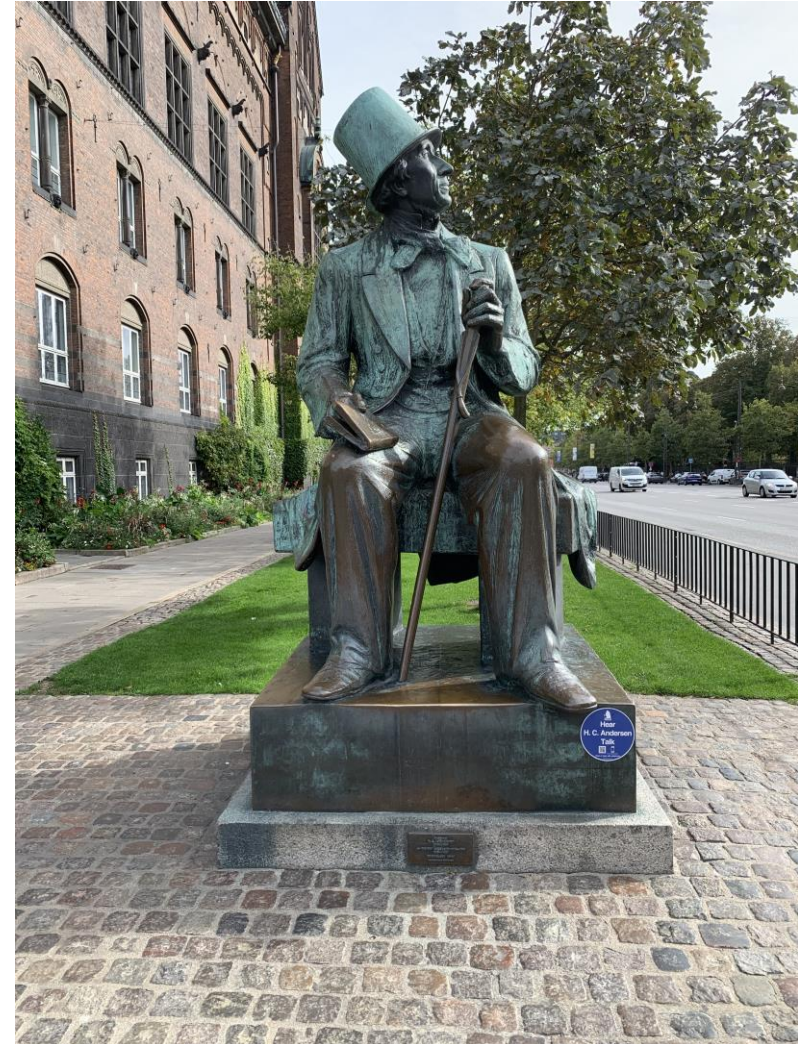
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To move, to breathe, to fly, to float, To gain all while you give, To roam the roads of lands remote, **To travel is to live.** - Hans Christian Andersen





# 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.



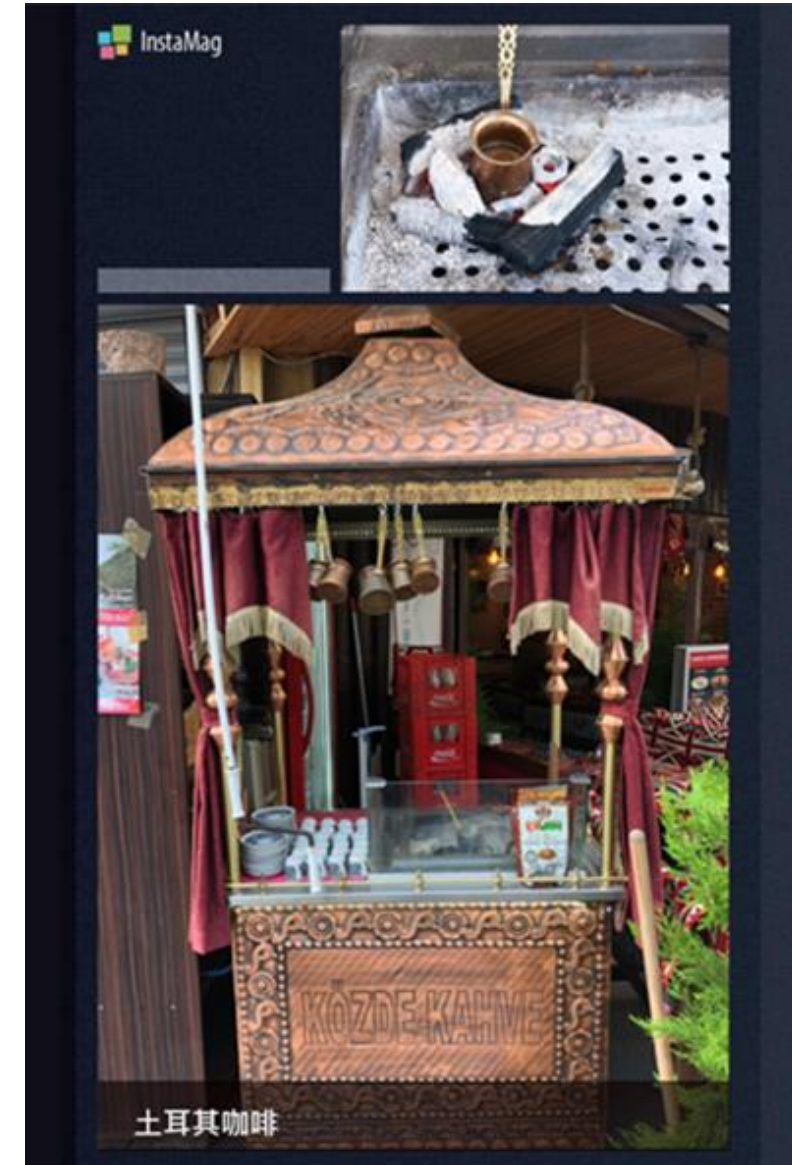
# Environment

- 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/sustainable-development/global-tourism-plastics-initiative>
- <https://www.unwto.org/hotel-energy-solution>
- <https://www.gstcouncil.org/for-travelers/>
- <http://greentravelerguides.com/tips/green-certifiers/>
- <https://www.woof.net/>