

“Responsible Tourism”:

How responsible should they be? Are you?

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Keynote Presentation
at: Asia Pacific
CHRIE Conference
2013
Macau – 20-
24th May 2013

Contents

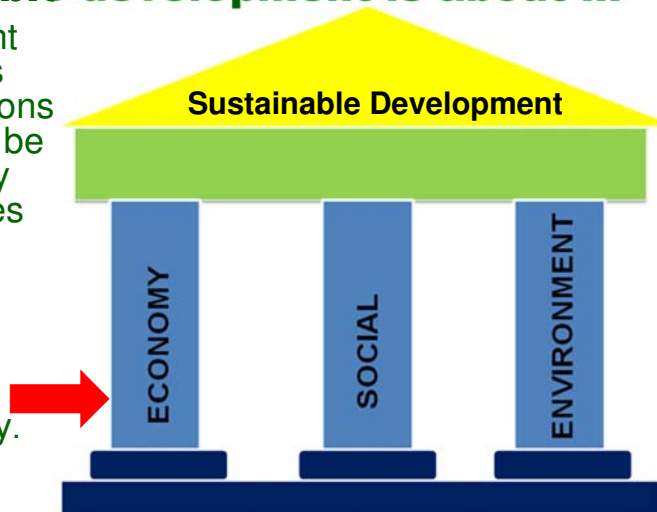
- Understanding the concept - sustainable tourism, responsible tourism (RT) & ecotourism.
- When it goes wrong? Impact?
- Moving towards RT.
- RT in action.
- RT – why do it?
- Conclusion.



2

Sustainable development is about ...

- Development that ensures the generations to come will be able to enjoy the resources of the world that we are currently enjoying.
- 3 pillars of sustainability.



Sustainable tourism is about ...



Sustainable tourism is about ...

People → SOCIO-CULTURAL

- Respect host culture
- Conserve built and living cultural heritage
- Promote inter-cultural understanding and tolerance

Planet → ENVIRONMENT

- Optimal use of resources
- Maintain ecological processes
- Help conserve natural heritage

Profits → ECONOMY

- Long-term business viability
- Provide socio-econ benefits to all stakeholders
- Support stable employment opportunities and social services
- Contribution to poverty alleviation



5

- There is a new wave of tourists who are saying “no” to **mass tourism**, **irresponsible operators** and resorts that are **destroying the local environment**.
- These tourists want real **quality experience**.
- They want to know that the shower they are taking is not depriving a village of water.
- That the hotel they are staying at is not robbing the locals of their livelihood.
- Or that their very presence is not offending the local communities.

Responsible Tourism

6

What is Responsible Tourism (RT)?

- Providing **quality travel experience** that promote **conservation** of natural environments and offer opportunities and **benefits for local communities**.
- Tourism operations that are managed in such a way that they **preserve the local environment and culture** so that it can continue to deliver the benefits for years to come.

<http://www.wildasia.net>



7

What is Responsible Tourism (RT)?

- RT is regarded as a **behaviour**.
- **An approach to engaging with tourism**, be that as a tourist, a business, locals at a destination or any other **tourism stakeholder**.
- It emphasizes that all **stakeholders are responsible** for the kind of tourism they develop or engage in.



What is Responsible Tourism (RT)?

- **ECONOMIC RESPONSIBILITY** in tourism is committed to cooperating with local communities and people to minimise the revenue that “leaks” out of the local area.
- **SOCIAL RESPONSIBILITY** to respecting the integrities of local cultures, preventing negative effects on social structures and conserving diverse cultural heritage.
- **ENVIRONMENTAL RESPONSIBILITY** is committed to the conservation of biodiversity and natural heritage, the responsible use of natural resources, and the prevention of pollution and waste. <http://www.wildasia.net>



9

What is ecotourism?



Definition of ecotourism

The World Conservation Union describes ecotourism as “**environmentally responsible travel** and visitation to **natural areas**, in order to enjoy and **appreciate nature** and for any accompanying **cultural features** that promote **conservation**, have a **low visitor impact** and provide for beneficially active **socio-economic involvement of local people**”.

Types of nature based tourism



Greenwashing

- As an "eco" buzzword, the tourism industry tags every tree-fringed resort as a locale offering nature at its best.
- Today, ecotourism is one of the world's most misunderstood forms of tourism including in Malaysia.
- Resulting in greenwashing & low yield tourism !



When it goes wrong !!!



Why bother?



Travel leaves behind ...



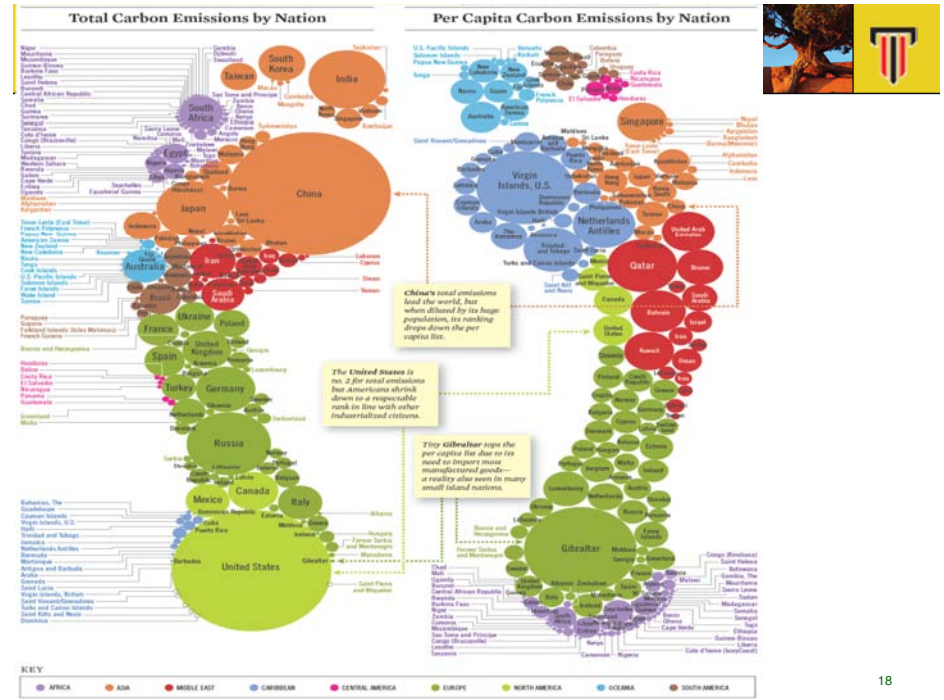
Top 20 Nations Contributing to the Global CO2 Emissions

Rank	Country	CO2 emissions (mio. tonnes)
1	China	6 538.37
2	United States	6 094.39
3	India	1 610.00
4	Russian Federation	1 579.82
5	Japan	1 303.78
6	Germany	841.15
7	Canada	590.2
8	United Kingdom	546.43
9	Korea, Republic of	503.32
10	Iran (Islamic Republic of)	495.99
11	Italy	475.3
12	Mexico	471.46
13	South Africa	433.53
14	Saudi Arabia	402.45
15	France	401.01
16	Indonesia	397
17	Australia	396.28
18	Brazil	368.32
19	Spain	366
20	Ukraine	340.15
27	Malaysia	194.48

Source: UNSD Millennium Development Goals Indicators database, 2009

Top 20 Nations Contributing to the Global CO2 Emissions per Capita

Rank	Country	CO2 emissions per capita
1.	Qatar	55.43
2.	Netherlands Antilles	32.47
3.	United Arab Emirates	31.06
4.	Kuwait	30.21
5.	Bahrain	29.58
6.	Trinidad and Tobago	27.88
7.	Luxembourg	24.93
8.	Aruba	23.02
9.	Brunei Darussalam	19.80
10.	United States	19.74
11.	Falkland Islands (Malvinas)	19.68
12.	Australia	19.00
13.	Canada	17.91
14.	Saudi Arabia	16.31
15.	Kazakhstan	14.76
16.	Estonia	14.22
17.	Faeroe Islands	14.12
18.	Nauru	14.09
19.	Oman	13.69
20.	Gibraltar	13.13
61.	Malaysia	7.32



Food, Land & Tourism



“Golf courses, developers nibble at Asia's rice paddies”

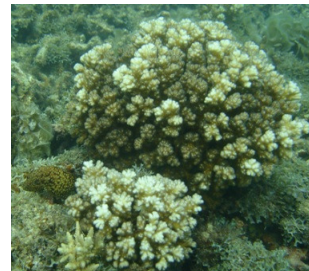
(May 2008, Reuters)

Tourists in our waters

- Physical impact of tourism activities
- Trampling
- Anchoring and other marine activities
- Alteration of ecosystems by tourist activities



Coral reefs diminishing



Coral Bleaching



21 21

Possible causes



Water my greens



????

Water, anyone?



24 24

Chemicals ... everywhere



25

Local Pollution

- Solid waste and rubbish
- Sewage and waste water
- Air pollution and noise
- Aesthetic pollution



Contributes to environmental pollution

26

What comes out of a hotel?



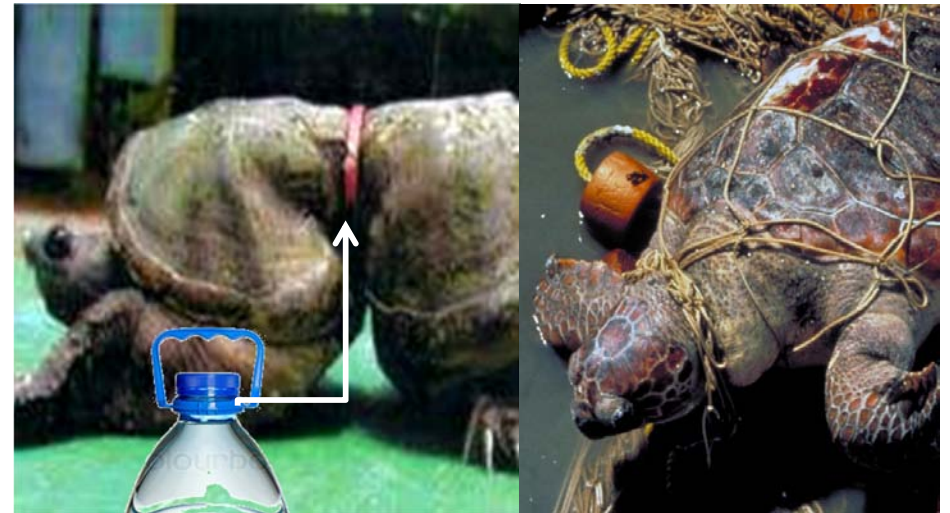
Where does our waste go?



Where does our waste go?



What we discard...



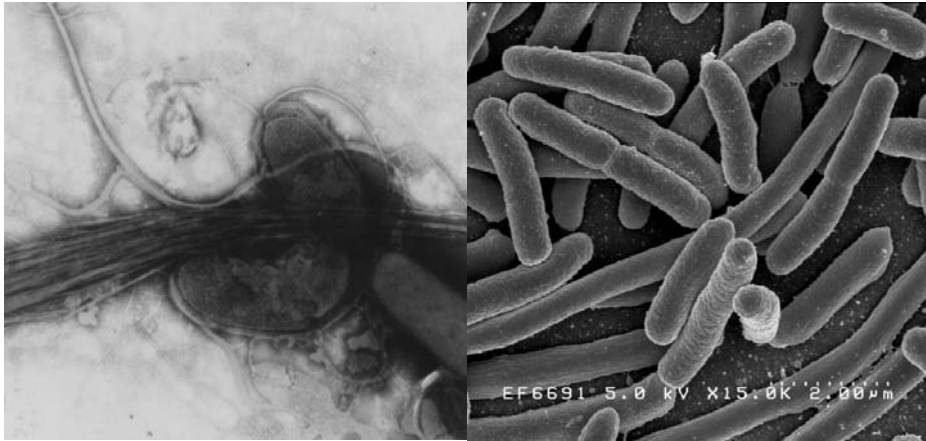
What we wash away



What we wash away



Water borne diseases



Source: Irshad (Great Hornbills of Langkawi)

33

Seafood anyone?



34

Know your food source?



35

Beach development



36

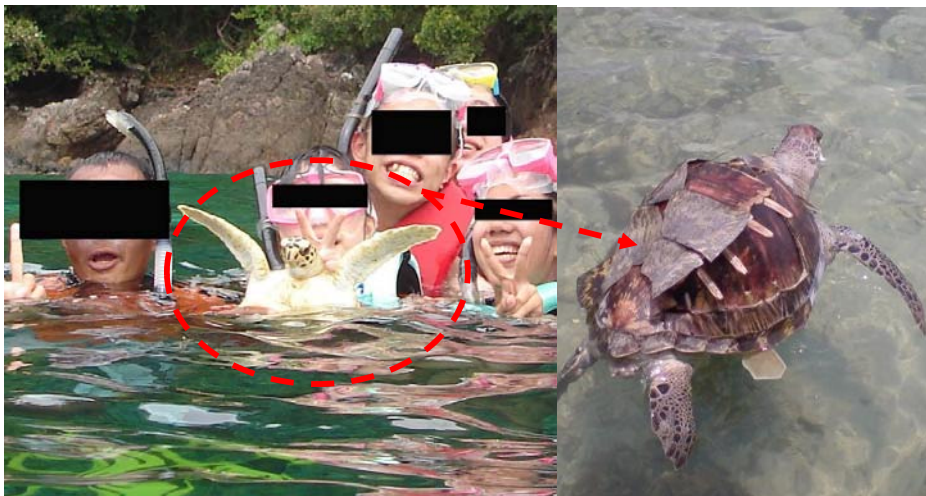
Beach development



Beach development



Wildlife Tourism?



Wildlife Tourism



Cultural tourism?



- Economic inequality
- Irritation due to tourist behavior
- Job level friction
- Cultural clashes



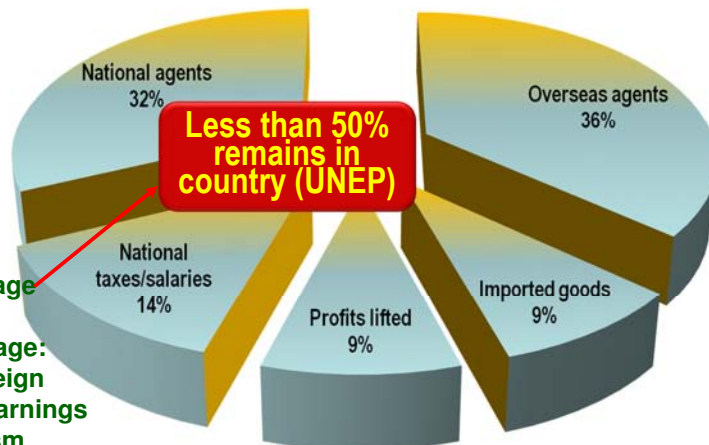
41

Local communities



Economics of tourism

Estimated Tourism Earnings

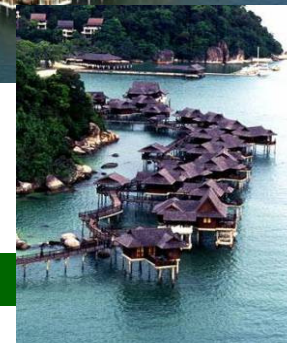


- Import leakage
- Export leakage: "loss of foreign exchange earnings in the tourism sector"

43 43

Enclave Tourism

- Local business income reduced from "all-in-inclusive" vacation packages

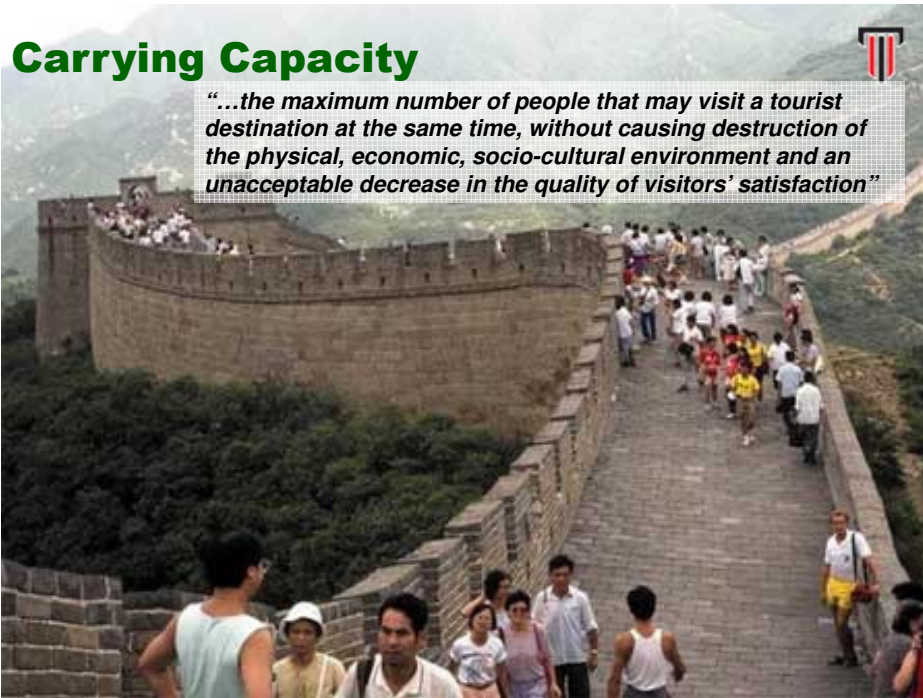


"All inclusive" holidays

44

Carrying Capacity

"...the maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic, socio-cultural environment and an unacceptable decrease in the quality of visitors' satisfaction"



Carrying Capacity



Carrying Capacity



Carrying Capacity



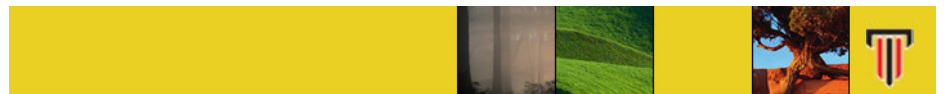
Carrying Capacity



Carrying Capacity



Carrying Capacity



Towards Responsible Tourism (RT)

Focus on tourism operators



53

Rethink travel ... reaching out



54

Rewarding pioneers



Wild Asia's Annual Responsible Tourism Awards

55

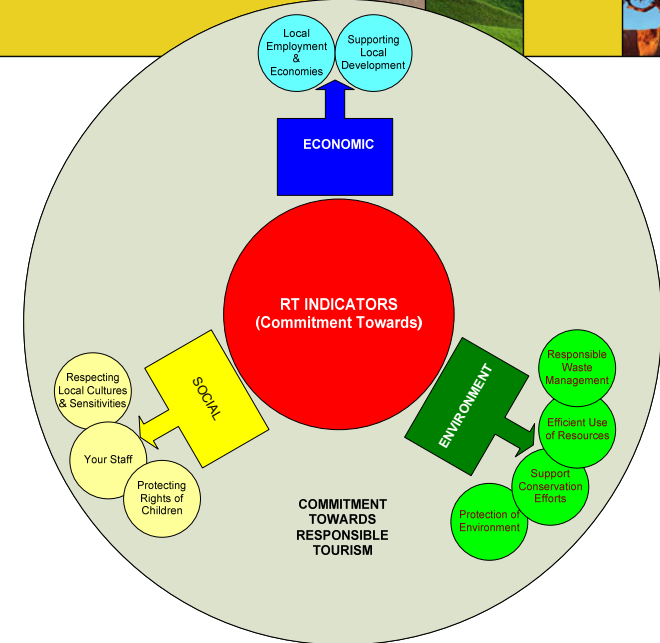
Focused on drivers for change



RT in Action!



57 57



58

Calculating your RT Score

YES, NO, NA → MAX (47 marks)
(every YES is 1 mark, NO is 0 mark & NA is no mark) **SCORE MAX**

- ❖ EcoA: Commitment towards local employment and economies **4**
- ❖ EcoB: Commitment towards supporting local development **4**
- ❖ SocA: Commitment towards respecting local cultures & sensitivities **5**
- ❖ SocB: Commitment towards your staff **5**
- ❖ SocC: Commitment towards protecting rights of children **3**
- ❖ EnvA: Commitment towards the protection of environment **3**
- ❖ EnvB: Commitment towards conservation efforts **5**
- ❖ EnvC: Commitment towards efficient use of resources **6**
- ❖ EnvD: Commitment towards responsible waste management **8**
- ❖ OthA: Commitment towards Responsible Tourism **4**

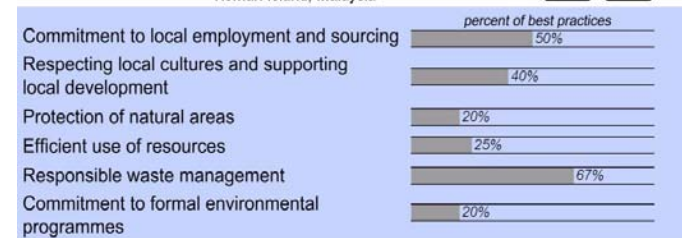
Your RT Score = [(Total Score divided (47-Total NA)) x 100]

59

Finding the committed

Japamala Resort
Tioman Island, Malaysia

[visit](#) [back](#)



Total RT Score = 38%

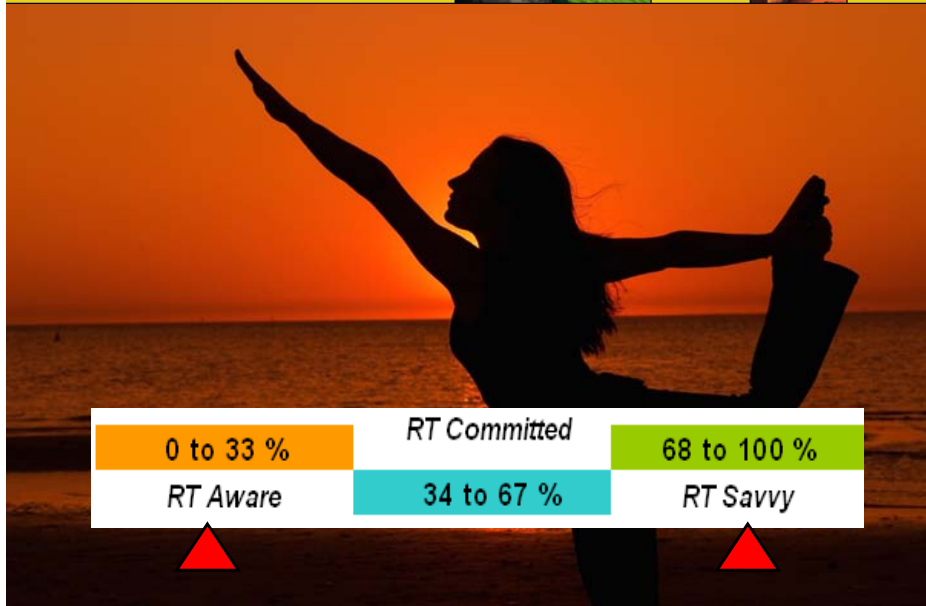
Based on Wild Asia's **RT Checklist**
Checklist (ver c1), 17 May 2006

To give you an idea of the RT score, our survey has shown Asian tourism operators have ranged between 25% and 93%.

Promoting the core values of Responsible Tourism through checklist & indicators

60

CALCULATING RT SCORE



In conclusion... it is all up to you

62

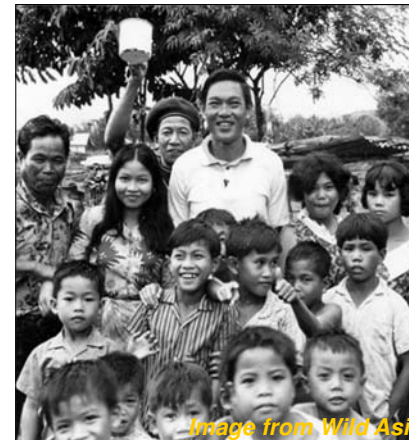
11 laws of sustainability



1. Sustainability requires win-win solutions
2. Sustainability requires transparency
3. Sustainability requires knowledge, not ideology
4. Sustainability is science-based
5. Sustainability is about moving forward
6. Sustainability requires a focus on improving technology
7. Sustainability efforts must be constantly tested and improved
8. A short-term focus is the same as failure for sustainability
9. Sustainability requires active altruism (humanity)
10. Sustainability is a process
11. Sustainability must be as painless as possible

Mike Whitworth
www.docspress.com

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"Educate the youth of the world to take their productive places as leaders in the global community"

Dr. Vikneswaran Nair
(vicky.nair@taylors.edu.my)

Thank you
Terima kasih

64