Taking Responsibility for Tourism

Inaugural Lecture of Professor Harold Goodwin

International Centre for Responsible Tourism
Soweto String Quartet
"KILL nothing but TIME
TAKE nothing but PICTURES
LEAVE nothing but FOOTPRINTS"

(please don’t pick shells, plants, etc.
and put litter in its proper place)
Our holidays, their homes

“Your everyday life is someone else’s adventure”

Swedish NGO fly-posting in Ljubljana, Summer 1997
Sir Colin Marshall  
British Airways 1994  

Tourism and the travel industry  
"is essentially the renting out for short-term lets, of other people’s environments, whether that is a coastline, a city, a mountain range or a rainforest. These ‘products’ must be kept fresh and unsullied not just for the next day, but for every tomorrow"
<table>
<thead>
<tr>
<th>1995-6</th>
<th>Park exists for tourism</th>
<th>Tourist contribution to cost of visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gonarezhou, Zimbabwe</td>
<td>15.8</td>
<td>0.17</td>
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<tr>
<td>Keoladeo India</td>
<td>1.8</td>
<td>0.27</td>
</tr>
<tr>
<td>Komodo Indonesia</td>
<td>13.4</td>
<td>0.04</td>
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The Tragedy of the Commons

...the conflict between individual and collective interest exacerbated by the fact that we live in a finite world.
The Tragedy of the Commons

“Therein is the tragedy. Each man is locked into a system that compels him to increase his herd without limit - in a world that is limited. Ruin is the destination toward which all men rush, each pursuing his own best interest in a society that believes in the freedom of the commons.”

Hardin 1968
Making better places for people to live in

and making better places for people to visit

Responsible Tourism

leeds metropolitan university
Association of Independent Tour Operators (AITO) 2000

- ...we recognize that in carrying out our work as Tour Operators we have a responsibility to respect other people’s places and ways of life.

- We acknowledge that wherever a Tour Operator does business or sends clients it has a potential to do both good and harm, & we are aware that all too often in the past the harm has outweighed the good.
## Consumer Demand

Ipsos-RSL on behalf of Tearfund November 1999 (n=2032)

<table>
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<tr>
<th>Importance in determining holiday choice (%)</th>
<th>H</th>
<th>M</th>
<th>L</th>
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<tbody>
<tr>
<td>Affordable cost</td>
<td>82</td>
<td>12</td>
<td>3</td>
</tr>
<tr>
<td>Good weather</td>
<td>78</td>
<td>14</td>
<td>5</td>
</tr>
<tr>
<td>Quality hotel and facilities</td>
<td>71</td>
<td>15</td>
<td>8</td>
</tr>
<tr>
<td>Good information on socio-economic &amp; local</td>
<td>42</td>
<td>30</td>
<td>23</td>
</tr>
<tr>
<td>Significant opportunity for interaction</td>
<td>37</td>
<td>37</td>
<td>23</td>
</tr>
<tr>
<td>Designed to minimise environmental damage</td>
<td>32</td>
<td>34</td>
<td>27</td>
</tr>
<tr>
<td>Company has ethical policies</td>
<td>27</td>
<td>34</td>
<td>30</td>
</tr>
<tr>
<td>Repeat client - used the company before</td>
<td>26</td>
<td>30</td>
<td>38</td>
</tr>
</tbody>
</table>
Change is taking place in holidaymaker aspirations

When asked whether or not they would be more likely to book a holiday with a company if they had a written code to guarantee good working conditions, protect the environment and support charities in the tourist destination:

- 1999 45% said yes
- 2001 52% said yes + 7%
UK Federation of Tour Operators

Responsible tourism is about making a positive difference when we travel:

- Enjoying ourselves and **taking responsibility for our actions** - respecting local cultures and the natural environment
- Giving **fair economic returns** to local people – helping to spread the benefit of our visit to those who need it most
- Recognising that water and energy are precious resources that we need to **use carefully**.
- Protecting endangered wildlife and **preserving the natural and cultural heritage** of the places we visit for the future enjoyment of visitors and the people who live there.
I would still try and buy the most ethically and environmentally sound products I could – even if it meant paying a little extra
From the Classical World to Gandhi

- “You need a change of soul rather than a change of climate. You must lay aside the burdens of the mind; until you do this, no place will satisfy you.”
  **Seneca**

- “Why do you wonder that globe trotting does not help you, seeing that you always take yourself with you?”
  **Socrates**

- “As human beings our greatness lies not so much in being able to remake the world – as being able to remake ourselves.”
  **Gandhi**
Proposals must be as infectious as possible, because:

- “Orders and prohibitions will not do the job - because it is not a bad conscience that we need to make progress, but positive experience, not the feeling of compulsion but that of responsibility”.

- Need “rebellious tourists and rebellious locals”
National Generic Guidelines

DEAT 2001
- National Generic Guidelines for Responsible Tourism
- Trade associations, places and activities

DEAT 2002
- Endorsed as national sector guidelines to be used in IDPs

DEAT 2003
- Responsible Tourism Handbook, focused on the private sector
Cape Town Declaration 2002

Responsible Travel takes a variety of forms, it is characterised by travel and tourism which:

- **minimises negative** environmental, social and cultural impacts;
- generates **greater economic benefits for local people and enhances the wellbeing of host communities,** by improving working conditions and access to the industry;
- involves **local people in decisions** that affect their lives and life chances.
Cape Town Declaration 2002

- makes **positive contributions to the conservation of natural and cultural heritage** and to the maintenance of the world’s diversity;
- provides more **enjoyable** experiences for tourists through more **meaningful connections** with local people, and a greater understanding of local cultural and environmental issues;
- provides access for physically challenged people;
- is **culturally sensitive** and engenders **respect** between tourists and hosts.
Taking responsibility...

You cannot outsource responsibility...

WTO Global Code of Ethics
Principle of Sustainability
Economic, Social & Environmental
Taking and Exercising Responsibility

Tour Operator
Inbound Operator
Hotelier/ Accommodation
Local/ National Government
Attraction Managers National Parks/ Heritage
Local Community
Tourists Travellers Holidaymakers

Responsible Tourism
Responsible Tourism Awards

Get ready to nominate in our 2009 Awards!

Thinking caps and travel journals at the ready, it’s getting to that time again. Nominations for our Virgin Holidays Responsible Tourism Awards 2009 are set to commence on April 1st.

Our Virgin Holidays Responsible Tourism Awards are the largest awards of their kind in the world and are a collaboration between an online travel directory responsibletravel.com, who founded and organise the Awards, UK media partners The Telegraph, Geographical Magazine, and BBC World News, and World Travel Market, who host the Awards ceremony.

2008 saw a record number of nominations for the Awards, with over 1900 received from travelers around the world keen to share their knowledge on the best in the industry. This year will be calling on you yet again to tell us who you think is leading the way in responsible tourism.

Our Responsible Tourism Awards are different from other awards schemes in that winners are nominated by tourists. One of the founding principles of the Awards is always to seek out new responsible tourism ventures that deserve to be celebrated and your nominations are fundamental to this process. Read more about the Responsible Tourism Awards judging process.
Responsibility

- Accountability, liability, can be given

- Respons-ability, can only be taken and requires *phronesis*
The International Centre for Responsible Tourism (ICRT) at Leeds Metropolitan University is a post-graduate training and research centre. The ICRT has played a leading role in the responsible tourism and hospitality movement through research and development work with industry and government, and our students are themselves playing leading roles in this movement. Our teaching is grounded in industry consultancy and research. For some background to the ICRT’s work, see the site on the left.

Director of Studies: Dr. Xavier Font
Director of Research & International Partnerships: Prof. Harold Goodwin

Quick Links
- MSc Responsible Tourism Management
- MSc Responsible Hospitality Management
- The ICRT Team
- News
Responsible Travel

Hand-picked holidays from the world’s specialist operators

The Responsible Traveller for dreamers & adventurers

Win a holiday!

Adventure holidays

The Best Travel Guide

Responsible holidays that benefit us all

Responsible Tourism

leeds metropolitan university
Assured Destination Giving

Travaid.org is a site that helps travellers to identify and donate to projects in destinations they care about.

» All Charities » Our Supporters

Responsible Tourism

leeds metropolitan university
People and places: responsible volunteering

www.travel-peopleandplaces.co.uk
Carbon Philanthropy
An alternative to carbon offset

www.flysmart.org
Angkor Wat

<table>
<thead>
<tr>
<th>No</th>
<th>Topic</th>
<th>Status</th>
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<tbody>
<tr>
<td>IRR006</td>
<td>Abuse of Responsible Tourism</td>
<td>Expected</td>
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<tr>
<td>IRR110</td>
<td>Market Demand</td>
<td>Taking Off</td>
</tr>
<tr>
<td>IRR637</td>
<td>Carbon Offsetting</td>
<td>Crash Landed?</td>
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</table>
World Responsible Tourism Day

WTM's World Responsible Tourism Day aims to inspire, educate, stimulate and encourage companies, organisations and individuals worldwide that are working in the international travel and tourism industry to TAKE ACTION!

The most ambitious responsible tourism initiative ever launched, in association with the UNWTO and supported by leading travel associations, aims to demonstrate to the industry just what can be done to help a world where there is every danger we could destroy the very thing that initially attracted visitors.

The second WTM World Responsible Tourism Day will be held at World Travel Market in London on Wednesday 12 November 2008, bringing together the industry with one collective voice.

For it is only by sharing experiences, raising issues, challenging, debating and discussing will responsible tourism best practice be able to fundamentally change industry attitudes.

This new Responsible Tourism Forum will provide a valuable opportunity for everyone to exchange views and learn from others.

World Travel Market may also use some of your best responsible tourism activity in the WTM World Responsible Tourism colour magazine Spotlight, the WRTD newsletter and website.

For more information on WTM World Responsible Tourism Day, or to apply for the WTM World Responsible Day logo, log onto www.wtmwtd.com or contact Annemarie Sedgley on the special hotline service on +44 (0) 1892 339943.
Responsibility

Responsibility is about

Obama in his inaugural address spoke of “greed and irresponsibility” and called for a “new era of responsibility”. Responding to the financial crisis Brown has called for an end to the “the age of irresponsibility”; no longer is it only trade unionists, the feckless and the young who are being accused of a lack of responsibility or of being irresponsible.

The concepts of responsibility and irresponsibility are in the headlines daily.

We have established this site to provide a forum for discussion about:

- responsibility and irresponsibility
- how current developments are affecting our understanding of Corporate Social Responsibility
- personal responsibility, social responsibility, professional responsibility, civic responsibility

If we hold the earth in trus for the next generation, how can we be held responsible?

What would a “responsible society” look like?

What is our responsibility? We believe that we have something to contribute to this debate and offer this site as a space in which to discuss and explore responsibility and irresponsibility.