All forms of tourism can be more responsible, the mass matters...

Professor Harold Goodwin
Manchester Metropolitan University
Earthrise Apollo 8 1968
Finite world

- Population
- Soils & Food
- Fish and oceans
- Water
- Energy
- Oil, minerals & metals
- Pollution/Waste
- Climate change
- Poverty
- Food shortages, famine
- Conflict
- Refugees
- Non-linear change
George Orwell

• “The world is a **raft** sailing through space with, potentially, plenty of provisions for everybody; .... we must all cooperate and see to it that everyone does his fair share of the work and gets his fair share of the provisions.”

• 1937 The Road to Wigan Pier
Adlai Stevenson 1965

• We travel together, passengers on a **little space ship**, dependent on its vulnerable reserves of air and soil.. preserved from annihilation only by the care, the work, and, I will say, the love we give our fragile craft. “
Adlai Stevenson

• We cannot maintain it half fortunate, half miserable, half confident, **half despairing**, half slave .... half free .... No craft, no crew can travel safely with such vast contradictions. On their resolution depends the survival of us all”
Sustainable Development: a long history?

• 1972 World Commission on Environment & Development
• 1980 World Conservation Strategy
• 1987 Brundtland Report & Our Common Future
• 1992 Rio Environment & Development – UN Commission on Sustainable Development
• 2000 Millennium Development Goals
• 2002 World Summit on Sustainable Development
• 2012 Rio+20
• 2015 Sustainable Development Goals
All forms of tourism can be more responsible, the mass matters...

1. Reflections on Tourism Studies & Tourism
2. Sustainability
3. Phronesis, the Tragedy of the Commons & the Logic of Collective Action
4. Responsibility
5. Cul de sacs
6. The mass matters....
7. Responsible Tourism
Theses on Feuerbach

• “Hitherto philosophers have only interpreted the world, in various ways; the point is to change it.” The 11th.

• “People make their own history, but they do not make it as they please; they do not make it under self-selected circumstances, but under circumstances existing already, given and transmitted from the past.”

The Eighteenth Brumaire of Louis Bonaparte
Engaged scholarship

“defined as a participative form of research for obtaining the different perspectives of key stakeholders (researchers, users, clients, sponsors, and practitioners) in studying complex problems. By involving others and leveraging their different kinds of knowledge, engaged scholarship can produce knowledge that is more penetrating and insightful than when scholars or practitioners work on the problems alone.” Van de Ven (2007:9)
Engaged Scholarship Research Model

1. Problem formulation
2. Theory building
3. Research design
4. Problem solving \( \text{(ibid.:10)} \)

Practitioners have a more immediate need for theory than academics – problems to solve. They generally have more data – frequency and sample size.

They have the opportunity to test theory by seeing whether the solutions work or not.
Table 1: For the last overseas holiday that you booked (whether via a tour company or independently), how important were the following criteria in determining your choice?

<table>
<thead>
<tr>
<th>Importance rating %</th>
<th>High</th>
<th>Mid</th>
<th>Low</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affordable cost</td>
<td>82</td>
<td>12</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Good weather</td>
<td>78</td>
<td>14</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Guaranteed a good hotel with facilities</td>
<td>71</td>
<td>15</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>Good information is available on the social, economic and political situation of the country and local area to be visited</td>
<td>42</td>
<td>30</td>
<td>23</td>
<td>3</td>
</tr>
<tr>
<td>There is a significant opportunity for interaction with the local people</td>
<td>37</td>
<td>37</td>
<td>23</td>
<td>3</td>
</tr>
<tr>
<td>Trip has been specifically designed to cause as little damage as possible to the environment</td>
<td>32</td>
<td>34</td>
<td>27</td>
<td>5</td>
</tr>
<tr>
<td>Company has ethical policies</td>
<td>27</td>
<td>34</td>
<td>30</td>
<td>7</td>
</tr>
<tr>
<td>Used the company before</td>
<td>26</td>
<td>30</td>
<td>38</td>
<td>5</td>
</tr>
</tbody>
</table>
Table 5: Would you 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 local charities in the tourist destinations?

<table>
<thead>
<tr>
<th></th>
<th>1999</th>
<th>2001</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>45</td>
<td>52</td>
</tr>
<tr>
<td>Would make no difference</td>
<td>42</td>
<td>33</td>
</tr>
<tr>
<td>Don’t know</td>
<td>13</td>
<td>15</td>
</tr>
</tbody>
</table>
Mintel January 2007

• Over one million responsible holidays taken in 2006, worth £409m in 2006
• 1.2% of the UK market in 2006
• Mintel predicts year on year growth of 25%
• Only 2% of public currently offset carbon on their flights but one fifth prepared to do so
• 9% expressed a desire to volunteer on an aid, teaching or construction project as part of a future holiday
More research?

• ABTA, MINTEL
• Dec 2, 2008 Jane Ashton head of CSR at First Choice:
  “We’re not experiencing a huge demand from the average consumer, but we do believe that awareness is increasing, and in a few years time we will have needed to have integrated these principles into our supply chain.”
• TUI has market by market current data
The purchasing decision

1. Destination/activity
2. Price
3. Availability/trip length
4. USP or “added value”- non-price competition
   - For some consumers that can be a responsible tourism element
   - Brand positioning and repeat business and referrals
   - Market trend towards more experiential holidays

Not just a stamp...
More than a certificate

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Tourism Studies

• The tourism academy has largely made itself irrelevant – fail to meet the needs of industry.
  – Pursue knowledge for its own sake?
  – Educate rather than train?
  – Pass knowledge from one generation to the next?

• The forms and forums of engagement have changed.

• Thanks for the invitation to share these ideas – highly unlikely to be published.
What’s the problem?

- Given the REF all that matters is publication - and papers at that.
- Interdisciplinary work is difficult & undervalued
- Few cross the divides between the humanities, social & natural sciences – reductionism
- The high ranking journals tend to be specialist.
- There is little or no funding for research.
- Expectations of empirical research and data collection are low
- Peer review largely removes dissent and debate from tourism journals – sacred cows.
- Tourism academics generally do not read outside the tourism journals in which they seek to publish.
Privileged?

• Research contract & consultancy
• Mid-career Masters students – constantly testing the theory by applying it.
• WTM – Responsible Tourism now across four shows
• Chair World Responsible Tourism Awards
• Frequent opportunity to test insights and ideas with practitioners
• Synthesise, test, re-synthesise => change.
Tourism is not a discipline

• It may surprise you to hear this asserted?
• I do not dissent from Foucault's view that “The disciplines characterize, classify, specialize; they distribute along a scale, around a norm, hierarchize individuals in relation to one another and, if necessary, disqualify and invalidate." (1979: 223)
• But, shared theory, methods and approaches, new ideas, research, and findings – in tourism?
• Journals, books and students – but intellectual debate and rigour, academic training?
How do we know something is true?

Scientific method means using investigative techniques to discover new knowledge - based on observable, empirical, measurable evidence, and subject to laws of reasoning – experiment or rational verification

Science based knowledge is always tentative, always provisional – the best available theory, often determined by consensus. Consensus shifts and it is a social phenomenon.

<table>
<thead>
<tr>
<th></th>
<th>Industry</th>
<th>Academy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hypothesis testing</td>
<td>Daily solution testing</td>
<td>No access</td>
</tr>
<tr>
<td>Data and stats constantly available</td>
<td></td>
<td>Rarely has access to data</td>
</tr>
<tr>
<td>Experiments</td>
<td>Trialling is common</td>
<td>Almost never</td>
</tr>
<tr>
<td>Interrogation</td>
<td>Robust within the peer group</td>
<td>Consensus rarely challenged</td>
</tr>
<tr>
<td>Evidence</td>
<td>Daily experience</td>
<td>Journals</td>
</tr>
</tbody>
</table>
The nature of evidence
Four successive consumer sensibilities

- availability – access to reliable supply
- cost – affordable supply
- quality – product performance
- Authenticity – “conforming to self-image”
Broader consumer trend

“authenticity .. A new strain of consumer desire”

• Experience economy & authenticity
• What is real is valued, valued over the fake.
• Money and time – the currency of experience.
• Original, Genuine, Sincere, Authentic
• Disintermediation and the sharing economy
Interdisciplinary Studies?

• Tourism is a human activity – with producers and consumers taking place in a natural and cultural environment.

• Most of that environment is made by us.

• Tourism is a social activity about which nearly every discipline has something to say. But it is a bit frivolous.

• Most academics “in tourism” do not take an inter-disciplinary approach (?).
Social construction of reality.

“Society is a human product. Society is an objective reality. Man is a social product. It may also already be evident that an analysis of the social world that leaves out any one of these three moments will be distortive. One may further add that only with the transmission of the social world to a new generation (that is, internalization as effectuated in socialization) does the fundamental social dialectic appear in its totality. To repeat, only with the appearance of a new generation can one properly speak of a social world.”

Brundtland defined Sustainability

• "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

• Needs & limitations in a finite world.

The human needs of the present?
Aristotle C4th BCE

• Distinguishes between two kinds of wisdom *phronesis* which is practical and effectively deals with particulars and *sophia*, which is concerned with deliberation about universal truths - Responsible Tourism requires the determination of desirable ends and the ability to determine how to achieve them. Aristotle Nichomachean Ethics

• “What is common to the greatest number has the least care bestowed upon it. Everyone thinks chiefly of his own, hardly at all of the common interest” Aristotle Politics Book II Chap 3
Destinations are often commons

Old Town Square, Prague
Tragedy of the Commons

- Occurs when individuals by seeking to maximise individual benefit damage the collective resource by exceeding the carrying capacity of that resource.
Monthly occupancy rate of hotels in the United States from 2011 to 2015

This statistic shows the monthly occupancy rate of hotels in the United States from 2011 to 2015. In September 2013, the occupancy rate of the hotel industry in the United States was 63.4 percent.
The prisoner’s dilemma

• Another example of market failure – limited ability to control market access, leads to over-exploitation and deterioration of the resource.

• Hotels a classic example of this: but Waikiki continues to maintain an annual occupancy rate around 85 percent.

• Two purely rational individuals or companies are unlikely to co-operate in a free-market because they cannot agree and/or trust that they will both comply with the agreement not to damage the resource. And there is anti-trust legislation.
The logic of collective action

Any group seeking to advantage themselves by collective action may disadvantage others, for example in tourism by requiring certification.

Any group using collective action to achieve group benefits is likely to carry freeloaders/free-riders unless they are excluded – not possible with public goods like destinations or with merit goods.

Match funded marketing vs marketing levy
The “world’s largest” industry

“At 9.1% of global GDP, Travel & Tourism generates more economic output than automotive manufacturing (7.9%), mining (8.0%) and chemicals manufacturing (9.0%)”

“With a total impact of 8.7% of world employment, Travel & Tourism is one of the leading job creators in the world.”

WTTC (2012) The Comparative Economic Impact of Travel & Tourism

“Travel and tourism make up 9% of global GDP, and the industry is the world’s largest employer, responsible for one in 11 jobs.” Howard Roth, Global Real Estate Leader EY

6th in international trade, after trade in fossil fuels, telecommunications and computer equipment, automotive products, and agriculture
A sector of consumption

- Tourism is better understood as a segment of consumption – TSA purport to measure the economic value which can be attributed to all those who are staying away from home for at least 24 hrs.
- Increasing focus on the Visitor Economy
- 9% of GDP and 5% of global ghg emissions
Sustainable consumption and production (SCP)

• "the use of services and related products, which respond to basic needs and bring a better quality of life while minimizing the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life cycle of the service or product so as not to jeopardize the needs of further generations" (Oslo symposium, 1994).
SCP key concepts and objectives

The SCP is a holistic approach and is about systemic change. It is built around three main objectives:

- **Decoupling environmental degradation from economic growth.** This is about doing more and better with less, increasing net welfare gains from economic activities by reducing resource use, degradation and pollution along the whole lifecycle, while increasing quality of life. ‘More’ is delivered in terms of goods and services, with ‘less’ impact in terms of resource use, environmental degradation, waste and pollution.

- **Applying the lifecycle thinking.** This is about increasing the sustainable management of resources and achieving resource efficiency along both production and consumption phases of the lifecycle, including resource extraction, the production of intermediate inputs, distribution, marketing, use, waste disposal and re-use of products and services.

- **Sizing opportunities for developing countries and “leapfrogging”**. SCP contributes to poverty eradication and to the achievement of the UN Millennium Development Goals (MDGs). For developing countries, SCP offers opportunities such as the creation of new markets, green and decent jobs as well as more efficient, welfare-generating natural resource management. It is an opportunity to “leapfrog” to more resource efficient, environmentally sound and competitive technologies, bypassing the inefficient, polluting, and ultimately costly phases of development followed by most developed countries. More
Sustainable Development of Tourism

Applicable to all forms of tourism

1. Make optimal use of environmental resources
2. Respect the socio-cultural authenticity of host communities
3. Provide socio-economic benefits to all stakeholders

WTO Conceptual Definition 2004
What is Sustainability?

The demand for diminishing natural resources is growing. Income gaps are widening. Sustainability calls for a decent standard of living for everyone today without compromising the needs of future generations.

This means finding better ways of doing things.

• How can we help people move out of poverty and get good jobs, while protecting the environment?
• How can we provide access to clean energy for everyone, and make sure that the energy we produce doesn’t contribute to climate change?
• How can we make sure that everyone can get the water, food and nutrition they need?
• How can we make sure that our communities are resilient in the face of natural disasters?
“Sustainable and Responsible”

- Sustainable Tourism and Responsible Tourism are not the same thing
- Responsible Tourism is about taking responsibility for achieving sustainable development through tourism.

Sustainable Tourism: the objective, poorly defined and often inoperative
Responsible Tourism: the actions you take to deal with particular issues and which contribute to achieving sustainable development through tourism.
Responsibility

Respons-ability
• The willingness to respond, to act, to take responsibility.
• With opportunity comes increased responsibility: if you can you should.

“Responsibility is free you can take as much of it as you can handle.”
Shearing’s CEO Denis Wormwell,

"You cannot escape the responsibility of tomorrow by evading it today“
Lincoln

Accountability
• Liability, blame....
• Irresponsibility
• "It is not only what we do, but also what we do not do, for which we are accountable.“ Molière
Responsible Tourism

From ethical to responsible

- Original VSO campaign was for ethical.
- Abandoned because it was too broad
  - Long agenda
  - Unlimited agenda
- Responsibility
  - Specific & particular
  - Requires action
  - Accepts blame
  - Narrative potential, creates meaning

Cost, engagement & satisfaction

www.youtube.com/watch?v=E3IHw9XNMIg
Responsible Business

• “Good business”
• Contract law
• Working hours
• Health and Safety
• Consumer protection
• Sustainability & Reputation
• Trade Associations, Chambers of Trade and Commerce
• National & International Regulation
The Business Cases for Responsible Tourism

• The right thing to do
• Minimising risk
• License to operate
• Product quality
• Cost savings
• Staff morale
• Market Advantage

• Market Advantage
• Experience
  – richer
  – more authentic
  – guilt free
• Differentiation and PR
  – Reputation
  – Referrals
  – Repeats

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Think about it

1. Product/experience enhancement
2. Loyalty advantages
3. Differentiation in a crowded market place
4. Non-price competition
5. Market segmentation
6. Added relevance for particular products
7. We all want guilt free holidays
8. We all want better experiences – and that means finding better ways of interacting with communities and their environments
### Irresponsible Tourism

<table>
<thead>
<tr>
<th>No</th>
<th>Topic</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>IRR006</td>
<td>Abuse of Responsible Tourism</td>
<td>Expected</td>
</tr>
<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>
</tr>
</tbody>
</table>

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Angkor Wat

[Image of people climbing stairs at Angkor Wat with a sign that reads "irresponsible tourism" and a table showing topics and statuses such as "Expected", "Taking Off", and "Crash Landed"]

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Cul-de-sacs

- Ecotourism
- All Inclusives
- Community-based Tourism
- Pro-Poor Tourism
- Certification
- Carbon Off-setting
Ecotourism

• 2002 International Year of Ecotourism
  • Since the 1990s, ecotourism has been growing 20% – 34% per year
  • In 2004, ecotourism/nature tourism was growing globally 3 times faster than the tourism industry as a whole.*

• Established the idea that tourists would pay more for an eco-friendly product.

• Its is not that simple .....
All-inclusives

• Confusion of form and impacts
• Aesthetic choice trumps professional judgment

“our landed prices are all inclusive”
Community-based Tourism

- ICDPs (mid-1980s)
- A good idea
- Very fashionable
- There have been hundreds of experiments
- And very few successes
- The main beneficiaries have been the consultants and the NGOs
Pro-poor Tourism

- Failed – just 5 cases where impacts were measured and published
- Business as Usual: expropriated by the IGOs, consultants and NGOs
- Language has moved on

www.propoortourism.info/
Certification

Taking Responsibility: action
- Focus and local priorities
- Transparency
- Narrative with meaning and often consumer benefit
- Reporting
  - Inputs
  - Outputs
  - Outcomes
  - Impacts

In a destination with water shortages how would you select the hotel with the lowest water consumption per bed night?

Certification
- Consensus requires long lists
- Opaque
- Unenforceable
- Communicates little

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Carbon off setting

The problem

• A brief fashion – a quick and cheap solution
• US EPA “social cost of carbon” 37USD/ton
• January 2015 Stanford scientists say it should be 37USD/ton
• average $9.90/tonne rate

Cheat Neutral

www.youtube.com/watch?v=f3_CYdYDDpk
http://cheatneutral.com/

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The mass matters....

All forms of tourism can be more responsible....
Plan A

Because there is no Plan B
Guilt free consumerism – a USP?

It’s not just our green dyes that won’t harm the environment.

Our policy on dyeing clothes is black and white. We’ve banned all our suppliers from using 56 chemicals in the production process that put either their employees or the environment at risk. We also insist that all remaining dyes are removed from effluents before releasing them back into the environment. To ensure they meet our stringent standards regular factory audits are conducted. So, it doesn’t matter whether our dyes are blue, red or yellow, they’re as kind to the planet as the green ones.

www.marksandspencer.com

www.haroldgoodwin.info
What is Responsible Tourism?

- a triple bottom line approach to Tourism Management
- a way of travelling – it offers a better experience
- a movement
- diverse: particular to cultures, places and organisations
- characterised by transparency
Making better places for people to live in

And making better places for people to visit

- Responsible Business
- Responsible Tourism
Taking responsibility for sustainability

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

You cannot outsource responsibility.
Responsible Travel takes a variety of forms, it is characterised by travel and tourism which

1. minimises negative environmental, social and cultural impacts;
2. generates greater economic benefits for local people and enhances the wellbeing of host communities, by improving working conditions and access to the industry;
3. involves local people in decisions that affect their lives and life chances.
4. makes **positive contributions to the conservation of natural and cultural heritage** and to the maintenance of the world’s diversity;

5. provides more **enjoyable experiences** for tourists through more **meaningful connections** with local people, and a greater understanding of local cultural and environmental issues;

6. provides **access** for physically challenged people; and

7. is **culturally sensitive** and engenders **respect** between tourists and hosts.

http://responsibletourismpartnership.org/cape-town-declaration-on-responsible-tourism/
Efficacy?

• Refocus on Political Economy – social and political regulation of activity in a “free market”
• A focus on using tourism rather than being used by it
• A shift in the way tourism stakeholders see the activity of producers, consumers and regulators.
• A new type of consumer?
• “rebellious locals and rebellious tourists” – Krippendorf
CLIMATE SUMMIT

WHAT IF IT'S A BIG HOAX AND WE CREATE A BETTER WORLD FOR NOTHING?

- Energy Independence
- Preserve Rainforests
- Sustainability
- Green Jobs
- Livable Cities
- Renewables
- Clean Water, Air
- Healthy Children
- etc. etc.
Taking Responsibility for Tourism
by Harold Goodwin

www.haroldgoodwin.info
responsibletourismpartnership.org