

Sustainable Tourism Future

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The content of this course was developed by faculty from the following institutions:





Equitably Sharing the Benefits from Tourism

Equitably Sharing the Benefits from Tourism

Photo: Snider, R. CC-BY

Learning Outcomes

1. Apply critical thinking skills to anticipate future challenges facing tourism and hospitality stakeholders.
2. Examine the key concepts of regenerative tourism, sustainability, sustainable tourism, and how they influence the related concept of sustainable livelihoods.
3. Identify alternative tourism models that support regenerative tourism.
4. Critically analyze the United Nations Sustainable Development Goals (SDG's) as a framework for advancing sustainability in tourism.

Using Blooms taxonomy, this module is based on applying critical thinking skills, examining the key concepts, identifying alternative models, and critical analysis.

Once students have completed this module, they will have a broader understanding of the issues and concepts pertaining to the equitable distribution of benefits from tourism.



Module Goal

How can we ensure that those impacted by tourism also benefit from it?

The goal of this module is to start thinking about how the benefits of tourism can be shared more equitably, and how those living in the host destinations can take an active and participatory role in the decisions that affect them.

Photo credit: Bettings, P.

Module Objectives

Upon successful completion of this module you will be able to:

1. Describe a variety of the benefits (and costs) derived from tourism.
2. Determine the difference between equity and equality.
3. Critically assess some benefit-sharing mechanisms.
4. Describe some methods that the tourism industry can employ to help share the benefits with host communities more equitably.

Using Blooms taxonomy, this module is based on describing, determining, and critically assessing the key concepts and strategies involved with trying to ensure that the benefits derived from tourism are shared equitably.

Once students have completed this module, they will have a broader understanding of the issues and concepts pertaining to the equitable distribution of benefits from tourism.

Pre-Module Readings

In preparation for this module, students should read the following information from the accompanying course notes booklet.

Lovei, M. (2017): [*Africa can benefit from nature-based tourism in a sustainable manner*](#). Retrieved from worldbank.org:

Sue Snyman & Kelly S. Bricker (2019). [*Living on the edge: benefit-sharing from protected area tourism*](#), Journal of Sustainable Tourism, 27:6, 705-719

In preparation for this module, students should read the following information from the accompanying course notes booklet. Reading this information before they start the module will help set the context for what they are about to cover.



Image credit: <https://satravelblog.com/3651-2/>

A local guide deriving (economic) benefits from hosting an international tourist on a South African safari.

The Benefits of Tourism

- The 3 P's of Sustainability (People, Planet and sharing Profit)
- **People** = Socio-cultural benefits (eg. cultural appreciation, cultural preservation, opportunities for women and youth, etc.)
- **Planet** = Environmental benefits (eg. park protection, wildlife conservation, funds for reforestation projects, etc.)
- **Profit** = Economic benefits (eg. employment, income, land rents, etc.)

Sustainability is often referred to a 3-legged stool – where all three legs must be strong and equal in order for an initiative to be considered sustainable. When analyzed further, these three legs of the stool can be referred to as the People, Planet and sharing of Profits.

The socio-cultural benefits can be related to creating pride for the host community's culture, or in the preservation of that culture as tourists are interested in viewing it in its authentic form.

The environmental benefits can be related to helping improve / regenerate the natural environment within the destination. The fact that tourists want to visit a pristine beach, or a natural woodland, or a wildlife-rich reserve, means their park fees are helping to maintain those natural environments. And without those park fees, the natural environment (and wildlife) would soon disappear.

The economic benefits can be related to sharing of the profits with the host community – mainly through employment (formal / informal) or through the purchasing of crafts/curios/items from the local residents. However, we know that with most mass tourism products, only 5-10% of the tour price actually makes it's

way to the host community.

Learning Activity #1

BENEFITS FROM TOURISM

1. .
2. .
3. .
4. .
5. .

COSTS ASSOCIATE WITH TOURISM

1. .
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3. .
4. .
5. .

For this learning activity, students should make a list of 5 positive benefits that can be realized by members of the host community.

And then make a list of 5 of the negative costs associated with tourists visiting their destination.

Eg. Benefit: Local youth are employed as trekking guides and earn a sustainable income. Cost: There is a temptation for young people to drop out of school as they can earn money as a trekking guide.

Sharing the Benefits: Equality vs Equity

EQUALITY

- Equality has to do with giving everyone the exact same resources.
- Equality is about dividing resources in matching amounts.
- Equality can occur when everyone is viewed to be equal, yet different.

EQUITY

- Equity involves distributing resources based on the needs of the recipients.
- Equity focuses on dividing resources proportionally to achieve a fair outcome for those involved.
- Equitable distribution of benefits from tourism attempts to share the resources fairly and justly.

It's important to understand the difference between equality (treating everyone the same) and equity (treating everyone fairly as per their needs).

This is equally important when starting to understand the how the sharing of benefits from sustainable tourism initiatives can implemented, as different members of the host society will have different abilities and different needs. With sustainable tourism and regenerative tourism initiatives, the goal is fairness and justice.

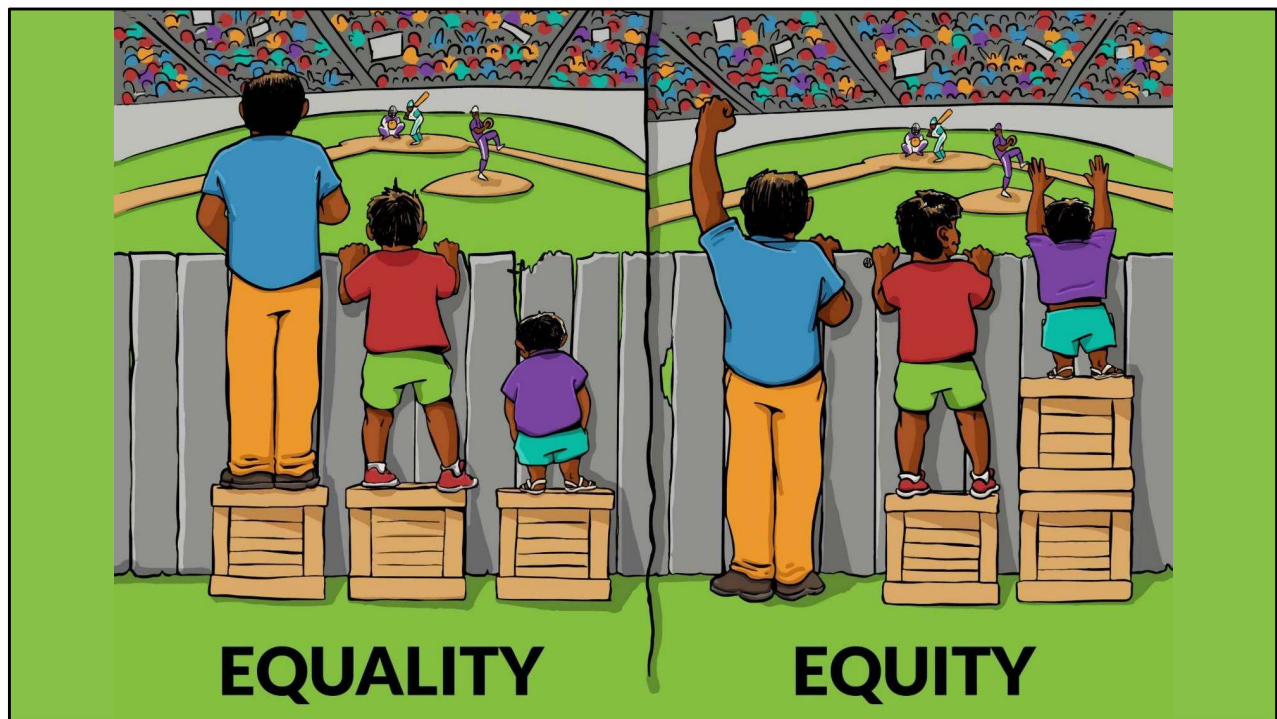


Image credit: Angus Maguire

Equality has to do with giving everyone the exact same resources, whereas *equity* involves distributing resources based on the needs of the recipients.

On the left side of the illustration above, three identical boxes are given to three people of different heights—it's an equal distribution of resources, but it fails to consider that the tallest person doesn't need a box to see over the fence, while the shortest person could clearly use an extra one. When the boxes are redistributed equitably, as seen on the right side of the illustration, all three spectators can watch the game.

Equality is about dividing resources in matching amounts, and equity focuses more on dividing resources proportionally to achieve a fair outcome for those involved.

Source: <https://www.mentalfloss.com/article/625404/equity-vs-equality-what-is-the-difference>

Identifying the Stakeholders



Video Credit: www.tourismteacher.com

There are many stakeholders in tourism who are important players in the overall management of the travel and tourism industry. From top level stakeholders in tourism, such as Government and international organizations, through to travel industry employees, the tourists themselves, and the local residents who are hosting / guiding / accommodating / driving the tourists.

Who are the stakeholders?



Image Credit. www.tourismteacher.com

The tourism industry is one of the biggest industries in the world. This means that there are many individuals, groups and organizations who are involved at some level or another. As demonstrated in the diagram above, there are a number of key stakeholders who are commonly involved with the tourism industry.

Government

The Government plays in a key role in the tourism industry. Throughout the different levels of tourism policy and planning, the Government will dictate a variety of rules, requirements and practices.

From visa policies to the maintenance of public infrastructure, most tourism business will operate closely with Government.

Tourism organizations and operators

There are a wide range of tourism organizations and operators.

From travel agents and airlines through to DMOs (Destination Management Organizations) and travel bloggers, to restaurants, hotels and tourist attractions, all of these organizations are key players in the tourism industry.

Small and medium enterprises

There are a wide range of businesses that are seen as stakeholders in tourism. These may be directly associated with travel and tourism, such as an airline.

Communities

The final stakeholder in tourism that is worth mentioning is the community. In fact, many would argue that this is one of the most important stakeholders in tourism. It is for tourism organizations to work with the local community and what the consequences can be if tourism operators do not listen to the needs and requirements of the host community. Sustainable tourism management often involves community-level briefings, consultations and ongoing communication in order to ensure that this important stakeholder is empowered throughout the tourism planning process and its operation.

Source: www.tourismteacher.com

Barriers to Equitable Benefit Sharing

- Poor access to training
- Limits to capacity building
- Low levels of formal education
- Dis-empowerment

Benefit sharing programs should encourage

- Enhancing local capacity
- Increased opportunities for training (eg. local managers vs. foreign managers)
- Improved local governance

While we have established the importance of stakeholder engagement, there is also evidence that the mechanisms that enhance community involvement in the development of tourism initiatives – and empower local stakeholders – are less clear. A number of challenges to establishing community participation can discourage stakeholder engagement. As a result, it is imperative that sustainable tourism initiatives include access to training, access to education, and access to information, for the residents of the communities they are involved with, in order to enhance local empowerment and participation.

In addition to the economic benefits (eg. employment opportunities, selling crafts, direct revenue, etc.), successful benefit sharing programs should encourage and address capacity building and skills training opportunities amongst the various stakeholder groups. These efforts should be designed around the culturally-specific needs of the host community, working towards enhancing local participation and empowerment. If done effectively, these factors should ultimately influence the levels of stakeholder engagement (social), self-esteem (psychological), and overall governance (political) factors.

Source: Sue Snyman & Kelly S. Bricker (2019). Living on the edge: benefit-

sharing from protected area tourism, Journal of Sustainable Tourism, 27:6,
705-719, DOI: [10.1080/09669582.2019.1615496](https://doi.org/10.1080/09669582.2019.1615496)



Image credit: <https://www.andbeyond.com/magazine/the-ultimate-bucket-list-expedition/>

The Importance of Good Governance

- Accountability of power
- Political stability
- Rule of law
- Regulatory quality
- Control of Corruption
- Government effectiveness

Governance consists of the traditions and institutions by which authority in a country is exercised. This includes the process by which governments are selected, monitored and replaced; the capacity of the government to effectively formulate and implement sound policies; and the respect of citizens and the state for the institutions that govern economic and social interactions among them.

Source: <https://info.worldbank.org/governance/wgi/>

Good governance has become an important topic in sustainable tourism theory, as the role that governance plays is crucial to the equitable sharing of the benefits from tourism. The tourism industry has incredible potential for earning revenue, but we know that tourism income does not always 'trickle down' to those at the 'bottom of the ladder'. In order to enhance equity in benefit sharing, the six indicators of good governance include accountability of power, political stability, rule of law, regulatory quality, consequences for corruption, and government effectiveness.

Tourism for the UN-SDG's



Image Credit: <https://sdgs.un.org/goals>

The United Nations has created a set of 17 sustainable development goals that they are trying to achieve by the year 2030. These goals deal with a variety of development metrics and initiatives.

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.

Source: <https://sdgs.un.org/goals>

Tourism's Affiliation with the UN's Sustainable Development Goals.



The World Tourism Organization (UNWTO) is a United Nations specialized agency, and it is the leading international organization in the field of tourism.

The UNWTO is responsible for the promotion of responsible, sustainable and universally accessible tourism geared towards the achievement of the universal 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs).

The UNWTO offers leadership and support to the tourism sector in advancing knowledge and tourism policies worldwide, advocating for responsible/sustainable tourism and promoting tourism as a driving force towards economic growth (profit), inclusive development (people), and environmental sustainability (planet).

With a current membership of 156 countries, UNWTO encourages the implementation of the Global Code of Ethics in Tourism, in order to maximize tourism's socio-economic contribution while minimizing its possible negative impacts.

Source: <https://www.unwto.org/tourism4sdgs>

The Global Code for Ethics of Tourism

"Tourism is a genuine driver of solidarity and development. Let us all fully harness its power to bring people and communities together, abiding by the Global Code of Ethics for Tourism. This way tourism can keep delivering better opportunities and sustainable development for millions across the globe."

Zurab Pololikashvili,
UNWTO Secretary-General,
August 2020

As a fundamental frame of reference for responsible and sustainable tourism, the Global Code of Ethics for Tourism (GCET) is a comprehensive set of principles designed to guide key-players in equitably sharing the benefits from tourism. Addressed to governments, the travel industry, communities and tourists alike, it aims to help maximize the sector's benefits while minimizing its potentially negative impact on the environment, cultural heritage and societies across the globe.

The Code's 10 articles amply cover the economic, social, cultural and environmental components of travel and tourism.

Source: <https://www.unwto.org/global-code-of-ethics-for-tourism>

Learning Activity #2

CONNECTION BETWEEN TOURISM TO THE SDG'S

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3. .
4. .
5. .

STRATEGIES FOR TOURISM INITIATIVES TO IMPROVE ASSISTANCE

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For this learning activity, students should make a list of 5 ways in which tourism can assist with addressing any of the 17 SDG's.

And then make a list of 5 possible strategies for improving the ways in which tourism can further assist the SDG's.

Eg. Tourists pay a park fee, that helps pay Rangers to protect the resident wildlife (SDG#15). In order to enhance the impact further, tour operators can create opportunities after the trip for tourists to make financial donations contributing even further to the park's conservation projects.

Case Study: Porini Safari Camps Conservancy Model



Porini Safari Camps Conservancy Model: In Kenya, the Porini Safari Camps have banded together with local Maasai landowners to create a partnership model where the safari company can conduct 'game drives' on the Maasai land, with the Maasai having 'grazing rights' at certain times in a rotational land-sharing pattern. The benefits of this conservation model are that the local Maasai landowners each receive a reliable monthly income proportional to the size of their land, they have access to a medical clinic/nurse provided by the safari company, first chance at employment in the camps (eg. guides, guards, chefs, etc.), and access to tourism-funded schools for their children.

Source: <https://www.porini.com/about-us/responsible-tourism/>

Video: <https://www.youtube.com/watch?v=e6Msw-K0agU>

Discussion Question #1

COVID-19 has had an unprecedented impact on international tourism. From what we learned in this module and from the associated readings, does it appear that host communities were most affected by the loss of the economic (profit), environmental (planet), or socio-cultural (people) benefits derived from tourism?

Use this question to generate discussion and dialogue amongst the students. Encourage the students to use examples from their pre-class readings, as well as their own personal observations, as they formulate their responses.

Discussion Question #2

When communities report that they feel they are benefiting from the tourism initiatives in their region (i.e. the Porini case study), in what ways is the experience enhanced for the tourist?



Image credit: Snider, R.

Use this question to generate discussion and dialogue amongst the students. Encourage the students to use examples from their pre-class readings, as well as their own personal observations, as they formulate their responses.

Key Takeaways:

- There are a variety of benefits (and costs) derived from tourism initiatives.
- Tour operators should work towards sharing tourism benefits equitably.
- For tourism benefits to be shared equitably, host destinations and local tour operators must employ good governance in their decision-making and policies.
- Sustainable tourism initiatives can look to the UN-SDG's as a benchmark for their goals and objectives.



Image credit: www.porini.com

A closing image of two indigenous Maasai guides walking across the savannah with their international guests.