

Responsible Tourism in Destinations

RTD9



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#RTD9

Securing Change to Benefit Business

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The objective of Responsible Tourism

- To use tourism to achieve sustainable development
- Sustainable development through tourism
- the aspiration of Responsible Tourism is to use tourism rather than to be used by it.

Tourism is like a fire – you can use it to cook you food or it can burn your house down.



Responsible
Tourism



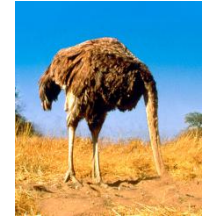
I PREMIS DE TURISME
RESPONSABLE DE CATALUNYA _ 2013



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Why Responsible?



responsibility is about

Accountability

Actions and consequences can be attributed to individuals or legal entities, who can be held accountable, and legally they are liable.

Respons-ability

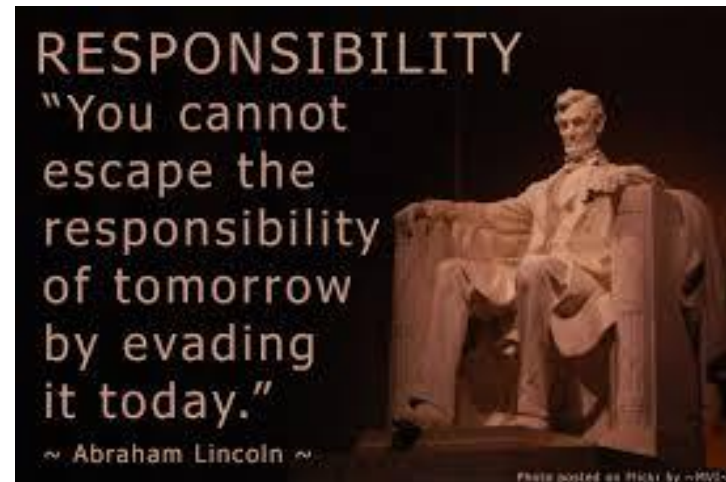
Individuals and organisations are expected to respond and to make a difference. This requires partnerships, a plurality of relationships, learning, praxis, and critical reflection.



The Ostrich problem

- They'll sort something out

Actually ostriches swallow sand and pebbles to help grind up food in their stomachs.



Taking Responsibility for Tourism

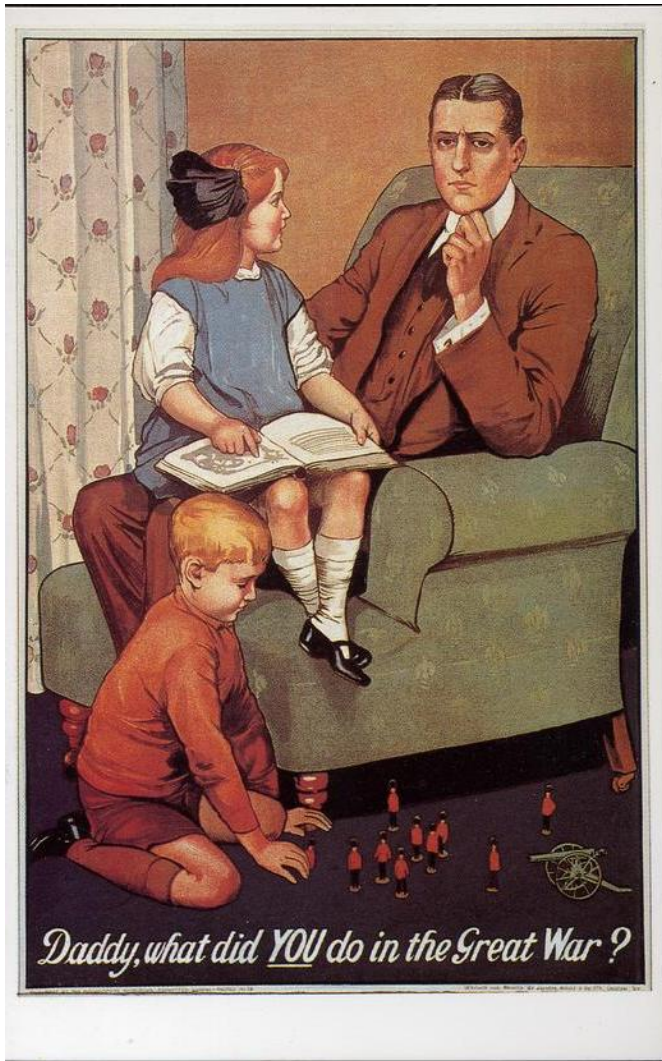
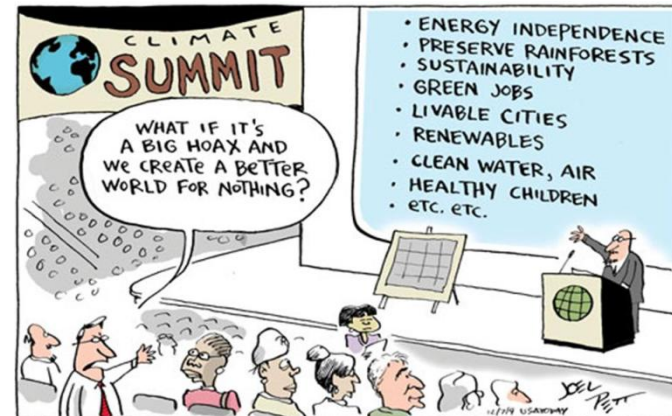


Fig. 70. Boiling a Frog without His Knowing it.
No Sensation with an Extremely Slow
Rate of Change.



Two kinds of change

- The changes we make
 - Choice and imperative
- The changes we respond to:
 - Consumer demand
 - Changing markets & exchange rates
 - Regulatory frameworks
 - New technology & availability

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
- Starbucks coffee drinking experience – realising added value – with 13,000 outlets has to counter ubiquity with authenticity

Experiential Tourism

**You can
taste the
difference**

- The experience economy
- Seeking memorable experiences
- Driving increased tourism
- Viral marketing
- Engagement in culture, community and the environment
- Shared product of host and guest
- Quality, depth, create memories

VFM => EFM

Ipsos-MORI 1999

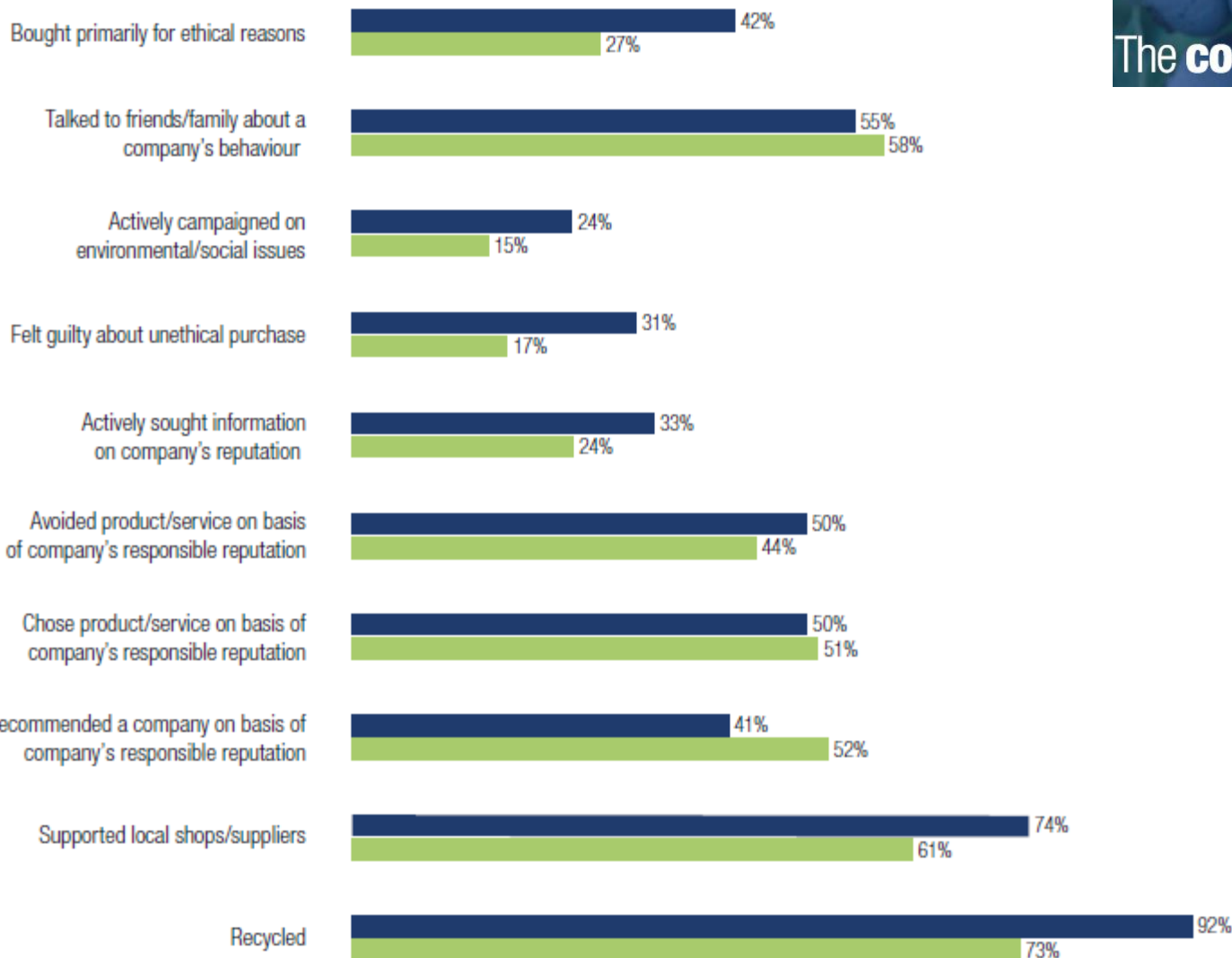
Table 1: For the last overseas holiday that you booked (whether via a tour company or independently), how important were the following criteria in determining your choice?

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

Ethical Behaviours

% of people undertaking the following at least once during the year

2000 2012



Is there first mover advantage?

To be or not to be a leader?

Individuals make change –
companies are run by individuals



Plan A



Because there is no Plan B

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

Social Media: Gossip

Threat

- You cannot not be on social media
- Negative comment is multiplied by social media

Opportunity

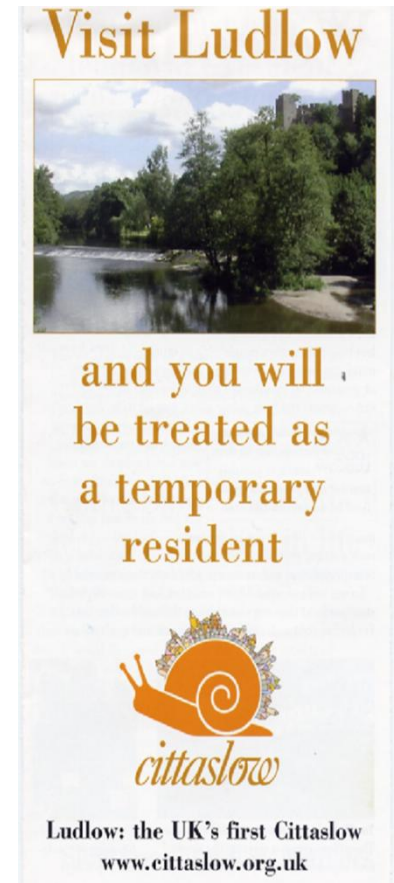
- Never been cheaper to maintain relationships
 - secure engagement
- Communication is cheaper
- Negative comment can be refuted
- Repeats
- Referrals

Successful tourist destinations

- offer the visitor something unique
- they create a sense of place, an identity which is different from their competitors....
- no two communities are ever exactly the same...

Numbers => yield

Seasonality & extending length of stay



Partnerships and collaboration

- The competition is other destinations
- Co-operation is essential
 - Attractions
 - Activities
 - Operators
 - Accommodation
- But the choice of target market has real consequences for existing businesses

Opportunities & Threats

- Authenticity
- Real Experiences
- Diversity
- Local



- Social media

- Energy: carbon – peak oil & global warming
- Waste
- Water
- Pollution
- Resource costs
- Reputation
- Regulation**

The antonym is Irresponsible

Two primary meanings

- Unreliable, untrustworthy, unlikely to be held to account or mentally or financially unfit to be held accountable
- Lacking a sense of responsibility, akin to carefreeness the trait of being without worry or responsibility

✈ irresponsible tourism 20:07		
No	Topic	Status
IRR006	Abuse of Responsible Tourism	Expected
IRR110	Market Demand	Taking Off
IRR637	Carbon Offsetting	Crash Landed?

Turning
a blind
eye

**SAY
SOMETHING
IF YOU
SEE
SOMETHING**

**Sexual exploitation
is abuse and a crime.**

If you think it is happening here talk to your
supervisor or call Crimestoppers: 0800 555 111

WATCH FOR: a lot of people coming to one room. A party room with lots of booze, girls, drugs
and alcohol. A lot of condom wrappers in the bin. Men paying with cash.

STOP THE TRAFFIK **COMBAT** **Coventry Partnership** **The Children's Society** **NATIONAL PROSECUTION SERVICE**

For children: Streetwise: 024 7652 0124/5 The Terrence Higgins Trust: 024 7622 9292

CHILDREN ARE NOT TOURIST ATTRACTIONS

About

Think!

What you can do

Volunteering

ChildSafe

Documentaries & Research

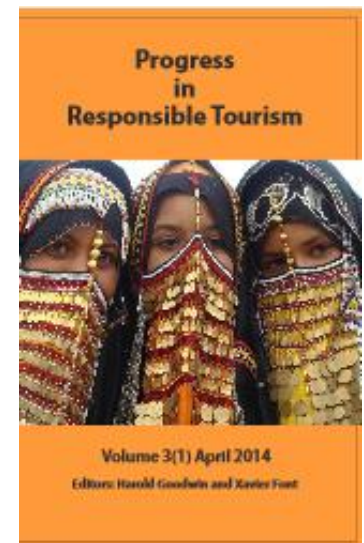
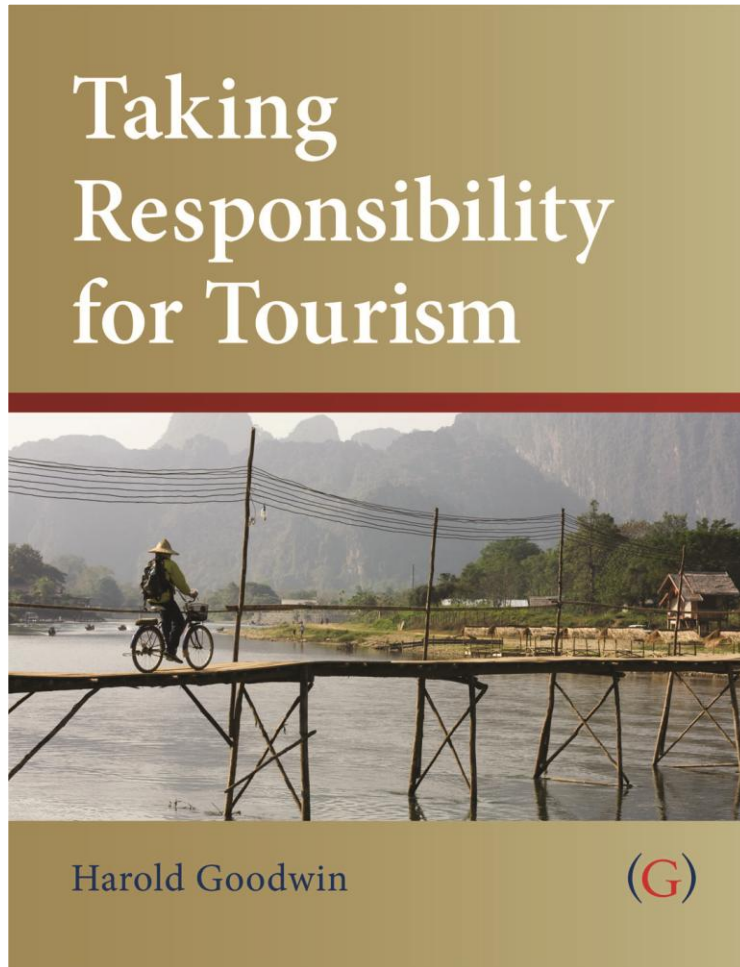




www.crtmmu.org

www.responsibletravel.com/awards/ Open Until Monday 6th April





Taking Responsibility for Tourism by Harold Goodwin

www.takingresponsibilityfortourism.info

www.haroldgoodwin.info

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Further information

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