



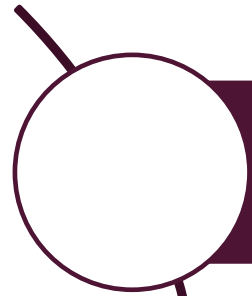
SUSTAINABLE DEVELOPMENT & TOURISM

Markéta Novotná, Ph.D.

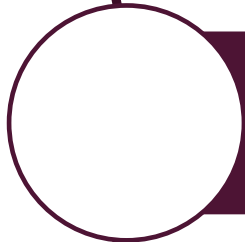
Department of Regional Economics and Administration

BPR_AENE September 24, 2021

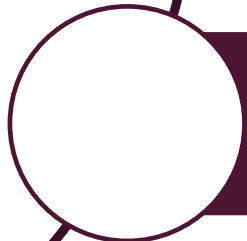
STRUCTURE OF THE LECTURE



Course schedule & requirements



Interactive syllabus & recommended reading



Sustainable development and tourism

COURSE SCHEDULE & REQUIREMENTS

Written test:

- *One Answer Choice*
- *1 point per each question*
- *60% to pass*
- *Motivation: Extra points to the exam (up to 20%)*

No.	Date	Topic	Lecturer	Contact	Note
1	24/9	Course introduction and requirements; Sustainable development and tourism	Ing. Markéta Novotná, Ph.D.	marketa.novotna@econ.muni.cz	Dep. of Regional Economics and Administration
2	1/10	Botanic gardens and their activities in the context of environmental impacts	Ing. Michal Struk, Ph.D.	michal.struk@econ.muni.cz	field trip
3	8/10	Waste management in the Czech Republic	Ing. Michal Struk, Ph.D.	michal.struk@econ.muni.cz	Dep. of Regional Economics and Administration
4	15/10	Municipal expenditures on the environment	Ing. Vítězslav Pařil, Ph.D.	vilem.paril@econ.muni.cz	Department of Economics
5	22/10	Natural background of landscape ecology, examples from the Czech Republic	Ing. Tomáš Koutecký, Ph.D.	tomas.koutecky@mendelu.cz	external lecturer from Mendel University
6	29/10	Territorial systems of ecological stability of the landscape, global warming	Prof. RNDr. Milan Víturka, CSc.	milan.viturka@econ.muni.cz	Dep. of Regional Economics and Administration
7	5/11	Study Week			
8	12/11	Excursion to Incinerator Brno – SAKO Brno, a.s.	Ing. Michal Struk, Ph.D.	michal.struk@econ.muni.cz	field trip
9	19/11	Environmental impact assessment in the Czech Republic	Ing. Vítězslav Pařil, Ph.D.	vilem.paril@econ.muni.cz	Department of Economics
10	26/11	Introduction to environmental sociology	RNDr. Bohumil Frantál, Ph.D.	frantal@geonika.cz	external lecturer from Institute of Geonics/Palacky University
11	3/12	The green economy, decarbonisation strategies and carbon neutrality	RNDr. Miroslav Kundera	miroslav.kundera@nap.cz	external lecturer from Czech Environmental Partnership Foundation
12	10/12	Environmental policy of the Czech Republic	Ing. Dominika Tóthová, Ph.D.	dominika.tothova@econ.muni.cz	Dep. of Regional Economics and Administration
13	17/12	Reflection on the course, final exam	Ing. Markéta Novotná, Ph.D.	marketa.novotna@econ.muni.cz	written exam

=> attendance list for field trips and external lecturers

FIELD TRIP NO 1: INVITATION

- **Complex Botanic Garden Kejbaly, Vinohrady 100**
- Lecture no 2: Botanic gardens and their activities in the context of environmental impacts
 - (pedagogical accompaniment: Ing. Michal Struk, Ph.D.; e-mail: Michal.Struk@econ.muni.cz)
- Kejbaly garden is a place that allows students to see, try and understand how **one can influence the environment** around at **both individual and community level**. In Kejbaly garden, you will see that:
 - **Biowaste** does not have to be a waste, but rather a resource with wide utilization, if proper **technology** is available and applied
 - You do not need a lot of **water**, if you take advantage of physical features of various materials for its transportation to the plants
 - **Recycling** can represent new and less usual processes within the garden

Meeting point: bus stop “Univerzitní kampus” in front of NOTINO perfume shop at Campus square
with direct connection from Lipová by trolley #25, which takes around 10–15 min

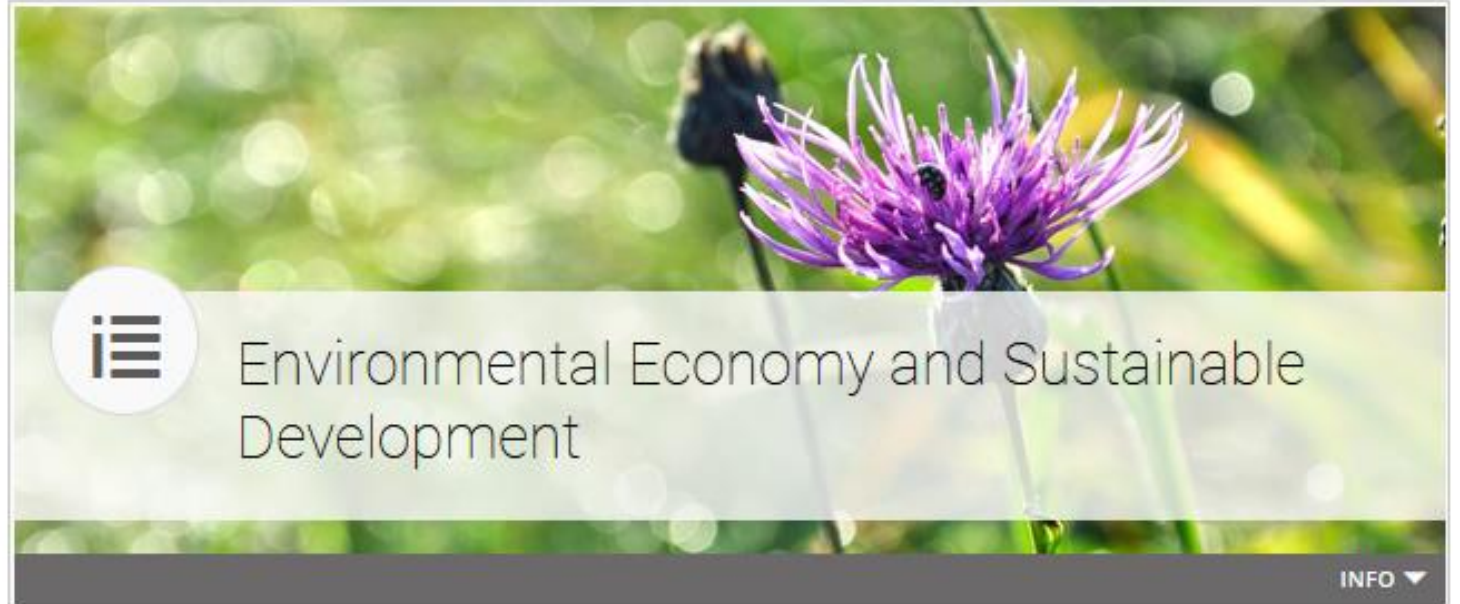
You will receive a detailed email
in advance

INTERACTIVE SYLLABUS & RECOMMENDED READING

or alternatively in:

*Study materials posted under
the course ESF:BPR_AENE*

Interactive syllabus



Course schedule & requirements

Open ➔

CHAPTER CONTAINS:



WARM-UP ACTIVITY: TELL US SOMETHING ABOUT YOURSELF!!

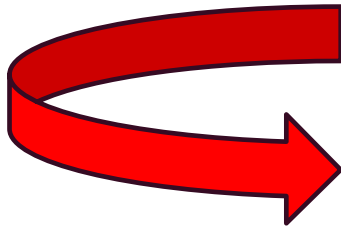
- Your name, nationality, motivation to study this course...
- Your hometown like a tourist destination?
 - Is your town popular with tourists? With domestic or foreign tourists?
 - If not, why is that?
 - What is the biggest attraction for tourists in/nearby your town?
 - If you were a destination manager, what would you promote to attract tourists?

Think about it!
Make a few notes in 3 minutes
and
let's start with your introduction!

SUSTAINABLE DEVELOPMENT AND TOURISM

We will talk about:

- *tourism and its system in general*
- *negative impacts of tourism on destination environment*
- *concept of sustainable development*
- *responsible/sustainable consumer behaviour*



**Do not forget:
it's all about people and
their behaviour!!**



I. TOURISM IN GENERAL

- (nearly) Everyone take part in tourism activities.
- (nearly) Everyone has been a tourist from time to time.

BUT:

- Do you know what are the resources for tourism development?
- What makes a place a tourist destination?
- What do you understand by tourism system?

We need to know the answers to understand tourism industry and its impact on environment

RESOURCES FOR TOURISM DEVELOPMENT

- Primary resources
 - Natural tourism resources (mountain, lake...)
 - Anthropogenic tourism resources (castle, church...)
- Secondary resources (zoos, slopes, hotels...)



Essential part of tourist's experience

Appropriate combination of historical, cultural, environmental and **managerial** assets



3C

Again: about PEOPLE (owners/providers/residents)

- ? Which resources were originally created for another purpose, not for tourism?
- ? Which resources were deliberately built to satisfy the needs of tourists?
- ? Which of them are required for tourism development / tourism growth?

TOURISM AS A SYSTEM

People also make up the tourism system

DEMAND

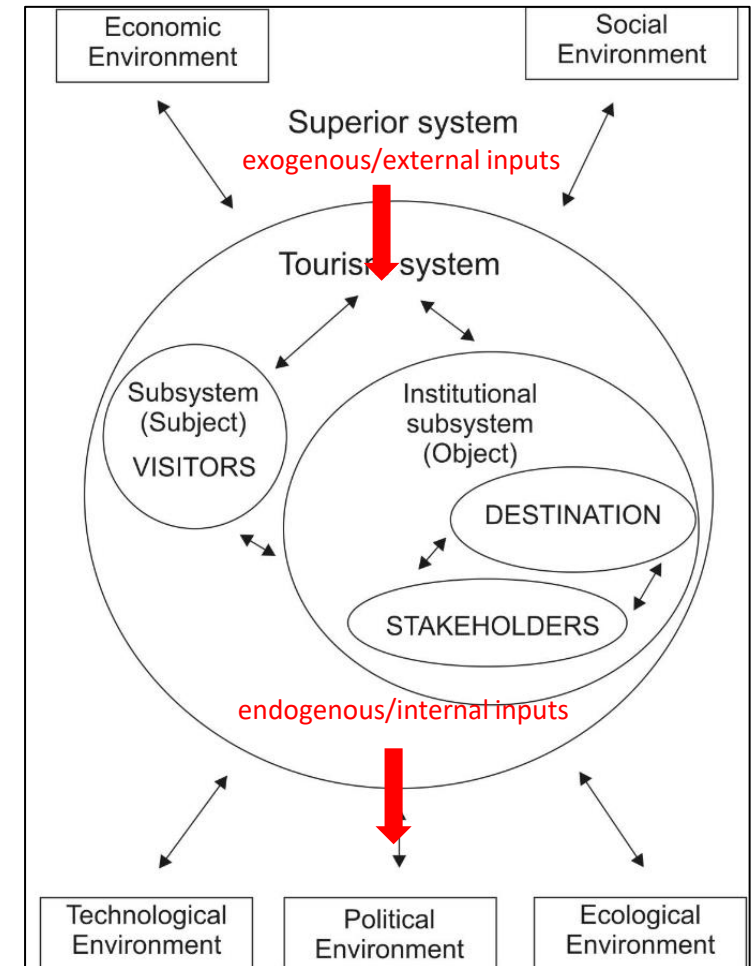
SUPPLY



Tourists/visitors



**Owners/providers/
inhabitants....**



Haedrich, Kaspar, Klemm, & Kreilkamp (1998:16)

Those people (and therefore also tourism) are not isolated from the superior system -> it determines further development / tourism put pressure on it

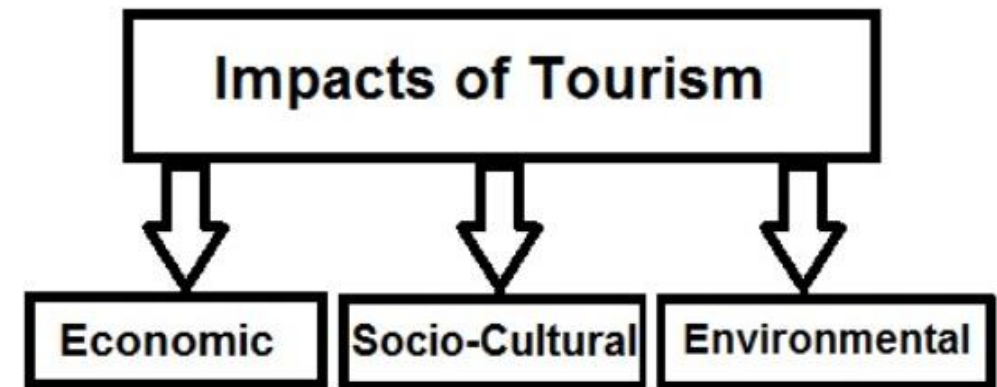
TOURISM AND ITS IMPACTS

Tourism can have positive and lasting effects on our cultural and natural heritage, on creativity and cultural diversity, and on the balance of societies. BUT:

Tourism puts pressure on 3 pillars of sustainability

- tourism activities can lead to economic, social (socio-cultural) and environmental impacts
 - positive
 - negative

So, what is the subject of the study?
Internal or external outputs?



Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development, and a suitable balance must be established **between these three dimensions.**

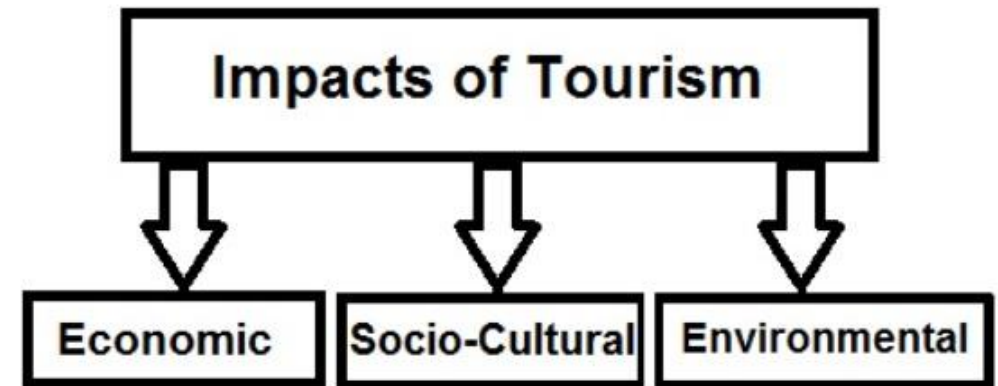
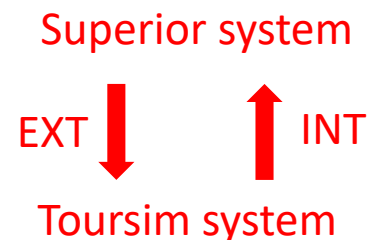
TOURISM AND ITS IMPACTS

Tourism can have positive and lasting effects on our cultural and natural heritage, on creativity and cultural diversity, and on the balance of societies. BUT:

Tourism puts pressure on 3 pillars of sustainability

- tourism activities can lead to economic, social (socio-cultural) and environmental impacts
 - positive
 - negative

So, what is the subject of the study?
Internal or external outputs?



Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development, and a suitable balance must be established **between these three dimensions**.

TOURISM AND ITS IMPACTS

Impacts	Economic impacts	Social-cultural impacts	Environmental impacts
POSITIVE	<ul style="list-style-type: none"> - Jobs - GDP - Investments - Export 	<ul style="list-style-type: none"> - Social opportunities - Preservation & promotion of local culture and heritage - Education - Positive exchanges & interaction between local residents and tourists 	<ul style="list-style-type: none"> - Restoration - Conservation - Protection awareness on environmental protection
NEGATIVE	<ul style="list-style-type: none"> - Leakage of revenue Who gains? Who loses? - Seasonality (fluctuation) - Price increase of goods / services; higher cost of living - Over-reliance on tourism - Touristification 	<ul style="list-style-type: none"> - Loss of authenticity misrepresent local culture cultural invasion - Commercializing visual spectacles to attract tourist - Invade privacy - Criminality street prostitution, gambling 	<ul style="list-style-type: none"> - Erosion - Pollution air pollution, carbon footprint increased tourist transportation visual and noise pollution - Wasting resources

Let's think about it! Which pillar is affected and why? What problems are hidden here?



More information related to economic environment

Overcrowding / congestion



Process of touristification:

the process in which a place becomes only an object of tourist consumption. Overcrowding, souvenirs... It refers to the impact of mass tourism on the commercial and social fabric of neighbourhoods, causing services, facilities, and shops to be oriented towards tourist rather than the resident.

Let's think about it! Which pillar is affected and why? What problems are hidden here?



„Tourismphobia“

Sharing economy?



Disneyfication of the town

Be aware of local codes of ethics



(dis)Harmony between traditional and foreign cultures



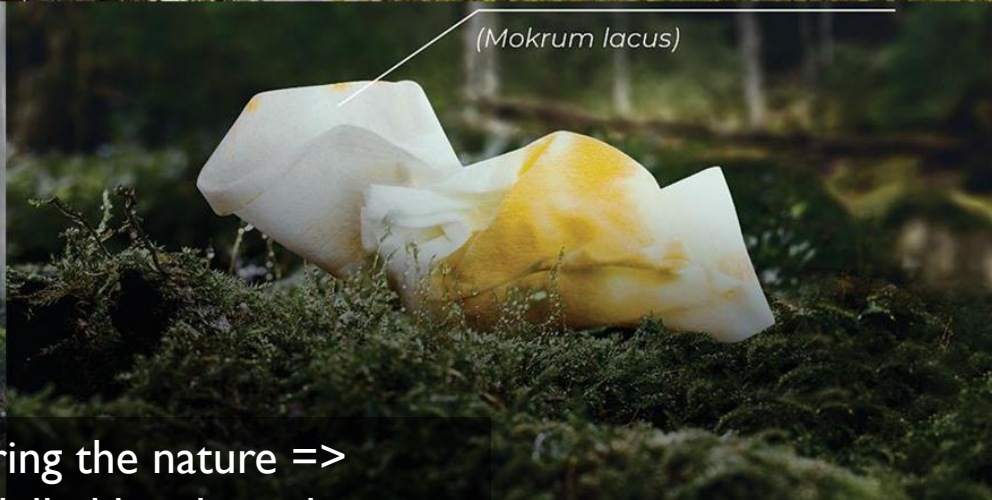
Bad conditions for daily life

Let's think about it! Which pillar is affected and why? What problems are hidden here?

Disruption of the biosystem



Visual pollution



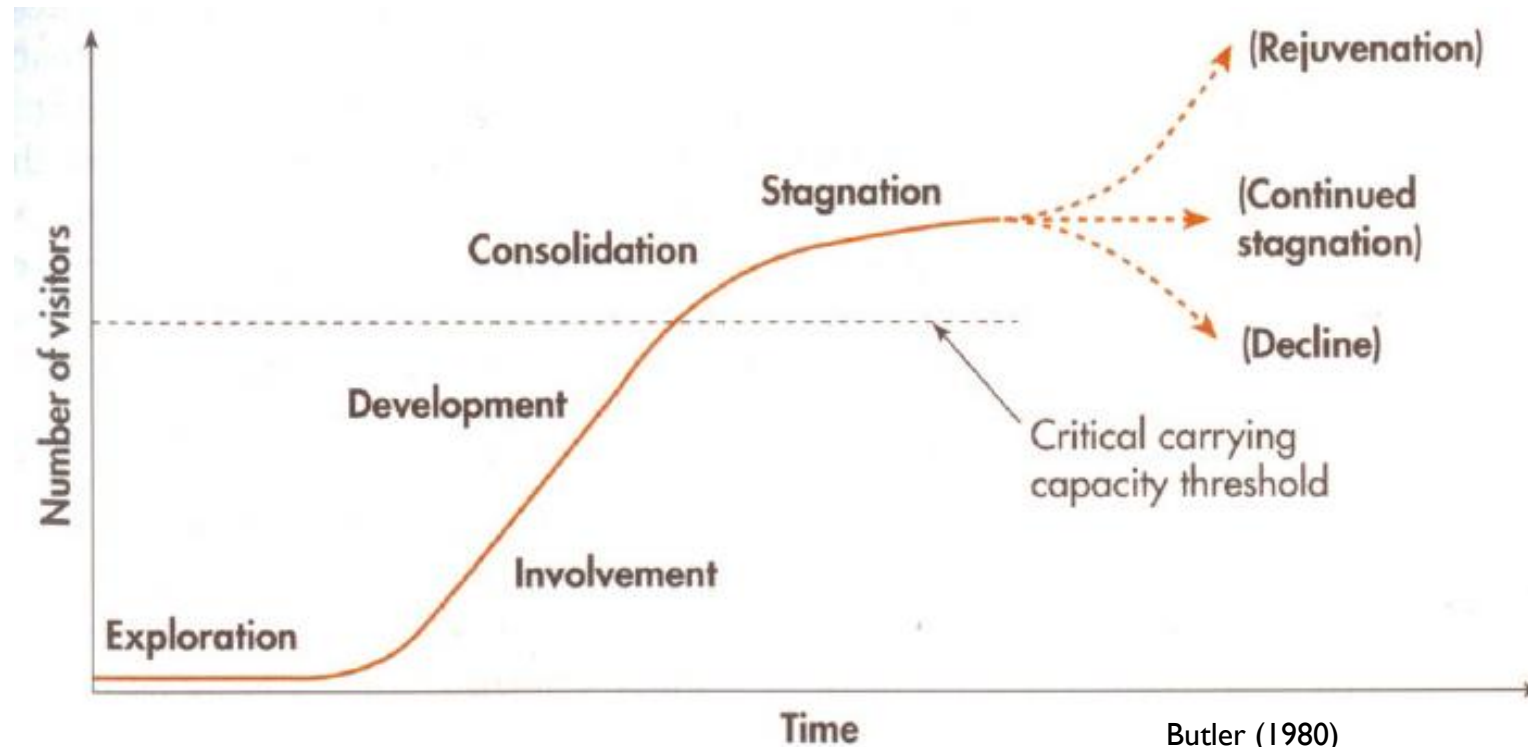
from the Czech Mountains

Littering the nature => species killed by plastic bags.

DESTINATION LIFE CYCLE

- theoretical concept of carrying capacity which involves social and environmental limits
- 5+ stages which destinations go through as they become tourist destinations

The impacts of tourism differ based on:



Butler (1980)

This model can be applied to many tourist destinations.

BUT the *specificity* of the destination:
rural, urban, mountain, coastal, etc.

DESTINATION LIFE CYCLE – YOUR ACTIVITY

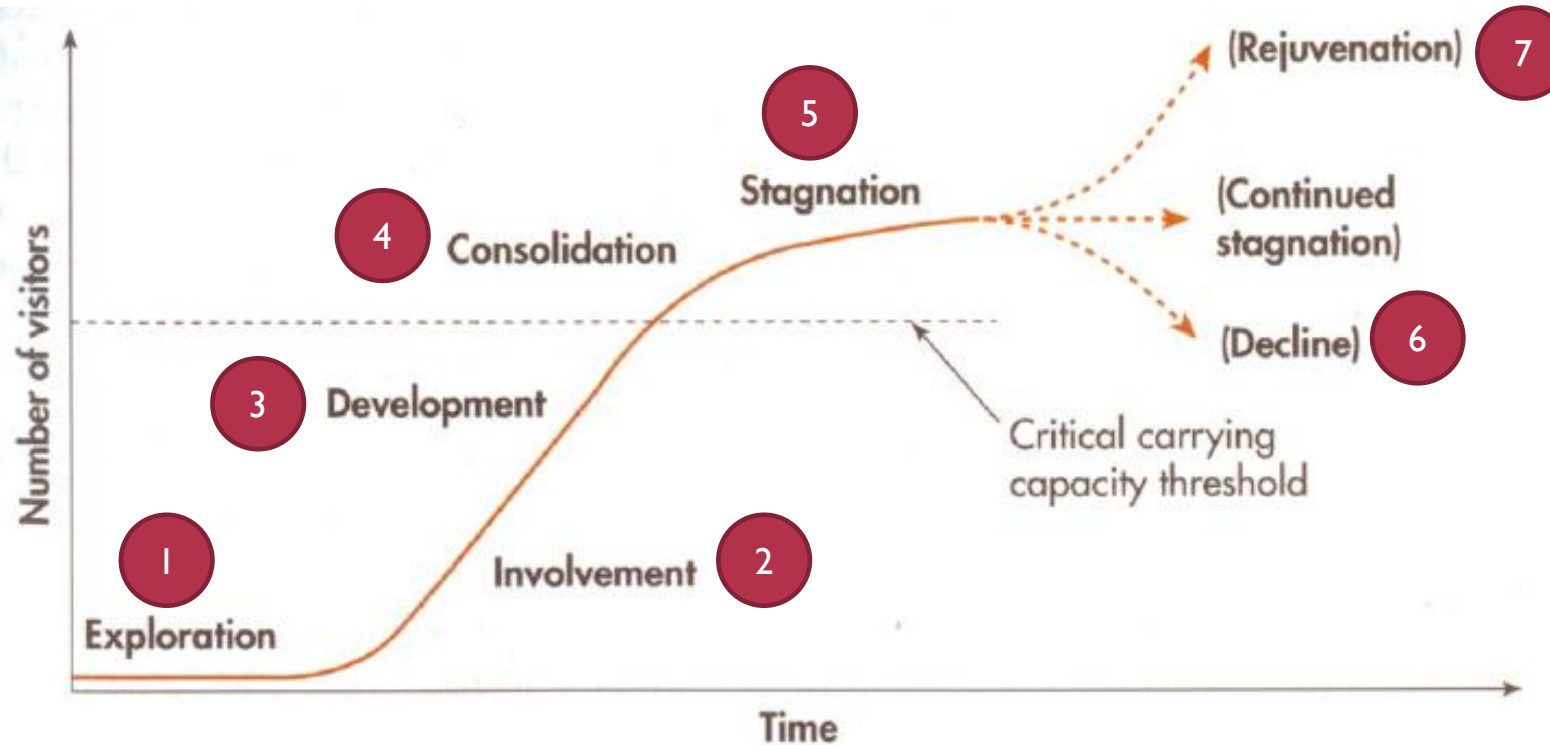
Individual phases and their characteristics – connect them together!

a) Area recognised as a destination, more tourists, new tourist facilities built

b) Few tourist facilities only a small number of adventurous travellers

c) Tourist number decline as they seek new, extraordinary destinations

d) Local people start to provide facilities for tourists



e) Tourist number peaks, environmental damage, less fashionable destination, obsolete equipment

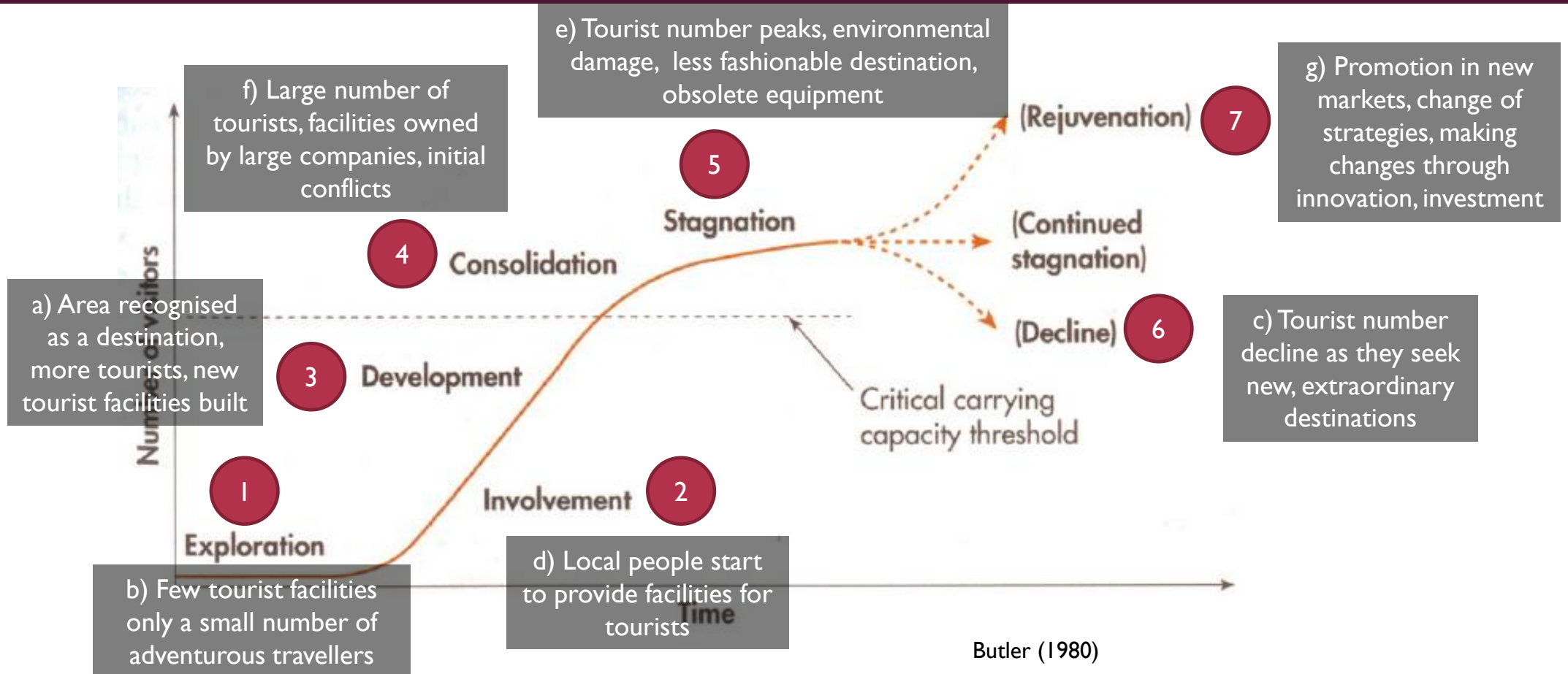
f) Large number of tourists, facilities owned by large companies, initial conflicts

g) Promotion in new markets, change of strategies, making changes through innovation, investment

Butler (1980)

See the interactive syllabus

DESTINATION LIFE CYCLE – DID YOU GET IT RIGHT?



TIME TO SUSTAINABILITY

- **Sustainable tourism**
 - meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future (UNWTO)
 - tourism development which respects the environment, ensures long-term conservation of historical and cultural resources, and is socially and economically acceptable and equitable
 - **NOT ONLY** about protecting the environment, it is also concerned with long-term economic viability and social justice
- **Related sustainable concepts**
 - Eco-tourism – promoting and protecting natural values
 - Community-based tourism – increasing the involvement of the host community
 - Pro-poor tourism – generates net benefits for the poor



WHAT IS SUSTAINABLE TOURISM?

Respecting and enhancing the heritage, culture, traditions, and distinctiveness of communities

82%

A commitment to preserve a destination's authenticity and not become too "touristy"

71%

Increasing the number and quality of local jobs supported by tourism

70%

Engaging residents in deciding the role of tourism in their communities

64%

% Selecting Attribute as Meaning of Sustainability



Sustainable travelers are significantly more likely to stay 7 or more days, whereas the most recent trip of all others was less than 3 days.



VS



WHAT TO DO?

- Sustainability: great idea & great philosophical concept
- But how to achieve it?
- Any suggestions?
 - What should we change? How?
 - What tools should we use?

What tools do you know?

Demand vs Supply?

Incentives vs Restrictions?

Motivation or Threats?

WHERE TO START?

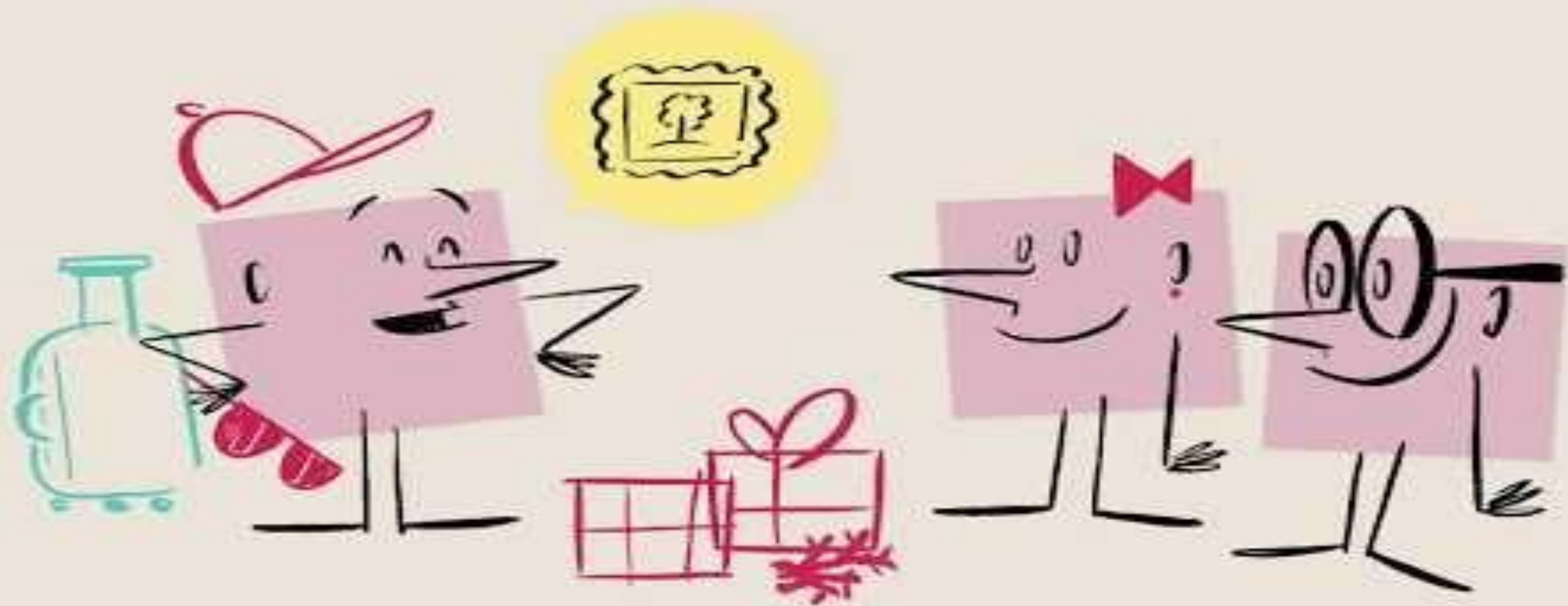
- In consumer behaviour area – promote **responsible behaviour** and implement a **sustainability agenda**

DIFFERENCES:

responsibility
(practice, understood as an appropriate action)

sustainability
(theory, seen as a concept)

What could help us to change our behaviour?



CAN YOU INTERPRET THE VIDEO AND ITS MESSAGE?

- The first week of holidays? What did the „hero“ enjoy? What did he do?
- What kind of souvenir did he bring?
- How did the „hero“ change his behaviour and how did he spend his next holidays?
- What helped him change his behaviour?

A NOTE: *The video was created on the occasion of the International Year of Sustainable Tourism for Development which was declared by the United Nations in 2015.*

The history of sustainable tourism began to be written earlier – you probably heard about Rio Summit where the United Nations Conference on Environment and Development took part in June 1992

CAN YOU INTERPRET THE VIDEO AND ITS MESSAGE?

3E:

EXPERIENCE

EDUCATION

EMPATHY

**And what is your approach to
responsibility and sustainability?**



Thank you for your attention!

Ing. Markéta Novotná, Ph.D.

Department of Regional Economics and Administration

Institute of Tourism

Faculty of Economics and Administration

Masaryk University

E-mail: marketa.novotna@econ.muni.cz