



# **Sustainable Tourism Growth in a Finite World?**

**Ken Wood**

# Vietnam's Development Goals

To Achieve High-  
income status by  
2045

- 7% annual  
(exponential)  
growth
- Economy double  
in 10 years /  
quadruple in 20  
years



**Tourism**



## Vietnam's Development Goals

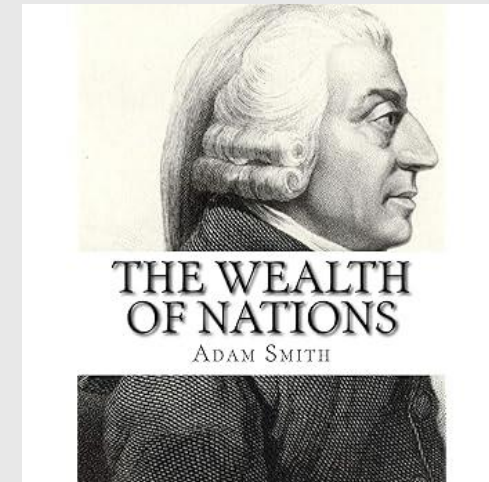
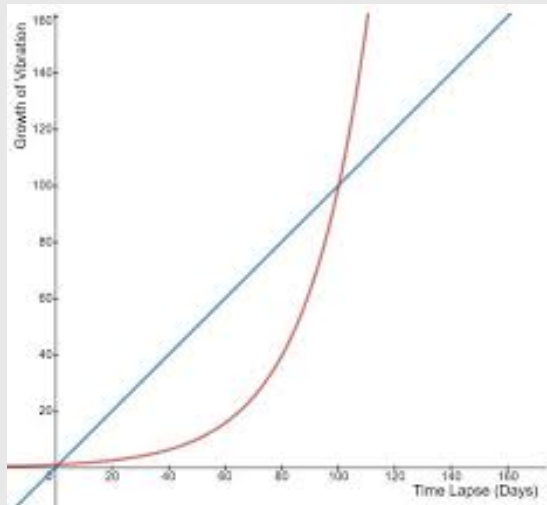
To achieve 'net  
zero' carbon  
emissions by 2050

- Move to sectors with fewer carbon emissions
- Reduce emissions within existing growth sectors

# The need for economic growth

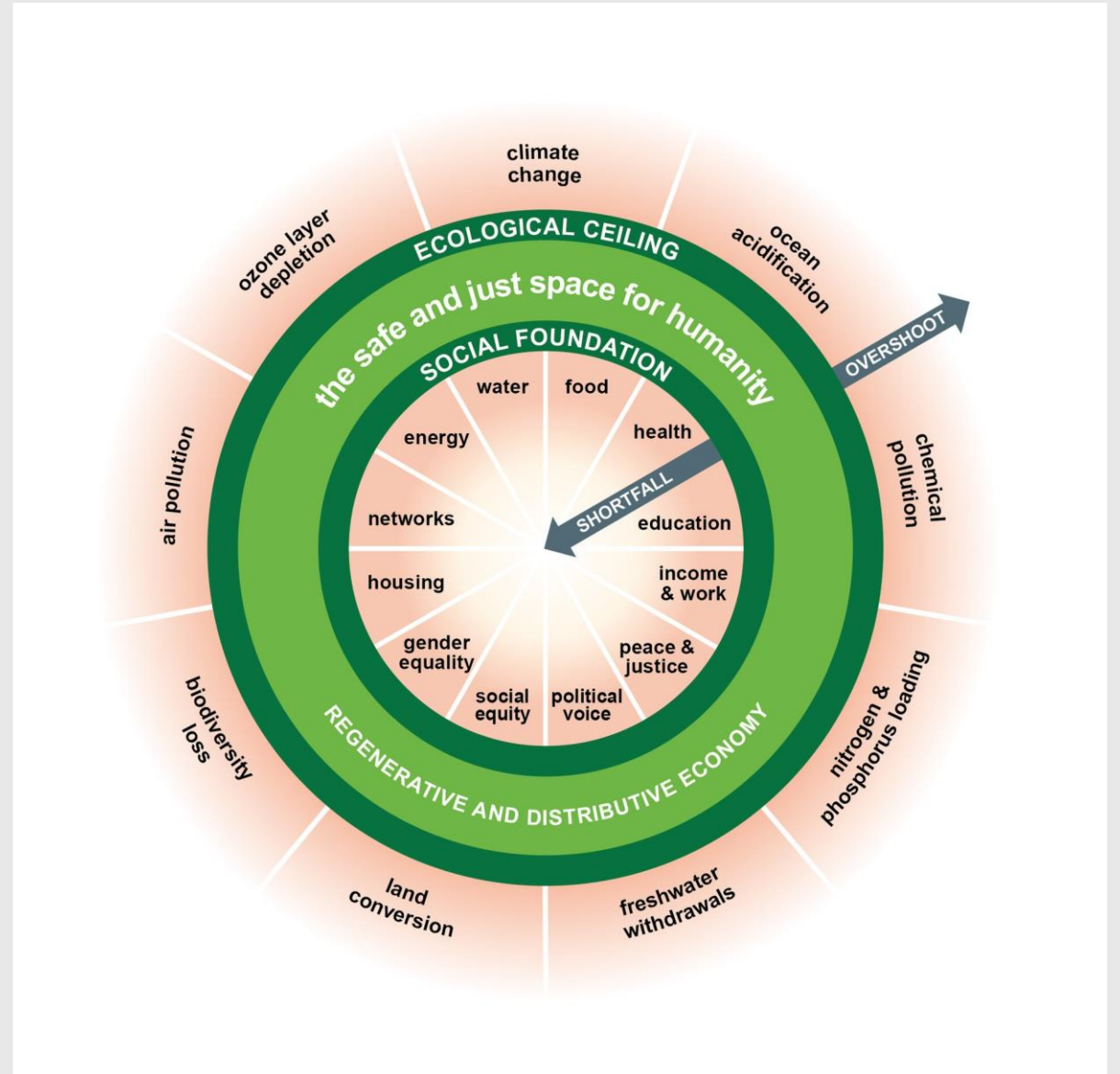
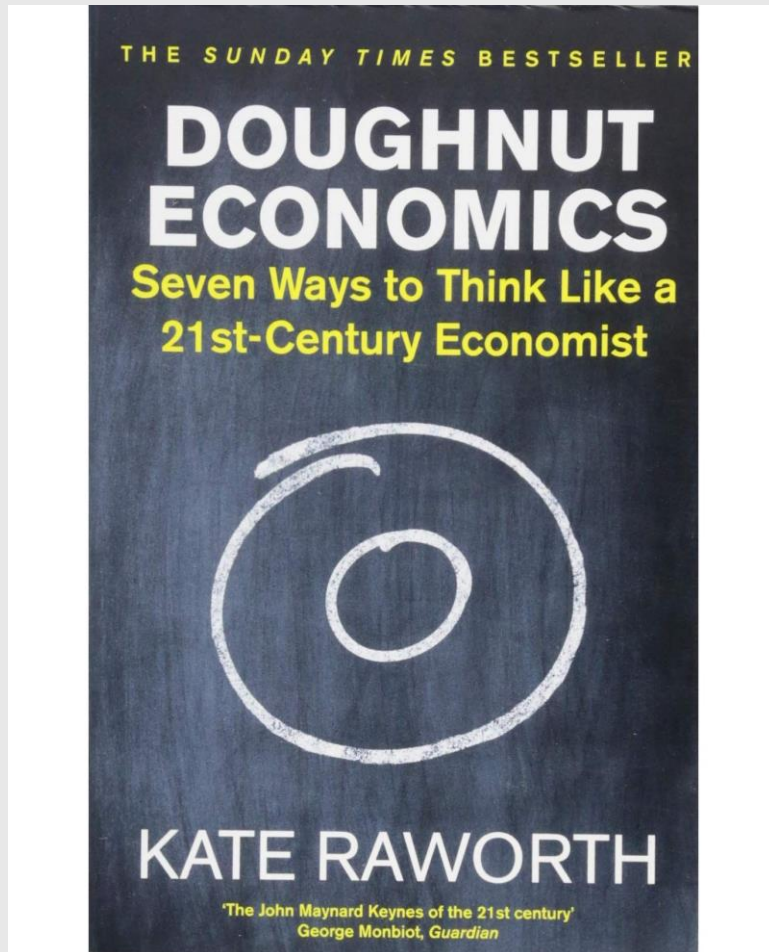
*Essential for:*

- Public Service Development
- Employment Generation
- Wellbeing of the individual and society
- Meet the needs of population growth



Free Market Economics:  
Exponential Compound Growth:  
1776: Global Population 800 Million

# The need for economic growth?





# **Sustainable Tourism Definition (UNTourism)**

*"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"*

How does tourism differ from  
other sectors?

*Consumer Travels to the Point of  
'Production'*

*Impact on Triple Bottom Line*

*Economic*

*Environmental*

*Social / Cultural*

*"in any other industry capital can be  
lost and recovered, but in tourism  
the basic substance - culture, nature  
and landscape - once lost, are  
irrecoverable."*

*Werner Kämpfen 1972  
Director of the Swiss Tourism  
Federation*

# How does tourism differ from other sectors?

Consumer Travels to the Point of Production  
Impact on Triple Bottom Line

## HOW CAN 'THE POOR' BENEFIT FROM TOURISM

The 7 UNWTO Mechanisms to alleviate Poverty through Tourism

1. **Employment** of the poor in tourism enterprises
2. **Supply of goods and services** to tourism enterprises by the poor or by enterprises employing the poor
3. **Direct sales of good and services** to visitors by the poor (informal economy)
4. **Establishment and running of tourism enterprises** by the poor – e.g. micro, small and medium sized enterprises (MSMEs) or community based enterprises
5. **Tax or levy** on tourism income or profits with proceeds benefiting the poor
6. **Voluntary giving/support** by tourism enterprises and tourists
7. **Investment in infrastructure** stimulated by tourism also benefiting the poor in the locality, directly or through support to other sector.



## *Economic Impacts:*

More opportunities for Direct  
and  
wider distribution of economic  
High vulnerability to external  
Focus on value for the destina  
not tourist arrival numbers



# How does tourism differ from other sectors?

Consumer Travels to the Point of Production  
Impact on Triple Bottom Line



## ***Environmental Impacts:***

Multiplier effects of resource use  
(transporting people *and* producing goods)

- Production resource use
- Direct tourist consumption
- Increased carbon emissions

# How does tourism differ from other sectors?

Consumer Travels to the Point of Production  
Impact on Triple Bottom Line



## *Social / Cultural Impacts:*

Direct contact between hosts and

Consumer pressure / Greater CSR

Over-tourism

# Overtourism.

“Overtourism is real and present.

It manifests the consequences of unrestrained growth in a finite world.

The ‘victims’, the residents, experience the negative impacts of tourism and can identify solutions. They protest.

Overtourism is a consequence of unsustainable growth, and residents and tourists alike experience the consequence.”

**Professor Harold Goodwin**

# What Can Be Done?

*Achieving Growth Within the Planetary Environmental and Cultural Boundaries.*

## ***Business as Usual?***

*By 2045 Quadrupled*

- Consumption and resource use
- Tourist arrivals
- Number of sites developed
- Pressure on public services
- Housing shortages (air bnb)
- Etc.

***NOT AN OPTION!***



# What Can Be Done?

*Achieving Growth Within the Planetary Environmental and Cultural Boundaries.*

***Rely on the ethical actions of individuals?***

*Ethical and Responsible tourists?  
Examples of Good Sustainability Practice in the Industry?*

VERY MUCH WELCOMED BUT STILL A MINORITY  
WITHIN THE WIDER INDUSTRY

“Every individual tourist builds up  
or destroys human values while travelling”

Jost Krippendorf *“The Holiday Makers”*



# What Can Be Done?

*Achieving Growth Within the Planetary Environmental and Cultural Boundaries.*

## ***Policy Development, Implementation and Planning:***

- Destination Management – Managing Tourism Flows and Impacts
- De-growth – Managing Tourist Numbers
- Local Communities Actively Engaged In Tourism Decision Making
- Public and Private Sector Collaboration



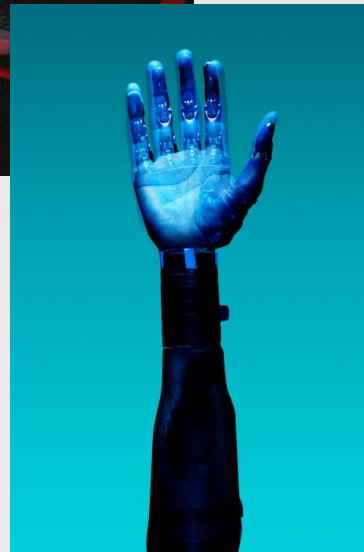
**“making better places for people to live in and better places for people to visit... In that order.”**

# What Can Be Done?

*Achieving Growth Within the Planetary Environmental and Cultural Boundaries.*

*Technology Development  
For Green Transitioning of  
Economies:*

**Absolutely Essential to the  
survival of the planet!**



# What Can Be Done?

*Holistic policy planning*  
&  
*Destination Management*  
**Essential for the  
survival of the**



*Technology Development*  
&  
*Innovation*  
**Essential for the  
survival of the planet**



# Swiss Tourism for Sustainable Development

*Preparing to work in...*

Public Private Dialogue

Innovation and  
Entrepreneurship

Tourism Planning Management

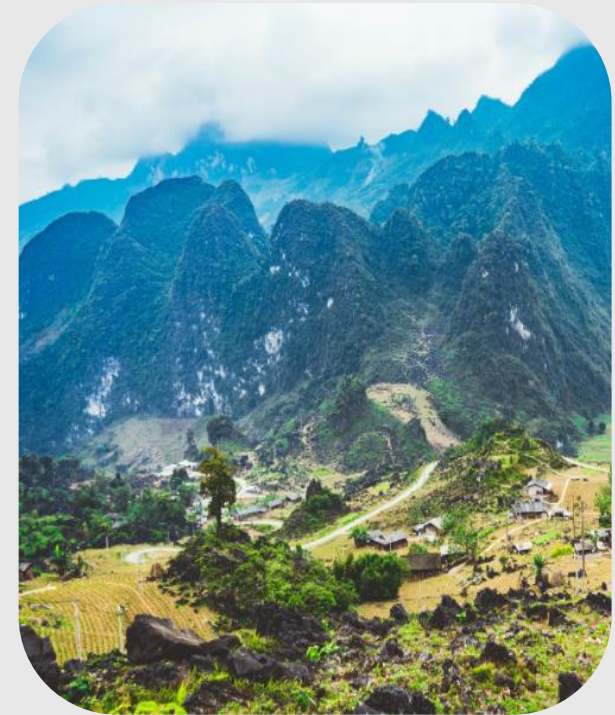
Promotion & Branding based on  
sustainable practices

Promotion and Marketing

Business Development Services

Certification

Innovation for Sustainability



**THANK YOU!**