

DEVELOPING SUSTAINABLE DESTINATIONS

LECTURE 1 – CHALLENGING SUSTAINABILITY CONCEPTIONS

SOCIAL SUSTAINABILITY

- Cultural authenticity → important for visitor and community

ECONOMIC SUSTAINABILITY

- Is the money being generated by tourists actually benefiting that area?
- The people providing the service should be deriving real return from it
- Want to minimise their exploitation
- Sustainability only works if there is demand for it

GLOBAL ISSUES OF SUSTAINABLE DESTINATIONS

- Eg. **Jamaica** → resorts own the strip of beaches so locals were not allowed access
- Want to avoid disconnect between quality of life of locals
- Eg. **Barcelona** → locals hate tourists because they have driven the prices of groceries etc. up
- Need to balance wants of → visitor, community, tourism industries services, destination management organisation, regional authorities
- National parks → designed to protect historical / heritage sites
- Local government power → zoning – can decide what use is being made of land within its particular area

ELEMENTS OF SUSTAINABLE TOURISM PLANNING

- Destination master planning → what hotels, how easy will it be for airlines, access
- Carrying capacity → what is the largest number of tourists that can fit into the social and environmental infrastructure
- Transport and access planning → dispersion – how easy is it for people to get around the destination? How will you cater for them all?
 - Eg. **Parks' Elvis Festival** → not enough hotels – developed a tent city for the tourists
- Can stimulate demand by developing events in the area
- Zoning
- Environmental protection
- Socially sustainable tourism planning
- Ethical tourism → reserving human rights, is tourism a cover for something more sinister?
- Economic planning and fair distribution of economic benefit to the destination community

KEY ISSUES COVERED IN THE SUBJECT

- The evolution of sustainable tourism and understanding the application of sustainability to destination planning
- Sustainable tourism master planning
- KPIs and success indicators of sustainable tourism
- Climate change and tourism eg. **Great Barrier Reef** – coral bleaching
- National Parks and World Heritage, protecting flora, fauna and human heritage
- Zoning
- Sustainability and key sectors of destination planning → transport, accommodation, attractions
- Medical tourism, health tourism and ecotourism

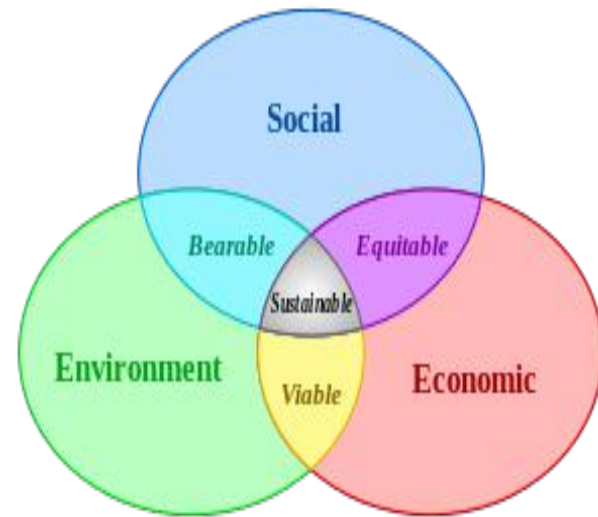
UNWTO

- Ministry of tourism of 165 countries + affiliate bodies eg. universities
- Sets global tourism policies

THREE S's OF TOURISM

- Sun, sand, sea → most people will travel to areas where all there are available

The GSTC accreditation program



WHAT ARE WE MEANT TO BE SUSTAINING?

- Be mindful of the broader systems context
- How will we know if a sustainability initiative has worked?
- Can we really find a nice, neat intersection of TBL forces?

SUSTAINABLE TOURISM – MILESTONE OR MILLSTONE?

- The ever present economic imperative
- The mindfulness of tourists – can we ever rely on it?
- What does the history of sustainable tourism scholarship say by way of achievement?

SUBJECT RESOURCES

- UTS On line readings, lecture notes
- Your Textbook → Sustainable Tourism on a Finite Planet
- Routledge
- Academic Journals including
 - Journal of Sustainable Tourism
 - Annals of Tourism Research
 - Tourism Management
 - Journal of Vacation Marketing
 - Journal of Tourism and Hospitality Research
- Readings
- Guest speakers

TUTORIAL 1 – INTRODUCTION

WHAT IS SUSTAINABLE DEVELOPMENT?

- Aspects of sustainability → economic, environmental, social, political (who has the power?)
- Is sustainable development possible in a capitalist system? Everything is for profit
- Difficult to predict the needs of future generations
- Needs of a community are interconnected
- Butterfly effect → how small changes can have bigger repercussions on a bigger level – can affect other countries and communities
- International travels rise at an average annual rate of 3.3% a year out to 2030 → challenges and opportunities for tourism as a development strategy
 - Positive economic impacts but negative environmental impacts
 - Increase in jobs
 - Culture can decrease → country can become tourist dependent – can struggle during low peak tourism seasons
- Sustainable development → can teach communities to be resilient to all the outside factors
 - Resilient → community acts in a way that if any disturbance happens (internal or external), that community can continue to exist – may or may not change, but still keeps its identity as it was eg. Australia during the GFC – had the mining boom
- Number of tourists rise → but will lower resources that is available to the local community
- Must consider the capacity of the destination

DEVELOPMENT CONTROL

- **Development control** → “process of regulating the type, extent, location, scale and density of development” (NSW Department of Planning 1989)
- “Development control is the executive arm of the planning process. It is the means whereby policies are implemented, specific land use proposals brought to fruition and unlawful development prevented. It enables a local authority to protect residential areas from inappropriate intrusions, reserve land for new industries, maintain a Green Belt, keep valuable buildings and trees and prevent ugly signs” (Groves, 2000)
- Require developers to apply for permission to carry out development → submit a Development Application (DA)
- Appraising DAs by considering matters listed in S.79C of EP&A Act

MAY REQUIRE DEVELOPMENT APPLICATION SUBMISSIONS

- (Some minor exceptions)
- New building
- Additions to building
- Change of use of land or building
 - Farm to golf course or residential subdivision
 - Farm to dirt bike racing
 - Residential building to hotel / backpacker's hostel
- Temporary new use eg. event sporting venue used for a concert
- Any EPI
- Any draft EPI
- Any DCP (development control plan)
- Any matter prescribed by regulation eg. Coastal Policy
- Impact of development
- Suitability of site
- S.93F planning agreements
- Submissions made under the Act, regulations
- Public interest
- Rejection → right of appeal to land and environment court
- Unconditional consent
- Condition consent → right of appeal against conditions
- Rejection and conditions must be justified by S.79C

LOCAL ENVIRONMENTAL PLANS (LEPs)

- Zoning
- Development standards (non-discretionary) – some variation (+10%) under SEPP1
- Compulsory

DEVELOPMENT CONTROL PLANS (DCP)

- Development standards (discretionary)
- Some discretion / flexibility
- Mechanism for prescribing permissible and non-permissible uses of land (or acceptable and non-acceptable uses)
- Main content of LEP
- Varies for LEP to LEP (currently)
 - Different zoning categories
 - No zoning category has generalised meaning
 - Must be interpreted within specific LEP
- 2006 legislation reform → standard LEP with standard zones (within 5 years)
- Various types of recreation zones
 - Open space
 - Recreation (private)
- Tourism zones are rare eg. Wollongong
- Leisure and tourism uses in other zones

COMPETITIVE ADVANTAGE AND DESTINATIONS

- Dominance of neoliberalist agenda
- Our resources and assets in a destination context underpin our competitive position
- What is competitiveness for destinations?
 - **Competitive Advantage** → “The ability of a destination to identify its key selling propositions, identify markets that are likely to support these propositions, create a market space where these products are able to be purchased, identify change and future threats, and have the ability over a long period of time in a manner that is both environmentally and economically sustainable” (Prideaux et al. 2012, p. 15)

THOUGHTS FOR THE TUTORIAL

- “It seems that ... indigenous peoples can only continue to be attractive to tourists, as long as they remain underdeveloped, and hence, in some ways primitive” (Silver, 1993 in Sharpley, 2015, p.445)

TUTORIAL 3

ASSESSMENT 1

- Make it clear that you understand the statement, then discuss why you agree or disagree
- Based on justification
- Can use examples but do not limit to just one example – should not base your argument on examples, only to support
- Topic 5 → popular last year but hard to get a good mark

FINAL EXAM

- 10 questions → answer 4 questions
- Short essays between 250 – 300 words
- Each question = 10 marks
- Look for well reasoned arguments and evidence that you have thought about the issues – need to provide examples → have examples for each topic discussed eg. zoning – explain issue and have example
- 2 hour exam, 10 mins reading
- **Exam** → need to specify what angle you're taking – stakeholder balance or zoning balance

TOURISM ZONING

Aims of tourism zoning

- Protecting the natural environment eg. limiting boundaries on activities
- Specific zones for specific activities
- Allow the local community to be unaffected by tourism → control interactions between local community and tourists
- Controls → activities or interaction

Examples of zoning as a management strategy

- **Haiku Stairs, Hawaii** – “Stairway to Heaven”
 - Made during war and is unsafe to climb but tourists still climb it to see the view
 - Security are present and there is a constant police presence, but people still find a way to climb to the top, they get stuck and need to get rescued
 - Government is considering dismantling the stairs to stop this
 - Deciding on the strategy is one thing but implementing it is another
- **Uluru**
 - To control both activities and interactions with the local community
 - Used to be able to climb, but now unable to access the attraction to respect its indigenous heritage

GREAT BARRIER REEF MARINE PARK

Current approach to zoning – balance of restrictions and activities

- In most cases, you cannot limit the land to only one type of use – need a mixture of different activities in one zone → should have less focus on general use and more for preservation of the GBR since it is dying
- Zoning
 - General use
 - Habitat protection
 - Conservation park
 - Marine national park
 - Preservation
 - Scientific research
 - Buffer
 - Commonwealth island zones

	General Use Zone	Habitat Protection Zone	Conservation Park Zone	Buffer Zone	Scientific Research Zone	Marine National Park Zone	Preservation Zone	State Zoning only	Escalating Conservation Zone
Aquaculture	Permit	Permit	Permit ¹	×	×	×	×	Permit	×
Bait netting	✓	✓	✓	×	×	×	×	✓	×
Boating, diving, photography	✓	✓	✓	✓	✓ ²	✓	×	✓	×
Crabbing (trapping)	✓	✓	✓ ³	×	×	×	×	✓	×
Harvest fishing for aquarium fish, coral and beachworm	Permit	Permit	Permit ¹	×	×	×	×	×	×
Harvest fishing for sea cucumber, trochus, tropical rock lobster	Permit	Permit	×	×	×	×	×	×	×
Limited collecting	✓ ⁴	✓ ⁴	✓ ⁴	×	×	×	×	✓	×
Limited spearfishing (snorkel only)	✓	✓	✓ ¹	×	×	×	×	✓	×
Line fishing	✓ ⁵	✓ ⁵	✓ ⁶	×	×	×	×	✓	×
Netting (other than bait netting)	✓	✓	×	×	×	×	×	✓	×
Research (other than limited impact research)	Permit	Permit	Permit	Permit	Permit	Permit	Permit	Permit	Permit
Shipping (other than in a designated shipping area)	✓	Permit	Permit	Permit	Permit	Permit	×	Permit	Permit
Tourism programme	Permit	Permit	Permit	Permit	Permit	Permit	×	Permit	Permit
Traditional use of marine resources	✓ ⁷	✓ ⁷	✓ ⁷	✓ ⁷	✓ ⁷	✓ ⁷	×	✓ ⁷	×
Trawling	✓	×	×	×	×	×	×	×	×
Trolling	✓ ⁵	✓ ⁵	✓ ⁵	✓ ^{5,8}	×	×	×	✓	×

Criteria to focus on

- Sustainability should be at the forefront
- Focus on preservation and conservation because the GBR is dying

Challenges in defining a zoning strategy

- They are limited to different zones but other activities are still permitted in different sectors

Challenges in implementing a zoning strategy

- Controlling interaction with local community and tourists → take care of social / cultural carrying capacity
- Limit zoning areas to one main activity
- Economic
 - There will be a hit in your financial benefits for a short time – tourist activities are limited and will give less money
 - Dispersion → some zones will get all the money, some will not get any – how do you distribute the financial gains

ETHICAL STANDARDS AND SEX TOURISM – YOU BE THE JUDGE

- Sex tourism is sustainable so long as it meets the needs of the sex tourism
- Sex tourism is sustainable so long as it is deemed legal in the destination under investigation
- To be sustainable, the sex tourism industry must be well regulated with appropriate levels of employment support provided to sex workers
- Only the needs of local people matter – the sex tourism industry in all forms is just wrong
- **What is tourism?** → the sum of the processes, activities and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities and surrounding environments that are involved in the attracting transporting, hosting and management of tourists and other visitors (**Goeldner and Ritchie 2012**)
- **Exam** → must be able to justify, argue and support the point you are making logically
- Ethical issues of sex tourism → human trafficking, exploitation, health, STDs, involvement of minors, paedophilia
 - Certain boundaries for where it shouldn't be descending
 - Need to find to what extent does sex tourism conflict with the general social morays of that particular community?
- Tourism is fundamentally about servicing human needs
- Shouldn't the rights and working conditions of local people be prioritised above all else?
- Levels of legal enforcement, the age of consent and the like vary from country to country
- Arguments that the sex tourism industry is a manifest of broader levels of societal breakdown, isolationism and the diminishing importance of values
- Economic reality for the industry → motivations of sex workers vary and money does flowback to local communities – does that mean it is sustainable?
- **Dubai** → people who built the destination were subject to slave labour – does visiting the destination support that?

SHOULD WE BE VALUES NEUTRAL?

- Scientific objectivity in academia → a double edged sword
 - Should you engage in debates, or simply report and leave others to interpret?
 - Should you be the conscience of an industry?
 - Are there some topics where it's okay to be radical?
- Balance the immediate concerns of industry with a more nuanced long-term perspective – difficult to get stakeholders included, policy makers interested in issues beyond the immediate

HOW DO WE MOVE TOWARDS SUSTAINABILITY IN TOURISM?

- Is sustainability a fixed goal or process / way of thinking
- We must not shy away from recognising the true complexities in a debate
- The importance of leaders and champions
- Targets must be set with a thorough understanding of historical and contemporary context

WHAT TYPE OF LEADERSHIP IS NEEDED TO AFFECT FUTURE CHANGE?

- What characterises a sustainability leader? → “the ability to see around corners. They have to be able to connect with people that have important contributions to make, even if they don't vote or (in the case of a private industry like tourism) invest in a given industry or company. And they have to work out when to take a stand on a critical issue”
- Vision and the ability to action – problem solvers
- Responsibility to build consensus → the focus shouldn't be on finding wedge issues to support short-term gains, leadership must be visionary
- Tourism industry → very fragmented so many different people saying they are the leader

SUSTAINABILITY LEADERSHIP – SOME CORE PRINCIPLES

- Recognising anyone can choose to lead
- Being a leader with others rather than over others
- Operating within the environment in which you are positioned
- Recognises that they are making choices and those choices will have implications → look for implications beyond the immediate experience
- Work collaboratively with others to resolve paradoxes – the world is too complicated for one person to have all the answers